



The Norwegian Virtual Exhibition © Photo: Cielo Alejandra | ADORNO

PRESS RELEASE

The Norwegian Collection
London, UK
London Design Festival
18-26 September 2021

"(Re)New Generation" - A *(sustainable) change of pace for collectible design*

Adorno is pleased to announce the Norwegian collection, “(Re)New Generation”, as a part of Adorno London 2021. Virtually presented in a raw, industrial gallery, “(Re)New Generation” explores the future of design through the lens of innovation and sustainability. Curated by interior designer Kirsten Visdal, this collection features ten designers working at the forefront of the next generation of Norwegian design.

In the case of the Norwegian collection, “[Designing Futures](#)” means repurposing and challenging the past in order to construct a new view for the future. As sustainability becomes a more salient concern amongst designers and humanity in general, more attention is being paid to materials, production methods, and techniques. Featured designers Ali Gallefoss, Anna Maria Øfstedal Eng, Atelier Kaja Dahl, Bergskog, Edvin Klasson, Hlin Studio, Løvfall, Mingshu Li, Studio Sløyd, and Vilde Hagelund have exemplified this through their use of local, raw materials; simplified production method; and an environmentally-conscious mindset towards design.

Supported by:



Norwegian Embassy



www.adorno.design
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The Norwegian collection will be viewable as a virtual exhibition during the London Design Festival, 18-26 September 2021, at www.adorno.london

CURATORIAL STATEMENT

The new generation in the Norwegian design field is characterized by a change of pace. Scandinavian heritage has been a great source of inspiration for designers in Norway. Quality, functionality, and a toned-down minimalistic expression have left their mark on products. Over time, sustainability and climate challenges have influenced what is designed and developed.

At the same time, manufacturers and the larger design industry have had a great deal of influence, leading to a conformist and homogeneous expression. With the new generation, there has been a reaction that challenges the established, where designers need to find their own expression in the present.

We also find several abstract interpretations of products that are intended as a function. These interpretations are experimented freely in clay, in a piece of raw nature, or in the recycling of something that is basically waste. The analog and handmade in the face of a digital and virtual world. Roots from trees, the mystery of the forest, and burnt wood contrast with surfaces that are smooth, defined, and modernist. Natural materials and processes that take time, with imprints of the hands in their creation. Designers go back in time and bring out traditional techniques and the use of raw materials from nature, but they make it their own. The expression is wild, organic, and unique.

**MEET THE CURATOR
KIRSTEN VISDAL**



“The future of design has to become more sustainable. To make use of what already exists or opt out of abundance is a circular mindset.”

- Kirsten Visdal

Kirsten Visdal works with visualising concepts in art direction, styling, and interior design. She offers everything from the idea to the finished product, working with manufacturers, magazines, architects and designers, while also taking consulting assignments in interior design, private and public spaces.

Visdal has a love for the natural created together with a modern design language. She deeply appreciates Norwegian design and hopes for a flourishing in Norwegian cultural heritage and crafts. She loves the aesthetics found in processes, everyday life and the moment. She hopes that we as consumers, producers and creative actors will take a greater degree of social responsibility in the future.

VISITOR INFORMATION



Virtual Exhibition

Elevated on pedestals in a quiet, industrial gallery space, the “(Re)New Generation” collection interprets the analog and handmade in the face of a digital and virtual world. In a smooth transition between design and art, this new generation of Norwegian makers is finding their own way with abstract interpretations, where function is no longer essential.

Visit the virtual exhibition
18-26 September at
www.adorno.london

PARTICIPANTS

Ali Gallefoss

Anna Maria Øfstedal Eng

Atelier Kaja Dahl

Bergskog

Edvin Klasson

Hlin Studio

Løvfall

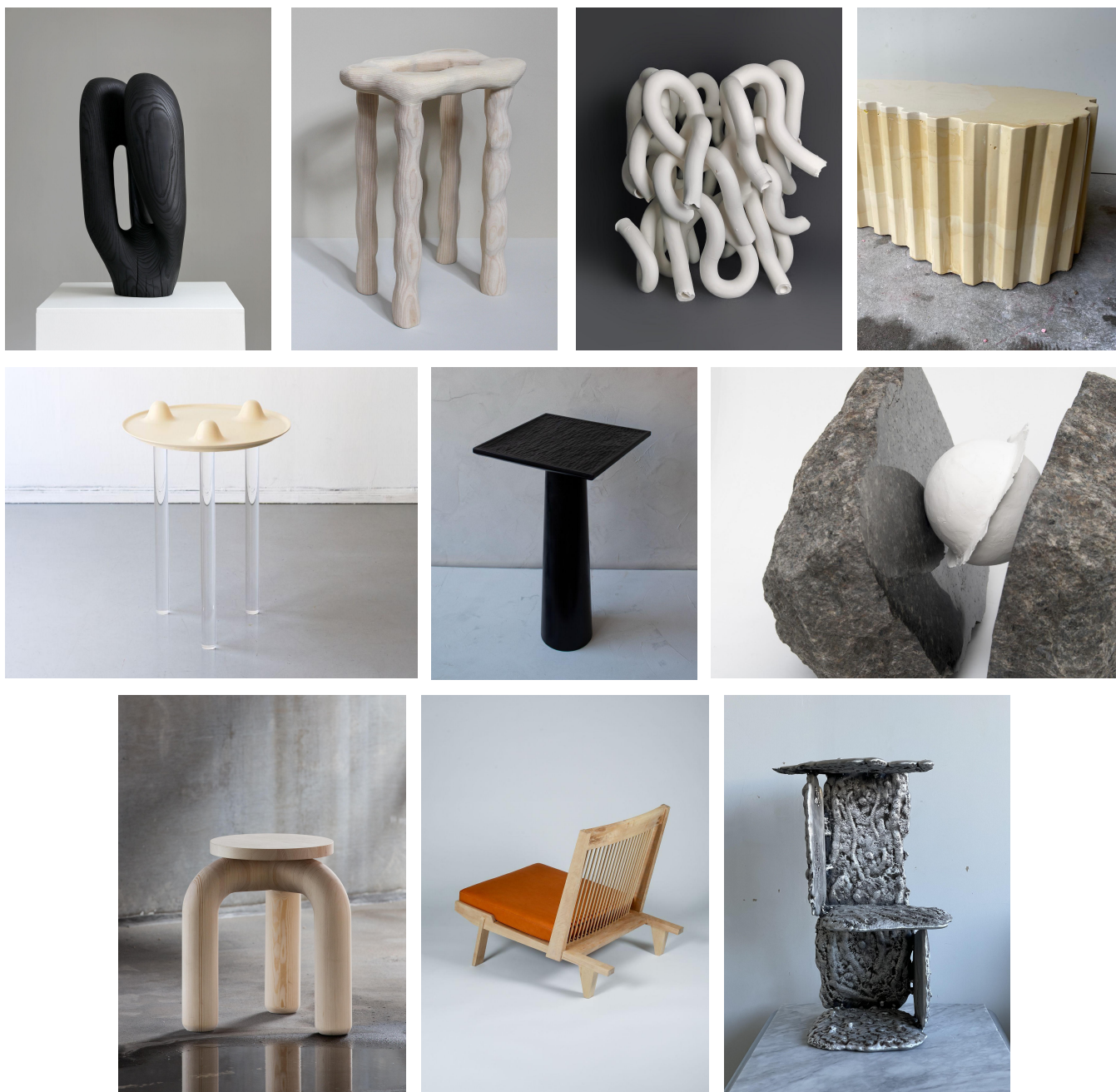
Mingshu Li

Studio Sløyd

Vilde Hagelund

THE COLLECTION

[Download High-res images](#)



Left: Løvfall, "Ask Kaligrafi", **Mid, L:** Anna Maria Øfstedal Eng, "Vride Oval no.3", **Mid, R:** Mingshu Li, "White Tubes", **Right:** Studio Hlin, TBD

Left: Edvin Klasson, "Fantasma", **Mid:** Vilde Hagelund, "Pedestal", **Right:** Kaja Dahl, "The Stoneware Ritual No. 1"

Left: Studio Sløyd, "POM" Stool, **Mid:** Berskog, "Næss" Chair, **Right:** Ali Gallefoss, "Side Table Made With My Own Squares"

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NOTES FOR EDITORS

Title	Adorno London 2021: <i>Designing Futures</i>
Dates	18-26 September 2021
Virtual Exhibition	www.adorno.london
Participating Countries	Austria, Belgium, Estonia, Latvia, Lithuania, Netherlands, Norway, Sweden
Images	Courtesy of the designers & photographers
Press kit	Link
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ABOUT ADORNO

Adorno is a digital gallery for the best of collectible design and craft from around the globe. Selected by a network of on-the-ground curators from more than 30 design cities, Adorno's collections provide a unique insight into the world's diverse creative communities – and celebrate the work of the designers shaping them.

Each collection showcases only unique or limited-edition contemporary works, spanning the fields of furniture, textiles, ceramics, sculpture, and design-art. The curatorial approach varies from collection to collection – just as design culture varies from community to community – but every object featured is contemporary in style, experimental in approach, and exceptional in material quality.

The designers featured include both established names and emerging talents at the cusp of their careers, ensuring each collection is a snapshot of the people, techniques, styles, and thinking that define the modern making culture of each region. With each collection launch, Adorno adds a new chapter to the global design story.

In its essence, the infrastructure of Adorno includes the e-commerce platform (www.adorno.design), an international legal setup, and a global cost-efficient shipping solution that enables autonomous collaboration between curators and designers to promote their work and transact with a growing segment of international buyers. Besides running the online platform, Adorno exhibits at major design events worldwide.