

# design & architecture

Innovation  
& Functionality



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## facts:

### Norway in Brief

Size: 385,155 sq. km  
(including the islands of Svalbard and Jan Mayen)

**Population** 4.7 million

Main Cities	Population (incl. suburbs)
Oslo	811,688
Bergen	213,585
Stavanger/Sandnes	173,132
Trondheim	147,139

**GDP 2006** USD \$261.7 billion

### Exchange Rate:

NOK/USD 6.42 (average 2006)  
NOK/EUR 8.05 (average 2006)

### Exports and Imports 2006

	NOK bill.	USD bill.	Amount of GDP
Total Exports	1.002	156	46.6%
Total Imports	610	95	28.3%

### Main Export Commodities

Oil & gas, metals, machinery, chemical products, fish & fish products,  
pulp & paper and ferro alloys

### Main Import Commodities

Transport equipment, machinery, chemicals, textiles and metal products



## Distribution

### Norway Exports – Design & Architecture is distributed through the following channels:

- Innovation Norway's offices and Norwegian embassies and consulates abroad
- The Norwegian Ministry of Foreign Affairs' offices abroad
- The Norwegian Ministry of Trade and Industry
- The Association of Norwegian Students Abroad's (ANSA) contacts and network
- Norwegian Chambers of Commerce worldwide
- Official state delegations in Norway and abroad
- Various trade fairs

### Recipients of Norway Exports – Design & Architecture will include:

- Relevant industry contacts in both the public and private sectors in Norway and abroad
- Relevant departments, politicians, and county and township offices in Norway
- Attendees of international events, meetings and trade shows where Innovation Norway or Norwegian embassies are represented

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Nina Berre (Norsk Form), Anette Maartmann-Moe (the Association of Norwegian Design Agencies), Egil Sundet (Norsk Industri), Jan Stavik (the Norwegian Design Council), Janicke Sæther (DogA)



The entire spectrum of Norwegian design is gaining attention on the international scene. Whether it is graphic, interior or furniture design; clothes fashion, industrial design, cyber-design for the ever-evolving internet, or combinations of these – quality and creativity is being recognized.



The Norwegian Design Council (NDC) plays a central role in promoting and integrating design within Norwegian business, society and culture, a responsibility with results that are felt far beyond Norway's borders.



“There is an increasing interest abroad in Norwegian contemporary architecture. This is due to several factors that include the ability of Norwegian architects to make use of traditional skills in adapting buildings to topographically demanding terrain, and at the same time being able to redefine tradition to achieve innovative results.”

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# norwegian design – aesthetics & business



Norway has historically been a nation of raw materials, but times are changing. The era of declining oil production is

just around the corner, and this change demands preparation.

Striving towards the goal of becoming one of the world's most innovative nations, we are drawing upon the unique competence of our designers as a business development tool in order to achieve success.

The Norwegian Design Council actively promotes this country's design and designers on the world stage. Our efforts have been greeted with enthusiasm, confirming our convictions that Norwegian designers have much to offer. Companies are following suit, realizing that design is not simply about aesthetics, but very much about business. This understanding is widespread in Norway; as a survey commissioned by the Norwegian Design Council has shown that as many as 83 percent of Norwegian managers see design as being important for bottom-line business results.

In working with Norwegian design and designers, the Norwegian Design Council has established concrete criteria for applying design to both aesthetics as well as to the art of doing business. Criteria that include innovative features and concepts, form and aesthetic quality, holistic impression and coherence, construction and choice of materials, functionality and user advantages, user friendliness, functionality, communication value and environmental aspects are of fundamental design importance as Norwegian products and services are developed to meet the world market. These criteria are also used when selecting winners of the Award for Design Excellence and our other awards.

The Norwegian Government is firmly behind our designers. In 2005, the Government declared a National Year of Design, and in February that same year, Norway's first National Center for Design and Architecture was opened, a venue for creativity that has become an important and vibrant meeting place for business people, designers, politicians, the public and the media. That same year, the Center received the prestigious National Building Prize. In 2006, the number of visitors exceeded 40,000, exceeding all expectations.

Here at the Norwegian Design Council, we find that Norway's increasing awareness of the importance of design is having a synergy effect that echoes on the international stage. During the exhibition 100% Norway, which took place during the London Design Festival in 2006, more than 100 Norwegian designers and architects attracted more than their share of media and public attention. This type of positive feedback shows that Norwegian design is moving in the right direction.

Even so, some of our most brilliant designers are just becoming known outside Norway, and many of our younger talents are still waiting for their international breakthrough. This is going to change, and by taking the time to read this magazine I believe that you will begin to understand why.

Enjoy this magazine, and let yourself be inspired!

jan r. stavik

*Managing Director The Norwegian Design Council*

# DOG A

NORSK DESIGN- OG ARKITEKTURSENTER

The Norwegian Centre for Design and Architecture (DogA), was established by Norsk Form and the Norwegian Design Council as an arena and meeting place for design, architecture and related subject areas. The old transformer station at Hausmanns gate 16 is home to the two organisations. The centre also provides areas for large and small architecture and design exhibitions, conferences and meetings, as well as a shop and Elvebredden café & restaurant. Hausmanns gate 16 was awarded the National Building Prize in 2006.

## Some of what's on in 2008:

### 17.01. – 17.02. NewAfrica – Sub-Saharan Hotspots

DogA kicks off the Norwegian Year of Cultural Diversity 2008 with an exhibition entitled "NewAfrica" – a design and architectural exhibition featuring 45 designers from 14 Sub-Saharan African nations. African design is currently in the process of redefining itself. Interpretations of cultural heritage in a new and exciting artistic style are presented through architectural projects, graphic design, fashion, industrial design, ceramics and furniture design. The vision is to create a new and improved Africa in the juxtaposition between traditional crafts and cutting-edge design.

### 28.02. / 08.05. / 04.09. / 27.11. Pecha Kucha Night vol. 5 – 8

The creative event Pecha Kucha first saw the light of day in Tokyo in 2003, as a cultural multimedia event giving participants from the world of architecture, design, film, art and music the chance to meet, network and show off themselves and their art. The concept has since spread to all corners of the world and can now be experienced in more than 50 cities.

### 27.03. – 27.04. Award for Design Excellence

This exhibition presents the recipients of the Norwegian Design Council's Award for Design Excellence 2008 granted in recognition of the successful use of design as a strategic tool in innovation-driven activities. In addition, the exhibition presents the winners of the following awards: The

Honours Award for Design Excellence, the Classic Award for Design Excellence and the Young Talents Award. The aim of the exhibition is to present innovative design and to demonstrate how companies can use this in their own innovative processes.

### 12.06. – 24.08. Open House - Architecture and Technology for Intelligent Living

What potential do the new technologies and materials of today hold for domestic living and residential architecture of tomorrow? At the invitation of Vitra Design Museum, Weil am Rhein, and the Art Centre College of Design, Pasadena, fifteen architects and designers from all over the world sought to address this question. Their visionary answers are presented with a series of models, interactive installations, and films.

OPEN HOUSE also presents a retrospective of homes of the future and urban planning utopias from the 20th century.

For the full story about DogA see the article entitled "In a Different Light", also featured in this publication.



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# Norsk Industri

Norwegian Furniture Industry consists of approximately 400 companies that together produce furniture for a total value of NOK 13 billion (2006). More than 30 percent of the total production is exported. The Furniture Industry employs 9,000 people and more than one-third of the industry is concentrated in the industry cluster in the Møre region of Norway. The companies are in general small- and medium-sized companies, but there are some larger companies. The Industry is highly automated and among the most modern in the world.

Norwegian Furniture is a part of the Scandinavian Design tradition. Norwegian furniture design distinguishes itself through innovative, modern, functional, ergonomic and excellent comfort in its products.

Norwegian furniture is sold through different channels, including buying groups and shop chains, individual furniture shops, contract sales to furnishing projects, agents, franchises, the Internet, etc.

Norwegian Furniture Industry can be divided into three main groups:

- **Designer Furniture**

In Norway there is a large number of designer furniture producers, both from the generation responsible for the Scandinavian design era of the 1950s and the younger Norwegian designers of today. The project [www.insidenorway.no](http://www.insidenorway.no) shows some of the best pieces of Norwegian designer furniture, from the 1950s up to the present day.

- **Home Furniture**

Furniture for the home is the primary segment for Norwegian manufacturers. The segment consists of living room furniture, and furniture for children's rooms, bedrooms, dining rooms, home offices, etc. Home furniture is available upholstered, as panel furniture and solid-wood furniture. Norwegian upholstery producers are among the best in the world.

- **Office & Contract Furniture**

Furniture for the contract market goes to workplaces, shops, public spaces and institutions often according to demand from architects and developers. The contract market commissions frequently office chairs, panel furniture, seating furniture and also handcrafted furniture.

In addition to these primary segments, there are many subcontractors of furniture components in foam, wood, panels and metal products. Some of these are brand producers with a large export volume.

The Association of Norwegian Furniture Industry is an organization working for the interests of its members and for the furniture industry in Norway. Our vision is to help strengthen the members' competitiveness and to contribute to increased sales. In addition to this we offer business networks, market and other information, seminars, education/courses, and are the employers association for the furniture industry.



## Norsk Industri

### The Association of Norwegian Furniture Industry

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[www.norwegianfurniture.no](http://www.norwegianfurniture.no)





## – We give local ideas global opportunities

Innovation Norway offers products and services to increase innovation in industry throughout Norway, to help develop the regions and promote Norwegian industry and internationalization, and to promote Norway as a tourist destination.

With offices in more than 30 countries worldwide and in all Norwegian counties, Innovation Norway is easy to reach. Our staff has knowledge of local and international factors that will help turn our customers' ideas into business successes.

### Products Tailor-Made to Customers' Requirements

Innovation Norway assists the entirety of Norwegian industry, but has particular responsibility for aiding entrepreneurs and assisting small and medium-sized companies with an ambition and potential for growth.

We offer:

- Funding provided as loans, guarantees and equity capital programmes
- Advisory and expertise development measures
- National and international network-

- building and technology transfer
- Marketing of Norwegian industry and Norway as a tourist destination

With these measures as a point of departure, Innovation Norway customizes its products and services according to the needs of each individual client. Through our offices in Norway and abroad, our clients also gain access to services from other public agencies – such as the Research Council of Norway, the Norwegian Design Council and the Industrial Development Corporation of Norway (SIVA).

### Dynamic and Result-Oriented

Innovation Norway supports the profitable development of industry in both individual companies and in society at large:

- Innovation Norway contributes to the creation and securing of 9,000 jobs annually

- Customer surveys show that 90 percent of Innovation Norway's funds have been allocated to projects viewed as important to companies' survival and profit growth

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*Innovation Norway took over the tasks of the Norwegian Trade Council, the Norwegian Industrial and Regional Development Fund, the Govt. Consultative Office for Inventors and the Norwegian Tourist Board on January 1, 2004.*

# Designbyråforeningen <sup>D</sup>

Designbyråforeningen (Association of Norwegian Design Agencies) is the design agencies own industry organisation within communications design. Our members are qualified agencies with complex communication expertise. Designbyråforeningen shall promote expertise enhancement, healthy competitive parameters and a high professional and ethical standard for the industry as a whole.

Contact us or read more at  
**[www.designbyraaforeningen.no](http://www.designbyraaforeningen.no)**  
Designbyråforeningen  
Skovveien 20  
NO-0257 Oslo  
Website: <http://www.dbf.no/>

Brand House AS  
Cobra og Creuna Design AS  
Cox Design  
Design House, Lund & Partnere AS  
Designbyrået Blå AS  
Dinamo Design AS  
Enzo Finger Design AS  
Gazette AS  
Making Waves  
Mons Rønning AS

Scandinavian Design Group AS  
Signatur  
Strømme Thronsen Design AS  
Sukkerdesign AS  
Tangram Design AS  
Tank Design AS  
Tiber AS  
Trigger Design AS  
Virtual Garden Design AS  
Wanda - Brand Identity AS



# design with a purpose

By David John Smith

Design has historically been a part of everyday Norwegian life, people creating items of visual beauty balanced with healthy measures of functionality, sustainability and good old-fashioned durability. This is innovative design featuring genuine advantages for the user – and this is the mark of the Norwegian designer.

The entire spectrum of Norwegian design is gaining attention on the international scene. Whether it is graphic, interior or furniture design; clothes fashion, industrial design, cyber-design for the ever-evolving Internet, or combinations of these – quality and creativity is being recognized. Norwegian design success lies in individuality supported by tradition, excellent education, and a solid national support network.

## Tradition Runs Deep

Norwegian design roots run deep; they are a part of the mountains, fjords and all of its stunning nature. Dale of Norway reflects this beauty in its rich history and heritage of finest quality knit- and sportswear for men, women and children. Known as the genuine Norwegian sweater brand, Dale prides itself on authenticity and tradition. Understanding customer needs keeps the company in step with modern tastes and fashion. According to Dale's design team, "We work with traditional materials and design elements, but are able to constantly develop the products by updating patterns, colours, cut and functional details."

Grasping the essence of what she sees and creating something new is the key to success of Oleana designer Solveig Hisdal.

Prize-winning collections of sweaters and other knitwear from Oleana allow customers to experience the cutting edge where industry and craftsmanship meet. The recipient of numerous design and quality awards for knitted garments, skirts, coats, blankets, belts and accessories, Oleana creations reflect the subtle balance between hi-tech production and the gentle finishing touches made at the hands of Oleana employees.

## Sportingly Fashionable

In Norway, there is a fine line between fashion and sport, and Olympic champion Kari Traa is an example where love of the outdoors has translated into a vibrant line of clothing. Born and raised in the western Norwegian mountains, Kari loves the daredevil feel of skiing, and her clothing creations exude this same extroverted energy. Appealing to sporty girls of all ages with a love for extreme sports and a





sense of adventure, all brand creations are inspired by Kari and Norwegian nature.

Haltenbanken is a textbook example showing how designers work to help clients succeed. The company has worked with Kari Traa since 2005, beginning with visual identity, website, printed material, clothes collection graphics and, naturally, the logo. Elise Sæle from Haltenbanken observes, “The logo was extremely important, the butterfly being the symbol of sporty femininity, and represented in visual language the Kari Traa line of clothing.” The latest addition to the world of Kari Traa is a concept store in her hometown of Voss, the first Kari Traa boutique worldwide. With Haltenbanken, the Kari Traa universe has become a reality.

Norwegians believe in the power and warmth of wool, and Devold has known this for over 150 years with its outdoor, knitwear and sports clothing. Bjørn Dæhli has a shorter history, but what an impact! This 29-time world and Olympic champion has used his knowledge about sporting success to develop a complete range of “Bjørn Dæhli Technical Wear”. In fashion as with skiing, only the best is good enough, as the most successful cross-country skier in history says, “I always give 100 percent.”

Leila Hafez is designing some of the hottest fashion in Norway.

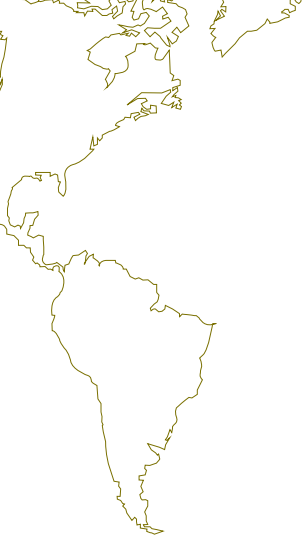
### Fashionably Fashionable

Moods of Norway is a company defining a young lifestyle in a positively contagious fashion. Started by designers Simen Staalnacke and Peder Børresen, the company is represented in North America, Europe and Asia with the self-proclaimed goal to make happy clothes for happy people around the world. Vera & William fashions are dedicated to an ethical and sustainable development in the textile industry, believing in pure quality and trueness to nature, with lines of clothing specially developed for the changing seasons.

An impressive number of Norwegian fashion designers have found success, including Ida Gullhav, Arne & Carlos and Kristian Aadnevik. Ida Gullhav is known for her creative design and “Made by Me” lingerie; Aadnevik is known for his fashion designs and his creative attitude all over Europe and beyond; and Valdres-based Arne & Carlos draws creative inspiration from its Scandinavian background and love of nature. These inspiring fashion designers represent the new breed of fashion forces – now and in the future.



© Emilie Ashley



### Making the Difference

Leila Hafzi is a fashion designer dedicated to making a difference. In 1997, she presented her first collection, introducing the idea of eco and ethical trade to the Norwegian high-end fashion industry. Ten years later her goal remains unchanged; to champion eco and ethical trade in the fashion industry on a global basis, and continue developing a 100 percent environmentally-friendly production cycle.

This season, her company Nepal Productions is presenting a collection drawing inspiration from the global topic of environmental changes; she is also starting a cooperative effort with the Norwegian Peace Corps and Nepal. Several company employees will be working in Katmandu for one year with clothing production, and two of the most skilled tailors from Katmandu will work in Norwegian company facilities. In 2008, Hafzi creations will be represented as part of Norwegian design in New York for the first time, yet another signal that her eco fashion is truly coming into style.

Taking care of the children is STOKKE, a company that designs and creates innovative products to make life safer for the little ones, including environmentally-friendly furniture such as the Tripp-Trapp high chair, strollers, nursery and transportation products. Another Norwegian company looking to change the way people think is EIBil Norge, who manufactures, markets and maintains

electric vehicles. Featuring functional design utilizing practical solutions, EIBil's Kewet Buddy is a friendly car with fewer parts and less maintenance.

The company LESS knows that design functionality can save lives. The LESS (Light Emergency Stretcher Systems) stretcher system is designed to transport patients from the scene of an accident, and is suitable for mass-casualty emergency situations such as earthquakes, landslides and floods. Designed by K8 Industrial Design, the LESS was nominated for the Honours Award for Design Excellence for its light weight functionality geared to rescue, a product providing customized equipment to meet fundamental needs of patients and medical personnel.

### Sitting Pretty

Norwegian furniture is fashionable and comfortable, and companies such as Aksel Hansson, Børn Designmøbler, Hødnebo, Ekornes and Fjord Fiesta use the right combination of design aesthetics and functionality. Håge is another fine example of design in action, with its Peter Opsvik-designed Conventio Wing chair

having excellent ergonomics, giving any room a distinct identity with its convincing environmental profile.

Savo designs, manufactures and markets office seating, recently strengthening its position within quality seating solutions with the launch of the Savo XO Conference chair. The Savo XO Conference Chair is a Norwegian chair that combines highly developed technical solutions with an appealing visual identity and exclusive design. "A Swedish survey shows that the aesthetics of our surroundings influences our productivity. I am positive that XOs in the board room will result in better board meetings." observes Ervin Kohn, Savo CEO.

StokkeAustad Design Service creates value through design. Jonas Ravlo Stokke and Øystein Austad are both alumni of the Oslo School of Architecture, and have already experienced success as the Norwegian Design Newcomers of the Year in 2005. Ready for a 2008 launch, their RSVP chair will occupy a special niche, lower than a dining chair and yet not a full lounge chair. The elongated armrests provide

StokkeAustad's RSVP chair redefines relaxation.



© StokkeAustad



user comfort as well, with relaxation made simple. Jonas Stokke says, “The chair was designed to feel bigger than it actually is, and relates to the user as well as its special surroundings in a unique way, a uniqueness we pursue in all our design work.”

### Creating a Unique Environment

In this land of the midnight sun, nature stimulates a special brand of creativity. Scandinavian Surfaces specializes in what they call “patterns for any surface”, offering original designs and solutions for products that include fabrics, wallpaper, building facades, interior decoration and much more. Norway Says is a company that originally focused on furniture design, but now has found international success with design of textiles, lamps, electronics and other forms of expression. Sukker Design helps clients create their own retail environments, saying that “the perfect package and retail space should be a balance of function and attitudes” and their success shows that they have found the right balance. Other designers such as Funkle and Permafrost are also making their indelible mark on the design world.

The Oslo based graphic design agency Bleed is arguably the most lauded design company in Norway since the turn of the millennium, bringing home dozens of awards for clients such as Sony PSP, Telenor, the Oslo Philharmonic and national Norwegian broadcaster NRK. Offering the entire range of design services, including design strategy, concept development

and project management, Bleed maintains a high level of creativity; balanced with an understanding of client needs, clients that include Deutsche Bank, ALU, Diesel, Hermes in Japan, Snøhetta, the Norwegian Royal Family and Pepsi Co.

CEO Kenneth Pedersen has some insights regarding Bleed’s sustainable success, “We are working close with our clients to give them the competitive edge they need to be recognized and appreciated in their segment with stunning communication concepts and design. Bleed constantly challenges the border between graphic design, art, technology and commercial brand identity to be able to serve our clients in the best possible way. Last but not least, we have a greatly motivated bunch of colleagues that never stops to surprise with their view on the surroundings”.

### The Seeds of Creativity

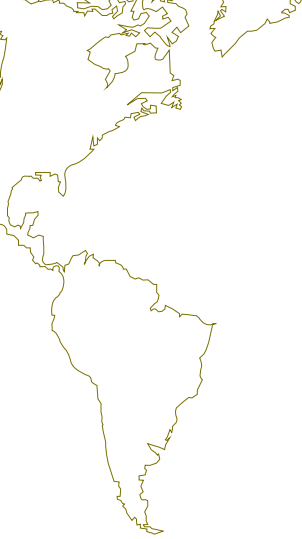
True design means finding solutions, and Norway has a wealth to offer. Companies such as Techni AS, Simon & Gaare, Ghostwriter, Kadabra Produktdesign, Goriljaworks, Innovativoli, Panorama and

others use elements of industrial, graphic, product and other forms of design to create value for their clients. Functionality, creativity, integration and quality are part of everyday life for these top-notch professionals.

Identifying a need, the industrial design company Accendo knew that when couples retire for the evening, one partner often likes to read while the other wants to sleep. Researching the market and finding only traditional lamps that produced too much light, Accendo began a creative process with the lamp producer Northern Lighting. Examining different technical solutions and designs, the process culminated in the creation of the patented LED night lamp Seed, designed to provide just the right amount of reading light. The lamp’s flexible 60cm long arm directs light where needed, and is easily switched on and off by turning the lamp head. An interior designers’ dream, Seed can be matched to any rooms design as the lamp head is covered in fabric and can be easily changed, is environmentally friendly, stays cool and is fire safe.

The Seed lamp provides just the right amount of reading light.





### Serious Fun & Creativity

The Bergen National Academy of the Arts continues to produce high powered young designers, including the partners in TRØKK16, where serious fun and a love for details lead to experimentation with new materials and approaches to design. Focusing on furniture and lightning, TRØKK16 has exhibited at home and abroad, including the New York Design Week. Several prestigious awards have been brought home to their "test studios" in Bergen, including the Nordic Design prize 2006 for the SantinoCoppiCalla' shelving system and the Luxo prize 2007 for the lamp 'Loop'.

Tveit & Tornøe originally worked with furniture design, but is now expanding into other categories, launching no less than 5 products in one day during the 2007 Designers Saturday in Oslo. That same day, Atle Tveit and Lars Tornøe staged yet another product launch in Paris. With creations as varied as the Wild Bill coathanger and the Copenhagen lounge chair, this dynamic duo will be a design force in the spotlight for years to come.

### Winning when it Counts

Lillehammer is the headquarters for the sporting equipment company Swix, who knows that the human body was created for movement, and the human mind for experience. Company design is recognized by skiers and Nordic walkers everywhere, and in particular, the award winning Force 10 ski poles features the revolutionary

combination of style and durability where special attention has been given to ergonomics, aerodynamic shape, stiffness and low weight.

This has been the result of a close partnership with Formel Industridesign, a key alliance for Svein Pedersen, Swix Product Manager, "Our cooperation with Formel started in 1995 and we have completed 14 projects together. Formel has developed a unique knowledge about our market, products and philosophy. We

have received 5 design prizes and last year Force 10 received the European Ski award at ISPO 06, also nominated for the Norwegian Award for Design Excellence."

Formel Industridesign knows the importance of design in helping companies improve their image, functionality and profits. Formel's Geir Eide says, "Since 2003 we have completed 26 products for the lighting company Glamox, and there are more in the pipeline. Our creative cooperation has helped Glamox increase



© Tveit & Tornøe

The Wild Bill Coathanger, a creative solution from Tveit & Tornøe.



both market share and profitability. One of these many successful efforts resulted in the Glamox D20, a product that received the Award for Design Excellence, a lamp both functionally unique and aesthetically appealing.”

### Stylish Ship Ahoy!

The Norwegian shipping industry knows that working with knowledgeable industrial designers can help calm rough seas. Prize-winning Abry Design is an excellent example, and is recognized as the first to use advanced 3D CAD to fully visualize a craft during the design process. Abry has 20 years of shipping design experience, beginning in 1988 with delivery of a 35m Fast Ferry Catamaran, followed by the design and delivery of the Koegelwick, a 350 pass Catamaran in aluminium capable of speeds up to 40 knots an hour. This vessel was the first Cat to have completely closed foredeck, proving the vessel extremely seaworthy and a forerunner in design.

Abry Design has built an impressive portfolio of design activities within shipping, with projects including responsibility for exterior lines and interior design, steering house layout and superstructure design. The company also has a long list of clients within industrial, retail, packaging, sport, medical and communication design.

Abry Design works closely with the Norwegian shipping industry with functional design solutions.

Design and logistics meet in a pedestrian overpass designed by Frost and Camille Norment.

### There's Something Happening Here

Frost Produkt is an Oslo design company proving that dedication and creativity leads to success. Recent projects include the design of a line of mailboxes clearly upgrading traditional image and functionality. The mailboxes feature zinc-coated sheet steel and powder coated paint, lockable lids, drainage holes and grates to keep letters safe and dry in even the most inclement weather. As the magazine Scanorama observed, “What

could be better than a brand new mailbox to wow your mailman and evoke the envy of your neighbours?”

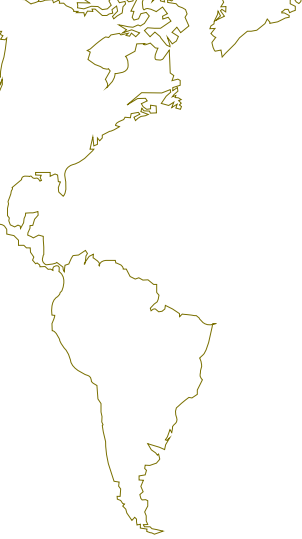
Frost's creative collaborations with multimedia artists Camille Norment and Knut Åsdam have resulted in a pedestrian overpass combining art and the ability to track city bus traffic. With a fractured mosaic of 350 RGB light tiles whose dynamically changing colours and patterns are determined by the movement of the city buses that pass underneath, bus locations



© Abry Design



© Marius Ektved



along their route are tracked with GPS technology. The locations are abstractly mapped onto the design such that the patterns change with the time of departure of the approaching busses.

“The time you spend is the life you live” is the slogan 360°Produkt design used in cooperation with the Norwegian watchmaker Cognitime for the wristwatch that follows the continuous circle of day and night throughout the year. This unique piece of functional art allows the user to look at – and organize – life in a whole new light. This wristwatch is called Døgn, meaning the circular 24-hour day, featuring the first circular digital menu system available in a watch, where design is in unison with functionality.

### A Fine Balance

Jøtul prides themselves on their craftsmanship as a leading manufacturer of cast iron hearths since 1853. Not being content to simply fall back on the success that the company has enjoyed for generations, the award winning Jøtul F 370 was a concept developed with the aim of being entirely different than the barrel-shaped solutions that are readily available. In a cooperative effort with Hareide Designmill, the company rose to the challenge and created a range that is both elegant and functional. Benedikte Solberg, Jøtul Vice President Marketing comments, “One key to company success is that we

All your life is a circle with the Døgn watch.

The award winning Figgjo Plattform combines Japanese aesthetics with Scandinavian functional design.

look for improved levels of production processes, as well as aiming for a high level of performance and the best combination in form and functional design.”

Figgjo is an innovative supplier of chinaware, with a product range covering all functional requirements in professional kitchens and restaurants. Professional kitchens and restaurants demand innovation and creativity, and Figgjo Platform’s combination of Japanese aesthetics and Scandinavian functional style makes the product something special, both in the kitchen and on the table. In addition, the Platform has been recognized by the Norwegian Design Council for its holistic style and functionality that presents food in new and exciting ways. Other prize-winning products such as the Svai only help the company strengthen its leading position in the market.

### Cyberspace Future

Time and space have always challenged human communication and interaction. Now, these frontiers are being altered by the Internet, where cyber-design requires function and aesthetics in a way never before experienced. As more and more people and businesses join the Internet bandwagon, the need for simplicity and

positive user experiences becomes the measure of success. Cutting-edge Norwegian designers on the cyber-front include Making Waves, with everything under one roof that includes designers, system architects, project managers and strategic advisors.

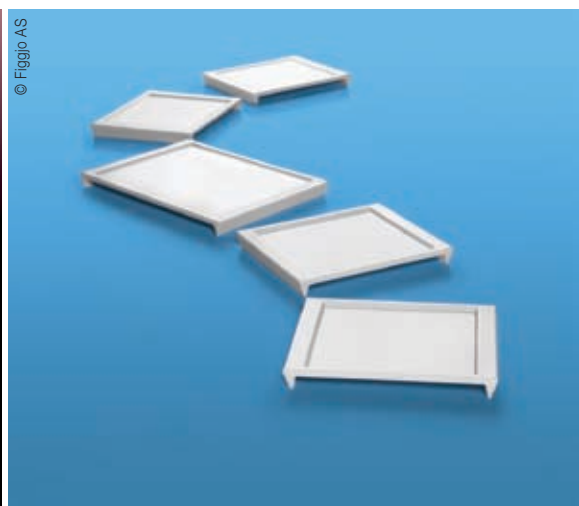
For interaction designers MTO-Lab, simplicity means removing everything that’s not relevant, frequently used or functional, and then using Interaction Design to build global relations for their customers. According to MTO-Lab, the traditional website is dead, and the future lies in Interaction Design. As Pål Eirik Paulsen says, “Our mantra is web minimalism. Our focus is fixed on the user. We know that clear goals and simple flows provide good experiences. Users of today are extremely task-oriented. Well-designed web solutions save time, provide customer loyalty and remove physical space as a factor, consequently saving the environment. Interaction Design defines the web of the future.”

Norwegian design means better products. Look to Norway to see how design originality, function, aesthetics, creativity and quality will change the way you see design, now and forever.

© 360 Grader Produktdesign



© Figgjo AS



# showing who we are – exhibitions in london & berlin

By David John Smith

**A new generation of Norwegian design is emerging, the traditional meeting trendy, combining youthful cultural vitality with the classic traditions of a country that lives in unison – and draws much of its creativity – from nature.**

Norwegian Design is attracting attention like never before. Henrietta Thompson, curator of the 100% Norway Exhibition in London, says, “Norway, without a doubt, is one of the most interesting places to watch for fresh design talent and trends. And while the same could be said of many places at the moment – Israel, Canada, Belgium and Turkey are all tipped as new designer countries to watch – Norway has something that makes it stand out.”

## Norwegian Furniture Meets Berlin

The one-month exhibition, “Norway Now! Furniture and Lamps”, was staged in autumn 2007 in the pan-Nordic house of the Nordic Embassies in Berlin. This event provided the opportunity for central Europe to get a better look at Norwegian furniture and lamp design, ranging from classic designs to the most modern and funky creations on the market. One of the popular (6 million sold!) classics on display was the 1972 Stokke Tripp-Trapp child’s chair, designed by Peter Opsvik because he could not find a practical chair that would adjust to his son’s growth. Other established furniture producers such as Håg, Variér, L.K.Hjelle and others were on

hand, as well as emerging designers Svein Petter Knudsen, Vidar Laksfors and Atle Tveit.

Upcoming lamp designers such as Peter Natedal and Thomas Egset and the creative lamp manufacturer Northern Lighting also helped to shine brilliant light on the surroundings. Future events of this type will be held to continue to spread the good word about Norwegian design, also aimed at nurturing the fresh design environment in Norway. Curator David Vikøren explained, “. . .young, skilled designers emerge every year, equipped with knowledge, new sets of thinking, and new ideas that both industry and society are in need of.”

## 100% Norway, again!

The annual 100% Norway exhibition is organized by the Norwegian Embassy in London with support from Innovation Norway and the Norwegian Design Council. This year, British design journalist and author Henrietta Thompson was curator, and twenty Norwegian designers were invited to take part after a rigorous

selection process. The latest creations within glass, porcelain and textile design were then exhibited at 100% Design, the UK’s largest design fair.

The 2007 exhibition focused purely on textiles, glass and porcelain, following on the heels of the mega-exhibition in 2006 showcasing the best of Norwegian furniture, fashion, home accessories, lighting, kitchenware, textiles...even a house! As with the 2006 exhibition, this year’s event enjoyed great success, with thousands visiting the Norwegian stand, important in the process of the international branding of Norwegian design.

## A View to the Future

For more than a thousand years, Norwegians have explored the world. Now, the Norwegian designers know that it is up to them to do the same as the world begins to stand up, notice and appreciate the talent and creativity from the north. Look to Norway, look to Norwegian design!

The “Norway Now! Furniture and Lamps” exhibition in Berlin put Norwegian furniture and lamp design in the spotlight

© Thord Vegeeth Foss



# designing the future –

## the norwegian design council & design norway

By David John Smith

Norwegians have been traditionally curious of the world around them, from exploring unknown distant lands to the close beauty of their spectacular homeland. This unity with nature, combined with a deep-seated value of common sense and practical solutions, lays the basis for a unique attitude towards design. Understanding that design means far more than image, and can only be a true success when it contributes to improved functionality, substance and enhanced use – this is one core strength of the Norwegian designer.

The Norwegian Design Council (NDC) plays a central role in promoting and integrating design within Norwegian business, society and culture, a responsibility with results that are felt far beyond Norway's borders. The NDC has a full understanding that Norwegian companies must excel within their respective lines of work in order to tackle the challenges of a global marketplace, a world with knowledgeable and demanding customers who know good value when they see it and have high expectations to match.

### Providing the Tools

Through programmes and services offered by the NDC, Norwegian companies are encouraged and empowered to use design as a tool for innovation and greater competitiveness. By offering consultancy services related to development of products and services, packaging design, branding, corporate identity projects, workshops, seminars and a wide range of similar services, the NDC sees to it that Norwegian companies are well prepared.

Norwegian Design Council initiatives are put into action by highly trained consultants working with companies all

over Norway, establishing and carrying out design-based business development projects. As CEO Jan Stavik says, "To achieve our goal of increasing understanding, knowledge and use of design as a tool, it is key to make design – and design support – accessible to companies throughout Norway through cooperation, special activities and consulting services."

### Strength in Cooperation

Financed by the Ministry of Trade and Industry (MTI), the Norwegian Design Council is an important part of the governmental strategy to increase the competitiveness of Norwegian trade and industry. In addition, the NDC also works in close cooperation with a wide range of other Norwegian organizations, including the strategic cooperation with Innovation Norway. This close alliance is geared to strengthen design in Norway, with the ultimate goal being the delivery of continually improving products and

services to businesses and consumers both in Norway and abroad.

Innovation Norway works with companies through different phases of their business development process, beginning with the assessment of marketing opportunities and priorities, and moving onwards to entrance strategies, establishment and expansion. Innovation Norway offers a number of services in all the various phases with a network of design consultants working all across Norway (see the separate Innovation Norway article in this magazine).

The Norwegian Design Council works with Innovation Norway by identifying and defining new areas of focus; development projects and workshops; and a range of other support and services. All of this activity is based on ongoing dialogue with associations such as the Norwegian Industrial Designers (NID), Grafill and the Norwegian Organization of Interior Architects and Furniture Designers.

New technology leads to award winning design, the Trøkk 16 Loop Lamp.





### Taking Care of Business

One pillar of Norwegian design strength is the country's top notch educational structure. Schools that include the Oslo School of Architecture and Design, Norwegian University of Science and Technology (NTNU), Oslo National Academy of the Arts and the Bergen National Academy of the Arts are well known for their excellence in education. This creative talent is then supported by member organizations that are in place to provide professional support; NID, GRAFILL, the Norwegian Organization of Interior Architects and Furniture Designers, and other key supporters.

NID is the association for professional industrial designers in Norway. Members of this association work within product design, public and transportation design, graphic and packaging design, communication and new media design, furniture and textile design. As with the Norwegian Design Council, NID aims to increase awareness of good design, as well as to promote its cultural and economical significance.

The Norwegian Organization of Interior Architects and Furniture Designers represents their members in contributing to solid quality within areas such as project planning of public and private interiors for new and old buildings, selection of colour and materials and management, leadership and advice within interior projects. Finally, GRAFILL is the Norwegian organization for visual

communication within the areas of graphic design, illustrations, interactive design, animation and creative development, representing the leading Norwegian artists and craftsmen within this area.

### Tying it all Together

The Norwegian Design Council is active year-round in planning and staging activities and events, including the annual national Design Day. This high-profile event focuses on companies, designers and solutions that clearly exemplify Norway's creativity in developing commercially-sound products and services using design elements and strategies. Other events include the 2008 European Business Conference on Inclusive Design, profiling new knowledge and demonstrating benefits of design as a profitable strategy for innovation and commercial success. Possibly the most hotly contested annual awards in Norway are those organized by

the NDC. Each year scores of companies compete for various awards that include the annual Award for Design Excellence, and the Honours Award for Design Excellence; given to companies and designers who have developed successful design solutions. Other awards include the International Design Award, Classic Award for Design Excellence and the Young Talent Award.

### Dressed for Success

The Norwegian Design Council is situated in the Norwegian Center for Design and Architecture (DogA), an award-winning building in a historic area of Oslo featuring renovated architectural gems from the last century and before. NDC shares this location with Norsk Form, the Norwegian information and project-based institution in the field of design, architecture and urban planning. Norsk Form and the NDC have the common goal of championing design and architecture in this country (see the separate Architecture article in this magazine).

The Norwegian Design Council knows that user-oriented designers are possibly the most accessible and efficient innovation tools available in product development. With NDC support, Norwegian designers will continue to "raise the bar" with products that are aesthetic, sustainable, user-friendly, environmentally responsible and commercially successful.

©Design:Bleed/Photo: Chris Harrison



Creativity happens when Bleed Design meets Arne & Carlos fashion.

# in a different light – the norwegian center for design and architecture (dogA)

By David John Smith

The Norwegian Center for Design and Architecture (DogA) sees the world through a different perspective, with a creative and positive attitude that combines the best and the brightest, sometimes controversial, always professional profile of the Norwegian design and architectural world. Always aiming to expand its horizons with different points of view, the foundation DogA is rooted in innovation and an ongoing progressive mentality.

Opened in 2005, DogA was established by Norsk Form together with the Norwegian Design Council as a meeting place, resource centre and exhibition facility for design and architecture. This historic building originally housed a transformer station that supplied much of Oslo with its electricity for the first half of the 20th century. Now the building supplies energy of a different type, with creativity always on display.

## Tradition Meets Today

The building at Hausmanns Gate 16 in Oslo was renovated in order to house DogA and the result is impressive. DogA consists of Norsk Form, the Norwegian Design Council, a conference centre, an exhibition space of 400m<sup>2</sup>, the Elvebredden Café, and the DogA Gift Shop, all setting the stage for communication and creative synergies in this unique building.

As part of the planning process to recreate the building for DogA, a decision was made to hold a competition in the best spirit of Norwegian architecture, and the architect firm Jensen and Skodvin was declared the winner. The renovated

building combines the traditional architecture of the late 1800s with the functional modernism that typifies much of Norwegian architecture, a style that combines the surrounding landscape and nature with the building itself.

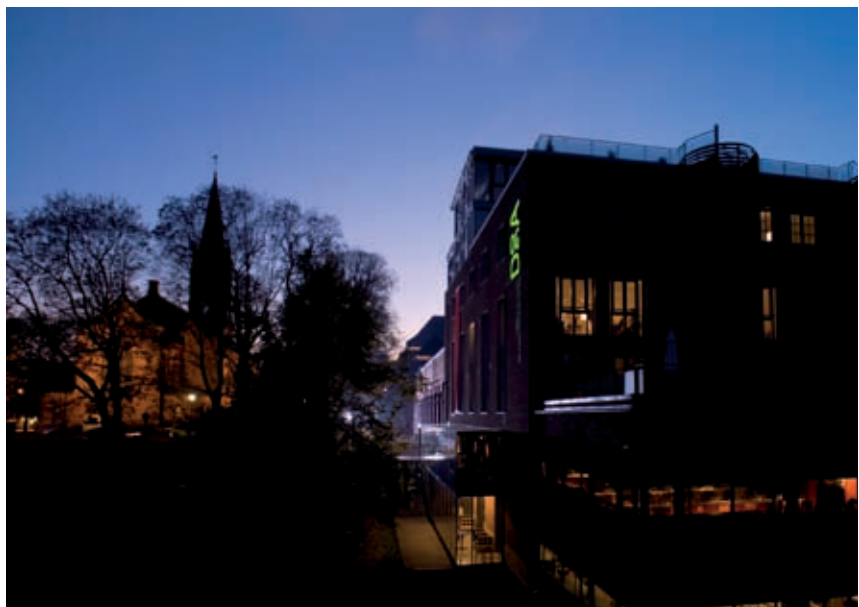
Jan Olav Jensen and Børre Skodvin are both graduates of the Oslo School of Architecture. Since founding their company in 1995, the duo has received a great deal of attention and acclaim for their original style. In 2006 they were awarded the National Building Award for the transformation of DogA. In addition, one of the iron desks originally developed for offices in the DogA building now stands in the offices of the Ministry of Culture, a tribute to Jensen and Skodvin's unusual and innovative design.

## Never a Dull Moment

While the architecture of DogA is stunning, the heart and soul of this centre are the activities that attract people from near and far. Through activities and events at DogA, visitors have the chance to see and understand that the design and architectural materials currently used are undergoing a paradigm shift – and may change the way we live, perhaps forever.

Exhibitions have included such popular attractions as the "Culture of Risk", examining the impact of the engineering of architecture, while profiling the ten most innovative engineering projects in Norway and looking at different facets of "Risk" through the sub-themes of "Eco Risk", "Urban Risk", and "On the Edge". This popular exhibition was part of the 2007 Triennale Festival that DogA hosted

DogA is where design and architecture meet  
in Norway.



© Knut Bry



in cooperation with Norsk Form, the Oslo School of Architecture and Design, as well as other cooperative partners. Another popular exhibition held was “Industry! Contemporary meetings between Architecture and Industry”, examining the contributions that industry makes to modern architecture. The exhibition featured Norwegian architects Helen & Hard, together with Berlin’s Barkow Leibinger Architekten and London’s dRMM. Each proved to have their own unique manner of looking at the issues and questions of the new aesthetic forms that are very much influenced by machinery and the industry of our age.

Norwegian furniture design was in focus as InsideNorway.no looked at the ever increasing popularity of Norwegian furniture. This cooperative effort between the Norwegian Design Council, InsideNorway.no, and host DogA was interactive to the utmost extent, inviting all those attending to vote for their favourites – and even test out the furniture. Creativity also abounded at smaller exhibits such as the “Nordic Material Playground” encouraging people to learn more about innovative materials with such curious descriptions as a type of asphalt that eats pollution, windows that clean themselves, transparent concrete, and plastic that can remember its own shape.

DogA is located in a renovated transformer station in Oslo.

### On the Runway

Design is naturally in the spotlight in many of DogA’s events, perhaps none more popular than the contemporary Norwegian fashion design exhibition “From Valdres to Vogue”, profiling the work of eight Norwegian fashion designers that included Ida Gullhav, So Hee, 3rd Hand, Ann K, Kristian Aadnevik, Peter Løchstøer, Siv Støldal and Arne & Carlos. This event followed the fashion process from concept to realization through inspiration and creativity as the best of Norwegian fashion was revealed.

These designers felt right at home when fashion again took centre stage as DogA hosted the Oslo Fashion week in February 2007, showcasing the best of the Norwegian fashion world. During an action packed week of style, DogA set the stage for clothes designers, buyers, models and fashion fanatics in general as journalists and the public followed the action, profiling Norwegian fashion designers such as those who took part in “From Valdres to Vogue”, as well as Vera & William, Moods of Norway, Mette Møller, and a host of other talents.

### Lights, Music, Action!

Without a doubt, one of the most popular events at the DogA is Pecha Kucha, staged four times annually to a full house. Modelled after the original event staged in Tokyo in 2003, each Pecha Kucha features from 10 to 14 talents, each presenting their individual view on creativity in a rapid-fire series of 6 minute and 40 second presentations covering areas as diverse as photography, architecture, design, music, art and others. The only thing limiting a Pecha Kucha event at DogA is physical space – this highly important networking event attracts a wide range of professionals, students and the general public with an increasing popularity and an atmosphere that is always creatively electric.

DogA was created as a meeting place for design and architecture, but it has become much more than that during its relatively short existence. It is a community centre – local, national and global – for the creative impulses that are found in all of us. When in Norway, do not miss the meeting place for creativity, come to DogA!

© Knut Bry



# changing before the times – architecture in norway

By David John Smith

Frank Lloyd Wright once said “I believe in God, only I spell it ‘Nature’.” Norwegian architects share much of that feeling, in tune with both practical considerations as well as their natural surroundings. These elements help to provide Norwegian architects with a special balance of inspiration and creativity that is readily identifiable in their unique work.

Nina Berre, Architect Director of Norsk Form explains, “There is an increasing interest abroad in Norwegian contemporary architecture. This is due to several factors that include the ability of Norwegian architects to make use of traditional skills in adapting buildings to topographically demanding terrain, and at the same time being able to redefine tradition to achieve innovative results.” This international success has been spearheaded by the architect firm Snøhetta, whose highly praised projects include the National Library Alexandrina in Saudi Arabia, the Norwegian Embassy in Berlin, and the new National Opera House in Oslo.

## Deep Roots & Strong Support

Still, there is no such thing as an overnight success. Norwegian architecture roots go deep, ranging from the elegant and effective construction of the Viking ships, to the beauty of the medieval cathedrals and churches, and to modern times, with

Sverre Fehn being considered by most to be the father of current Norwegian architecture. In addition to designing such famous national buildings as the Norwegian Glacier Museum, and the Norwegian Museum of Photography, Fehn was a professor at the Oslo School of Architecture and Design (AHO) for more than 30 years until retiring in 1995.

Norsk Form stands central in the Norwegian architecture environment. This information- and project-based institution in the field of design, architecture and urban planning uses exhibitions, publications, conferences, media projects and other initiatives to draw attention to and improve understanding of the importance of design and architecture. Norway’s strong network also features the National Association of Norwegian Architects, as well as excellent educational

institutions such as the AHO, the Faculty of Architecture and Fine Arts at the Norwegian University of Science and Technology in Trondheim and the Bergen School of Architecture.

## And the Winners Are...

Norsk Form also organizes and stages annual prestigious awards that include the Jacob’s Prize – the highest award within Norwegian Architecture and Design; the Honours Award and the Award for Young Designers. In 2007, the annual Honours Award went to the St. Olav Hospital Project, cited for its holistic integration of architecture, building and landscape; all with a strong environmental perspective. There was also considerable focus on landscape architecture to accentuate the positive effect that the local environment plays with regard to people’s health and their ability to recover from illnesses.

Snøhetta has received a great deal of praise for this project, the National Library Alexandrina.





Haugen/Zohar won the 2007 Norsk Form Award for the Best Young Designers. These architects established their company in 2004, and have already gained much attention for their architecture, design, exhibitions and publications. Finally, Jan Olav Jensen and Børre Skodvin founded the firm Jensen & Skodvin Arkitektkontor AS in 1995, and since then have received much acclaim for their work. In 2006 they were awarded the National Building Award for the transformation of the Norwegian Center for Design and Architecture (see separate article in this magazine), and in 2007 received the most important architecture prize in Norway, the Jacob Prize, for their consistently creative and professional work since their founding.

Several examples of their work were recently chosen by a Norwegian newspaper as two of the most important 12 post-war architectural works in Norway. In addition, a collection of the work done by the architects since they began, *Processed Geometries 1995 to 2007*, was

released simultaneously with the opening of an exhibition at the Galerie d'Architecture, Paris, in September 2007. Other major current Jensen & Skodvin projects include two buildings in the Tjuvholmen project, a major renovation of a city sector of Oslo and participation in the National Tourist Route Project in Norway.

### **Sustainably Environmental**

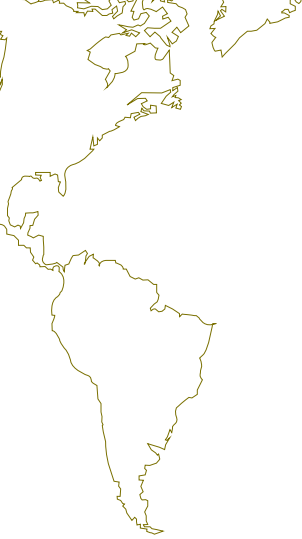
Helen & Hard was founded in 1996, and since that time has proved itself to be a consistent award winner, nominated as

one of the world's 50 up-and-coming architect firms in Wallpaper's 10-year jubilee issue. Transformation and innovation are the key words in their wide range of projects within interior design, architecture and town planning. Sustainability and environmental cooperation with the Norwegian oil industry are featured in a housing project called 'Base Camp', as well as 'Geopark', an activity park for youth, both projects made with material comprised of recycled elements from the oil industry.

© Grete Britt Fredriksen



St. Olav Hospital features a holistic integration of architecture, building and landscape.



Helen & Hard's success lies in its ability to creatively evaluate its roles as architects in order to provide clients with optimal solutions. Says co-founder Reinhard Kropf, "Helen & Hard take into account not only the creativity and needs of the specific project in question, but also relates the architecture to sustainability, environment and spaces of possibilities, as we are more curious about what we in our role as architects can do, than what this role should be."

### More Where that Came From!

The architectural talent runs deep in this country, and includes such firms as LPO, Dark, Narud-Stokke-Viig, MMW and 3RW Architects. Others such as Kristin Jarmund are well versed in urban and environmental planning and consulting, with major successful projects including remodelling of the city centre of the seaside town of Sandvika, and the renovation of "Vestbanen", the historic former railway station in Oslo.

Architect firms such as Code lend their creative impulses to developing the new generation of Norwegian office buildings, and have received national and international recognition for their work. Others such as Cubus are seen as a leading representative of what was called "The Bergen School" in Norwegian architecture, and Jarmund/Vignæs is doing excellent business in Norway and other European countries, focusing on public buildings and housing projects' "early participation in creative programming".

The wave of Norwegian architects is on the rise. PUSHAK is recognized as a young company with great potential, and the magazine Monocle picked architects Brendeland & Kristoffersen as one of nine "...design talents for 2008 and beyond". This is only the tip of the Norwegian architectural iceberg. Look for the continued rise of Norwegian architecture, coming soon to buildings near you!



© Helen & Hard

Helen & Hard-designed "Exploration Center" in the mountains of Western Norway.

Award-winning Haugen/Zohar integrates the disciplines of landscape, architecture and sculpture, here with their Norwegian Sculpture Biennale 2006.



# on the road –

## the national tourist route project

By David John Smith

Norway has some of the most majestic scenery on the planet, from the highest mountains to the deepest fjords; from the gentle rolling highland tundra to the rocky beaches of the 25,000 kilometre coastline. For tourists, this can mean the vacation of a lifetime – to experience a road trip in the most beautiful areas of Norwegian nature, making exciting stops, and meeting the friendly local people along the way.

Several years ago, the Norwegian Public Road Administration (NPRA) set out to make a vision come true – to make the already beautiful road network in this country even more fulfilling – with a focus on unique, high quality experiences combining the landscape with creative architectural projects. Together with the Architectural Council for the National Tourist Route Project, the NPRA began the task of making an excellent Norwegian road network even more inviting, with the use of design, architecture and urban planning as part of the Route Project.

### A Part of Nature

Now, those who travel along any of the 18 designated national tourist routes will experience architectural wonders clearly showing the special relationship Norwegians have with their natural surroundings. Not only are the roads in excellent condition, the surrounding countryside also has the look of a home ready to receive guests – clean and inviting.

In addition to these aesthetic niceties, practical tourist needs have been taken into account with the installation of car parks with capacity for summer traffic, pull-off and scenic points that allow travellers to fully appreciate their journey, picnic areas, overnight parking, hotels, restaurants – in effect, everything that you would want on a journey through the scenic wonderland of Norway.

### Choosing the Best

Together with the NPRA, the Architectural Council has been a valued partner in choosing the best architects for each stretch of road, ensuring that each site is a piece of excellence. In addition, Norsk Form is making the project known from a broader perspective with exhibitions and written material, including a book on the National Tourist Route Project.

The Norwegian authorities have a long tradition of using creative architects who best understand how the art of architecture

can be holistically combined with the surrounding terrain and scenery. The designs have been made by a wide range of architects and designers from Norway as well as abroad, and several sites already have received international recognition within the architecture profession.

### Getting to Know You

The National Tourist Routes Project is designed to touch the hearts and souls of tourists by showcasing magnificent scenery in harmony as it runs along fjords, coasts, mountains and waterfalls. The 18 selected routes embrace Norway and its beautiful countryside, and invite you to take a break and enjoy life at a slower pace.

NPRA Project Manager Hege Lysholm says, "There's an old saying that goes: 'Whoever makes a journey has a story to tell'. We are making sure that those who make the journey along the National Tourist Routes in Norway will have stories to last a lifetime."

The National Tourist Route Project blends architecture with nature.



# never out of fashion – innovation & sustainability

By David John Smith

Norwegian design is dedicated to innovation and sustainability, looking to improve product and service development, highlighting best practices and working closely with academics, consultants and the resources Norway has to offer.

## Innovation in Action

Innovation Norway works with companies through different phases of their business development process, beginning with the assessment of marketing opportunities and priorities, and moving onwards to entrance strategies, establishment and expansion. The ultimate goal is to help them to increase their product or service impact within Norway and on the global market.

To achieve this goal, Innovation Norway offers a number of services and has a network of design advisers working all across Norway. Design Advisor Victoria Utheim explains, “I work closely with companies in helping them to develop their business. Innovation Norway covers the entire spectrum of businesses, everything from entrepreneurs with good ideas and homemade prototypes to large, established corporations looking for an external perspective. We see design as a tool for development, understanding that a carefully developed product or message gives the ultimate result for our customers.”

Innovation Norway uses design as part of a work process that covers a large area of business development, including how the product or service will be produced, what costs are involved, the planned sales and market channels to be used and how customers will perceive the process. Striving to create identity and quality, Innovation Norway knows they have done their job well when their Norwegian business clients achieve success in Norway and beyond.

## The Future is Now

Norwegians see sustainable design as important for future development, and a new way of thinking is being integrated into design objectives that address form, image and functionality. Here in this country, design for sustainability can be found both in theory and in practice, with research playing an active part of the design and product development.

Kristin Støren Wigum, a PhD and designer from Trondheim, is one who seeks a balance that incorporates environmental elements, practical needs and sound

business sense in the design process. Although environmental issues are often associated with climate problems or technological discussions, Dr. Wigum sees quality of life as the necessary start-point, “It all begins with human needs and desires. How do we design products and systems that inspire to a more sustainable way of living? Further, the search for sustainable use of materials and low energy consumption lead us to many new and interesting ideas.”

A good example of this is a collaborative project with the Stavanger-based architect company Helen & Hard, a project that can lead to the tallest wooden high house in the world. Another is a project focusing on design and system concepts at a nursing home for the elderly. Projects such as these entail a demanding design process, but Dr. Wigum sees it as the wave of the future, “Although conventional thinking focuses on nature as an unlimited resource, future designers will increasingly work with nature’s own life cycles and rhythm as the basis for human activity.”



## find new business partners in norway

At [www.nortrade.com](http://www.nortrade.com) you will find up-to-date information on more than 4,000 Norwegian manufacturers and exporters within 35 different industries. There you will find a search tool which allows you to perform searches for companies, products or persons in the Norwegian Export Directory.

### Thirty Industry Portals

Nortrade also has 30 different industry portals containing information about companies, products and news of current interest.

### Send Online Trade Requests

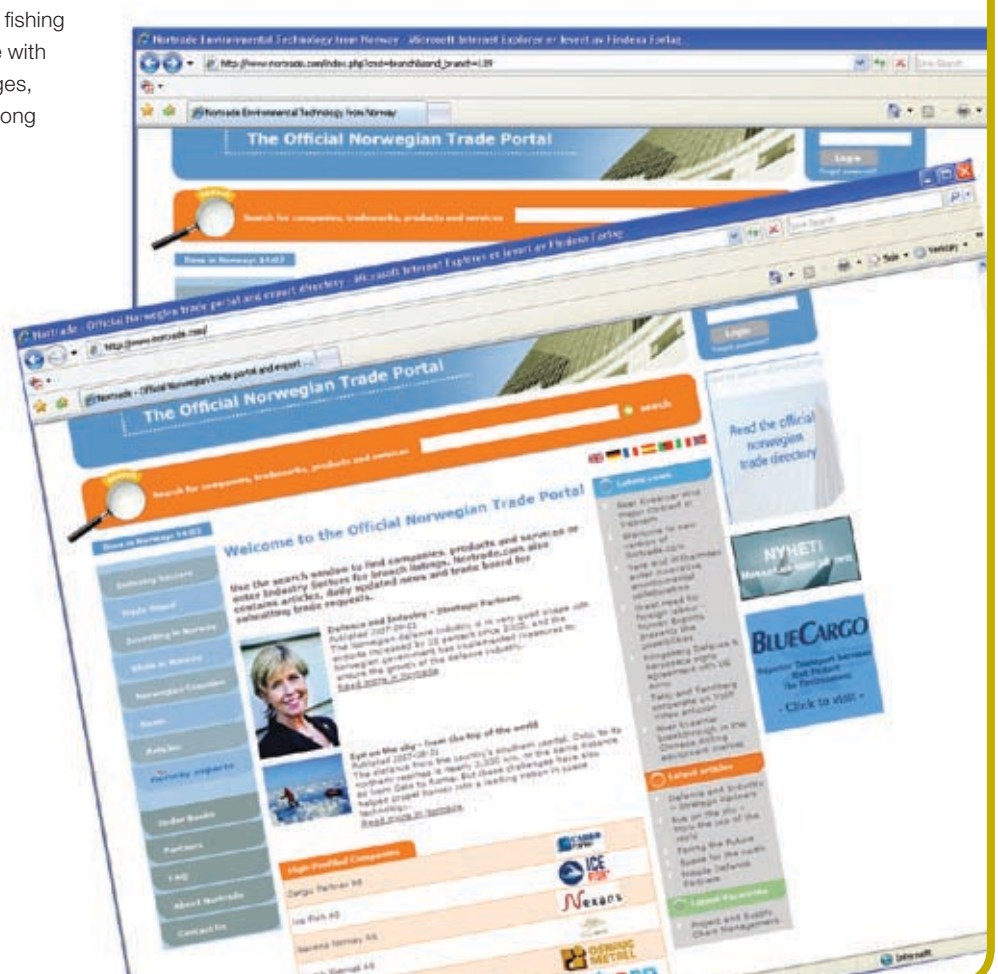
You can send inquiries directly to one or more companies following a product search. You will receive a reply directly from the company.

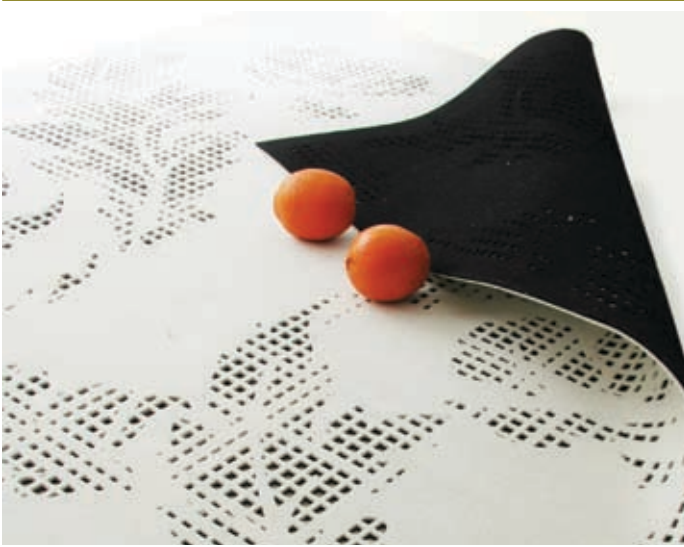
### Subscribe to News Articles

You can subscribe to news from relevant industry sectors and companies free of charge.

### Find Relevant Suppliers

Nortrade has a comprehensive presentation of Norwegian seafood, fishing & aquaculture companies, complete with company profile pages, product pages, industry codes and news articles, along with e-mail and website links.





**2FORM DESIGN**

Storengvn. 14 • NO-1397 Nesøya, Norway

Tel: + 47 66 98 04 89 / + 47 99 03 82 82

Fax: + 47 66 98 04 89

Email: [ksenia@movafagh.com](mailto:ksenia@movafagh.com)

Website: [www.2form.no](http://www.2form.no)

2Form Design was established in 2006 by Ksenia Movafagh who is educated at the Institute for Industrial Design in Oslo and the University of Newcastle, Australia. The company's business objective is to remain dedicated to the expression and appreciation of beauty and to encourage positive emotions through its designs. Much of the emphasis of the design philosophy of 2Form Design is experimentation with materials and textures.

**Aesthetic Pleasure as Marketing Strategy**

One short year after start up the company has six designs in production and is widening its collection of designer rugs. The products are handmade modern rugs in natural materials such as silk and wool. All the products are produced in India. An element of surprise can also be found in many of the products from 2Form Design. The customer's visual, tactile and aesthetic pleasure are very central to the marketing strategy of the company.

2Form Design considers environmental factors at every stage of the process. All of the carpets are made of 100 percent natural wool, cotton and silk and are dyed only with natural pigments. Left-overs are recycled back into the production of woollen felt or threads. The products are transported by sea only and are delivered to the customer without need for packaging, in rolls.

**Innovative & International Scope**

At the moment the products from 2Form Design can be found in a number of shops and interior offices in Norway. The goal of the company for the next two years is to form a partnership with other designers and to open a showroom in Oslo. 2Form Design receives as well constant and numerous inquiries from abroad for its products and therefore is looking to establish a distribution network outside Norway.

This year founder Ksenia has been awarded the Norwegian Design Council's Award for Design Excellence; she has also been nominated for Forum AID's Design Prize (Sweden) in 2007 and Norwegian Design award 07. Products from 2Form Design have been internationally reviewed in interior and design publications and are presented in TrendBible, UK. The founder's aim, of products with poetic value that minimize the gap between innovation in furniture design and carpet making by introducing products with a relatively high innovation index, has hereby been duly recognised within the industry.







## 360 GRADER PRODUKTDESIGN

**360 GRADER PRODUKTDESIGN AS**  
Rosenkrantz gt.22 • NO-0160 Oslo, Norway  
Tel: +47 22 42 94 00 • Fax: +47 22 42 94 01  
Website: [www.360grader.no](http://www.360grader.no)

360 Grader Produktdesign was established in March of 2001 and the office and workshop is based in Oslo. The company's vision is to break down the barrier between construction and design by creating an interdisciplinary development environment. This ensures that the company's projects attain a very high level of quality within a short time of development. When 360 Grader was formed, its clients came mainly from medical and military communications equipment manufacturers. This background has provided the company with a knowledge and experience that it uses to continually develop its expertise and customer base.

### Total Supplier of Design & Construction Services

360 Grader primarily uses Solid Works as a 3D CAD tool. Solid Works is one of the most well known 3D programmes on the market. The company has its own Stratasys Dimension SST prototype machine and also 3D simulation tools, which makes it possible to test design and mechanical concepts at an early stage without having to use outside contractors.

360 Grader Produktdesign is a complete development partner with interdisciplinary competence. Its design and construction team can develop a product from the idea stage to mass production. The company's ability to achieve this is based on its experience gained over many years.

360 Grader is a total supplier of design and construction services. There are designers and engineers present at its office so that the whole development process can be followed.



### User Friendly Design

Well designed products imply products that are adapted to both production and the user. A well designed product meets many requirements: It should be user friendly in relation to its purpose, it should communicate the appropriate qualities to the user/consumer and it should create a strong brand or support an existing one.

In order to meet these demands, 360 Grader investigates the market and the user. Only then is it possible to discern which possibilities and limitations exist in the project, and then use these as the foundation for the design work. 360 Grader has an overview of the possibilities that exist in production methods and material technology, which are necessary for creating user centred products that have a strong identity.

## Mass Production

360 Grader Produktdesign develops products that are adapted to mass production. Its designers have a thorough knowledge of environmental requirements, material technology and production techniques, in addition to detailed knowledge regarding applicable laws and regulations for products used in extreme environments.

## Services

360 Grader Produktdesign's services include:

- Design
- Construction
- Analysis
- Prototyping

## International Awards Won

360 Grader has won the following awards:

- Solid Works Design Contest: Grand Prize 2006!
- Solid Works Design Contest: Cosmos category 2005

## Projects

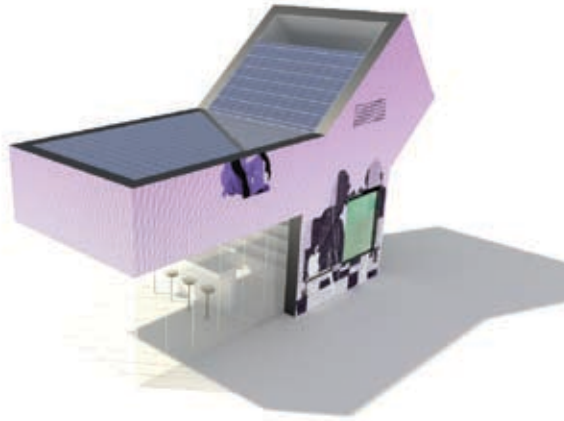
360 Grader's projects include:

- **DØGN by Cognitime (2007)** – DØGN by Cognitime is a new clock that displays time in a completely new way. Developed in Norway and designed by 360 Grader, DØGN visualizes the usual 24 hours in a unique way
- **Erra™ Heating Panel by Design Steel AS (2007)** – Erra™ Heating Panel from Design Steel is a modern and cleanly styled convector heating system. The heating element in the oven consists of an aluminium section

that prevents the burning of dust, creates a better indoor environment and produces pleasant warmth. 360 Grader contributed with design and product development

- **Incubator by Premacare AS** – In cooperation with 360 Grader Premacare has developed a new incubator for prematurely born infants. Among other things the incubator has a better air passage flow, a more stable temperature, simplified accessibility to the child, less electromagnetic radiation and a lower noise level
- **QuietPro by Nacre (2004)** – QuietPro is a unit controlling the patented noise elimination radio communication equipment made by Trondheim based developmental company Nacre. 360 Grader received the assignment to design a durable product





1



**A-LAB**  
 Drammensv. 130 • NO-0277 Oslo  
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 E-mail: office@a-lab.no • Website: www.a-lab.no

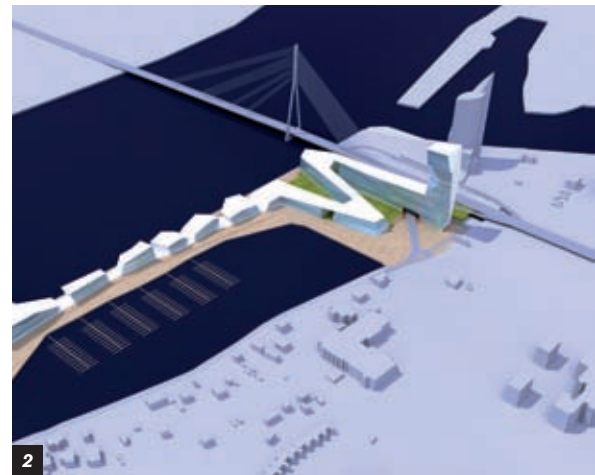
A-lab is a young international architectural agency with the objective of creating innovative and experimental projects. A-lab was established in 2000 and currently has 18 architects on staff with different backgrounds and experience. The company's head office is located in Oslo, and it takes on projects from all over the world.

**Broad Architectural Concept**

A-lab aspires to set new standards within architecture and urbanism. The ability to reinterpret situations is in their opinion a crucial condition for creating clarity, individuality and a spatial dynamic. A-lab works with a broadly defined architectural concept. Projects range from urban planning and urban projects with complex programmes, to smaller scale housing, museum, cultural house and design projects.

A-lab is active in the architectural community through commissions and educational institutions. The partners are lecturers and external examiners at the Oslo School of Architecture and Design (AHO) and NTNU. One of the partners is currently a board member of the Oslo Association of Architects (OAF).

A-lab is part of the DARK group which represents one of the largest architect communities in Norway with a total of 110 employees and a total sales volume for 2007 of NOK 100.7 million.



2



3

- 1. City Pet - Kiosk prototype for Chinese cities.
- 2. Urban development at Kipsala in Riga, 100,000 m<sup>2</sup>.
- 3. Arctic cultural centre in Hammerfest, 5,000 m<sup>2</sup>.

## Awards

All of A-lab's projects have won competitions. The following is a list of achievements:

- 1st prize pre-qualified international competition, Vadsø Kven museum 2007
- Awarded project after prequalification process, Riga technology park, Latvia 2006
- Awarded project after prequalification process, Alna Outlet, the Fjord City Oslo 2006
- 1st prize pre-qualified international competition, New City Hall in Ajman 2006
- 1st prize pre-qualified competition, Dwellings Posebyen (the old town) Kristiansand 2005
- 1st prize pre-qualified competition, IT-Fornebu new Portal Building 2004
- 1st prize open international competition, Hammerfest cultural house and urban plan 2004
- 1st prize pre-qualified competition, Barcode Oslo with MVRDV and DARK 2003
- 3rd prize open competition, Visitors centre, Sigrid Undset Museum 2002
- 2nd prize competition by invitation, Dwellings Kjørbokollen Sandvika 2001
- 1st prize competition by invitation, Oslo Fjord Boat Museum 2001
- 1st prize competition by invitation, Oslo City 2001

## Exhibitions

- Selected Works, Berlin Project 0047, 2003
- Part of "Oslo Waterfront", Peking 2006



1. PWC office building. The first building in the BARCODE area, 15,000 m<sup>2</sup>.

2. Hotel expansion in St. Petersburg, 30,000 m<sup>2</sup>.

3. City Hall and administration building for The Emirate of Ajman, 15,000 m<sup>2</sup>.



## AKSEL HANSSON

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The key principle behind the chair Jærstolen Aksel® derives from the functional and timeless original jærstol chair: A simple chair with a clean style at home in most environments, whether rustic or urban, nostalgic or modern. This chair's pure, seductive design has proven its currency for more than 100 years. For more than 70 of these years Aksel Hansson AS at Hjelmeland in Rogaland, Norway has produced and continued to develop this chair.

### Proud Tradition Guardian

Jærstolen Aksel® is a proud guardian of the tradition that gives the eleven employees at Aksel Hansson both inspiration and a sense of commitment. For more than 70 years, the company has been faithful to the product. But time has not stood still: contemporary and exciting colour alternatives have been developed for the chair frame while preserving its formal framework, along with a playful seat pattern in innovative combinations of materials. The chair has brought Aksel invitations to no small number of exclusive gatherings.

The company's production capacity has recently been expanded with the robot FlittigLise. She is one of a kind and an "employee" with the same high level of ambition and quality standards as her human colleagues in the small but ambitious production community in Hjelmeland, Norway.

### Natural Inspiration

The beautiful surroundings of Hjelmeland are reflected in the chair. The steep mountain walls that drop down into the fjord are reflected in the chair's erect form. The materials are natural and simple, in accordance with the lifestyle and needs that inspired the chair from the very beginning. First and foremost the chair was created to be practical and solid. This in turn led to a pure, simple form that survives the forces of time.

Aksel is available in different heights, materials and colours. The Aksel table, is specially-adapted to suit the design of the chairs, and according to customer specifications.



### Global Ambassador

Although the primary market for Aksel is in Norway, a continually increasing portion of the some 1000 chairs that are produced each year are exported. The objective is for the chair to be sold all over the world. Aksel is an all-round and contemporary ambassador for Norwegian craftsmanship and design traditions.





**AKSEL®**

- the original chair from Jæren

THE BEST  
CHOICE FOR  
PLACES WHERE  
PEOPLE  
MEET AND  
ARE HAPPY

AKSEL® the chair from Jæren, comes in different heights; proud and tall, in between, or small and inviting. Seductive and colourful, or au naturel. Seat material in handwoven seagrass, paper upholstery fabric, or leather, or exactly as you wish. You decide!

**AKSEL HANSSON**

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Buy online: [www.aksel.no](http://www.aksel.no)



# A&C

## ARTS & CRAFTS

**ARTS & CRAFTS AS (A&C)**  
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Arts & Crafts is a Norwegian jewellery company founded in 1984 after two creative young designers, having first met on an adventurous trip through Asia, later combined forces in an effort never to let the journey end. They began making high quality fashion jewellery that is today enjoying success worldwide. Originally designed in Norway, the jewellery is a fusion of Scandinavian simplicity and international fashion trends.

### Domestic & International Expansion

Arts & Crafts' head office is located in Lier, in eastern Norway. A total of 30 employees work within design, logistics, distribution, marketing and sales support.

During the course of the 1990s Arts & Crafts expanded with several new concept stores in Norway, and in 2007 there are now 20 stores located throughout the country from north to south. Arts & Crafts also distributes jewellery to more than 700 shops in Norway.

In 2003 A&C started exporting jewellery internationally and is now represented in more than 20 countries, with sales through both retailers and concept stores. Arts & Crafts concept stores are currently located in Moscow, Tokyo, Taipei and Kuala Lumpur and more are planned to come.

A&C jewellery is now available in Sweden, Finland, Denmark, Iceland, the UK, Ireland, Luxembourg, Switzerland, Belgium, France, Italy, Cyprus, Greece, Canada, New Zealand, Russia, Japan, Taiwan and Malaysia.

### A&C's Jewellery Concept

A&C's jewellery is high quality fashion jewellery designed in Norway. The jewellery comes from original designs and is handmade in limited editions. Each piece is carefully designed with a lot of love, attention and a great sense of detail.

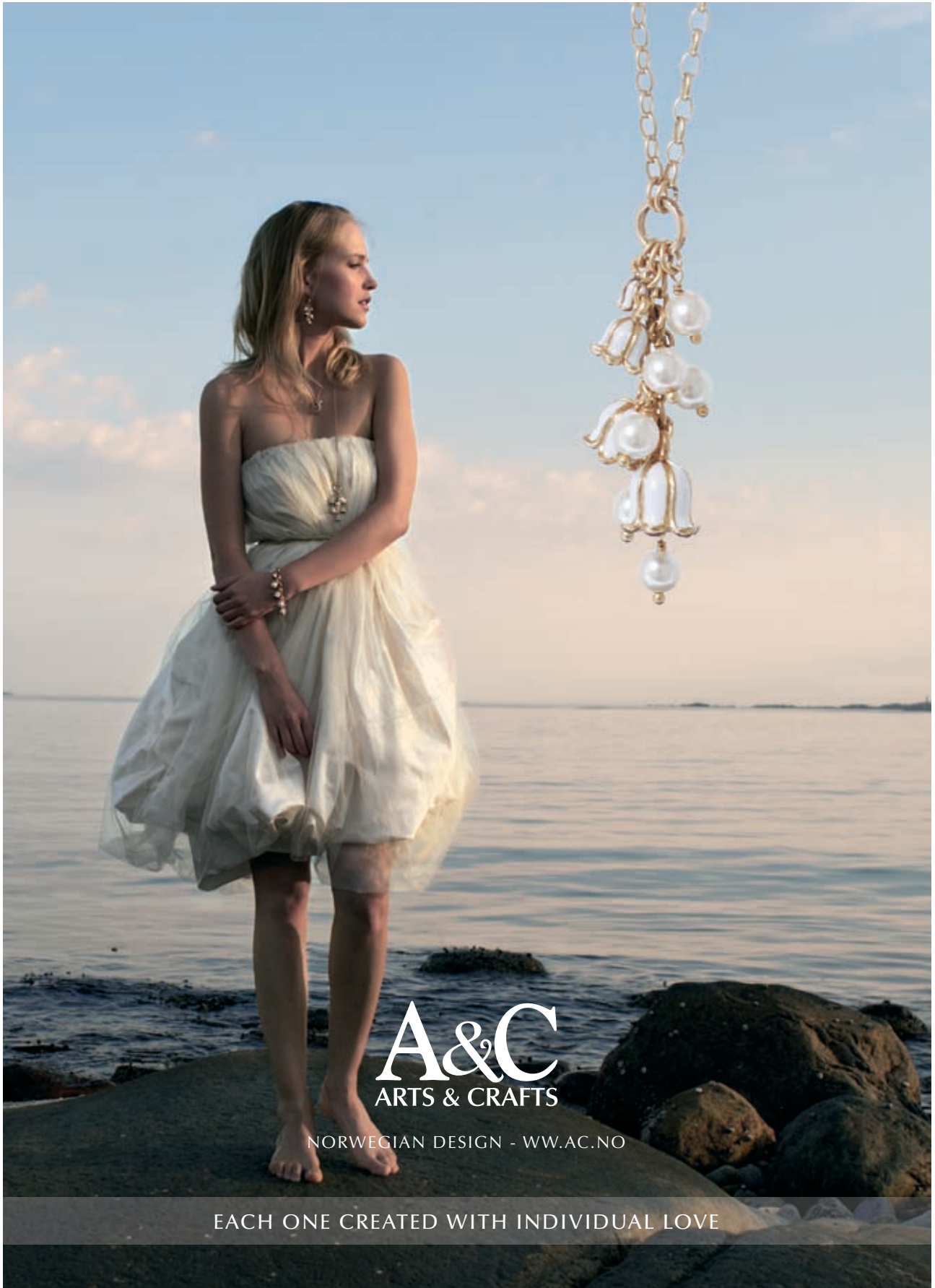
A&C's design team travels around the world absorbing new influences for the creation of just the right jewellery for each season. They are inspired by fashion trends, as well as art, history and the colourful diversity the world has to offer. But the basic elements for creating A&C jewellery will always be influenced by the special light, grandiose nature, pure air and fresh water of Norway.

A&C offers a wide range of beautiful jewellery collections, with something to fit every taste. The company has divided its collections into four different brands:

- Signature – a romantic, feminine collection for party or everyday use
- Essence – modern, but also timeless, elegant designs
- Pure Silver – Handmade, unique designs in pure silver
- Man – a laid-back, masculine expression

A&C jewellery is an advocate of ethical trade. The company takes care not to harm the environment by avoiding corals, fur, rainforest wood and other non-sustainable materials.

Arts & Crafts is supporting street children in India through the organization I-India – a fully registered, non-profit, non-governmental welfare organisation.



A&C  
ARTS & CRAFTS

NORWEGIAN DESIGN - [WWW.AC.NO](http://WWW.AC.NO)

EACH ONE CREATED WITH INDIVIDUAL LOVE



*Bjørn Dæhlie*

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Upon having fulfilled his childhood dream of becoming an Olympic champion, Bjørn Dæhlie has gone on to a new dream, namely that of making the best Nordic sports apparel on the market. Throughout the course of his skiing career Dæhlie learned a lot about sports equipment and sports apparel as well as business, and he brings to the sports industry the same philosophy, high quality and performance requirements as he did to ski racing. The vision of the Bjørn Dæhlie sports apparel brand is to understand the needs of cross-country skiers and surpass their expectations, from racers to recreational cross-country skiers of all ages.

### Pure Function

With a respect for tradition combined with a commitment to breaking barriers for design, function and use, the mission of the Bjørn Dæhlie brand is to set the standard for product innovation and performance of functional apparel for Nordic sports. The Bjørn Dæhlie brand hereby builds on two simple values: pure function. These values are something he brought along with him from his former career and are essential to all of his products. In the creation of all sportswear, strict attention is given to fit, so as to allow freedom of movement and zoned function. With regard to performance, all materials and construction are integrated aspects of the design.

### Bjørn Dæhlie (June 19, 1967)

- 8 Olympic Gold Medals
- 7 World Championship Gold Medals
- 29 World Championships and Olympic Medals
- 6 time overall World Cup Champion
- 47 World Cup Victories
- 15 Norwegian Championships



Bjørn Dæhlie is the most winning Winter Olympian of all time.

### Exciting Product Range

Bjørn Dæhlie sports apparel has cross-country skiing garments for the entire range of users. The discerning customer can choose from a wide range of ski wear categories, such as the Bodytec line, specially designed for the cross-country ski enthusiast, the Active line, designed for the recreational skier, or the Racing line, for competitive cross-country skiers. For all garments technical innovations, materials and details are all skilfully matched using the latest production methods.

Bjørn Dæhlie also has a children's collection, a line for back country and ski mountaineering and full range of accessories, including gloves, socks, headgear, drink belts, hats, bags and packs.



### Mountain

This season the Bjørn Dæhlie brand has introduced a new product segment named Mountain, a line for back country and ski mountaineering, in addition to some year round products. The jackets are equipped with hoods and the many details needed for ever-changing weather conditions and varying temperatures. The garments have a focus on weight and function and are constructed to breathe well, while at the same time providing optimal protection against wind, snow and cold.

### International Market

The Bjørn Dæhlie brand is not only available in Norway but is currently making its way across the globe, through importers in Austria, Italy, Germany, Estonia, Finland, Sweden, the Czech Republic, Russia, Switzerland and USA/ Canada.





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Website: [www.borndesignmobler.no](http://www.borndesignmobler.no)

Born Designmøbler was established in 2005 and is located in Malm, Nord Trøndelag in Norway. The company has 7 employees and a sales volume of NOK 10 million.

### Vision

Born Designmøbler has an inherent belief that it is possible to develop and produce furniture – in the local region and using the resources found there – that will create the desired interior design alternatives for people in Norway and abroad. Born Designmøbler's vision is to design and produce furniture that is functional and compact, with an unusual and brilliant resolution in a simple, contemporary style.

### Production & Market

Born Designmøbler develops furniture for the Norwegian market through an active, systematic and playful strategy that is focused on understanding users, the market and trends.

Born designmøbler develops and produces furniture with good functional solutions for children and young people, and for small-scale homes. The furniture

is to be consistently detailed throughout and created from environmentally-friendly materials that both please the user and fulfil contemporary design requirements.

The company also has expertise in computer assisted construction (CNC), as well as in product development and design.

### The Road Ahead

Born Designmøbler has the following future business objectives:

- Become one of Norway's leading furniture manufacturers using wood as a primary material
- Design furniture for all types of rooms
- Develop strategies to ensure non-toxic products
- Gain access to the Nordic market
- Exhibit at the Stockholm's trade fair in 2009





Born Designmøbler AS is a newly started company within the furniture industry.

We design and produce all of our furniture ourselves.

We have computer assisted construction and computer assisted production expertise.



Our series are produced in honey-stained birchwood or solid oiled oakwood.

The series contains dining room tables, chairs, audio-visual cabinets, bookcases and chests of drawers.

We also have a children's furniture series produced in coated plywood.





**DALE OF NORWAY AS**  
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E-mail: [daleofnorway@dale.no](mailto:daleofnorway@dale.no) • Website: [www.dale.no](http://www.dale.no)

Dale of Norway is synonymous with excellent quality and craftsmanship. Since 1879 the people in the small village of Dale have been producing high quality products, and today Dale of Norway is the world's leading brand of Norwegian knitwear.

### Norwegian Craftsmanship

Dale of Norway's designs are rooted in traditional Norwegian elements combined with fit, details and colours influenced by the shifting trends in fashion and sportswear.

### Sport Innovation

Norwegians have long traditions in wearing knitwear for both sport and leisure. Norwegian mountains can be cold and unforgiving. Dale of Norway has taken

advantage of these harsh conditions and used them to test and develop high-tech knitwear that is both water repellent and wind proof. In 2007 Dale of Norway launched the KNITSHELL™ collection. It has received awards and a great deal of recognition around the world.

### Olympic Winter Games

Dale of Norway has outfitted all of the Norwegian national ski teams since the 1956 Olympics in Cortina d'Ampezzo, Italy.

Since 1956 Dale of Norway has had close ties to the Olympic Winter Games and is an official licensee to the International Olympic Committee.

### Yarn & Patterns

Dale of Norway also offers a wide range of yarns and knitting patterns for those who prefer to knit their own Dale sweater.

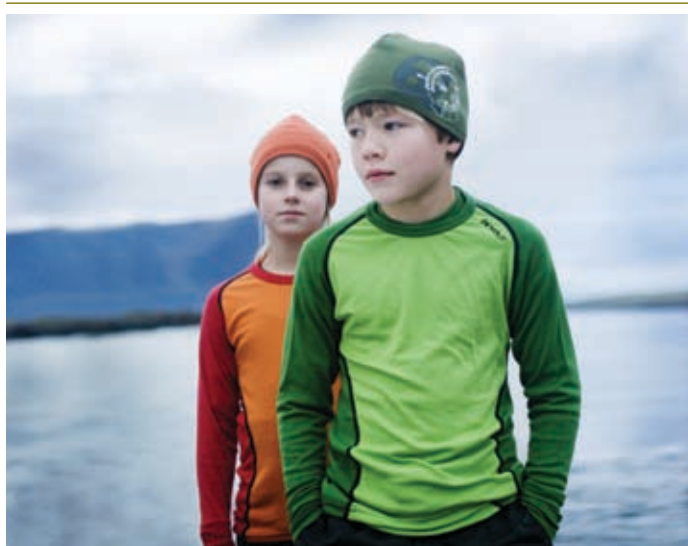




**Since 1879 we have produced the highest quality knitwear at Dale, a small village outside Bergen. Our products are based upon Norwegian design and craftsmanship, high quality and innovations.**



NORWEGIAN QUALITY SINCE 1879  
dale.no



# DEVOLD®

**DEVOLD OF NORWAY AS**  
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 Tlf: +47 70 19 77 00 • Fax: +47 70 19 77 10  
 E-mail: firmapost@devold.no  
 Website: www.devold.com

Devold of Norway AS, which has been making high quality apparels from wool since 1853, is the oldest Norwegian knitwear company still in operation. The finest quality wool has always been the main raw material used by Devold®, and more than 150 years in the wool business have taught the company how to utilize the natural properties of wool as well as how to refine them to make the garments even better. Today Devold® offers traditional wool apparels that are soft and light to wear and adapted to modern requirements on comfort. In 2006 the company had a turnover of NOK 84.4 million.

## Worn by Norwegians Since 1853

In 1853 Devold's first customers were fishermen and other workers facing the harsh climate along the Norwegian coast. The garments had to take rain and unpleasant weather, and they had to be suitable for all kinds of work and activities. The popularity of Devold® products spread quickly, and in the following years, famous explorers of the Arctic, such as Ellsworth, Amundsen and Nansen, choose garments from Devold® for their expeditions. Some of these wool garments developed by Devold® in the late 1800s are in fact still in production today – more than 100 years later.

## Market Segments

The Devold® product line consists of two distinct collections that are serving different market segments.

- Devold Outdoor – a wide range of functional garments tailored for the sport and leisure markets. The collection includes underwear, socks, headwear and mid-layer garments with a modern and comfortable design. Devold Outdoor also includes knitted sweaters and cardigans. This is authentic Norwegian knitwear from 100 percent pure, new

wool. Some of the garments have an original design based on Norwegian history, culture and tradition, whilst others have been developed over the years to blend with today's trends and lifestyles

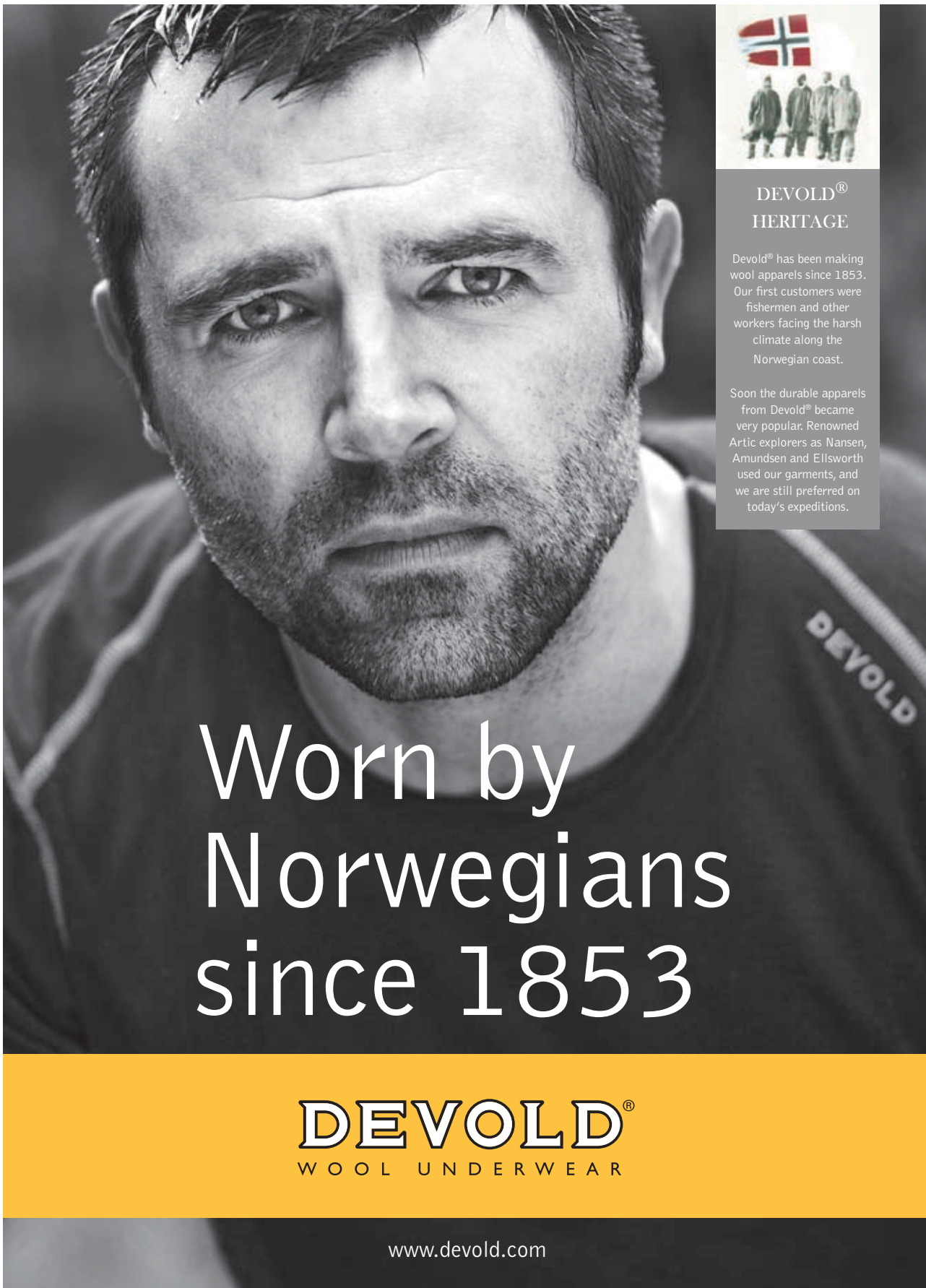
- Devold Protection – underwear, mid layer and socks supplied to the industrial and professional markets. These are developed to protect users from coldness, heat, flames and metal splashes. Protective underwear from Devold was number one in Europe when tested and approved according to the European standard 531 and the Swedish standard EBR

## Design & Production

Garments from Devold® are manufactured at its headquarters in Norway, and at the company's own facilities in Lithuania. Product development, sales and marketing, together with procurement and administration, are located at the company headquarters in Norway.

Conforming to the requirements of explorers continues to be important to Devold, and the company is still an important supplier for small and large expeditions in the Arctic regions. Extreme weather conditions represent an important challenge, helping the company to continuously developing its products.





**DEVOLD®  
HERITAGE**

Devold® has been making wool apparels since 1853. Our first customers were fishermen and other workers facing the harsh climate along the Norwegian coast.

Soon the durable apparels from Devold® became very popular. Renowned Artic explorers as Nansen, Amundsen and Ellsworth used our garments, and we are still preferred on today's expeditions.

Worn by  
Norwegians  
since 1853

**DEVOLD®**  
WOOL UNDERWEAR

[www.devold.com](http://www.devold.com)



# EKORNES®

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Ekornes ASA is the largest furniture manufacturer in the Nordic region and owns such brand names as Ekornes®, Stressless® and Svane®. Stressless® is one of the world's most famous furniture brands, while Ekornes® and Svane® are the best known brands in the Norwegian furniture market. While products are manufactured at seven factories in Norway, they are sold in large parts of the world through a network of wholly owned sales companies in selected markets.

## Attractive & International Furniture Supplier

Ekornes' vision is to be one of the world's most attractive suppliers of furniture for the home. When Ekornes enters a new market, it does so through a thorough, step-by-step process. This allows the time to build good relationships and create the trust necessary for solid, long-lasting

partnerships. Nine wholly-owned sales companies cover sales in Europe, North and South America and Asia/Oceania. Each company is responsible for one area:

- Scandinavia (Norway, Sweden, Denmark)
- Finland
- Central Europe
- Southern Europe

- UK and Ireland
- USA and Canada
- South America
- Japan
- Asia/Oceania

Further markets are served by importers in a number of countries.



### **Organizational Structure**

Ekornes ASA is the parent company in the Ekornes Group. The group's production facilities are organized according to its product areas: Stressless®, Ekornes® Collection (sofas) and Svane® (mattresses). Ekornes ASA provides all shared services, including group management, marketing, purchasing, accounting and finance, as well as product development for Stressless® and Ekornes® Collection.

### **Production Strategy**

Ekornes' production strategy is that product concepts should be based on standardized processes and individual products and components. In terms of production, these must be developed in the direction of long series and large volume, thereby yielding low unit costs. This strategy is unparalleled in the upholstered furniture sector, and Ekornes has therefore largely developed its own production lines and equipment, often inspired by sectors with a high degree of automation.

### **Business Concept & Values**

Ekornes' business concept is to offer products that in terms of both price and design appeal to a broad audience. In addition, the group aims to develop and manufacture products offering excellent comfort and functionality. Company values are reflected by Ekornes' focus on being recognized for its honesty, credibility and consistency, towards suppliers, customers, shareholders and employees. Ekornes shall at all times to be perceived as a dependable, efficient and well-run organization.





# buddy

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Website: [www.elbilnorge.no](http://www.elbilnorge.no)

EiBil Norge AS is based in Oslo, Norway, and has more than fifteen years experience in the manufacturing, marketing and maintenance of electric vehicles. Several leading Norwegian companies with considerable industrial and technological experience have invested in EiBil Norge AS, including the country's largest supplier of electricity.

### The Buddycar

The Buddycar was originally developed in Denmark; EiBil Norge acquired ownership of the technology and production in 1999. EiBil Norge is increasing production and will expand into most European countries in the years to come. The company is looking for an experienced partner for production in one more European location and sales partners in most of the larger European cities. Approximately 1,500

Buddycars have been produced, and it has been on Scandinavian roads since 1990.

The Buddycar represents a new way of thinking; a new choice can be made which creates a better environment. The Buddycar is an all-electric, zero-emission vehicle. Instead of being big, complicated and boring, like a traditional car, the Buddycar intends to be practical, easy to use and fun.

It's designed for its purpose to transport people intelligently for shorter distances within their city or local community. It's truly a symbol of a new mentality. It intends to step back, pause and thoroughly rethink how transportation should fundamentally work. While other manufacturers have been come and gone, Buddycar has steadily increased the number of satisfied users who are now enjoying the benefits of intelligent, green driving.

### The Concept – Intelligent, Fun & Flexible

The Buddycar is for city and short distance transportation. It is efficient and offers a great deal of flexibility, especially in cities where space is limited – parking spaces are far easier to find, it fits easily into narrow spaces and many cities offer benefits to users such as special parking spaces and the free passing of tolls.



## Environment & Energy

The Buddy car not only eases the impact vehicles have on the environment because of its electric motor, it also does so because of its overall lower weight. Electric cars and zero pollution vehicles are important for reducing pollution locally to improve the quality of life in populated areas. Another important aspect is the increasing focus on moving towards becoming independent of oil; electric vehicles can receive energy from multiple sources.

## Safety

The Buddy car aims to achieve the highest safety level within the EU category of quadricycles, which is the approval class for light, energy efficient vehicles. The company places a high priority on safety and makes a continuous effort to ensure this. One of its most important measures is the Safety Cage Cabin (SCC), which is made of steel tubes and has crossbars in the doors.

## Battery

The Buddy car is flexible and is compatible with various battery technologies. It is capable of using the promising Lithium-based battery technology. Regenerative braking and a low weight contribute to a vehicle that is energy efficient.

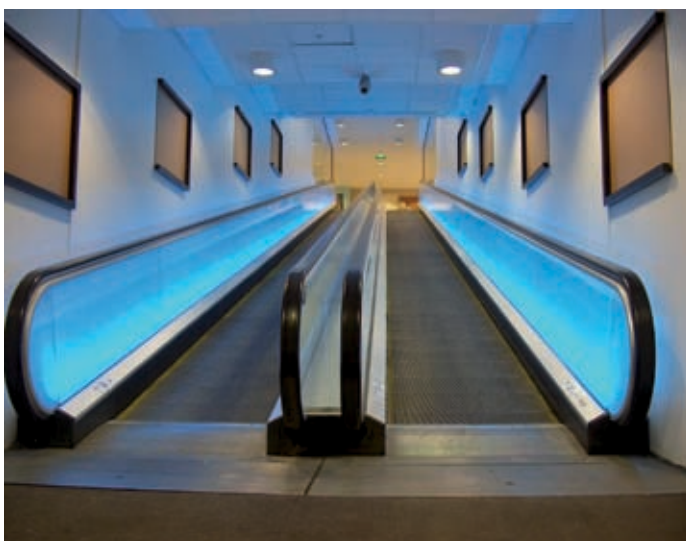
## Look to Norway

Despite all of the resources it has of oil and gas, Norway is one of the leading countries in the world in developing electric vehicles. Going hand in hand with industry Norwegian authorities encourage the increased use of electric vehicles through financial incentives and time-saving benefits. These include being exempt from taxes, no road tolls, free parking and the use of the bus lane.

## Specifications (3 seats)

- Vehicle length/width/height – 244 by 143 by 144 centimetres
- Curb weight – 795 kilograms
- Motor – 13 kW
- Top speed – 80 km/h
- Acceleration – 0 to 50 km/h in 7 seconds
- Safety Cage Cabin – a fully welded tubular steel space frame, galvanized with no corrosion
- Charging time – 0 to 100 percent in 6 to 8 hours, 30 to 95 percent in 3 hours
- Range – lead batteries 50 to 100 kilometres, Li-Ion batteries 100 to 120 kilometres





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Fiberoptisk Lys Calco AS has been established since 2002 in the town of Risør in the southern part of Norway. Here the company has the only production hall for fibre optic lighting systems in Norway, offering straightforward lighting alternatives, decorative or artistic ornamentation solutions.

### Fibre Optic Lighting

Fibre optics in a lighting context entails light without electrical current and heat through a light outlet. This means that fibre optic lighting systems are particularly suitable for use in areas where ordinary lighting cannot be used.

Museums are an example of one type of facility where fibre optic lighting systems are suitable. UV/IR rays are eliminated and along with them the risk of light-related damage to valuable artefacts.

### Tailor-designed Solutions

The company tailor designs lighting systems according to customer requirements. This operation involves close collaboration with electrical engineers, installation contractors, and architects, among others. They also assist customers with support in relation to end-users. Having own production facilities also enables the company to ensure quick delivery.

LED lighting is a more recent addition to the product range of Fiberoptisk Lys Calco. LED is now available with warm, white light and high quality RGB with long operating life



Here one can see the impact of the lighting on the colours, creating two different experiences.

### Norwegian Light Prize 2007

The company received honourable mention in 2007 for the light installation "Rain", Oslo Indoor lighting system. The prize was awarded to Fiberoptisk Lys Calco AS and its collaborating partner Scenario Interiør AS.





 fjordfiesta

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Fjordfiesta Furniture is a small Norwegian furniture manufacturer which was established in 2002. The company's main office is located in Molde. Fjordfiesta works determinedly to produce furniture and interior design products that are of the highest quality. The company proudly carries further a Scandinavian design tradition in which it emphasizes a timeless, unique and functional design for its products. Today the company has exclusive rights to produce the classic Norwegian design Scandia, which was designed by Hans Brattrud in 1957. Fjordfiesta exports its products to a number of European countries as well as the USA and Japan.







**FORA FORM**

- wherever people meet

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Fora Form AS was founded in 1929 and is today one of Scandinavia's leading brands for design. Fora Form is the leading supplier in Norway for chairs, seating groups and tables for the contract market. Exports make up about 40 percent of the company's revenues, and its largest markets are Japan, Denmark and Germany.

### Awards

Fora Form aims to be represented with a high design profile, and the company has used professional designers since 1950. Thirty models have received the Norwegian Design Counsel's Honor for Good Design, Laminette and Collage have received the Classic Prize and several models have also been awarded international prizes in Japan and the USA. In addition, Fora Form has previously been chosen as the Company of the Year in Norway.

### City – The Black Pearl from 1954

Øyvind Iversen (NIL) designed the chair for his master's thesis in 1954. It was first manufactured by Fora Form, then Møre Lenestoffabrikk, in 1956. It was the first chair in Norway to use lamination technology.

City has received a great deal of coverage in many trade magazines and books. It is described as one of the really great icons of that era. A great deal of mystery has

been attached to the chair, since many of those who have written about the chair have not been able to find the designer behind it. The chair was the starting point for a whole series of shell chairs that Fora Form developed in the 1950s.

City is available in beech, birch and black stain. Walnut and other colours are available on request.

### Planet

The Planet was developed in 1965 by Sven Ivar Dysthe and it soon turned into a sales success. At that time this was the first globular chair in Norwegian furniture history. It also was the first sign of the Pop Art movement in Norway.



---

Only stretchable fabrics can be used on this chair. The base is in chrome with solid beech inserts. This swivel-chair turns 360°.

**Collection**

Fora Form offers a wide ranging collection designed for conference rooms, dining

and waiting areas. The collection's wide scope in form and expression is due to the fact that 17 different designers/design firms stand behind it, as well as it being developed during different periods.

In addition to its standard collection, Fora Form has completed a series of special projects, which include the Ministry Building, Oslo Airport Gardermoen, the Prime Minister's Office, the Oslo Courthouse, the National Theatre, the Norwegian Theatre and Norges Bank.





svalbard - culture house



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Heggelund & Koxvold AS Arkitekter MNAL is one of Norway's largest architecture firms located in downtown Oslo. The office was founded in 1983 and today employs a staff of about 40. Heggelund & Koxvold as work within building design, land area planning, interior design, offshore design and project management.

Heggelund & Koxvold has the business objective of being one of the leading firms in Norway within architecture, design, visualisation and planning.

The firm has expertise within a wide range of project types and can offer services within concept studies, investigation/reporting, regulatory plans, detail design, project administration and project management.

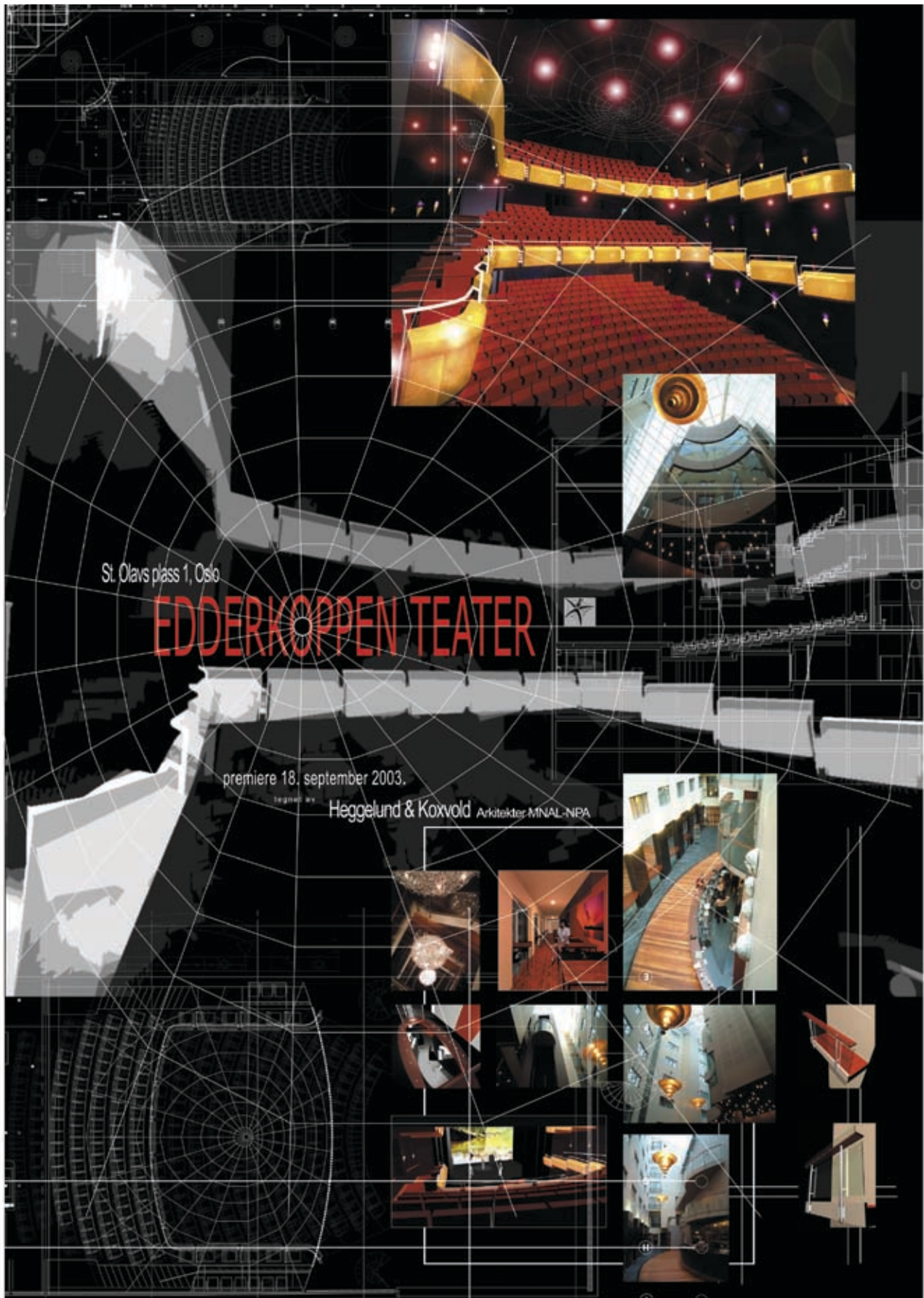
Heggelund & Koxvold has extensive experience with educational and cultural buildings, such as theatres, dwellings, hotels, offshore platforms and leisure homes.

The firm has employees with a broad international background from countries including England, Scotland, the USA, Finland, Denmark, Sweden and Malaysia, and can hereby address a variety of project tasks worldwide. The staff includes architects, interior architects, DAK designers and administration.

Heggelund & Koxvold is one of Norway's leading firms within 3D data modelling, which gives the customer a unique opportunity to experience a photo-accurate image review of projects before important decisions are made. The firm also works first and foremost with the development of intelligent data models with the help of BIM (Building Information Model) and data transfer between disciplines with the help of IFC format.



Voksenøppenskele - Oslo





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Hille Melbye Arkitekter AS was founded in 1955. At present there are 45 employees including 39 architects.

**Broad Design Experience**

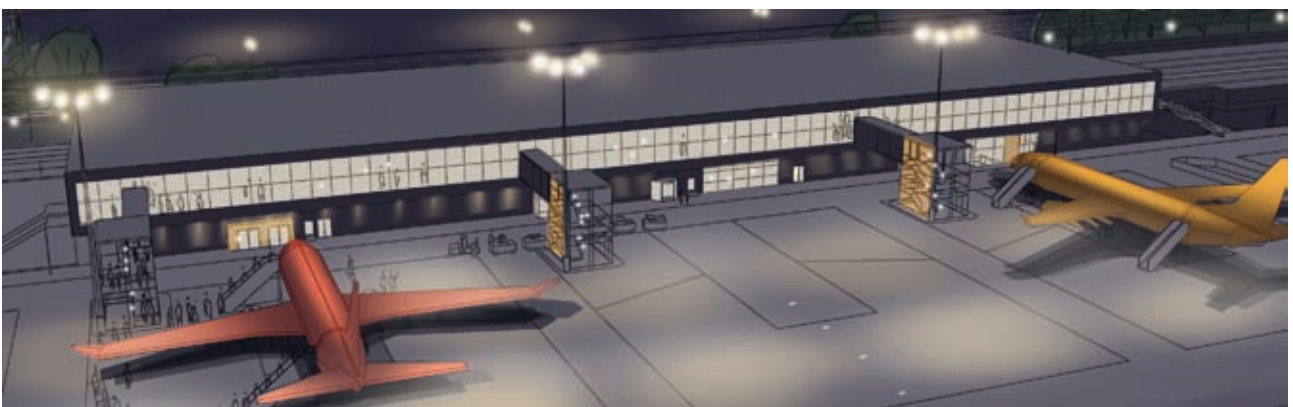
The company has a broad range of experience with design in most building categories. These include: shopping centres, hotels, business and office buildings, multi-function buildings, cinemas, libraries, housing, hospitals, churches, air port terminals, parking houses, embassies and petrol stations.

**Recent Projects & Works in Progress**

Below follows an overview of projects that Hille Melbye Arkitekter has recently completed or currently under planning / construction:

- Hotels at Oslo Air Port and Oslo City, Moscow, Krasnodar and Kaliningrad, Russia
- Shopping centres in Charlottenberg, Töcksfors and Nordby, Sweden, Sandvika and Lambertseter in Oslo, Norway
- Embassies for Norway in Brussels and Paris, for Spain in Oslo.
- Airport terminal at Rygge, Norway







# HØDNEBØ®

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Hødnebo home is a lifestyle concept for homes and interior design. The brand values are based on history, tradition, culture, timeless design and quality, along with value for money. For the consumer, the brand offers currency, credibility, and a high level of expertise. The international course has been staked out, by Spinnaker by Hødnebo and Heiberg Cummings Design for Hødnebo.

## True to its Roots

Hødnebo Møbler was established in the southern Norwegian town of Risør in 1904, by the master furniture maker Stian K. Hødnebo. Own design and quality craftsmanship have been bearing elements throughout all of the years. Hødnebo Møbler remains true to its roots. The son, Olav Steen Hødnebo educated himself as both a designer and craftsman and a number of his models are still in production and available for sale.

## Solid Furniture & Interior Group

Hødnebo AS is currently a solid furniture group with store operations as a core area. The group is now market leader in the medium-high price segment. In the course of the last ten years, Hødnebo home has built up a chain structure comprising 17 stores. The sales volume is approximately NOK 200 million. Annual growth for the last three years has been at a consistent 15 percent.

The main product range is made up of furniture for the private market with an emphasis on living room, day room, dining room, bedroom and garden furniture. Approximately 60 percent of the chain's sales volume comes from its own design

and own production. The anniversary collection Stian received the Award for Design Excellence 2004 from the Norwegian Design Council, for the dining room table Stian, designed by Terje Lindahl.

## Spinnaker by Hødnebo – Innovative Recliner

Spinnaker by Hødnebo is an innovative reclining chair that came onto the market in 2005. The chair is first and foremost created with an eye towards Hødnebo home's focus on the future and beyond the borders of Norway.

The chair has a special spring-steel construction, which derives maximum benefits from the spring's natural flexibility. The materials used in the canvas upholstery include sail material. The relation between Spinnaker and the sea is thus in place, providing rest in a natural position.



The recliner was presented to the international market at the furniture trade fair in Köln in 2007 and was received with great interest and enthusiasm. Besides being available in all Norwegian stores, Spinnaker by Hødnebo is now in place in Denmark, through a shop-in-shop concept at 20 selected distributors.

## Heiberg Cummings Design – for Hødnebo

In 2007 Hødnebo home launched a large furniture collection executed in collaboration with Heiberg Cummings Design in New York, USA. The collection has received a warm reception and represents a new step in Hødnebo home's international investment. The investment will now entail a consolidated, international Hødnebo home concept and Spinnaker by Hødnebo within a shop-in-shop concept.



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The Norwegian ski star Kari Traa, one of the most successful women freestyle skiers in the world, ended a long and medal-laden career with the Turin Winter Olympics. Kari has brought home gold medals in both the Olympics and the World Championships in addition to 37 World Cup firsts. After winning the silver medal at the Turin Olympics she “retired” as a professional athlete and is now fully concentrating on her own sportswear label created for wild, fun-loving girls like herself.

### A National Skiing Favourite

Kari Traa has been one of Norway’s skiing favourites. She grew up in the mountainous west of Norway, in the village of Voss, which is famous for its fabulous scenery and the home of extreme sports events and many of its practitioners. Not so strange then, that a place like Voss should foster a star like Kari!

For years Kari Traa has thrilled her audiences with some tremendously entertaining skiing, turning forward and backward somersaults that take the breath away, in some of the world’s steepest courses. This crazy daredevil has charmed audiences, too, with her friendly, good-humoured approach to things. She is wild, yet easy-going and down to earth. And with her long blond hair and eyes blue as the fjords of her native Norway, she is a natural model for her own label.

### Concept

The concept behind Kari Traa’s design is to create clothes for sporty women who want to be associated with an active, sporty and adventurous life style. These clothes take women seriously, as they are designed and made to fit feminine forms without compromising on the sporty, independent, bold look. The image is fashionable, yet independent and playful. The line is for women only and includes both sportswear and casual wear – pants, jackets, sweaters, hats, helmets and sports underwear.

The strong identity of Kari’s hometown Voss and the rugged nature of Norway are central elements in the foundation of the brand and design. On the other hand Kari is also inspired by the international atmosphere she’s been living in as a professional skier for the last 16 years. The Kari Traa universe became a reality in January, 2007, when Kari Traa opened up her first concept shop in her hometown of Voss. The store is a source for inspiration and development for the brand worldwide. Voss is the natural location for the first concept shop as it’s where the brand has the roots and history.

As part of the design team, Kari contributes with creative input and is of course the first girl to test the fit and function of the line. The design team of Kari Traa understands the philosophy of the person Kari Traa in terms of creating functional and fashionable clothes in the world of sport. Life is fun, and this should also be expressed through the clothes you wear and activities you perform!

### Fashion & Design into the World of Sport

Kari Traa successfully launched her first collection of sportswear in Norway in 2002. The collection has since expanded from hats and headbands to a full collection, including sportswear, outerwear, sporty underwear, helmets, goggles and accessories. The latest newcomer is a new underwear line in natural fibres.

In addition to being a successful brand in Norway, Kari Traa is now established in 12 countries – from Deer Valley, USA in the West to Shanghai, China in the East.



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**OLYMPIC CHAMPION**  
**FREESTYLE**



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Link Signatur AS is among the leading architectural firms in Norway. The company’s offices have a staff of approximately 160 professionals. Most of them are architects (MA), but the company also has other professionals, such as landscaping and interior architects, engineers and planners. Link Signatur’s offices are located in six towns in Norway: Oslo, Bergen, Trondheim, Sandnes, Alta and Stord. In addition, the company has two in Denmark: Copenhagen and Århus. In 2006, Link Signatur had a turnover of approximately NOK 128 million.

**Link Signatur’s Goals & Vision**

Link Signatur is founded, owned and managed by architects who are active in the daily running of the company. The company’s goal is to create good architecture as best it can for its clients. Link Signatur is a full-grown organization that emphasizes running its offices in the most professional manner possible and establishing and maintaining a good working environment.

Link Signatur believes it is important to be present locally in the geographical areas where the work is executed. This enables the company to deliver design products with a local content. It also gives the company the power to execute projects through having many employees present and the adaptability that results from having a local presence.

**Broad Range of Expertise & Experience**

Link Signatur works mainly with projects nationally. The project teams are assembled from its different offices through an evaluation of the unique needs of the project, thus enabling the company to source valuable special expertise and inspiration for the various projects. The company also focuses on the international market and has both onshore and offshore projects.

Link Signatur has a broad range of professional expertise and major work capacity, which have been built through work with all kinds of projects throughout the years. Link Signatur has a great deal of experience from working on offices and various commercial buildings, residential housing, cultural centers, sports halls, schools and other complex projects.



Link Signatur has experience from maritime and offshore architecture, particularly living quarters and ship accommodation, equipment and workshop modules. In this field the office has completed a number of major projects during recent years. The company also has long experience with architecture in the Arctic.

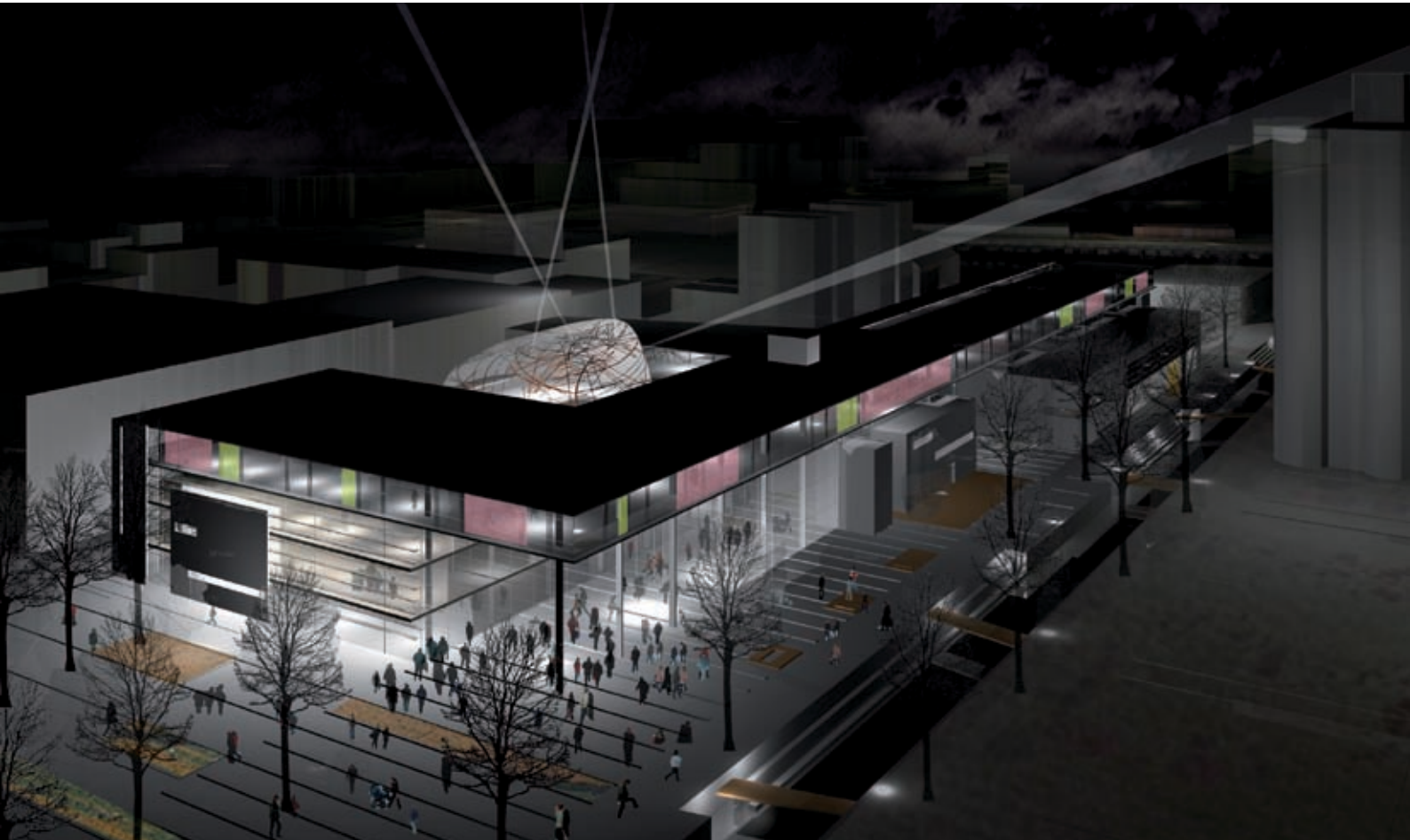
Link Signatur has its own interior design department, which works both independent of or together with the architectural teams. Link Signatur also offers landscape architecture and planning.

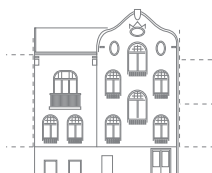
### Competitions & Awards

Link Signatur is frequently pre-qualified and invited to participate in competitions. A major part of the company's projects comes through winning them. Competitions are important to the company for vitalizing the whole organization through thinking in new and creative ways. Together with many first

prizes in competitions, the company has also won several architectural prizes for outstanding design.

In 2007 Link Signatur received the "Gazelle-Company" award, which is based on different economic growth and result criteria from Dun & Bradstreet.





MAKING WAVES

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Making Waves is the Internet company that ran counter to the trend, helping companies and organizations that build large parts of their business in electronic channels. Since its start-up in 2001 the company has experienced consistent and substantial growth in terms of both turnover and profits. With a business objective of being known for its ability to create the best commercial Internet solutions in Norway, the company is fast becoming the preferred choice with regard to connecting customers and the Internet.

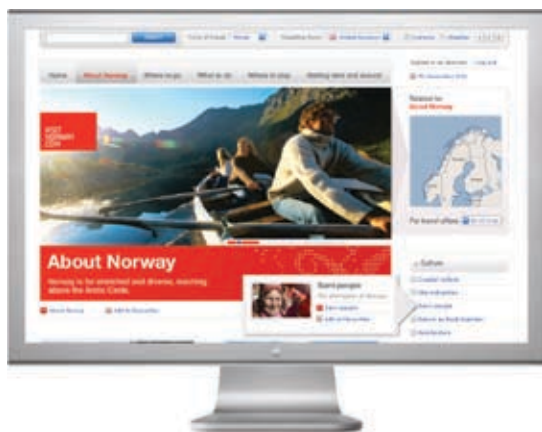
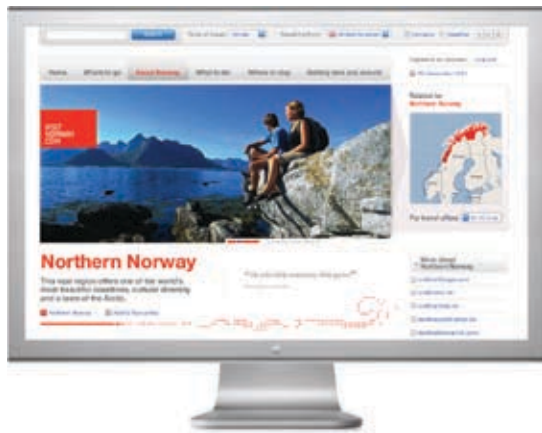
The company philosophy asks, how does one go about designing rich and valuable user experiences across channels?

How does one develop solutions that are distinctive visually, functionally and technically speaking? Making Waves demonstrates that the answer employs a combination of knowledge, craftsmanship and collaboration, in strong teams of graphic designers, interaction designers, strategy consultants, project managers, system architects, system developers and interface programmers.

**Creating Valuable Opportunities**

Making Waves has delivered solutions to a number of the Nordic region's most significant brands as well as to large actors in the public sector. Their client list in Norway includes Elkjøp Nordic, Norsk Tipping, Gonow As, Norway Trade Fairs, the Norwegian Directorate for Education and Training, BBS – Banking and Business Solutions, Innovation Norway and Telenor. By combining digital user conduct with customers' business objectives, a valuable space of opportunity is created. The company believes that good things emerge from a methodical and structured process.

Making Waves is owned and run by its employees. At present 120 employees have found their way to its business premises both beside the Akerselva river in Oslo and in a classic historical apartment building in Cracow.



 | [www.visitnorway.com](http://www.visitnorway.com)

This website will be launched in January 2008

### Making Waves has delivered:

Visual profile development / Concept development / Interaction design and graphic design for web / Content consulting / Development of new business strategies / User testing / Development and implementation of new EPiServer solutions with TM Core topic map / Project management / Strategic consulting



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Medplan is an architect consultant company with a primary focus on large-scale hospitals and buildings. The company was founded in 1991, subsequent to winning first prize in the design competition for the new Rikshospital (State University Hospital) in Oslo. The hospital has incited international trends and subsequently established Medplan as a leader in hospital design in Norway through several large-scale hospital projects, including Friedrich Schiller University Hospital in Jena, Germany, St. Olavs hospital in Trondheim and the hospital Nordlandssykehuset in Bodø. Medplan has at the same time been able to use the company's unique ability to equate complex building programs into buildings of renowned architectural standards to diversify into other types of large public buildings, such as sports centres, concert halls and cultural centres in international competitions, including the new Stavanger Concert Hall. The company employs approximately 40 architects.

### Philosophy

A knowledge-based innovative and creative process brings humanity forward. Medplan seeks to base all their work on this basic principle. Through active participation nationally and internationally in the development of humane and technical knowledge related to building design and resources, Medplan continually seeks to be among the leaders in all fields related to their work.

Medplan's aims are to fulfil clients' high expectations and project objectives, making a positive impact in all fields of work through the portfolios with which they are entrusted. Through this strategy the company aims to create a working environment where employees enjoy contributing at all stages of the innovative, creative process to the very best of their ability on a platform of economic stability and security.

### Working Method

There is a constant focus at Medplan on bringing new knowledge to all employees through participation in external and internal seminars, workshops and study tours to contemporary projects of interest all over the world. This forms the basis for new and innovative thinking where an emphasis is put not only on existing knowledge in one category of building design, but also equally to the possibility of positive cross-over knowledge, bringing design knowledge from one building category into another.



1. The Concert Hall is located on the waterfront of the Stavanger town harbour. The building consists of two volumes, one is transparent in glass, the other closed in concrete. These two blocks give identity to the complementary halls.

Opens in 2012.

2. Rikshospitalet is the regional hospital for seven counties and the university-teaching hospital for the University of Oslo. National needs are also covered by the hospital. Completed in 1999.

## Experience

Since its founding Medplan has steadily built up its human and structural assets in the transition from a project office designing one Hospital, to an organization with an international reputation in health care, invited to speak at international conferences in Norway and abroad. In Health Care its reputation of knowledge, experience, and high architectural and design standards has also led to commissions for designing hospitals abroad. These have predominantly been design competitions but Medplan has also been involved in the production of hospitals in Denmark, Germany and Bosnia.

Work experience with local companies, as well as several multi-national consultants internationally, gives Medplan a position that makes it possible to see and contribute to global trends. The employees' multi-national background combined with project experience internationally well-equips Medplan to meet the challenge of increased globalization within the building industry in general, as well as the increased competition in Medplan's fields.

## Values & Leadership

Medplan's leadership philosophy is based on a constant development of own human resources in an evolutionary process adapted to the ongoing acquisition of new knowledge and cultural change. To stay ahead in this process it focuses on knowledge-based innovation and creativity

at all levels of the organization. This requires flexibility in leadership in an organization with short distances from top to bottom.

A majority of the contracts are long-term, involving large building structures of high functional complexity. Staff continuity and loyalty to the company's basic philosophy is encouraged. The company philosophy is that there is no contradiction between architecture focusing on human needs for a stimulating environment based on variety in architectural space and design, and functional buildings with a high degree of flexibility to meet tomorrow's needs.

The aim is to make excellent architecture no matter how complex the function of the building is. To meet this end profits are channelled back into the company. Thus enabling Medplan to ensure its leading position in existing markets and to diversify into new markets. This both as regards types of buildings as well as geographic location Medplan believes that the crossover effect of this strategy benefits both the company and its clients in the long run.



3. The mother and child clinic at St. Olavs Hospital in Trondheim. The architecture creates a light and open semblance, which is inviting for both children and adults. Completed in 2005.

4. Friedrich Schiller University Hospital in Jena, Germany. Medplan, in cooperation with Dr. Worschech & Partner, won the international architectural competition.

First building stage completed in 2001.

5. The laboratory centre is an integrated centre for teaching, research and diagnostics within St. Olavs hospital. The building incorporates the hospital's concept that the building is part of the urban open townstructure, where the separate buildings constitute a whole. Completed in 2005.



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Oleana is Norway's youngest textiles factory, established 15 years ago. The company is located in Espeland just outside of Bergen and has 60 employees. In addition to this, Oleana operates five of its own shops in Bergen, Oslo, Stavanger, Copenhagen and Stockholm. Oleana exports 60 percent of its production to the Nordic region, Europe and North America and has more than 400 distributors who sell the Oleana collection.

### Award Winning Design

Oleana has received a number of design awards: its most important competitive advantage is its innovative design and high quality products. The patterns in the colourful garments created by Oleana's award-winning designer Solveig Hisdal, speak of an impulsive wandering between folk tradition and urban culture, about cultural rivers that have run and continue to run between peoples, countries and continents. Oleana occupies a space where culture and industry meet.



## Social & Environmental Commitment

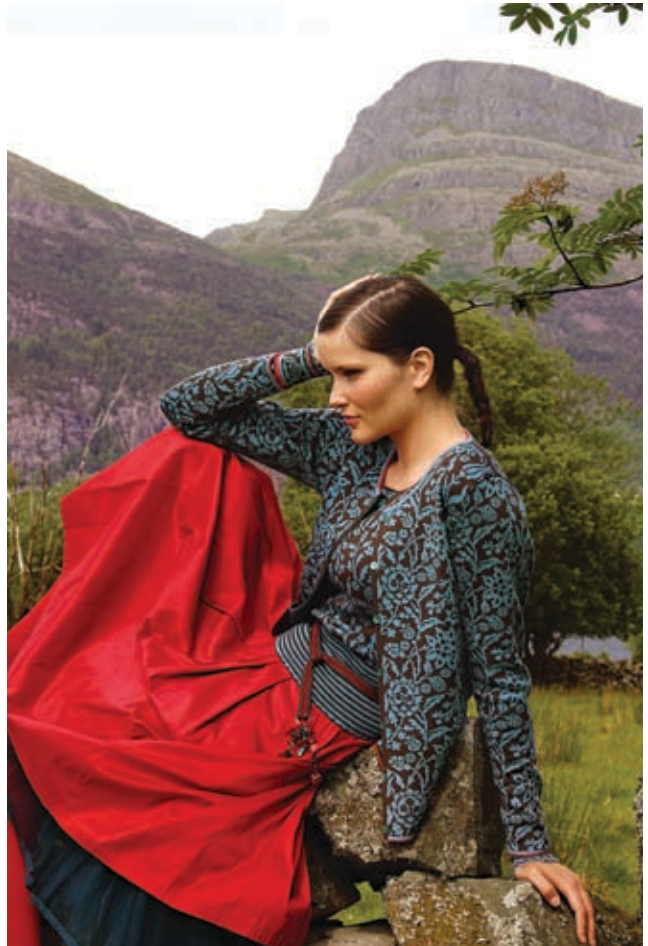
While the majority of the European textile industry has moved production to countries offering cheaper labour, Oleana has demonstrated that it is possible to operate profitable textile production in Norway. All products are knit and sewn in Oleana's factory. The company also makes it a priority to ensure that all those working at Oleana experience an interesting, secure and challenging workplace.

Oleana is committed to the ecological responsibility that all individuals share, whether they are manufacturers or simply residents of this amazing planet. The company therefore only uses natural fibres such as wool, silk, alpaca and Norwegian cashmere.

## Poetic Vision

Oleana has been inspired by the master violinist Ole Bull, who made Norway known to the rest of the world in the 1800s. He taught a young nation to be

proud of its roots, folk art and traditional patterns; Oleana's name comes from Ole Bull's idealistic colony for poor Norwegian emigrants to the USA.





**sapDesign**<sup>®</sup>

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sapDesign works with product design, primarily furniture products. Designer Svein Asbjørnsen and his colleagues in sapDesign run their business from the head office, a beautiful patrician house built in 1904, overlooking the fjord in Sykkylven in Sunnmøre, Norway. The office location in the centre of Sykkylven gives the office a strategic position in the midst of the furniture district of Norway. The historic, renovated rooms of the building provide the perfect setting for the company's modern designs. This office was first established in 1971 and currently has five employees. sapDesign also has a branch office in Oslo.

Through his design career of more than 30 years, Creative Director and General Manager Svein Asbjørnsen has become one of the most well-known Norwegian designers. He designs products for home, office and the public arena, both for Norwegian and international furniture producers, in the product areas home, office, transport and health.

sapDesign's philosophy is that their products are to attain high aesthetic and architectonic value combined with the optimal functional comfort. One means of living up to this is by increasing comfort and movement possibilities; sapDesign has developed several patented mechanisms for implementation

in their furniture designs, such as different movable chair seats and backrests, adjustable lumbar and neck support, toptilt arms, etc.

The company works for manufacturers at home and abroad.

1. "Contura" was originally developed to assure passengers comfort during air travel overseas but is now produced for use on land: in offices and in private homes.

The patented mechanism ensures that the seat adapts to the body's natural movements – from neck to heel. The movement from sitting to reclining position takes place without friction between body and underlay. It gives a "floating" feeling and optimal resting comfort with feet above the heart. The perfectly balanced, smooth movement that can be stopped in all positions by a locking handle.

Producer FurnArt AS.



1

3. HAG H09 Privacy" is part of a family of office chairs which is a continuation of the Signét series that paved the way for a large international market for HAG AS in the 1980s. "H09 Privacy" with its specially shaped backrest gives a feeling of private room to the user, and provides also a measurable noise reduction. The office chair collection HAG H09 was "Awarded for Design Excellence" by The Norwegian Design Council in 2004. Also nominated for "Honours Award for Design".  
 Producer HAG AS.



4. HAG H09 Excellence". The entire H09-series has sapDesign's patents of Toptilt Arm for elbow support while working at a table and Individually Adjustable Lumbar and Neck Support. Also open clearance angle when leaning back increases comfort by long time work.



5. The model "ECCO" rocking chair and low back easy chair, with removable upholstery, to change according to mood and season. Received First price in Norwegian Trade Council's Furniture Design Competition 1970. Launched by producer L.K. Hjellev in 1970. The chair was ahead of its time and did not sell much. A re-launching is planned.



6. Meeting chair or dining room chair "Colonna" is constructed with a flexible back that was already patented in the 1990s. The chair series will be launched by FurnArt AS in 2009.





## Scandinavian Surface

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Scandinavian Surface specializes in developing patterns for any surface. The company's four designers have a professional background from the fine arts. With wide ranging experience and a high level of skill they produce outstanding surface design and original solutions for products such as fabrics, wall coverings, interior decoration details and accessories.

### ProPiece

One of Scandinavian Surface's products is ProPiece. It is a custom made, seamless wall decoration. This collection presents a wide range of designs in different colour tones. Each design can be adjusted to specific walls.

ProPiece is aimed at the contract market. It is ideal for the interiors of businesses such as restaurants, offices, shops and hotel rooms. ProPiece offers a decorative element that supplies the room with a view.

The technical specifications of ProPiece are that it is a digital print on a polyester coated woven core. It is very strong and stable, flameproof and it can be cleaned with a wet cloth. It is custom made to fit the individual walls. ProPiece can be ordered directly from Scandinavian Surface.

### Surface Design for Industrial Print

In collaboration with manufacturers looking for innovative design, Scandinavian Surface develops pattern design for use on textiles, paper and other printable materials, as well as 3D objects.

### Future & Current Design Development

Scandinavian Surface designs quality objects for the retail market. For updated product information please visit the company's website.

Scandinavian Surface has received international recognition for striking surface designs and has been featured in numerous design magazines around the world.





Scandinavian **Surface** – add personality to the room



“SKIFER” Textile for Innvik Sellgren



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Simon & Gaare Design offers a process system for finished product manufacturers with vision. Whether as a fixed process or on a project-to-project basis, a team is created of the company's own developers and an industrial designer from S&G, with the objective of innovation or further development of a company's existing products. S&G has a focus on product and concept development, through a process whereby the company and industrial designer collaborate. S&G also offers consulting and communication services, graphic design, and brand and profile development. S&G also implements a network of collaborating partners to address large-scale assignments where required.

### Increased Market Value through Industrial Design

Industrial design is an investment that manufacturers should make to give their products the very features sought by the market. There is no contradiction between finding cost efficient production methods and the realisation of a product appearance that is appealing to the product recipient/user.

Enwa's water treatment unit has these qualities. This product has been developed and manufactured in Norway.

The production and design have been integrated from the very start. An internal steel tank needed protection, stability and insulation. This was solved through the use of a rotation moulding method. In one operation the team implemented the insulation, lift and step, label surfaces, strength, suspension bar, colour, and surface finish. Last but not least, glitter from the cosmetics industry was mixed into the plastic.

Through module-based thinking, also the reuse value of the moulding tools was high, even with the need for varying product sizes. The result was a wholly new product for this industry, and the interest has been considerable.

*For more information about Simon & Gaare Design visit the company website, or give them a call at the numbers listed above.*





# The Shower Tub®

Registered Design: SIMON & GAARE

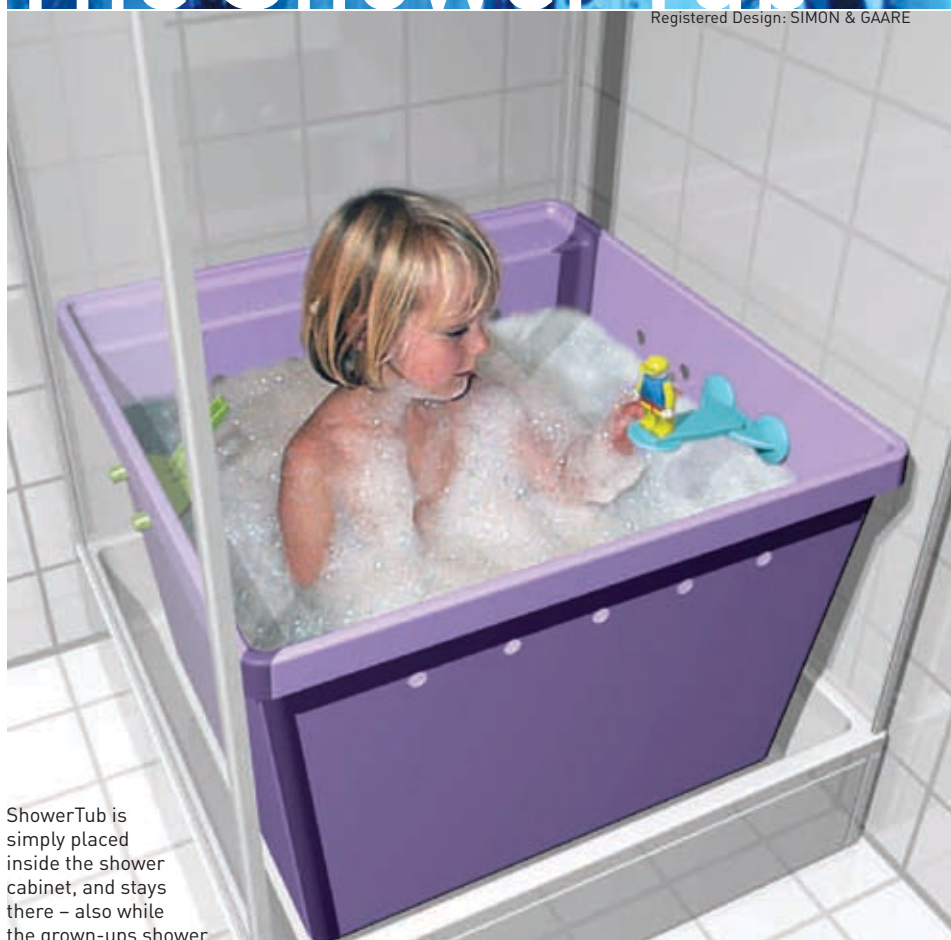
ShowerTub is a light weight and practical product made in moulded plastic. The major function is to allow families to use their shower cabinet as a bath tub for the children, without having to move anything around or without occupying limited floor space.

ShowerTub is 60 cm high and is made to be placed inside any existing shower cabinet. No installation is required.

To install ShowerTub is very simple. And when in place, it does not need to be moved again. It simply stays in the shower! The relatively low height makes it easy for adults to enter the tub for showering. The construction does not only save precious floor space – it takes up no space at all! No sharp edges can harm the child (or the adults).

ShowerTub is very practical and does not require any maintenance. Stiff walls and strong legs makes for a rugged construction. It will last until the kids are out of the house.

ShowerTub is made from recycled plastic, and can of course be recycled again.



ShowerTub is simply placed inside the shower cabinet, and stays there – also while the grown-ups shower.



**SIMON & GAARE** products

We are seeking partners for further development

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design & architecture



Design: Bjørn Refsum / Hilde Angelbass Oxenr.  
 Design development in cooperation with K3 Industriedesign AS.  
 Product development in cooperation with Bård Eker Industriel Design AS.



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Stokke is a Norwegian-based, family run manufacturer established in 1932. Georg Stokke, still going strong at the age of 96, started the business. The company remains in the family with Georg's grandson, Rune Stokke, as the chairman of the board. Stokke AS has worldwide distribution today established with sales representatives and stores in 32 countries. Seventy-five years after the establishment of Stokke AS, the company is now more famous than ever for its products' functionality, overall longevity and timeless designs.

### Tripp Trapp – Still a Success in its 35<sup>th</sup> Year

Research on child development tells us that the ideal place for the development of social skills is with the family at the table. The Tripp Trapp chair was designed 35 years ago to seat children in the perfect position at the table, through adjusting both seat and footrest in height and depth. This enables the child to sit safely while also allowing them movement and the possibility to change positions. These unique features give Tripp Trapp the market advantage it has benefited from since, selling more in 2007 than in any other year on the market. Earlier this year Tripp Trapp won the renowned Stiftung Warentest award for the third time in a row. This comes in addition to a multitude of other awards and accolades through its four decades of existence.

### Exploring New Ground

The Stokke Xplory stroller was launched in 2003. Named "One of the most exciting inventions" by Times magazine and "Best urban stroller" by Stiftung Warentest, it marks new territory for the company.

Stokke Xplory continues the Tripp Trapp principle: Adjustability for kids of all sizes to ensure comfort, a better view of their surroundings and close interaction with their parents. Adjustable seating direction and Xplory as an adjustable highchair are features loved by both children and parents.

### Sleep, Change & Keep

Stokke Sleepi is a small "nest" that starts out as a mini-cot. The adjustable height and wheels help interaction while facilitating movement of the cot from room to room, and calming the child through movement. Continuing the principles from Tripp Trapp and Stokke Xplory, the mini-cot can be converted to a cot and later to a junior bed for older children or two chairs.

The changing table Stokke Care also continues these principles. The parent can face the child instead of standing at the side and with the correct height this provides a chance to face the child on the changing table, which not only improves the interaction, but is also more practical for the parents.

Practical and flexible storage is needed in every home – not least in children's rooms. The storage system Stokke Keep is based on modules that are adaptable to any interior or size of room, and to the size and needs of the child using it.



Design: Peter Opsvik



## All our products are developed in the best interest of your child

Your child is a part of your family, and loves to be a part of family life. The unique adjustability of all the products from Stokke, provides your child with safety, comfort and interaction with you and the surroundings.

Our products adapts to your child's size as it grows and develops, in nursery and sleep, while seated or exploring the world.

### Stokke® Collection



Stokke® Xplory®



Stokke® Sleepi™



Stokke® Keep™



Stokke® Care™



Tripp Trapp®

**STOKKE**®

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### Holistic Branding

Sukker believes in holistic design – and for that reason has graphic designers, product designers, animators, copy writers and space management specialists on staff. The dynamic interaction between these talents creates unique brands and

enables Sukker to provide opportunities for its customers that others cannot offer. Sukker can bring the brand out through all channels and communicate with a weight and totality that the customer will be hard put to find elsewhere.

On the following page is a brief presentation of some of the retail assignments that Sukker has done.



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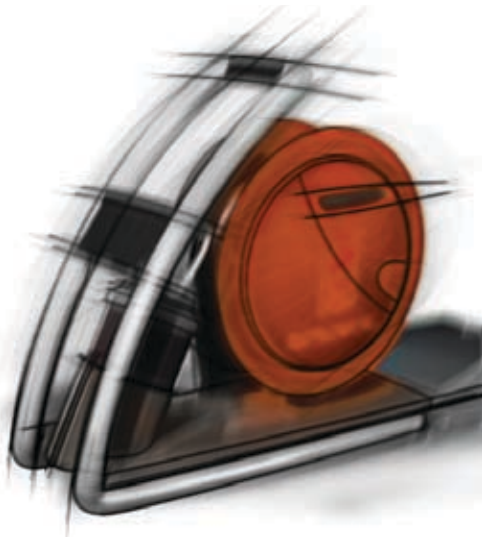
1. Holistic design concept for **Peppes Pizza**, Scandinavia's largest restaurant chain. Sukker developed a full interior and graphic concept to give the Peppes customer a *complete experience* no matter where they eat – at home or in the restaurant.
2. 3D bottle and label design for **Gøy**. The children's grenadine needed a total facelift and Sukker was responsible for both 3D bottle design and label design. After 15 weeks on the market, with no media support, sales increased by 150%.
3. Redesign **Normanna**, **Norzola** and **Royal Blue**. Three classic brands of blue cheese, where the goal of the packaging change was to give the consumer a *clear idea* of the differences and the perfect use of the cheeses.
4. Redesign **Snofrisk**. A classic Norwegian Cream Cheese that needed to win back *old glory* but most of all a presence in the store. It gained a 30% sales increase within the first three months on the market.
5. Identity and Packaging for **United Bakeries**. Development of their new concept identity and their private label L'Artisan, luxury chocolates and ice creams – true snob-modities.



3



5



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Imagine all the product ideas that have yet to be realized. The road from a good idea to an industrialized product may seem vague and unpredictable. Techni, however, has completed more than 300 development projects and can be an effective guide through this process. By combining an integrated interdisciplinary approach to the development process with a wide project portfolio and a creative, problem-solving mindset, Techni makes customers' products work.

### Sketches & Numbers

Comprehensive project experience enables the critical evaluation of ideas, with regard to both feasibility and product potential from the beginning of development. At the same time, this know-how facilitates ideation and interdisciplinary creativity. With one eye on the calculator throughout, the process is steered with a focus on viable, quality oriented solutions.



### From Idea to Market

Techni has a diverse staff of designers that can help flesh out ideas and illustrate how design can give products the edge necessary to get ahead in a competitive marketplace. Techni offers user and market analysis to ensure that the good ideas are in accordance with the objectives of both customers and end users.

### Experience is Everything

Over the last 10 years Techni has been working with a varied range of customers, delivering product development services successfully to the Norwegian and international markets. Solutions have been deployed in areas such as sensitive medical instruments, sub sea in the Gulf of Mexico, or sky-high in the fighter jet JSF. This has resulted in an accumulation of the comprehensive knowledge-base required to take a product from a sketch on a napkin to a finished product ready for shipment.

### Co-operation is the Key

The product development process consists of many interrelated steps; a cornerstone in Techni's strategy is to offer

an integrated approach to this process ensuring there is continuity in the planning and execution through all stages leading up to the finished product. This is achieved by assembling a multi-disciplinary team of development experts under one roof, from industrial designers to electronics developers or mechanical engineers.

### Techni Teamwork

A flexible organizational structure allows the composition of project groups in accordance with the special requirements of each project. Techni manages the entire development process from start to finish, resulting in smooth transitions between project phases and a coherent dialogue with the customers.

1. Small series production at Techni.

2. From design to real-time testing in the operating theatre.

3. Electronics design and testing in the electronics laboratory.



### Techni Can Deliver

Whether it is a mock up or full-scale prototype, a piece of electronics or help with a small series run-through to large volume production, Techni has the tools and subsidiaries in place to realise this.

Techni offers the entire range of services in product development through a large group of dedicated staff, under one roof:

- Market and user analysis
- Design strategy
- Product design
- Project management
- Mechanical design
- Hardware\software electronics
- Prototyping
- Finite element analysis (FEA)
- Industrialisation
- Logistics planning
- Small and large series production

### Intuitive Products for Demanding Users

In close co-operation with GE Healthcare, Techni has developed a range of medical products aimed at improving the working conditions in the operating room, as well as providing for the safety of patients. An efficient communication with surgeons and nurses as well as marketers, has been achieved through extensive use of prototyping, visualization and testing. In combination with a total in-house development process leading from the first doodle to the final qualification of the product, both the demands of the clients and the end users have been accommodated.



Total Product Development



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Vestre develops and produces designer furniture for public and private outdoor spaces. The company continually strives to remain one step ahead in terms of design and innovation, and functions according to its firm conviction that aesthetic surroundings are key to a sense of security and well-being. The company philosophy is simple: good design creates good space in which people can meet and interact. This philosophy provides a constant focus upon innovative designers who have the freedom to develop their ideas – a point which has earned the company a great many design awards – and satisfied customers.

### Strict Quality Requirements

Vestre's products have been developed in accordance with strict demands for quality at every stage of production. The materials chosen, and modern production processes, result in solid products that are built to stand the test of time. Vestre furniture may remain outdoors for many decades without requiring any particular care or maintenance. Quality and durability have always been the company's competitive advantage. The fact that Vestre's first ever outdoor furniture range, produced over 50 years ago, is still in use in many places only serves to underline this.

### Production

Vestre products are manufactured in modern industrial surroundings in Norway and Sweden. All steel parts are guaranteed rust-free due to a process wherein they are hot-dip galvanized and coated with zinc magnesium phosphate before coating. Steel parts are then coated with a polyester powder coating. All wooden parts are produced from Linax®-treated Nordic pine. The Vestre product range includes:

- Benches
- Waste containers
- Bicycle racks
- Railings
- Plant urns

### Environmental Responsibility

Environmental considerations are of great importance to Vestre in the development of new products. Vestre wishes to help take responsibility for the environment on a local and global scale. This is reflected in its modern production facilities which ensure effective energy consumption and minimal material waste.

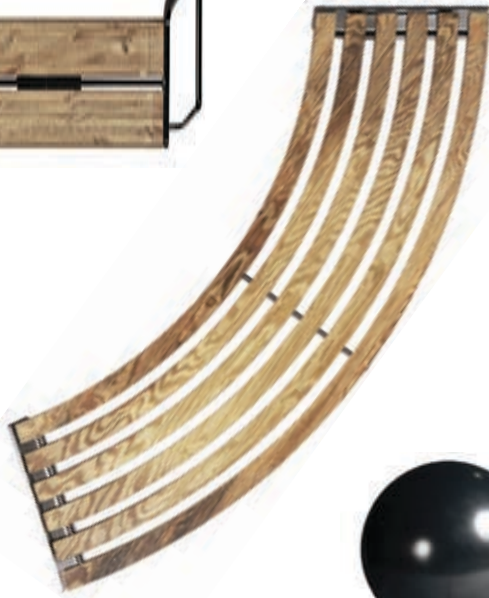
Environmental considerations are of utmost importance to Vestre in the development of new products. A process of continual development enables the company to work to improve routines and systems in order to achieve compliance with the strictest of environmental standards.

Vestre is a member of the Initiative for Ethical Trade (IET).



- FUNC
- BOX
- ARC
- PORTO
- APRIL
- VIA
- HVILAN
- CITY
- URBAN
- VROOM

1:20



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## morocco

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## nepal

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# find new business partners in norway



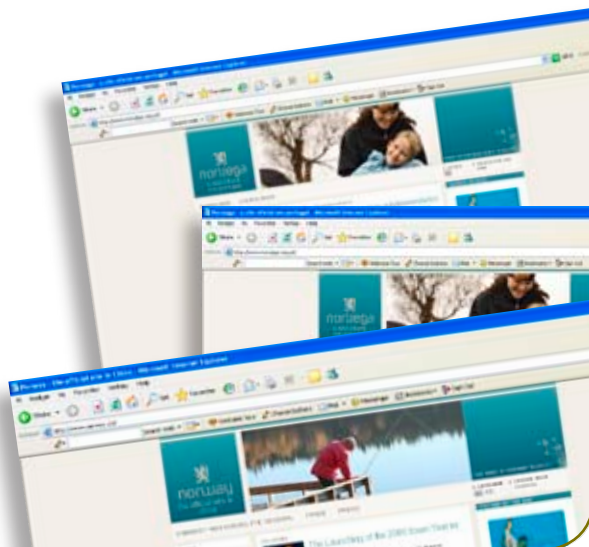
## The Official Norwegian Trade Portal

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[www.norway.info](http://www.norway.info)

**“Norway – the official site”** provides extensive background information on Norway, as well as news and details of Norwegian-related events abroad. The large number of articles on politics, travel, culture, business, education, research and history are presented by the Norwegian Ministry of Foreign Affairs and its partners. “Norway – the official site” has been established in 90 countries and in 18 languages.



**Innovation Norway** promotes nationwide industrial development profitable to both the business economy and Norway's national economy, and helps realize the potential of different districts and regions by contributing to innovation, internationalization and promotion. The company has approximately 700 employees. Headquartered in Oslo, Innovation Norway has offices in over 30 countries worldwide, along with all of the counties across Norway.

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