





## DESIGN SECTION //

# OSLO DESIGN FAIR By kHyal<sup>TM</sup> | 2019

Oslo Design Fair is Norway's largest trade fair and key meeting place for the design and interior industries. The fair attracts influential buyers, fosters new product launches and provides a platform to announce the latest industry news.

The event was developed by the Norway Trade Fairs and takes place in Lillestrøm biannually. The event includes over 350 exhibitors in a multitude of design disciplines, a robust conference program featuring key industry speakers, and is attended by upwards of 11,000+ visitors.

A networking hub for the design field, Oslo Design Fair facilitates trade and accommodates meetings, while collaborating with top design talent, stylists and other creatives from Norway and abroad with the goal of making Oslo a prominent design destination.

We focused on exploring a handful of Norwegian companies that specialize in extraordinary craftsmanship, often melding deep tradition and legacy with contemporary Scandinavian design.

#### **GUDBRANDSDALENS ULDVAREFABRIK AS**

From its roots as a modest spinning mill born in 1887, GU has become an innovative textile manufacturer specializing in wool. Based in Lillehammer it is a cornerstone of the Norwegian textile industry.

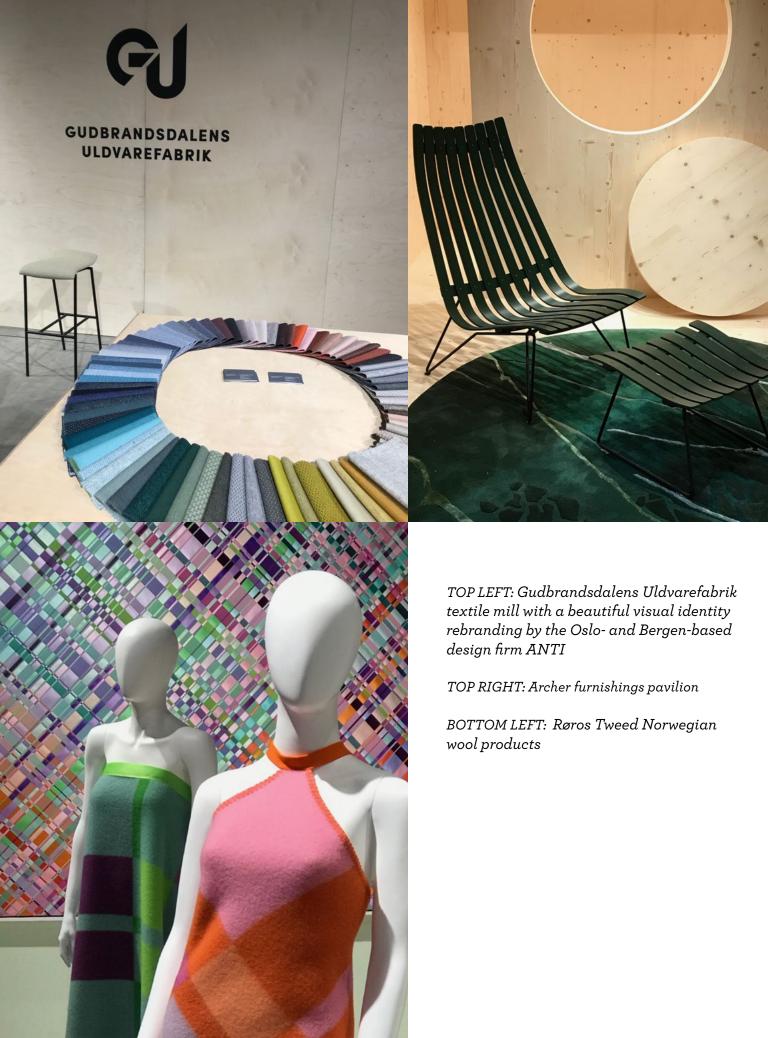
Now one of Europe's leading suppliers of furniture fabric, GU works with a dynamic network of global designers. As the only vertically integrated manufacturer of design fabrics in Scandinavia, GU's entire production process is under one roof. This means technical agility and skill, and the possibilities that come with an unlimited color palette. The high level of craft in these textiles is evident to the eye and hand.

### HADELAND GLASSVERK

Founded in 1762, Hadeland Glassverk is Norway's oldest industrial company in continuous operation. While managing a significant history and cultural heritage, the company focuses on evolving development and new design to meet the demands of the contemporary culture.

What began as a manufacturer of bottles, pharmacy glasses, medicine glasses and glasses for domestic use, 90 years later transformed through new leadership to produce and expanded product line. In recent years, the company has reissued a line of sought-after vintage lighting they refer to as "modern classics" and launched a new line of contemporary design for the interior trade.

Hadeland Glassverks retains a workforce well-versed in their craft, many having been employed by the company for decades, some for over 50-years, carrying their knowledge and experience into a new age of design.



## DESIGN SECTION //

## OSLO DESIGN FAIR Continued ...

#### **NEDRE FOSS**

Nedre Foss is a Norwegian brand of sustainable homeware objects rooted in Scandinavian design. A carefully curated product line that constantly with growing with new releases every year, these design objects are as much unique pieces of art as they are functional.

Though the company website states they do not yet ship out of Norway, I was told they have exhibited in Milan — so perhaps there is hope for distribution beyond Scandinavia in the future.

#### **RØROS TWEED**

Since 1940, Røros Tweed has been weaving high quality wool products and building on a local tradition that goes back centuries. Using select wool from Norwegian sheep and 100% Norwegian production, while collaborating with Scandinavia's top designers and textile artists, the company has established itself as one of the most renowned wholly Norwegian quality brands.

Røros Tweed is the only producer of throws and blankets in Scandinavia, and the entire value chain remains in Norway. The wool originates from Norwegian sheep that graze on clean, fresh mountain pastures - which according to Røros, produces pure and environmentally-friendly textile fibers. The company claims that in combination with the flexibility and insulation properties that are naturally developed in sheep that dwell in the cold Norwegian climate, that Røros wool is of superior quality and functionality. The products are visually stunning and beautifully made.









 ${\it TOP\, LEFT: Nedre\, Foss\, homeware\, objects}$ 

 $TOP\ RIGHT: Blomquist\ Auction$ 

BOTTOM LEFT: Onsite book store

Photos: © kHyal 2019