

100% NORWAY 2010 AT 100%DESIGN

ALEX HELLUM

Alex Hellum is pleased to present a new prototype at 100% Norway 2010. The prototype product, entitled Angle&Slide, is a wall-mounted storage unit made from untreated pine with a water based wood-stain.

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Angle&Slide by Alex Hellum

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Angle&Slide has been created to keep those smaller items found all round the home and office. It's ideal for your wallet, keys, photos and the daily miscellany of life. The wood panel that faces you is painted in either orange or yellow and the different versions feature either an angled or sliding door. Angle&Slide is a product currently in development, for sales or any other enquiries please contact us.

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Product Dimensions: W 250 H 150 D 100 mm

100% Norway 2010

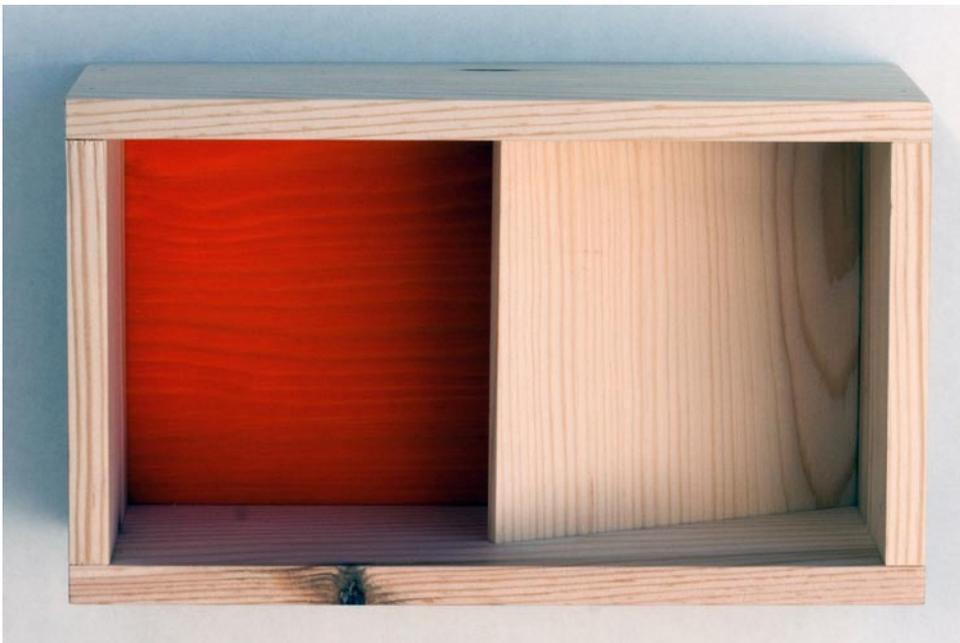
The design exhibition 100% Norway will once again showcase the best of Norwegian furniture and interior products during the London Design Festival at 100% Design, Earls Court, from 23 to 26 September 2010.

Building on the success of previous years, 100% Norway 2010 will showcase works of both established and up-and-coming designers, and feature a number of the country's leading manufacturers. This will be the seventh time the exhibition visits London to act as a door opener for Norwegian designers and manufacturers to the British market and simultaneously build awareness of Norwegian design in the UK and internationally.

For the fifth year in a row, the show has been curated by Henrietta Thompson, design editor with Wallpaper* magazine, along with co-curator Benedicte Sunde from the Norwegian Design Council. Of the selection, curator Henrietta Thompson said: "This year we were so happy to see that the standard of work submitted for inclusion in the show was higher than ever. It is inspiring to witness a new generation of talented young designers emerging and very encouraging that the established manufacturers are not afraid to invest in it. Doubtless there is a great diversity in Norwegian design today and any number of rich and fascinating stories to tell, and we can happily say that we were spoilt for choice."

www.norway.org.uk/News_and_events/100percent/
www.facebook.com/100PercentNorway

100% Norway @ 100% Design
Earls Court, Stand G40
Open Daily



Angle in orange by Alex Hellum



Slide in orange by Alex Hellum

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Angle in yellow by Alex Hellum



Slide in yellow by Alex Hellum

For further information, sales enquiries, image requests or product loans please contact us.

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