

TRAVEL PINE AT NORWEGIAN PROTOTYPES 2010

Alex Hellum is delighted to announce his participation at Norwegian Prototypes, during the London Design Festival 2010.

This year the participants have all been asked to reflect on the size 55 x 40 x 23 cm, a standard hand luggage size when travelling with budget airlines. The exhibition will present different solutions and approaches to this set format.

Travel Pine by Alex Hellum

In response to the brief, Alex Hellum has created a product called "Travel Pine". The product serves a dual purpose, as a travel case and as a stackable chest of drawers. Like a winebox it is made out of pine and the product works very much like a matchbox, it is a simple carcass with a drawer. Travel Pine comes with four detachable legs, allowing the user to stack them up as a chest of drawers on reaching their destination.

Product Dimensions: W 400 H 230 D 500 cm

Norwegian Prototypes 2010

Following on from last year's success, Norwegian Prototypes returns with a larger group of young and established Norwegian designers. This year's exhibition will showcase fresh and unseen prototypes from 14 Norwegian designers. Each of the seven participants from last year were asked to invite one of their favourite Norwegian designers to be a part of this years show.

This years strong line-up includes: an ergonomics guru from the 80's who's had a long successful career, alongside an important figure who's been a part of the most internationally successful design studio from Norway, and other both established and rising design stars. All of whom have all been successful in their own way.

Norwegian Prototypes offers a unique opportunity to observe the different approaches to the set brief. Exploring the progress of a designer's development, where work starts and where it ends, its destination, the furniture shown will be a beautiful, functional and raw collection of work.

Expect to see brand new prototypes and original ideas from an exciting group of Norwegian designers. There will also be a screening of a series of short films in collaboration with 'Little Scraps of Paper' by Tomas Leach.

Exhibitors: Alex Hellum, Amy Hunting, Andreas Engesvik, Daniel Rybakken, Frost Produkt, Hallgeir Homstevdt, Kim Thome, Linn Tale Haugen, Oscar Narud, Peter Opsvik, Sara Polmar, StokkeAustad, Terje Lindahl and Thomas Jenkins.

www.norwegianprototypes.com

Norwegian Prototypes 2010
21-25 September 2010
Blackall Studios
Ground Floor
73A Leonard Street
EC2A 4QS
UK

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