

NORWEGIAN ICONS

IMPORTANT NORWEGIAN DESIGN
FROM THE ERA 1940-1975 – AN EXHIBITION

NEW YORK

Discover Modern Mid-Century Treasures from the Land of the Midnight Sun
The New York exhibition opens Friday, May 23, 2014, 6-9 pm



Photo from the Tokyo exhibition at Hillside Terrace, June/July 2013

New York, March 21 - After successful exhibitions in Oslo and Tokyo, *Norwegian Icons: Important Norwegian Design* comes to New York this May. Drawing attention to the country's contribution to mid-century Scandinavian design, the exhibition presents fine and rare decorative arts and furniture created in Norway between 1940 and 1975, in conversation with artwork by acclaimed Norwegian artists, including multiple works by modern master Edvard Munch. The exhibition will be on view from May 23 – June 1, 2014 at Openhouse Gallery in Soho.

The exhibition features over 500 works of high-end decorative arts and furniture from this significant part of Norwegian design heritage: tables and chairs by iconic Norwegian designers such as Torbjørn Afdal, Fredrik Kayser, and Sven Ivar Dysthe; glassware and ceramics from Benny Motzfeldt, Herman Bongard; and decorative arts and jewelry treasures from Grete Prytz Kittelsen, Tone Vigeland, and Arne Tjomsland are among the 44 Norwegian designers represented at the exhibition. All items will be for sale.

Works will be presented by a select group of artists who played various roles in developing the traditions of Norwegian design and architecture during the twentieth century. One of the featured artists, Edvard Munch, paved the way for other Post-War artists with his innovative work, marking a breakthrough in Norwegian art history.

The intention behind *Norwegian Icons: Important Norwegian Design* is to raise international awareness of Norway's significant contribution to Scandinavian mid-century modern design, alongside those of Denmark, Sweden, and Finland. *Norwegian Icons* tells the story of Norway's design history through a series of exhibitions and catalogues. The catalogue accompanying the New York exhibition features a selection of works by important mid-century Norwegian designers and highlights their role in shaping this unique period in Norwegian design history.

Of the 92 objects presented in the Oslo catalogue, 34 have won international gold design medals. In the Tokyo catalog, 36 designers and their objects were portrayed—22 of whom have won international gold design medals in competition with renowned designers such as Arne Jacobsen (Denmark), Hans Wegner (Denmark), and Charles and Ray Eames.



For more information about the exhibition project please visit:
www.norwegianicons.com or www.facebook.com/norwegianicons

MEDIA CONTACT:

Anna Rosa Thomae
FITZ & CO
annarosa@fitzandco.com

Nicole Rumore
FITZ & CO
nicole.rumore@fitzandco.com