

Fantastisk respons på Together=Nordic Design

I samarbejde med andre nordiske klynger afholdt Lifestyle & Design Cluster i pinsen et hypet arrangement i New York, hvor missionen var at rette spotlyset mod godt, nordisk design og alle de værdier, vi deler og designer ud fra.

For første gang gik danske, svenske, finske og norske møbel- og interiørproducenter sammen om at profilere nordisk design i New York under navnet #Together=Nordic Design. Den norske handelsminister Torbjørn Røe Isaksen åbnede udstillingen d. 21. maj med næsten 300 gæster på plads hos det anerkendte design- og arkitektfirma Snøhettas lokaler på Manhattan.



Udstillingen er et resultat af et samarbejde mellem de ligesindede klyngeorganisationer Lifestyle & Design Cluster, Interior Cluster Sweden, Norwegian Rooms Cluster samt Business Finland.

Og det med stor succes.

- For et år siden besøgte Lifestyle & Design Cluster samt vores svenske og norske partnere USA og interviewede forskellige brands for at høre, hvordan vi kunne understøtte dem på det amerikanske marked. Deres udfordring var at få en stemme og blive set af især pressen. Af samme årsag lancerede vi derfor udstillingen #Together=Nordic Design. Det var et fantastisk event og skønt at se, at når man står sammen og har en stemme, kan vi gøre et langt større indtryk, fortæller Lifestyle & Design Clusters Heidi Svane, der er projektleder og samtidig stod for åbningstalen af #Together=Nordic Design.

Udstillingen var en del af New York Design Week og møbelmessen ICFF, hvor de nordiske klynger i samarbejde markedsfører nordiske mærkevarer overfor amerikanske journalister, interiørarkitekter, designere, distributører og salgsledere. Snøhetta har sammen med de nordiske klynger udviklet konceptet Together=Nordic Design, der kommunikerer de nordiske værdier, som bl.a. er baseret på ligestilling og demokrati, funktionalitet og bæredygtighed, hyggelig og naturlig, livlig legesyge og ikke mindst innovation.

- Med over 300 gæster og den norske erhvervsminister Torbjørn Rør Isaksen til at åbne udstillingen var der en utrolig positiv energi i rummet. Gæsterne var en blanding af designere, arkitekter og presse, og alle var meget optagede af at se de forskellige brands udstillinger, siger Heidi Svane.

De deltagende brands fra de forskellige lande var følgende:

Fra Danmark [BoConcept](#) - [Eniito](#) - [Innovation Living](#) - [Skagerak](#) - [Sisergo](#) - [Warm Nordic](#) - [We do wood](#)

Fra Sverige [Blå Station](#) - [Føgia](#) - [Gärnsås](#) - [Materia](#) - [String](#) - [Zero](#)

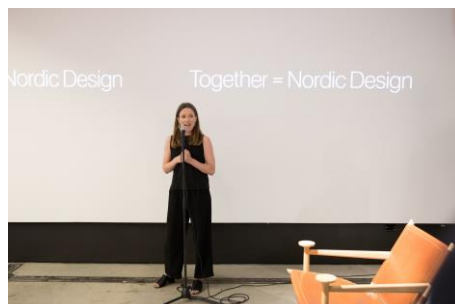
Fra Finland [BEdesign](#) - [EcoFurn](#) - [Finarte](#) - [Lovi](#) - [Magisso](#) - [Secto Design](#)

Fra Norge [Ekornes](#) - [Fjordfiesta](#) - [Flokk](#) - [Ope](#) - [Rodeo](#) - [Røros Tweed](#) - [Vestre](#)

Med finansiering fra Nordisk Ministerråd og Innovation Express kunne de nordiske klynger teste et koncept, hvor vi sammen søger opmærksomhed i et marked med stærk konkurrence. Med så godt et respons, lægger dette op til at gøre endnu mere sammen, for at øge mere opmærksomhed for nordiske design og nordiske værdier, andre steder i verden.

[Flere billeder fra udstillingen kan downloades her](#)

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About Snøhetta

Snøhetta (Norwegian pronunciation: [ˈsnøːˌhɛtɑ]) began as a collaborative architectural and landscape workshop and has remained true to its trans-disciplinary way of thinking since its inception. Our work strives to enhance our sense of place, identity and relationship to others and the physical spaces we inhabit, whether feral or human-made. Museums, markets, reindeer observatories, landscapes and dollhouses get the same care and attention to purpose. For more information, [click here](#).

About Norwegian Rooms

The Norwegian Rooms® cluster brings together Norwegian, design-driven, finished product manufacturers in a national business cluster. The cluster's management is based at Campus Ålesund. Developing Norwegian, design-driven finished product industries into first movers within brands and internationalization will be the cluster's primary focus going forward. For more information, [click here](#).

About Lifestyle & Design Cluster Denmark

Lifestyle & Design Cluster is a network working to promote innovation and sustainable growth, primarily in small and medium-sized interior and clothing companies as well as in the creative industries. As Innovation Network under the Ministry of Higher Education and Science they identify, communicate and anchor new knowledge and serve as a bridge between enterprises and research and knowledge institutions with the aim of strengthening corporate innovation and competitiveness. Lifestyle & Design Cluster consists of a board of a consortium (divided into four professions) and a group of more than 120 dialogue companies/ partners. They have a broad network of contacts, and each year, some 800 companies participate in seminars, conferences and courses organized by Lifestyle & Design Cluster. For more information, [click here](#).

Business Finland

Business Finland, the Finnish innovation funding, trade, investment, and travel promotion organization, is promoting Finnish design industries through the Lifestyle Finland initiative. Business Finland is fully owned by the Finnish Government employing some 600 experts in 40 offices globally and in 20 regional offices around Finland. Business Finland is part of the Team Finland network. For more information, [click here](#).

About Interior Cluster Sweden

Interior Cluster Sweden is a cluster and a corporation with the task of linking local and regional stakeholders in the design, furniture and interior decorating industry. Our goal is to generate sustainable growth, increased profitability and employment for our members and this is done through project collaboration and reaching the rest of the world. For more information, [click here](#).

About NYCxDESIGN

NYCxDESIGN, New York City's annual celebration of design, attracts hundreds of thousands of attendees and designers from across the globe. Taking place each May—next occurring May 11–23, 2018—the event showcases more than a dozen design disciplines through exhibitions, installations, trade shows, panels, product launches, and open studios. NYCxDESIGN events take place across the city's five boroughs. Brought to life by New York City Economic Development Corporation (NYCEDC) in conjunction with a steering committee of leading members of New York City's design community, NYCxDESIGN highlights the unique creative, cultural, educational, and economic opportunities available in the city. For an overview of NYCxDESIGN 2018, [click here](#).