



THE DESIGN- MARCH ISSUE



Catch Of The Day
Björn Steinar
Blumenstein

Fischer
Lilja Birgisdóttir

StudioFlétta
Hrefna Sigurðardóttir

StudioFlétta
Birta Rós Brynjólfsdóttir

Fischer
Inga Birgisdóttir

Anita Hirlekar
Anita Hirlekar

Fischer
Sigurrós Birgisdóttir

Grapevine Design Awards Winners

DesignTalks

AND ANTI MATTER

Bioplastic Packaging

The GENDER COCTAIL

Now Nordic Exhibition

FULL DESIGNMARCH SCHEDULE

CounterPoint is a temporary exhibition space in an empty local supermarket in Reykjavik. During Design March Festival 2019, CounterPoints will host an exhibition, debates and concerts curated by Thomas Pausz & Erik Deluca.



REDUCING ANIMAL WASTE, BIOPLASTIC SKIN

Valdís Steinarsdóttir's art of sustainability

Words: Sam Daniels Photos: Art Bienick / Valdís Steinarsdóttir

Following the trends of last year—when she presented a series of clothing and furniture made of horse hides—designer Valdís Steinarsdóttir now tackles the issue of waste generated in the meat and plastic industries. ‘Bioplastic Skin’, her new invention, which will be presented at this year’s DesignMarch, uses animal hides to create a plastic-like material, which can then be used to package meat products from the same animal.

“The idea started when I was studying at the Icelandic Academy Of The Arts in the product design department,” explains the designer. While there, Valdís began to look at the amount of waste produced by the consumption of horses.

See, when we get meat from animals, there are a number of less desirable by-products that go unused or even discarded. Valdís took these byproducts, began to experiment with them, and discovered that there were quite a number of applications that could be derived from the material.

The poetry of cycles

“I thought it was kind of poetic. I thought meat wrapping would suit it,” Valdís explains, as she talks about the haunting prose of her project. That is, of course, the idea of putting an animal back into its own skin in order for it to be eaten. To her, this process is incredibly natural, but from an outside perspective, it might appear to be rather strange.

But because of that, Bioplastic Skin forces you to question your own personal beliefs and morals regarding the meat industry. It’s a project that provokes a reaction, and

that reaction itself is what teaches you. There is a strong educational value to this, as it shines a light on the wasteful nature of our society.

The process of making the biodegradable packaging involves boiling the hides to collect the collagen, a structural protein. “For many centuries, we have been making wood glue with this method,” Valdís explains. She took this process and tweaked it in order to create the plastic-like material. Nowadays, she is even able to use variations of her recipe to create hard and soft plastics to suit the needs of the product it would be used in.

One eye on the future

“This is just one possibility of so many with biodegradable plastic,” Valdís concludes confidently. She strongly believes that Bioplastic Skin, as well as biodegradable plastics in general, have a strong future. While she is currently unsure whether she will take this project further, she’s confident that it has the potential to inspire others. Her passion and enthusiasm, though, shines through in all she does. And while a passion for animal waste might seem bizarre to others, it just might be the solution the world has been looking for.

Venue

Gallery Port
Laugavegur 23b

Opening hours

28.March: 18:00–22:00
29.March: 11:00–18:00
30.March: 11:00–18:00
31.March: 13:00–18:00

WITH THE TIDES, PLUS ETERNITY

AND ANTI MATTER's journey into the strangely familiar unknown

Words: Sam Daniels Photos: Art Bienick

How do you begin to describe eternity? An infinite concept, forever trapped in an endless loop that falls through the space between being and unbeing? An ethereal wisp that flutters through your fingers as you tumble through time and space without a moment’s reprieve?

For most people, attempting to describe the concepts of eternity are a lifelong endeavour—one that requires deep questions and soul searching. For the designers behind AND ANTI MATTER (&AM), though, it was an exciting challenge, and a realisation that birthed a tantalising concept, which eventually became their DesignMarch exhibition ‘Plus Eternity’.

&AM is a design studio born from the partnership of married couple Þórey Björk Halldórsdóttir and Baldur Björnsson. Their new installation invites viewers to open their imaginations to various abstract concepts as they explore the inside of the Gróttá lighthouse. It is beautiful, complex and incredibly inviting.

The beauty in chaos

People often make the mistake of thinking that abstract installations like this one are just random, or maybe even strange for the sake of being strange. With ‘Plus Eternity’, though, nothing could possibly be further from the truth. When you talk with Þórey and Baldur, it becomes obvious that every small detail has been planned to work together in harmony. “We have objects that don’t necessarily have an obvious connection, but for us, they are super connected,” the two explain, sharing a knowing look to one another.

According to the artists, ‘Plus Eternity’ aims to create a journey that can be enjoyed on a variety of levels. It is a personal work, first and foremost, the basis of which lies in the love between the two designers. Being able to work in Gróttá holds a special

significance for them—it’s where they were married— but it also sets the scene for an experience full of intriguing techniques and sensory stimulation. Knowing nothing about the couple allows you to enjoy each piece separately for what it is, while being privy to their love story allows you to see the invisible threads running between them all.

Looking forward to look back

“We would prefer to do something that touches us,” each reiterates. For them, ‘Plus Eternity’ is not just about looking back on the past, but a constantly evolving idea that will also take them into the future. With this in mind, they’ve brought a variety of new ideas to the table. One was to incorporate pre-coloured ceramics into the exhibition. This was a new medium for the couple and it proved to be much more difficult than they had originally anticipated.

“We borrowed a 3D ceramic printer from the Reykjavik School Of Visual Arts,” Baldur explains. The school owns Iceland’s only ceramic 3D printer and it provided a whole new way for the artists to approach the work. The combination of this new technology with their design ability and natural curiosity led to the creation of some amazing ceramic sculptures. Alien in nature, unique in composition, they complete the circular vision of the exhibition—the circle of eternity.

Venue

Gróttuvíti, Seltjarnarnes

Opening hours

27.March: 17:00–19:00
28.March: 16:00–20:00
29.March: 18:00–21:00
31.March: 10:00–12:00

GORM-LESS

Every year we chose a typface (or ‘font’ as the plebs call them) by Icelandic designers to showcase in the DesignMarch issue. This year we are using something made in-house, a work in progress tentatively named Gormless, by Sveinbjörn Pálsson. First displayed as a sketch on last year’s Logi Pedro cover, it’s inspired by OrType’s Separat, Roger Excoffon and big boats.



THE EXHILARATING KICKSTARTER OF DESIGNMARCH

From reinventing textiles to exploring life on Mars, DesignTalks is here to spark a conversation

Words: Aliya Uteuova Photo: Art Bicnick

Venue
Harpa, Austurbakki 2

Event time
28.March: 9:00-16:30

We may not realise it, but design is in everything we do. The clothes we wear, the beds we sleep on, the food we opt for at a convenience store—everything we see and touch has been crafted by someone else.

DesignTalks kicks off DesignMarch, and whether it's fashion, furniture, sustainability, or life on Mars you're interested in, you cannot miss the day long conference.

The only way is up

"It is a massive dose of inspiration," says Hlín Helga Guðlaugsdóttir, the curator of DesignTalks. She has directed the event since 2015, and every year the conference

day is like Christmas Eve for her. "I feel like a kid, clapping my hands. I can't wait to indulge and have my mind exploded," she explains excitedly.

To Hlín Helga, planning DesignTalks is like weaving a tapestry. She searches for people, selects topics and aligns dates in hopes of putting together something inspiring. "When you start to talk to speakers, the tapestry starts to take form," she says.

From a talk on the planning of zero emission buildings presented by Snøhetta's senior architect Kristian Edwards, to the future of space habitation explored by Michael Morris, the shakers and the movers of the design industry are bound to get you thinking.

"The speakers will inspire us all to do meaningful work and what we can to save this planet and ourselves," Hlín Helga explains. "I'm not here to say that design is going to save the world, I'm just saying that everybody counts, and all the disciplines need to work together. We all need to somehow crack the situation and save this planet."

The theme of this year's DesignTalks is

'the only way is up.' "We cannot really press the undo button," Hlín Helga says. "We can't go back, we definitely don't want to sink to the bottom of the ocean, so really, the only way is up."

Old problems, new solutions

Iceland's Prime Minister Katrín Jakobsdóttir will kick off the event. Afterwards, ten local and international speakers in the disciplines of fashion, architecture and a vast spectrum of other design-related topics will speak to an audience of roughly 700 people.

"We repeatedly talk about new ways of solving old problems," Hlín Helga says in regards to previous DesignTalks. "But there's still room to discuss that. We can talk about reinventing institutions, systems, services, materials, and finding the equilibrium between nature and technology while facing those colossal challenges."

"I've often heard people say they come for a specific speaker, but get inspired by someone whom they didn't know," Hlín Helga says. "Just take the leap and come."



RAISE A GLASS TO THE GENDERLESS

Letting go of the binary at the Gender Cocktail

Words: Rex Beckett Photo: Art Bicknick

Venue
Gamla Nýló, Skúlagata 28, 101

Event time
30.March: 14:00-17:00

Imagine a magical alternate world where all your preconceived notions of gender are erased. There are lights, music, art and fashion, and the drinks are flowing. Welcome to the Gender Cocktail, a new event during DesignMarch that opens up a space for the lines of gender to fade away into a daytime drag party. Organisers and participants Tanja Huld Levý Guðmundsdóttir, Andri Hrafn Unnarson and Darren Mark sat

down with us to spill the tea.

The new spectrum

"It's a space where you can have your questions about gender answered and ask yourself new ones," says Andri. "Sometimes the understanding of gender as a concept is kind of shallow because it's not really a discussion. The gender spectrum is not black and white. It's all in between. Now is the time and place to set the stage for new ideas and expressions."

This space for questioning was the brainchild of Andri and local drag queen Deff Starr, who became acquainted by shar-

ing a co-working space and meeting up for screenings of RuPaul's Drag Race. Deff Starr planted the seed by sharing the idea of having a designer drag show with the theme of gender, and it snowballed from there. The event now comprises over a dozen collectives and designers working in mixed media and performance to explore a genderless universe for three hours.

Biting the apple

The theme is the Garden of Eden, going back in time before the two genders of Adam and Eve were defined. "We want to explore what happened before that," says Tanja. "We're creating this universe of what happened before." Darren adds: "Instead of only those two original male and females, what if instead there were these genderless creatures that came to be and what would have happened if it went onto that dialogue?"

This dialogue is both huge and ever-expanding, they say. "It's not like one definite answer," continues Tanja. "You can dive into it and you can find a lot of answers. You can go in so many directions. I think that's

so liberating." The conversation of gender is one where the more questions you ask, the larger it becomes. Still, the Gender Cocktail is a fun and playful environment to let that subject grow.

Yaas queen!

A huge facet of the event is being able to collaborate with the Drag-Súgur collective and the elaborate clothing and design that goes into their work, and to showcase that to a new audience. "Drag is such a strong gender-based art form and it's not everybody that goes to the bars and clubs to experience that," says Andri. "I think it's really great and something new for the drag scene to finally work within DesignMarch."

At the core, they hope their audience will have a lot of fun and be able to explore themselves. "This space can be really strong in sending a message of embracing both your feminine side just as much as your masculine side and everywhere in between," says Darren. "It presents a balance within your own being. I think it's going to become a very empowering experience for people."

DESIGNMARCH

2019 SCHEDULE

Be sure to get your DesignMarch brochure with the whole program and information on all the events and the designers.

To spare some trees you can also check out the whole program at www.designmarch.is



Icelandair Hotels



FORMEX NOVA

The Nordic Design Award
 Nordic House, Sæmundargata 11
 28.- 29.March: 11:00-22:00 30.March: 11:00-17:00 31.March: 13:00-17:00
 Formex Nova was established in 2011 to promote high-quality Nordic design and is now one of the biggest design awards in the Nordics.

1+1+1
 Ceysir Heima, Skólavörðustígur 12
 27. March: 10:00-19:00
 28. March: 10:00-21:00
 29. - 30. March: 10:00-21:00
 31.March: 11:00-18:00

66°North X IUA
 66°North, Laugavegur 17
 30.March: 09:00-21:00

A wolf in sheep's clothing
 Listasafn Einarssonar, Eiríksgata 3
 28.March: 17:00-19:00
 29.- 31.March: 10:00-17:00

About...
 LHÍ, Þverholt 11
 26-29.March: 16:00-19:00
 30.March: 12:00-16:00

AKKÚRAT DESIGNMARCH
 Akkúrat, Aðalstræti 2
 28.March: 18:00-21:00
 29.March: 11:00-19:00
 30.March: 11:00-18:00
 31.March: 11:00-17:00

ARKÍTYPA - Drawings, models and prototypes
 Hannesarholt, Grundarstígur 10
 30.March: 11:30-22:00

ANITA HIRLEKAR Autumn / Winter 2019
 Safnahúsið, Hverfisgata 15, 101
 30.March: 15:00-17:00

ÁSMUNDARSALUR DESIGN BAR
 Ásmundarsalur, Freyjugata 41
 28.-30.March: 17:00-22:00

Banana Story
 Bismut, Hverfisgata 82
 28.-31.March: 08:00-17:00

Catch of the day
 Ásmundarsalur, Freyjugata 41
 28.March: 20:00-22:30

Celebration
 Kimi, Frakkastígur 14
 28.-29.March: 11:00-18:00
 30.March: 11:00-17:00
 31.March: 13:00-17:00

Comeback
 Feldur Verkstæði, Snorrabraut 56
 28.March: 13:00-18:00
 30.March: 12:00-18:00
 29.March: 10:00-18:00

Cosy World of Lúka
 Willamia, Garðatorg 4, Gardabaer
 28.-29.March: 11:00-18:00
 30.March: 11:00-16:00

CounterPoint
 Gamli Viðir, Sólvalldagata 79
 26.- 31.March: 10:00-18:00

Crystal Clear
 Hlin Reykdal, Fiskislóð 75
 27.March: 19:00-21:00
 28.- 29.March: 11:00-18:00
 30.March: 11:00-17:00
 31.March: 13:00-17:00

deb[eat]e
 Gamli Viðir, Sólvalldagata 79
 27.March: 19:00-21:00

Denim on denim on denim on denim
 NORR11, Hverfisgata 18a
 27.- 29.March: 11:00-18:00
 30.March: 12:00-16:00
 31.March: 13:00-16:00

Design Munch
 MUN, Barónsstígur 27
 27.- 28.March: 10:00-18:00
 29.March: 10:00-20:00
 30.March: 11:00-18:00

Drawings/Sketches in Clay and Textiles
 Hafnarborg, Strandgata 34,
 Hafnafjörður
 28.- 31.March: 12:00-17:00

Dressed in architecture
 Epal, Skeifan 6
 27.March: 17:00-19:00
 28.- 29.March: 10:00-18:00
 30.March: 11:00-16:00
 31.March: 12:00-16:00

EFORTLESS FLOW
 MUN, Barónsstígur 27
 27.- 28.March: 10:00-18:00
 29.March: 10:00-20:00
 30.March: 11:00-18:00

everyday things / mini-series
 Studio Portland, Baldursgata 36
 28.- 29.March: 12:00-22:00
 30.March: 12:00-18:00
 31.March: 12:00-16:00

Flowers in a vase
 Ásmundarsalur, Reykjavík Roasters,
 Freyjugata 41
 28.March: 08:00-22:00
 29.March: 08:00-20:00
 30.- 31.March: 09:00-17:00

FÓLK - Domestic Landscapes
 Klappastígur 29, Klappastígur 29
 28.March: 18:00-21:00
 29.- 30.March: 11:00-19:00
 31.March: 11:00-17:00

Forces of nature
 Oval Gullsmiðja, Laugavegur 82
 28.- 31.March: 10:00-18:00

Forest Shower - Let nature in
 Fischer, Fischersund 3
 28.March: 18:00-20:00
 29.March: 12:00-18:00
 30.March: 12:00-16:00



ICELANDIC CONTEMPORARY DESIGN I-IX

Listasafn Reykjavíkur, Hafnarhús, Tryggvagata 17
 28.March: 17:00-22:00 29.- 31.March: 10:00-17:00
 36 giant stamps, on the theme of Icelandic contemporary design. Four of these stamps, on landscape architecture, will be issued in February 2019.



FIT2019

Listasafn Reykjavíkur, Hafnarhús, Tryggvagata 17
 28.March: 17:00-22:00 29.- 31.March: 10:00-17:00
 Icelandic graphic designers' Design Awards Exhibition



BIOPLASTIC SKIN

Gallery Port, Laugavegur 23b
 28.March: 18:00-22:00 29.- 30.March: 11:00-18:00 31.March: 13:00-18:00
 Bioplastic Skin is a biodegradable packaging for meat, made out of the skin of the animal itself. Bioplastic Skin reflects on society's meat consumption and the question of waste that follows it.



DEAR LAUGAVEGUR

Hjartatorg square, Hverfisgata 34, Reykjavík (entrance from Laugavegur)
 28.- 30. March: 14:00-20:00
 64-page picture book with drawings of all buildings located at Laugavegur in with information on the Architect and construction year of each building.



KATHARINE HAMNETT x STEFÁNSBÚÐ/P3

Stefánsbúð/P3, Ingólfsstræti 2b, 101
 29.March: 17:00-20:00
 Katharine Hamnett and Stefánsbúð/p3 designed a t-shirt with a message they hold dear to their hearts. Meet and greet with Katharine at Stefánsbúð/p3.



MIXIT

Skúmaskot, Skólavörðustígur 21a
 28.-29.March: 11:00-18:00 30.March: 11:00-17:00 31.March: 12:00-17:00
 Creativity intermixed - The designers and artists of Skúmaskot gallery merge their creative talents to form a fun mixture of artistic design and designed art.



URBAN SHAPE

Hönnunarsafn Íslands, Garðatorgi 1, 210 Gardabaer
 27.- 31.March: 12:00-17:00
 Exhibiting maps of European capitals and the largest cities in the United States, side by side, offers a perspective that cannot be found on Google Maps, in books, or even through travel.

FORM
 Listasafn Reykjavíkur, Hafnarhús
 Tryggvagata 17
 28.March: 17:00-22:00
 29.- 31.March: 10:00-17:00

HAF FRONT
 HAF Studio
 Geirsgata 7
 28.March: 11:00-18:00
 29.March: 11:00-20:00
 30.March: 11:00-18:00

Holmen Svømmehall. Building of the Year 2017 in Norway.
 Hannesarholt
 Grundarstígur 10, 101
 30.March: 10:00-16:00

in form
 Studio Portland
 Baldursgata 36
 28.March: 12:00-22:00
 29.March: 12:00-22:00
 30.March: 12:00-18:00
 31.March: 12:00-16:00

Just say « Bonjour » to French design !
 Studio Bonjour
 Öðinsgata 1
 28.March: 10:00-18:00
 29.- 31.March: 10:00-18:00

Layers of Fibres; Experimental material design
 Nordic House
 Sæmundargata 11
 28.- 29.March: 11:00-22:00
 30.March: 11:00-17:00
 31.March: 13:00-17:00

Life after life
 Veröld - hús Vigdísar
 Brynjólfsgrata 1
 23.March: 15:00-17:00
 25.- 29.March: 13:00-21:00
 30.March: 12:00-17:00

Mirroring
 Agustav, Funahöfði 3
 28.- 31.March: 12:00-17:00

Mould | Experiments
 Ceysir Heima
 Skólavörðustígur 12
 28. March: 10:00-21:00
 29.- 30.March: 10:00-19:00
 31.March: 11:00-18:00

New Tshirt design / Workshop for kids
 mói
 Laugavegur 40
 28.- 29.March: 11:00-18:00
 30.March: 12:00-16:00

North by South
 Studio Portland
 Baldursgata 36
 28.-29.March: 12:00-22:00
 30.March: 12:00-18:00
 31.March: 12:00-16:00

Plus Eternity
 Cróttuviti
 Seltjarnarnes
 27.March: 17:00-19:00
 28.March: 16:00-20:00
 29.March: 18:00-21:00
 31.March: 10:00-12:00

Potter Stefan Andersson
 Swedish Ambassador's Residence
 Fjólugata 9
 27.March: 18:00-21:00
 28.March: 11:00-19:00

Prakt jewellery exhibition
 38 Prep
 Laugavegur 49
 28.March: 17:00-19:00
 29.March: 11:00-18:00
 30.March: 11:00-17:00

Reservation
 Hafnarborg
 Strandgata 34, hafnarfjörður
 28.- 31.March: 12:00-17:00

Ripples
 Dansverkstæðið Hjarðarhaga
 Hjarðarhagi 47
 28.- 29.March: 16:00-18:00
 30.March: 13:00-16:00

Risoprent Workshop
 Listasafn Reykjavíkur, Hafnarhús
 Tryggvagata 17
 Risoprent Workshop
 29.- 31.March: 11:00-14:00

S/K/E/K/K
 S/K/E/K/K
 Hofsvallagata 16
 28.- 29.March: 11:00-18:00
 30.March: 12:00-17:00

Seeds of Sensation
 Álafoskvos 31, 270 Mosfellsbær
 29.March: 18:30-22:00

Shu Yi - Weather Workshop
 Hönnunarsafn Íslands
 Garðatorgi 1
 27.- 31.March: 12:00-17:00

Sjálfbærir stólar
 Nordic House
 Sæmundargata 11
 28.March: 11:00-22:00
 29.March: 11:00-22:00
 30.March: 11:00-17:00
 31.March: 13:00-17:00

Skógarnytjar
 Ásmundarsalur
 Freyjugata 41
 28.- 31.March: 11:00-18:00

Smart Textiles - from idea to sustainable impact
 Swedish Ambassador's Residence
 Fjólugata 9
 27.March: 11:00-20:00
 28.March: 11:00-19:00
 Lecture at Nordic House, 29. mars :
 15:00 - 16:00



CORNERED COMPOSITIONS

Ráðhús Reykjavíkur, Tjarnargata 11

28.March: 18:00-20:00

Helga Lára Halldórsdóttir examines the spatial qualities of awkwardness through the medium of fashion.



MORRISLAND: KEEN IS THE GUEST'S EYE

Listaháskóli Íslands, Pverholt 11

26.- 29.March: 16:00-19:00 30.March: 12:00-16:00

A metaphorical atlas and that plots my findings, experiences and interpretations from almost a decade of on-going research into William Morris and Iceland.



WOMEN IN GRAPHIC

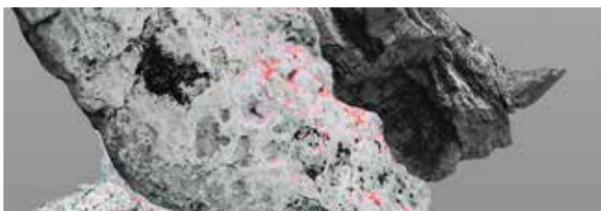
Reykjavik Underground Design Studio

Grensásvegur 14

23.March: 18:00-21:00 24.March: 13:00-15:00 29.March: 13:00-17:00

30.March: 13:00-15:00 31.March: 13:00-15:00

An exhibition of women in Icelandic Graphic Design.



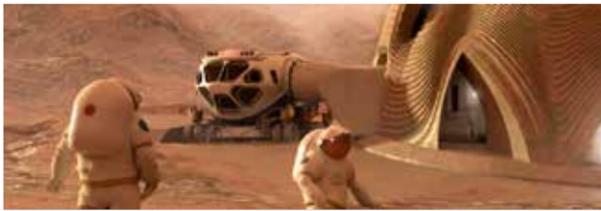
SEISMIC SOILS MYRKA X LAVASTRACT

Kvartýra 49, Laugavegur 49

29.- 31.March: 12:00-19:00

Launch Party at Miami, Hverfisgata 28.March: 19:00-21:00

graphic designer Siggeir Hafsteinsson and fashion designer Harpa Einarsdóttir merge to create an intricate Urban Wear collection.



LIFE ON MARS: DESIGNING A NEW WORLD FOR EARTHLINGS

Háskólinn í Reykjavík, Menntavegur 1, 101

29.March: 10:00-11:30

When we get to Mars, where will we live? What to wear? Architect Michael Morris (Space Exploration Architecture) and Anthropologist Karl Aspelund (Univ. of Rhode Island) will describe collaborations with NASA and 100 Year Starship to answer those questions.



NECTAR & AMBROSIA

Nordic House Greenhouse

Sæmundargata 11

29. mars: 16:00 - 18:00 30.March: 10:00-17:00 31.March: 10:00-17:00

USEE STUDIO premiere a new collection of clothing and timeless artefacts inspired by Japanese Zen gardens, while Thomas Pausz reveals his new project Non Flowers for a Hoverfly, a series of experiments at the crossroad of Design and Biology involving designing for bees.



NOW NORDIC

Listasafn Reykjavíkur, Hafnarhús, Tryggvagata 17

23.March: 14:00-16:00 24.- 28.March: 10:00-17:00

29.March: 10:00-22:00 30.March: 10:00-17:00

A landmark exhibition of contemporary design from the five Nordic countries.

DESIGNING THE CITY - ARCHITECTURAL WALKS

Frakkastigur zone with Inni og úti

30. & 31. March : 11:00 *event is in icelandic

Starts at the corner of Frakkastigur & Hverfisgata

Hafnartorg with PKdM

30. & 31. March : 11:00 *event is in icelandic

Starts at the corner of Tryggvagata & Lækjargata

Einholt with Críma Arkitektar

30. March : 11:00 *event is in icelandic

Starts opposite Háteigsvegur 12

Exeter Hotel with Cláma

30. og 31. March : 11:00 *event is in icelandic

Starts at Tryggvagata 14



GENDER COCKTAIL

Gamla Nýló, Skúlagata 28, 101

30.March: 14:00-17:00

Fashion, Textile and Experience Design explorations around topics of gender, gender-behaviour and gender-bound identity. Explorations are channeled through various performances, happenings and works of art.

Sometimes Studio

Tryggvagata 27, 4th floor

29.March: 17:00-20:00

30.March: 14:00-18:00

31.March: 14:00-18:00

StOry telling & drip drOp

Veröld - hús Vigdísar

Brynjólfsgata 1

30.March: 15:00-17:00

31.March: 15:00-17:00

Street Furniture

Austurstræti við Héraðsdóm

24/7

Swimslow

Sundhöllin

Barónsstigur 45a, 101

30.March: 13:00-16:00

Textile conference - Heritage meets the future

Veröld - Hús Vigdísar

Brynjólfsgata 1

30.March: 10:00-15:00

The Countless Colours of Icelandic Design

Epal

Skeifan 6,

27.March: 17:00-19:00

28.- 29.March: 10:00-18:00

30.March: 11:00-16:00

31.March: 12:00-16:00

The Equestrian Society studies Cats

Kattakaffi (The Cat Café)

Bergstaðastræti 10a, 101

28.March: 15:00-18:00

The Wanderer: Hildur Yeoman

Listasafn Reykjavíkur, Hafnarhús

Tryggvagata 17, 101

29.March: 20:00-22:00

Threads all around

Verslunin Eva

Laugavegur 26

28.March: 17:00-21:00

29.March: 10:00-18:30

30.March: 10:00-18:00

31.March: 13:00-18:00

Torrential

Listastofan

Hringbraut 119

28.- 31.March: 13:00-20:00

Totem Skulls

Listasafn Reykjavíkur, Hafnarhús

Tryggvagata 17

28.March: 17:00-22:00

29.- 31.March: 10:00-17:00

Trophy

Ásmundarsalur

Freyjugata 41

28.March: 08:00-22:00

29.-30.March: 09:00-22:00

31.March: 09:00-17:00

Vicious Circle

Kjarvalsstaðir

Flókagata 24

28.- 30.March: 10:00-17:00

31.March: 10:00-16:00

Voðaverk - Matters and Strata

Veröld - Hús Vigdísar

Brynjólfsgata 1

29.March: 16:00-20:00

30.March: 12:00-17:00

31.March: 14:00-17:00

VVERAA Reykjavík - Jewelry Design in Fairtrade gold

Akkúrat

Aðalstræti 2

28.March: 18:00-21:00

29.March: 11:00-19:00

30.March: 11:00-18:00

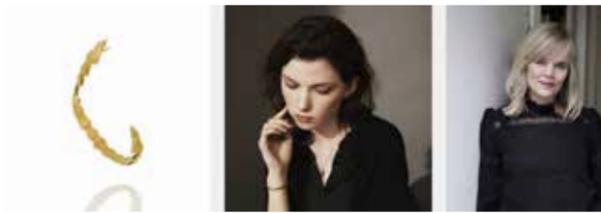
31.March: 11:00-17:00

Weaved. A technique in praise of delicacy

Listastofan

Hringbraut 119

28.- 31.March: 13:00-20:00



SOFT SHAPE / SHARP EDGES

Aurum, Bankastræti 4

29.March: 17:00-19:00 30.March: 11:00-17:00 31.March: 13:00-17:00

Guðbjörg K. Ingvarsdóttir's latest jewellery line will be presented in Aurum boutiques. Soft shapes, sharp lines, light and shadows allow guests to observe the appearance of Rán in her natural environment.



MIDGARD BUILDING ASSOCIATION

Köllunarklettsvegur 1, 104

28.March: 18:00-23:00 29.- 31.March: 12:00-22:00

New street, apartment and building designs that support a car-limited lifestyle in the city centre.



NEW SCHOOL

HAF Stúdíó, Geirsgata 7

28.March: 11:00-18:00 29.March: 11:00-20:00 30.March: 11:00-18:00

A school chair with a strong emphasis on usability, comfort and a stylish look. The chair is a multi-purpose, durable chair that is suitable for schools, institutions or homes..



SCENT EVENT x FISCHER

Fischer, Fischersund 3

28.March: 18:00-20:00 29.March: 12:00-18:00 30.March: 12:00-16:00

Can you smell emotions? Can a scent trigger certain emotions? Fischer examine the connection between scents, memory & emotions on a very unscientific way through experiments and play.



MULTISENSORY LAB

Ráðhús Reykjavíkur, Tjarnargata 11

28.March: 18:00-20:00 29.March: 15:00-17:00 29.March: 18:00-20:00

30.March: 14:00-17:00 30.March: 18:00-20:00 31.March: 14:00-17:00

Explore the hidden potential of your senses in a stimulating experiment by Multisensory Lab! Multisensory Lab is a performative experiment that will invite visitors to engage in a series of sensual experiences.

DESIGN DIPLOMACY

Please note these events require registration. More details at designmarch.is

Design Diplomacy Norway: 27.March: 17:00-18:30

Norwegian Ambassador's Residence, Fjólugata 15, 101

Tormod Amundsen // BIOTOPE x Dagný Bjarnadóttir - Landscape Architects

Design Diplomacy Sweden: 27.March: 20:00-21:30

Swedish Ambassador's Residence, Fjólugata 9, 101

Stefan Andersson x Hanna Dis Whitehead - Ceramics design

Design Diplomacy France: 30. March: 13:00-14:30

French Ambassador's Residence, Skálholtsstigur 6

Marlène Huissoud x Valdis Steinarsdóttir - Material Design

Design Diplomacy Denmark: 29.March: 16:00-17:30

Danish Ambassador's Residence, Hverfisgata 29, 101

Salto+Sigsgaard x FÖLK - Interior & Furniture Design

Design Diplomacy Finland: 29.March: 12:00-13:30

Finnish Ambassador's Residence, Hagamelur 4, 101

Maria Korkeila x Arnar Már Jónsson - Fashion Design

Design Diplomacy USA: 30. March : 15:00 - 16:30

US Embassy, Laufasvegur 2

Michael Morris x Karl Aspelund - Design for Space

THE REYKJAVÍK GRAPEVINE DESIGN AWARDS

Words: Hannah Jane Cohen

CATCH OF THE DAY



Design, both consciously and subconsciously, penetrates our minds. Good design augments innate appreciation of an object, while bad design can easily become an annoying vexation. The Grapevine's annual Design Awards seek to recognise and reward the best of Icelandic design—the little details that make the small things sweeter. Our painstakingly-picked panel carefully combed through this year's standouts to select a number of extremely worthy winners, runner-ups, and those we are excited to see more from. All are uniquely spectacular and deserve to be celebrated. So, without further fanfare, we present the 2019 Reykjavík Grapevine Design Awards.

own distinct fingerprints and impresses—proof of their physical creation by real designers. The panel praised the playfulness of the product and also its insightful critique on modern industrial society, calling it, “unique and cost-effective,” and, “bullseye when it comes to what people will pay for things.” In a country without a substantial home market or access to proper tooling, Flétta's alternative method of production is provocative. “Making things by hand, fast, is a winning combination,” they agreed. Flétta Design Studio is composed of product designers Birta Rós Brynjólfssdóttir and Hrefna Sigurðardóttir.



RUNNER-UP: FIRST LADY BY LADY BREWERY

Ragnheiður “Raxel” Axel and Þórey Björk Halldórsdóttir's signature IPA is a delicious blend of fresh citrus and mellow floral notes all in a heady, hoppy brew. The panel praised the taste of their beers and also the fresh and sophisticated packing they come in. Inspired by “beer witches”—medieval female brewers who eventually became the archetypal witches (a very interesting thing to research one a rainy day)—the brewery's designs and logo are strongly feminine, referencing the historic legacy of women in the beer making world. “Two female fashion designers start making beer that both looks and tastes great?” one panel member posited. “What is not to love about this?”



LOOKING FORWARD TO: GAGN

A small family-run business in Sauðárkrúkur, Gagn's furniture is characterised by craftsmanship, elegance, and a deft use of classical materials. No doubt minimalist in the most Nordic sense, the brand manages to take the usual tropes of Nordic design, play with them, and turn them into something wholly unexpected. While their elegant flower stands initially grabbed attention, their sturdy but delicate desk and shelves have since shown the brand has something to say. “It's so refreshing to see local design in furniture again,” the panel determined, calling Gagn one of Iceland's most promising furniture design companies. All are heavily anticipating Gagn's next move. “There is more to come!” one exclaimed.

Project Of The Year

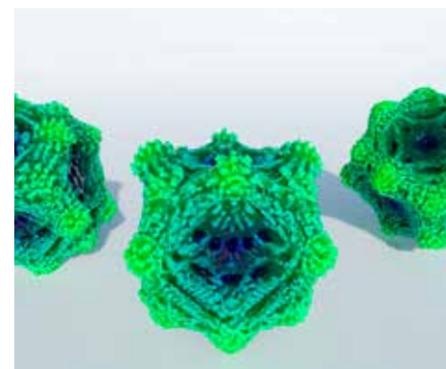
WINNER: CATCH OF THE DAY BY BJÖRN STEINAR

“Getting drunk and saving the environment at the same time? Give this kid a Nobel Prize!” one panel member said of Björn Steinar's spirit ‘Catch Of The Day.’ It's a liquor, made in collaboration with local food importers, that exclusively uses leftover and discarded fruits. This, as Björn explains on the bottle, prolongs the ‘best before’ date into infinity, since alcohol over 23% can never go bad. The panel praised how the project tackles the issues of our time in an innovative way using design as its tool. “To raise awareness of such a serious problem in such a fun and pragmatic way is both inspiring and uplifting,” the panel agreed. “It's a brilliant way to reduce food waste.” One member was more blunt, “Make way: Björn Steinar has created the win/win/win situation. Cheers!”



RUNNER-UP: NORDIC ANGAN BY SONJA BENT AND ELÍN HRUND

Nordic Angan is a fragrance library for Icelandic herbs. Created by Sonja Bent and Elin Hrunnd, who spend time travelling into the Icelandic wilderness to pick herbs, wildflowers, plants, bark, and tree trimmings, which they then make essential oils and extract fragrance from, our panel calls the project, “a romantic yet practical way for people to connect with nature.” Each essential oil, upon first sniff, is a melange of Icelandic nature, creating a visceral pathway into the depths of the countryside. “Beautiful, ambitious, and full of wonderful aroma,” the panel concluded. “What's not to like here?”



LOOKING FORWARD TO: NON FLOWERS BY THOMAS PAUSZ

In collaboration with the National Centre for Biological Sciences in Bangalore, India, Thomas Pausz created a new type of pollen carrier, which seeks to improve the interspecies relationship between bees and flowers to spur on future food production. Visually somewhere between a synthetic flower and piece of coral, the feeders are based on fractal geometries, which gives them a ridged and bulbous appearance. The panel called it, “a fascinating and complicated task, but one that is vital for our survival.” They also praised how Thomas intertwined design with science in his project. “And to do it with style, also,” one panel member said. “Well, it can't hurt!”

Product Line Of The Year



WINNER: FISCHER

Treading the line between gallery and shop, Fischer—which only last month won the ‘Best Goddamn Store’ category at the Grapevine's 2019 Best Of Reykjavík awards—has created a new type of boutique in Reykjavík. From art openings, to a curated perfume selection, to sustainable bath products, it serves up a sensory, highly aesthetic shopping adventure, one where the goal isn't necessarily to have the consumer buy something, but rather to trigger their senses. One panel member referred to it as, “a tightly woven universe that refers to Iceland's nature and past, but is still very relevant in our lives today.” Another called it, “a world to visit—with beautiful, conscious and environmentally friendly products.” The last said but this, “Art, installations, products? Fischer makes us feel good in so many different ways. Takk!” Without a doubt, the future looks bright for Fischer.



RUNNER-UP: ANOTHER DIALOGUE BY HANNA DÍS WHITEHEAD

“An experimental and curious approach to everyday objects,” the panel said about Hannah Dís Whitehead's ‘Another Dialogue,’ which presents an enthralling take on household objects. “It's witty and refined at the same time.” Thick, utilitarian handles took centre stage in the line, becoming an emblematic figure of the role and utility of a household product. Handles are, of course, an indicator of functionality and disclose just what an object is used for. It's therefore striking to reevaluate them in these unusual circumstances. “These are interesting objects that stand out and stay in your memory once you have seen them,” one panel member said.

Product Of The Year



WINNER: MÍNÚTUSTJAKAR BY FLÉTTA DESIGN STUDIO

With Mínútustjakar, Flétta Design Studio blurred the boundaries between hand-made and mass produced by creating a series of candlesticks, each made in one minute by the designers themselves. In bright colours, the very texture of these chunky three prong candelabras reveal the quick and unusual nature of their production. No two are exactly alike. Instead, each is riddled with its

ANITA HIRLEKAR



LOOKING FORWARD TO: MOULD BY THEODÓRA ALFREÐSDÓTTIR

An interesting approach to production and the cycle of things was what drew the panel's eye to Theodóra Alfreðsdóttir's 'Mould.' The product line sought to create subtle alterations in moulds to extend their life, as mould-making is a practise fundamental to manufacturing. In doing so, 'Mould' questions given understandings of materiality and value. Large, muted colour-blocking mixes with geometry into works that are well thought out and oddly calming. But the line is not only, as the panel said, "a beautiful reminder of how things are made," it is also one that aims to reduce the footprint of design. "We are glad someone is searching for beautiful solutions to both," the panel concluded.

Fashion Design Of The Year

WINNER: ANITA HIRLEKAR

"They are vibrant, artistic, and expressive," the panel said of fashion designer Anita Hirlekar's works. Seamlessly combining textile art and wearable fashion, "in that perfect way only a great designer can," Anita's pieces manage to be at once distinctly modern while also completely timeless. "Anita's use of colour and texture and beautiful and personal," a panel member explains. "Something to have and hold for a long time." In her lines, flowing, brashly-patterned dresses show a sophisticated knowl-

THE AWARDS PANEL:

BORGHILDUR GUNNARSDÓTTIR,
FASHION DESIGNER.

KATRÍN MARÍA KÁRADÓTTIR,
PROGRAMME DIRECTOR IN FASHION DESIGN AT ICELAND UNIVERSITY OF THE ARTS.

VALUR GRETTISSON, EDITOR-IN-CHIEF, PANEL DIRECTOR ON BEHALF OF REYKJAVÍK GRAPEVINE.

RÚNAR ÓMARSSON, CCC "CONSULTANT FOR CREATIVE COMPANIES", CHAIRMAN OF THE PANEL.

MARÍA KRISTÍN JÓNSDÓTTIR, EDITOR-IN-CHIEF OF HA DESIGN MAGAZINE, PANEL DIRECTOR ON BEHALF OF ICELAND DESIGN CENTRE.

edge of proportion, while handmade embroidery keeps things playful and fun. "It is like wearing a piece of art," the panel concluded.



RUNNER-UP: NATALIA SUSHCHENKO

Natalia Sushchenko, the panel gathered, is, "a fresh wind into the Icelandic fashion design scene." Praising the young, cool and unconstrained aura of her works, they admired the attitude she's brought into the Icelandic community. Natalia's pieces are known for mixing texture and prints into a highly aesthetic whole, often with light references to the past but, without a doubt, a fixation on the future. Along with being a fashion designer, Natalia is also the head of new boutique Kvartýra №49, "a shop no fashion enthusiast should miss."



LOOKING FORWARD TO: YRÚRARÍ & HELGA LÁRA

A double win, both Yrúrarí and Helga Lára provoked excitement in the panel. Yrúrarí, created by Ýr Jóhannsdóttir, forms brightly-knitted works containing vivid tongues, cartoonish eyeballs, long multi-coloured weaving and much more. "If you don't feel instantly great after looking through this collection, it might be a sign of some serious issues," said one panel member. Helga Lára mixes intellect and humour into her works, her most recent inspired by the qualities of awkwardness. The panel praised not only her beautiful collection, which uses rods and flowing fabric to transform models into living sculptures, but also the unique inspiration behind it.



MORE THAN MINIMALISM & WOOD

'Now Nordic' is redefining established design notions

Words: Aliya Uteuova Photos: Courtesy of Búi Bjartmar Aðalsteinsson

Venue
Listasafn Reykjavíkur, Hafnarhús, Tryggvagata 17
Opening hours
23.March: 14:00-16:00
24.- 28.March: 10:00-17:00
29.March: 10:00-22:00
30.March: 10:00-17:00

The Icelandic designers participating in the exhibition are Tinna Gunnarsdóttir, Magnús Ingvar Ágústsson, Hugdetta with 1+1+1, Ragna Ragnarsdóttir, Brynjar Sigurðarson, Katrín Ólína, Studio Hanna Whitehead, and Garðar Eyjólfsson.

A new conclusion

The layout of the exhibition is formatted to allow people to stroll through all five Nordic design sections and form their own conclusions on Nordic design culture. "We didn't try to come up with an answer to what is characterized by the Nordic design scene," Kristian explains. He describes this process as akin to putting together a puzzle, with one piece representing Icelandic design, another representing Danish design, and so on. "We made this puzzle to see if there are any similarities and differences."

The overarching theme across all five nations is visible in their sustainable approach to design, experimentation with different materials and shared history.

Reinventing Nordic style

"We realized that Nordic design is not just about aesthetics, materials and techniques applied by each designer," says Kristian. "It's about something more, such as societal values. In each of the five communities, there is a very strong collaborative approach, which reflects how we are used to working with others."

At the same time, the exhibit reflects each country's individual identity, which has adapted with the times. The designers showcased in 'Now Nordic' are clearly moving away from the historic Nordic style of the 1950s.

"A number of people are making new objects which do not fit into what we normally see as the Nordic design," Kristian says. "Redefinition is very much what we hope to achieve."

In recent years, millennial trendsetters have gushed over everything Nordic on social media. Bookstores have found a niche of selling Nordic design and style books. This begs the question: What makes Nordic design so inviting?

The origins

'Now Nordic' seeks to answer that query. The exhibition is a collaborative effort that explores the designs of Denmark, Finland, Iceland, Norway and Sweden. The Nordic design movement originally saw its boom in the 1950s, when it was seen as the epitome of simplicity, minimalism and functionality. But the exhibit, which was showcased in London before coming to Iceland, presents Nordic design as something more than minimal.

"Nordic design is not just functional pieces made of wood," says Kristian Snorre Andersen, who has been at the helm of 'Now Nordic' since its inception in 2017. "The pieces we present are far from simplistic. They are full of stories, ideas and different kinds of materials."

Overarching themes

The project began as an investigation into Nordic design and culture. "We wanted local eyes on this subject," says Kristian. To that end, five curators from each Nordic country were selected to choose designers and craftsmen who they believe define the scene of the nations they represent. Hlín Helga Guðlaugsdóttir and María Kristín Jónsdóttir curated the Icelandic section.

Farmers Market

ICELAND



OUR STORES IN REYKJAVÍK: FARMERS & FRIENDS



Laugavegur 37



Hólmaslóð 2 / Grandi

WWW.FARMERSMARKET.IS