



"Nordic life in urban spaces"

NORWEGIAN URBAN DESIGN ON STAGE AT MILANO DESIGN WEEK WITH VESTRE

The typical northern European culture of Street Furniture makes its way
for new design projects of Smart cities

Fuorisalone

4-9th April 2017, Opificio 31, Via Tortona 31

What if all cities were furnished with objects that combine design, social life and respect for the environment? A bench could become a chaise longue where to sit and at the same time measure the level of pollution; planters, bike racks or litter bins in lively colors could be put together in historical contexts, and also, tables and chairs encouraging interaction with friends and enjoying the outdoor air just like at the park.

For the first time at the Milano Design Week, Vestre, Norway's historical market leader in the production of furniture for towns, parks and outdoor public spaces, presents "Nordic life in urban spaces", an installation on stage at Opificio 31 that opens the door to a culture - still by and large limited to northern Europe - that shares design and sociability, urban regeneration and collective spaces. An innovative street furniture vision for a rebirth of contemporary cities in an ecofriendly and creative way and for the project of clever and democratic Smart Cities in which people can live and share.



The project is curated by **Torbjørn Anderssen and Espen Voll**, from the prestigious Norwegian Architecture Studio **Anderssen & Voll**, which signed the most famous Vestre's bestsellers.

Core of the installation, **natural materials**, wood above all, in an exhibition that focuses on **multi-functionality, modularity and use of color**: pieces of furniture designed to transform the urban public areas with dynamism, vitality and a strong design footprint.

All of this **in the name of social inclusiveness and sustainability**: Vestre's **eco-friendly attitude** is reflected in the design of climate-neutral products that boast a long life: in fact they can withstand even the hardest weather conditions and come with guarantees to prove it.

In a history that began more than 70 years ago, Vestre has been able to create meeting places for millions of people: from Oslo to Stockholm, from London to Paris.



About Vestre

Vestre is a leading manufacturer of furniture for towns, parks and outdoor public spaces. Since 1947, the Norwegian company is a creator of social meeting places for millions of people.

Headquartered in Oslo, it is now managed by the third generation of the Vestre family.

All Vestre products are manufactured in Norway and Sweden with a large-scale industrial approach and top quality eco-friendly materials meant for public and private spaces. Modern production systems are extremely efficient and are powered by renewable energy sources.

Vestre's typically northern European creative imprint strongly appeals to international markets and has obtained many design awards such as the Red Dot Award and the Norwegian Merket for god design award.

Vestre is dedicated to living and breathing design through and through, so it is only natural that all office buildings, including the production plant are designed by the acclaimed architecture firm Snøhetta.