



“Nordic Life in Urban Spaces”

NORWEGIAN URBAN DESIGN ON STAGE AT MILANO DESIGN WEEK WITH VESTRE

The Nordic way of using street furniture to create accessible and attractive public spaces makes its way to the European scene

Fuorisalone

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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 people of all backgrounds and opinions can interchange experiences; 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 the Nordics – 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 Design 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 "Award for great design".

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.

Vestre has been named "Best for Outdoor Furniture" by the prestigious design and lifestyle magazine Monocle, and was voted "Brand Builder of the Year" by the Federation of Norwegian industries last year. This year, Vestre is celebrating its 70th birthday and has set itself the goal of becoming the world's most sustainable outdoor furniture manufacturer.