



## FROM SCANDINAVIA WITH LOVE An amazing story of social design

Vestre has been enjoying the outdoors since 1947. This family-owned company, that is now being managed by the third generation, has succeeded in becoming **a leading manufacturer of furniture for towns, parks and outdoor public spaces**. For 70 years Vestre has been involved in creating social meeting places for millions of people around the world, from Paris to London, from Oslo to Hamburg, from Brussel to Copenhagen.

**Vestre offers a wide range of tables, chairs, benches, litter bins, planters, tree barriers and guards, fences, bicycle racks that make outdoor life easier and funnier, too.** Their appealing colours and shapes are a feast for the eyes. All these products are meant for the community, for every single citizen, so that they can share moments of joy and happiness in beautiful common spaces. Sustainability and social responsibility are a constant source of inspiration for Vestre. This philosophy is finely expressed in Jan Christian Vestre's words, *"We want to create welcoming, colourful and democratic meeting places in our towns and cities"*.

Vestre's products are manufactured in Norway and Sweden with a large-scale industrial approach; the production systems are extremely efficient and totally powered by renewable energy sources. Vestre works every day to reduce its impact on the environment. **The materials are also very important: they are first-class materials of a consistently good quality**, which enables them to be used without any problems for many years. To last for decades means to be eco-friendly, too, because long life is good for our planet. This shows Vestre's love and respect for the environment.

Vestre does not like 'use and throw away' solutions, that's why items have to last. Vestre's products are particularly strong since they have to endure the cold and rainy weather which is typical of Norway: the materials are chosen in the surroundings, so that they can be delivered easily and quickly.

*"Towns are growing and urbanisation is on the increase. It is our ambition to develop innovative, aesthetic solutions which will make a difference for people. Places to sit down, meet friends, park your bike or throw away your rubbish. We believe that good design creates good spaces"*: this quote by Jan Christian Vestre perfectly sums up the philosophy of this 'green' company.

**Design is at the centre of every activity. That is why Vestre has always been collaborating with well-known designers from Scandinavia.** It is very important that Vestre's products have a beautiful and unique design; they do not only have to be functional, long lasting and high quality.

Among the well-known designers with which Vestre is collaborating, Espen Voll, Johan Verde, Lars Tornøe, Julien De Smedt, Kristine Five Melvær and many others. These designers can develop their own ideas in total freedom but they never work by themselves: they are constantly supported by the company. In fact, it is important that they work in close cooperation with Vestre's production managers and landscape architects: in this way every single product, from its concept to its realization, is not only beautiful from an aesthetic point of view, but also useful, made of the best materials and long-lasting.



This is Espen Voll's opinion about the Vestre Pop Up tour of 2017: *"Vestre celebrates 70 years in the furniture industry by inviting you to our vision «Nordic life in Urban Spaces». This theme wants to highlight what we see as the quintessential Nordic model of democratic urban development: public spaces accessible to all of us, where experiences are shared outdoors in a safe, inclusive and beautiful setting".*

**In a history that began more than 70 years ago, Vestre has been able to create meeting places for millions of people around Europe** thanks to the involvement in many important projects. One of them is Oslo Opera House, that each year receives 1 million visitors on its roof: Snøhetta is responsible for the project that has received honours and acclaim throughout the world and Vestre has supplied outdoor furniture (Via bench) and wheeled litter bins for easy conveyance indoors.

In France, precisely at Bouches-du-Rhône near Aix-en-Provence, Vestre has supplied the Bloc sunbenches to the terminal area of the TGV train station. For the King's Cross Central project, that involved the redevelopment of surplus railway land wedged between King's Cross and St Pancras, Vestre supplied the Via benches.

**Since Vestre has always been breathing design, it is only natural that all office buildings, including the production plant, were designed by an acclaimed Norwegian architecture firm: Snøhetta**, the internationally renowned practice of architecture, landscape architecture, interior architecture and brand design, with more than 180 employees from 30 different nations. **Design is everywhere because Vestre means design.**

After a stop at the Milan Design Week, the Nordic Life in Urban Spaces tour will be going to Oslo, New York, Hamburg, Copenhagen, Paris, Manchester and London.