

Norwegian Presence returns to Milan Celebrated design showcase moves to iconic new venue in Brera



Norwegian Presence's new home in the Galleria Milano, Brera

After last year's digital event, Norway's international design show is back in Milan for 2022. Invited by Design and Architecture Norway (DOGA), a hand-selected cohort of the nation's leading designers, makers and manufacturers will take their places at the exhibition's new home in the heart of Brera, on 5–10 April 2022.

Every year, since 2015, Norwegian Presence has shone a spotlight on the creativity, innovation and material understanding that defines modern Norwegian design. This year, the exhibition is returning to Milan with a refreshed and revitalised vision, care of new exhibition director Cecilie Molvær Jørgensen, former editor-in-chief of the Norwegian edition of revered design magazine *Bo Bedre*.

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Norwegian Presence exhibition director Cecilie Molvær Jørgensen

Moving on from its previous setting in Zona Tortona, Norwegian Presence 2022 will take place beneath the spectacular mural ceiling of Galleria Milano in Brera – putting Norway right at the epicentre of Milan Design Week. Curated and designed by revered stylist duo Kråkvik & D’Orazio, the exhibition will focus on the relationship between landscape and material, and explore the ways in which Norway’s distinctive topography and abundant natural resources have shaped its design identity.

“We are raising the bar with this year’s exhibition. Moving to Brera feels a natural next step as we are now ready to take centre stage in Milan. We will be showcasing not only the best talent Norway has to offer, but also the forward-thinking manufacturers who have put readily available natural resources, clean energy, advanced technology and the (never underestimated) human touch at the very core of their production. This year’s show is not one to miss.”
– Cecilie Molvær Jørgensen

Norwegian Presence will shine a spotlight on the country’s material resources, ascendent design talent, and some of the most respected names in manufacture, showcase forward-thinking production methods, sustainable and/or circular models, and a track record of imaginative creative collaborations.

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One of the strongest threads linking both makers and manufacturers of 2022 will be their affinity for natural materials. A respect for nature runs deep into Norwegian culture and helps shape the national design identity – a Norwegian product wears the materials of its making openly and with pride. This honesty is made explicit in Norwegian Presence's Material Lab, a new exhibition feature charting the journey from raw material to finished product.

More information, imagery and exhibitor details will be released in the coming weeks. For specific enquiries, please contact doga@zetteler.co.uk.

Notes for editors

Norwegian Presence 2022

First presented in 2015, Norwegian Presence brings the best of Norway's design and manufacturing to Milan Design Week in an annual showcase of the country's contemporary creative scene and the values, infrastructure and materials that shape it.

Venue Galleria Milano, Via Manin 13, Via Turati 14, 20121 Milano

Dates 5–10 April 2022

Project organiser Design and Architecture Norway – DOGA

Project director Cecilie Molvær Jørgensen

Exhibition design and styling Kråkvik & D'Orazio

Graphic design Bielke&Yang

Communications Zetteler

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Design and Architecture Norway (DOGA)

Situated in central Oslo, Design and Architecture Norway (DOGA) is a driving force behind sustainable value creation through design and architecture. DOGA facilitates collaboration between creative talents and businesses and works to strengthen the role of design and architecture in shaping the Norway of tomorrow.

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