

Press release

## **Re Design: Emerging Scandinavia**

15 – 18 February 2014

Following the success at Somerset House during last year's London Fashion Week a new selection of Scandinavia's up-and-coming fashion designers will be exhibiting their work in the *International Fashion Showcase 2014*.

This year's venue, the beautiful 64 Lincoln's Inn Fields, will host the exhibition ***Re Design: Emerging Scandinavia***, presenting the work of 12 newly graduated fashion designers from Denmark, Norway and Sweden alongside 25 established Scandinavian fashion brands at ***Re Present London A/W14***.

*I think that what we see in **Re Design: Emerging Scandinavia** is a generation of designers with a strong focus on innovation and individuality in their design approach. The iconic Scandinavian look of clean lines and high quality materials gives the design an international appeal.*

Danish curator of ***Re Design: Emerging Scandinavia***, Rasmus Nordqvist

The Scandinavian countries have a distinguished design heritage rooted in their individual intrinsic cultures and a strong educational system within the arts. ***Re Design: Emerging Scandinavia*** presents graduates selected from leading design colleges in each country who are showing their individual styles spanning from commercial to theatrical - from industrial to craft, drawing on their heritage but also looking towards the future.

*In Scandinavia it's been an evolution, not a revolution. The ideas of a few big hitting brands have slowly matured, while new and exciting designers have sprung up on the back of these fashion elders.*

David Hellqvist, Editor at *Port Magazine* and former web editor at *Dazed & Confused*

The exhibition space is designed by London-based Studio Hato and Michael Marriott. Since 2010, the studio has produced books, magazines, exhibitions and websites for clients such as South London Gallery, Tate Modern and Serpentine.

After seeing the exhibition, visitors will have the opportunity to relax the Scandinavian way with a complimentary cinnamon bun and coffee in the café or listen to a talk, moderated by Dennis Nothdurft, curator of the Fashion and Textile Museum in London. Please visit the website [www.representshowroom.com](http://www.representshowroom.com) for the full schedule.

## Notes for Editors

The International Fashion Showcase launched in 2012 and celebrates London's position as an international fashion city with a reputation for nurturing emerging talent. Organized by the British Council and British Fashion Council, the showcase takes place during London Fashion Week and will see more than 30 embassies and cultural institutions across the capital create fashion exhibitions displaying their emerging fashion designers.

*Re Design: Emerging Scandinavia* is organised by the Danish, Norwegian and Swedish Embassies in London, together with the British Council and the British Fashion Council.

### **15 – 18 February 2014**

Re Design: Emerging Designers  
RE Present London A/AW14  
64 Lincoln's Inn Fields  
London WC2A 3JX

**Opening hours:** Saturday 12 pm – 6 pm, Sunday – Tuesday 10 am – 6 pm

**VIP event:** Monday 17 February, 6.30 pm – 9.30 pm

**Hashtag:** #

**Website:** [www.representshowroom.com](http://www.representshowroom.com)

### **Re Design: Emerging Scandinavia Exhibitors:**

#### ***Denmark:***

Kolding School of Design presents Mathilde Maalouf  
KEA presents Niels Gundtoft Hansen  
KADK presents Tilde Bay Kristoffersen  
TEKO presents Camilla Damkjær

#### ***Norway:***

Esmod presents Connie Riiser Berge  
Kunsthøgskolen i Oslo presents Sn. DJ  
Oslo and Akershus University College presents Mari Heiret  
Oslo and Akershus University College presents Siri Birkeland

#### ***Sweden:***

Beckmans Academy presents  
Beckmans Academy presents  
Beckmans Academy presents Per Götesson  
Beckmans Academy presents Amandah Andersson

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