

Nordic Design Diplomacy in New York

SPEAKERS

NORWAY



Francine Houben

Francine Houben (the Netherlands, 1955) is Founding Partner and Creative Director of Mecanoo architecten. Her work ranges from theatres, museums and libraries to neighborhoods, housing and parks. Each design is founded on observation of people, location, culture and climate. This analysis amounts to designs that respond to current needs yet are also prepared for (un)predictable change.

With her practice, she has gained international acclaim. She holds Honorary Fellowships of the Royal Institute of British Architects (RIBA), the American Institute of Architects (AIA) and the Royal Architectural Institute of Canada (RAIC) was granted lifelong membership to the Akademie der Künste in Berlin. Selected works include Delft University of Technology Library, Delft (1997) and Library of Birmingham, United Kingdom (2013). She recently finalized the renovation of the New York

Public Library and the Martin Luther King Jr. Memorial Library- designed by Mies van der Rohe- in Washington, DC which both re-opened in 2020.

<https://www.mecanoo.nl/>



Einar Hagem

Einar Hagem is an Architect and Founding Partner of LundHagem. Over almost three decades Lundhagem has been driven by a consistent approach inspired by the Norwegian design tradition of simplicity, minimalism and functionality. All projects are informed by a sensitive approach to surrounding landscape and a dynamic dialogue between nature and the built environment. The work of Lundhagem focuses on critical detailing and is economic of means both poetically and practically. Founded in 1990 with Svein Lund, Lundhagem today consists of over 60 employees and is managed by six partners. Whether for a small cabin or an urban master plan, Lundhagem's work reflects a belief in combining the latest advances in technology and sustainability, whilst making use of local materials and handcraft traditions.

<https://lundhagem.no/>

ICELAND



Hlynur Atlason

Hlynur V. Atlason is the founder of a strategic design and innovation studio based in New York City. Since its founding in 2004, Icelandic-born, New York City-based designer Hlynur V. Atlason has delivered products and goods that are both beautiful and hold up under environmental scrutiny.

Inspired by William McDonough's "Cradle to Cradle," which confronted the hidden costs of cheap design, Atlason puts sustainability at the center of its design practice. Atlason's fully-functional process produces furniture, consumer products and packaging that live at the nexus of world-class design and sustainability.

<https://atlason.com/>



Todd Bracher

Todd Bracher is a designer and strategist, known for his irreducibly complex approach to design. His studio guides some of the world's leading brands to realize strategic differentiation through design, including 3M, Burberry, Cappellini, Herman Miller, Hosoo, Humanscale, Issey Miyake, Jaguar, and the City of New York. Todd has also served as Creative Director for Georg Jensen, Humanscale, and HBF.

Todd has been honored as a Top 100 Global Design Influencer by Wallpaper* Magazine (2015), International Designer of the Year (2015 & 2016), and with numerous RedDot's Best of the Best and NeoCon Gold Awards for product design. His studio, founded in 1999 and based in New York City, draws upon the international experience and expert network built over two decades, living, working, teaching in New York, Copenhagen, Milan, London and Paris.

<http://toddbacher.com/>

FINLAND



Teemu Suviala

Teemu Suviala is the Head of Brand Design at Facebook Reality Labs. This diverse group of problem solvers, inventors, and proven visionaries leads the expansive work being done at Facebook in building the next computing platform to help people feel connected, anytime, anywhere. Facebook Reality Labs' work in augmented and virtual reality spans a number of breakthrough technologies - with brands such as Oculus, Portal and Spark AR - and touches industries ranging from entertainment and gaming to education and beyond.

Before joining Facebook Teemu lead creative work at brand and design agencies Collins and Wolff Olins in New York. He is also known as the co-founder of design agency Kokoro & Moi. Teemu was awarded as Grafia's Graphic Designer of the Year in 2012 and Design Forum Finland's Young Designer of the Year in 2005, alongside his partner Antti Hinkula.

<https://about.fb.com/realitylabs/>



Debbie Millman

Named “one of the most creative people in business” by Fast Company, and “one of the most influential designers working today” by Graphic Design USA, Debbie Millman is also an author, educator, curator and host of the podcast *Design Matters*, one of the world’s first and longest running podcasts.

Debbie is the author of six books, including two collections of interviews that have extended the ethos and editorial vision of *Design Matters* to the printed page: *How to Think Like a Great Graphic Designer* and *Brand Thinking and Other Noble Pursuits*. Both books have been published in over 10 languages.

In 2009 Debbie co-founded with Steven Heller the world’s first graduate program in branding at the School of Visual Arts in New York City. Debbie’s illustrations have appeared in publications such as *The New York Times*, *New York Magazine*, *Print Magazine*, *Design Observer* and *Fast Company*. She is the author of two books of illustrated essays: *Look Both Ways* and *Self-Portrait As Your Traitor*; the later of which has been awarded a Gold Mobius, a Print Typography Award, and a medal from the Art Directors Club.

Debbie is also President Emeritus of AIGA, one of five women to hold the position in the organization’s 100-year history. She is a frequent speaker on design and branding in multiple universities, festivals, and events around the world.

<https://www.debbiemillman.com/>

DENMARK



Eva Christine Jensen

Eva Jensen Design is an award-winning New York-based architecture studio founded by Danish architect and principal Eva Christine Jensen. EJD works in a range of design projects with a focus on high-end residential architecture, interiors, furniture design, and art & architecture installations.

Born and raised in Denmark, Eva Jensen studied Architecture at The Royal Danish Academy of Fine Arts, School of Architecture (KADK), Copenhagen, and at Milan Politecnico. Before establishing own office in New York, Eva was engaged as an

assistant professor at KADK, and has in her early career worked for renowned architects internationally in both Copenhagen, Milan, London and New York.

With Danish origins and informed by her Nordic heritage, Eva Jensen creates elegant aesthetics with simple sophistication motivated by function and infused with poetry.

<http://evajensendesign.com/>



Kyle Bergman

Architect Kyle Bergman founded the Architecture & Design Film Festival (ADFF) in 2009 and serves as its festival director. He has always recognized the strong connection between architecture and film and ADFF provides a unique opportunity to educate, entertain and engage people who are passionate about the world of architecture and design. Now in its 12th season, ADFF has grown to become the largest film festival dedicated to the creative spirit of architecture and design.

Mr. Bergman also serves as president for Pacific Rim Park (PRP) whose mission is to use the process of designing and building parks as a tool to connect people and communities around the Pacific. Mr. Bergman has been involved with PRP since its first park built in Vladivostok, Russia in 1994.

Mr. Bergman has been involved with design/build education since 1992 when he created and moderated an architectural lecture series about the design/build process for the Smithsonian Institute. He has taught community design/build classes in the Dominican Republic for the Yestermorrow Design/Build School in Vermont, and served on their board of directors for 9 years.

Mr. Bergman has also produced a play, *The Glass House*, about the design and construction of two famous homes — Mies van der Rohe's Farnsworth House and Phillip Johnson's Glass House.

<https://adfilmfest.com/>

SWEDEN



Claudine Eriksson

Claudine Eriksson is a graphic designer and art director from Sweden, currently based in New York. She works at the intersection of design and illustration, with a focus on branding, publication design, and environmental graphics. She has worked for studios such as Pentagram, Red Antler and Martha Stewart, for clients such as; The High Line, Public Art Fund, Philadelphia Museum of Art, The Public Theatre, Madison Square Park, Rizzoli, Taschen, Vogue Italia, Prada, New York Times, Apple, and IBM.

<https://www.claudineeriksson.com/>



Anna Burckhardt

Anna Burckhardt is a curator and writer from Bogotá, Colombia. As a Curatorial Assistant at The Museum of Modern Art, Architecture and Design, she has co-organized with Paola Antonelli the exhibitions “Neri Oxman: Material Ecology” (2020) and “Energy” (2019). She was also part of the curatorial team that put together “Items: Is Fashion Modern?” (2017). Anna holds an MA in Visual Culture from New York University, and a Bachelor of Laws from the Universidad de los Andes.

<https://post.moma.org/author/anna-burckhardt/>

ORGANIZERS

NORWAY

The Royal Norwegian Consulate General in New York is Norway’s official representation in 22 states on the East Coast. In addition to consular affairs, we focus on promoting Norwegian business and culture – in a broad perspective. Through local partners, we add value to cultural exchanges between our two countries, mostly on an institutional level. We support around 100 experts and journalists going to Norway every year, as well as contribute to a large number of events and programs on the East Coast, especially in New York. We also work on promoting fruitful exchanges in business; ranging from renewable energy to smart city solutions, urban design and start-ups in a wide range of industries.

<https://www.norway.no/en/usa/norway-usa/new-york/>



HARRIET E. BERG, Consul General of Norway, took on the consul general position in 2017. She has held several positions in the Ministry of Foreign Affairs since 1991, including as Minister Counsellor at the Norwegian mission to the UN and other international organizations in Geneva, where she was head of the human rights team from 2011–2016. From 2000 to 2011 she worked for the Telenor Group, heading their Governmental Relations activities from 2007. She established and was head of Telenor’s Brussels office from 2000. Prior to joining Telenor she was state secretary for the Norwegian Ministry of Trade and

Industry from 1997–2000. Mrs. Berg holds a Master of International Affairs from Columbia University, New York.

ICELAND

The Consulate General of Iceland was established as a trade office in 1939 and Consulate General in 1940, being the first Icelandic diplomatic mission after the establishment of the Icelandic Foreign Service earlier that year.

The Consulate is today first and foremost a trade and investment office and hosts the Icelandic Trade Commission for North America, Invest in Iceland, Film in Iceland, Icelandic American Chamber of Commerce and Iceland Naturally in partnership with Business Iceland.

The Consulate as well carries out regular consular functions, including assistance to Icelandic nationals, distributing information about Iceland, and promoting Icelandic-American relations, in New York, New Jersey, Connecticut and Rhode Island. The Consulate is very much involved in Icelandic cultural events in its area and works closely with the Scandinavia House as well as other Nordic Consulates in New York.

<https://www.government.is/diplomatic-missions/consulate-general-of-iceland-in-new-york>



HLYNUR GUDJONSSON is the Icelandic Trade Commissioner to North America and the Consul General for New York, New Jersey, Connecticut and Rhode Island.

The office is focused on the economic opportunities between the United States and Iceland, specifically in the areas of food and beverages, tourism, energy, foreign direct investment and culture.

He has more than 20 years of experience as a strategist and managing director for public relations, advertising and political campaigns. Prior to joining the Consulate General's office, Gudjonsson served as brand manager for Icelandic USA, Inc., a global seafood importer, wholesaler and manufacturer, where he developed and executed the company's strategic branding initiatives.

Gudjonsson holds a master's degree in Integrated Marketing Communication from Emerson College in Boston and a bachelor's degree in Political History from the University of Iceland in Reykjavik. In addition to his role as Consul General and Trade Commissioner, he serves as the General Manager of the Icelandic-American Chamber of Commerce and the Icelandic Canadian Chamber of Commerce. He is the founder of the Foreign Trade Commissioner's Association in New York, and a chairman from 2006-2012. His master's thesis on nation branding was published in The Journal of Place Branding.

FINLAND

The Consulate General of Finland in New York promotes Finland's commercial interests, works on improving the operational conditions for the Finnish cultural agents and strengthens Finland's national brand through the means of public diplomacy. In the cultural and creative domains, the Consulate General offers diverse services from facilitation of partnerships and networking to coordination of

experts' visits, event organization and communications. The scope of the Consulate General reaches from New York to 35 states situated on the East Coast and in the Midwest, as well as two special administrative regions (Puerto Rico and U.S. Virgin Islands).

<https://finlandabroad.fi/web/usa/consulate-general-new-york>



MIKA KOSKINEN, Consul General, Ambassador of Finland, completed his MSc in Economy, Helsinki Graduate School of Economics in Finland in 1991. He also studied economics in Strasbourg, France (École de Management Européenne) in 1990. After having completed MSc, he went on with PhD studies at the School of Economics in Bergen, Norway in 1992.

His career in the Ministry for Foreign Affairs of Finland started when he joined the Diplomatic training course in 1995. He has served as Ambassador of Finland in Peru and concurrent Ambassador in Bolivia and Ecuador in 2015-2019 and is currently the Consul General of Finland in New York where he has assumed his official duties as of July 1, 2019. Koskinen's other postings include serving as Director for Personnel Services in Helsinki and as Counsellor in the Embassy of Finland in Madrid, Spain, the Embassy of Finland in Dublin, Ireland and the Embassy of Finland in Paris, France.

DENMARK

The Consulate General of Denmark is Denmark's official representation in New York and across the East Coast. We advise and assist in a number of areas: consular, commercial, investment, cultural and press. We communicate to the US public on important policy topics with relevance to Denmark. In addition, we facilitate networking, co-creation of events and projects with numerous local partners and companies as well as educational and cultural institutions in the Tri-State area, at the United Nations and across the US. Our commercial departments facilitate business relations and activities between the United States and Denmark while our culture team promotes cultural exchange by assisting and counselling Danish artists and art institutions.

<https://usa.um.dk/en/about-us/danish-missions/consulate-general-of-denmark---new-york/>



BERIT BASSE, Consul General, Ambassador, (born 1964) assumed her role as Consul General to Denmark In New York on September 1st, 2020.

From 2012 to 2016, Ambassador Basse served as Denmark's Ambassador to Singapore and Brunei, overseeing key commercial and diplomatic relationships between Denmark and the two States. She has also served as First Secretary at the Embassy of Denmark in Uganda and Consul General of Denmark in Munich, Germany.

From 1992 to 1996, the Ambassador worked on several development projects for the United Nations Development Programme in Senegal. Prior to her New York posting, Ambassador Basse led the Danish Ministry of Foreign Affairs' department in charge of client relations and global

commercial opportunities.

Berit Basse holds a Master of Science, International Business & Politics and Intercultural Communication and Languages from Copenhagen Business School and a Global Executive Master of Business Administration, also from Copenhagen Business School.

SWEDEN

The Consulate General of Sweden in New York represents Swedish interests in New York and the north-eastern United States, focusing on trade and investment, cultural and public affairs, innovation and sustainable development. The Swedish residence at 600 Park Avenue – a limestone mansion designed by architect James Gamble Rogers in 1911 and owned by Sweden since 1946 – has long been a unique venue and vital platform for dialogue and bilateral exchange.

<https://www.swedenabroad.se/en/embassies/usa-new-york/>



ANNIKA REMBE is the Consul General of Sweden in New York since October 2018. She was previously the Director-General of the Swedish Institute, a public agency that promotes interest and trust in Sweden around the world. She has held several high-ranking positions in the Swedish Government Offices, including Commissioner-General of the Swedish Committee for Sweden's participation in Expo 2010 in Shanghai and Deputy Director General and Director of Market Communications & Public Affairs at the Invest in Sweden Agency (now part of Business Sweden).

PARTNERS

HELSINKI DESIGN WEEK

Helsinki Design Week is the largest design festival in the Nordic countries. Held annually in September, the multidisciplinary festival presents design from a number of fields as well as fashion, architecture and urban culture. Helsinki Design Week presents the new faces and phenomena of design, promotes design internationally in collaboration with various partners, and offers citizens a forum to participate in developing and discussing the city and its culture. The next Helsinki Design Week will be held on 9–19 September 2021.

<https://www.helsinkidesignweek.com/>

NYCxDESIGN

NYCxDESIGN is a not-for-profit organization committed to empowering and promoting the city's diverse creative community. NYCxDESIGN started as a City-led initiative in 2013 and through grassroots efforts evolved into an influential entity, unifying New York's creative capital under one umbrella and drawing significant exposure and opportunities to the City's design disciplines, people, events, and related industries. NYCxDESIGN organizes exceptional year-round programming, including its annual

international festival. Diversity, purpose, cultural placemaking, economic opportunity, and creativity are core to the not-for-profit's values.

<https://www.nycxdesign.com/>

THE NORDIC COUNCIL OF MINISTERS

The Nordic Council of Ministers and the Nordic Council are the main forums for official Nordic co-operation, which involves Denmark, Finland, Iceland, Norway, Sweden, the Faroe Islands, Greenland and Åland. Our vision is to make the Nordic region the most sustainable and integrated region in the world.

<https://www.norden.org/en>