

-1- PRESENTATION FORM

Name and surname / Name of the group

Dögg Gudmundsdóttir / Dögg Design

City

Copenhagen K

Country

Denmark

Bio

Dögg Guðmundsdóttir, is an Iceland designer based in Copenhagen. Dögg Design studio's vision is to create 'innovative, emotional and timeless design solutions' for the people. The focus is to create new designs often with historical reference. The choice of material is an important issue in Dögg design as she develops designs for mass production with new and old materials. Her works are distinctly influenced by the naturalness of the materials, organic shapes and traditional craftsmanship. Dögg design starts with raw ideas by taking materials directly from nature. At first, Dögg design items are more like functional sculptures or pieces of art. Some of them remain so, others gain their own one life, and some are taken further and cleaned for a more Scandinavian design and mass production. The clean language of her style does impressively reflect her ability to conceive and convey things in their originality. Dögg studied industrial Design at the 'Istituto Europeo di Design' in Milan, there after she studied at the Danish Design School for glass, product and graphics department. And a master degree in Design from Royal Danish Academy of Fine Arts' in Copenhagen. With focus on Design management with applied sustainable innovation and new strategies for small and big producers. Among producers she has worked with are Bsweden, Ligne Roset and Christofle in France, Norr 11 in Denmark and Sólóhúsgögn in Iceland. Her latest design Askja and Vök was exhibit at Lambrate " Promote design" in Milano and DesignMarch in Reykjavík . She goes back to here roots in Iceland and uses the shape of the mountains, cracked ice or dried sand as an inspiration for the shape of her new series that she will produce under her own label. The outcome is a light storage made of aluminum and oak. Askja, storage for magazines or logs for fireplaces and Vök, irregular formed tray. These two new products are the first in a coming series where the common denominator is asymmetrically folded forms.



-2- PRODUCT INFORMATION

Product name 1

Askja

Dimensions

Wide 347 mm 430 mm height 300mm depth

Approximate weight

500 gr

Technical description

Askja is a paper and wood holder. Made of laser cut and bended aluminium with oxidising or painted and wood handle.

Askja: The idea of making transportable paper or wood rack. The idea is to bend the metal in asymmetric way to make more attention to the form, there is as well more wide in the one side. Where the material is cut before bending in a more cake shape.

The handle is in wood.

