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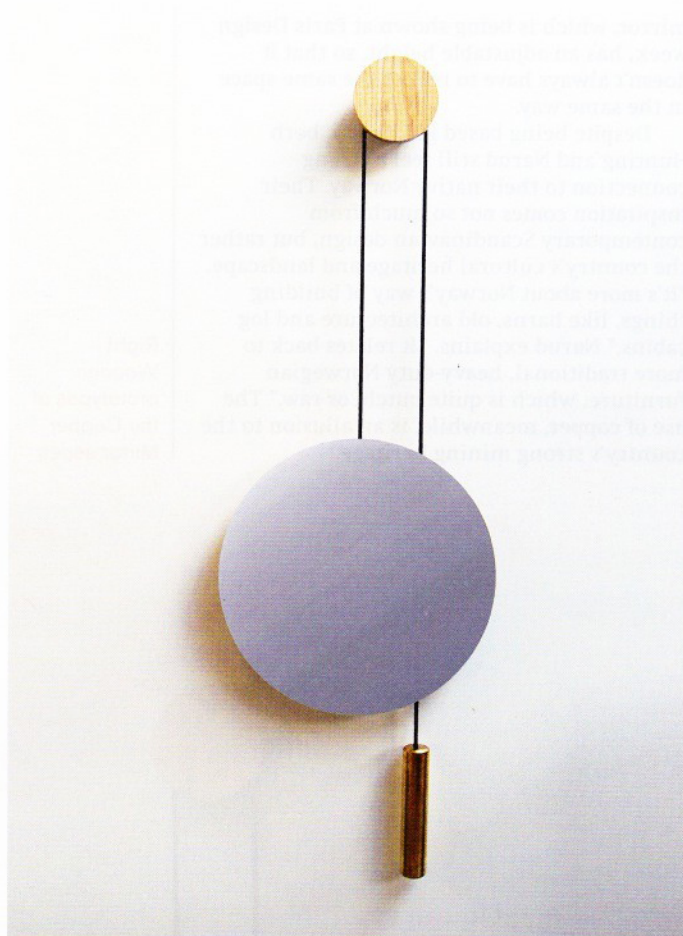
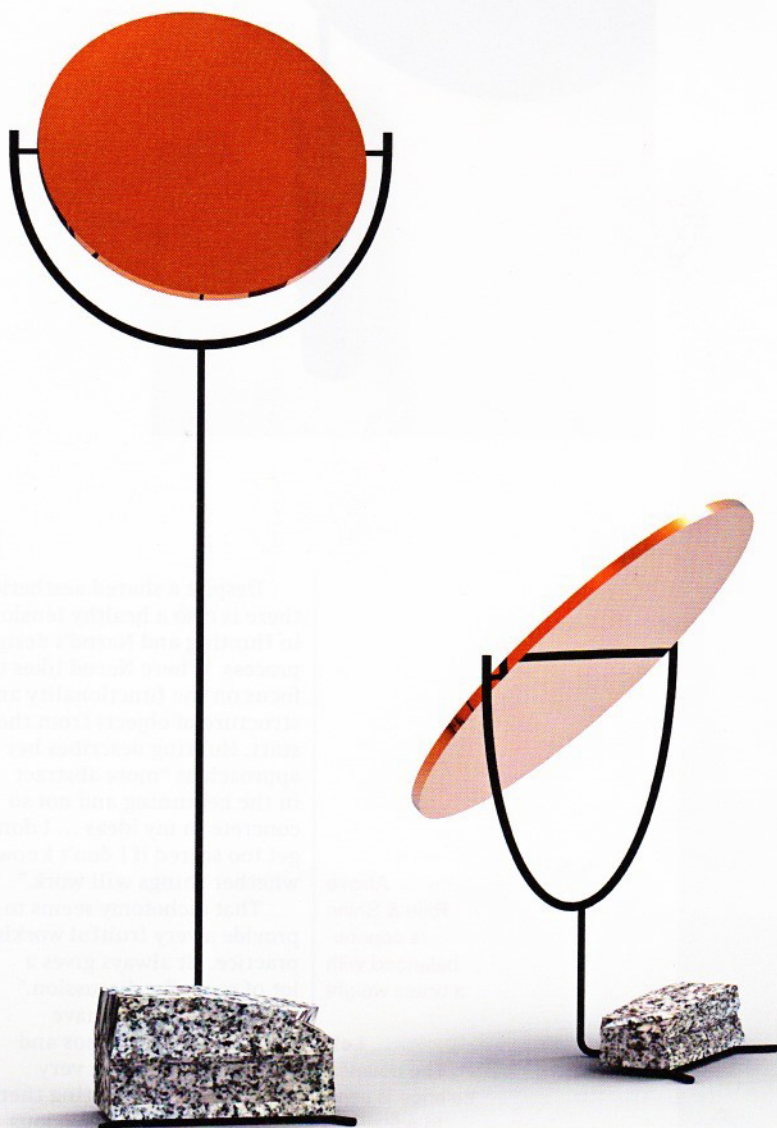
NEW

Hunting & Narud

The London-based duo move into product design with two mirrors that show clear reflections of their Norwegian heritage

The first product launched by Norwegian duo Hunting & Narud perfectly encapsulates the nascent partnership's approach to materiality and provenance. The Copper Mirror series, which is made of copper, mild steel and stone, keeps materials "as natural as possible" and the construction and mechanisms equally simple. "We want to focus on honest materials, raw and natural, understandable and somehow straightforward," Oscar Narud explains. "But we don't want to create products just for the sake of it."

Originally conceived as part of Hunting & Narud's exhibition design for Fashion Scandinavia during London Fashion week,



the freestanding Copper Mirror series is being launched at Gallery Libby Sellers for the London Design Festival. The combination of the steel structure, raw stone plinth and highly polished, spun copper discs reflects another central aspect of the Hunting & Narud approach – a constant striving for the right proportions, or an “absolute balance”, as Amy Hunting puts it.

Hunting and Narud set up their eponymous studio a year ago and it quickly made a name for itself through spatial and exhibition design for clients such as the Victoria and Albert Museum, the British Council and the Royal College of Art. But the London-based pair are now keen to bring their respective product design experience to bear and “focus a bit more on the object”.

Above
Rise & Shine
mirror

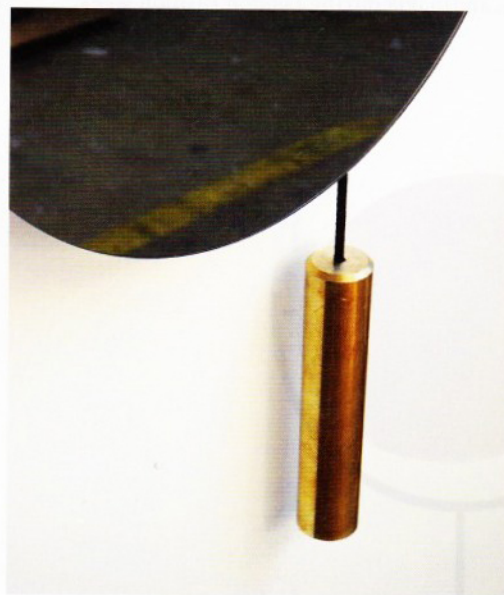
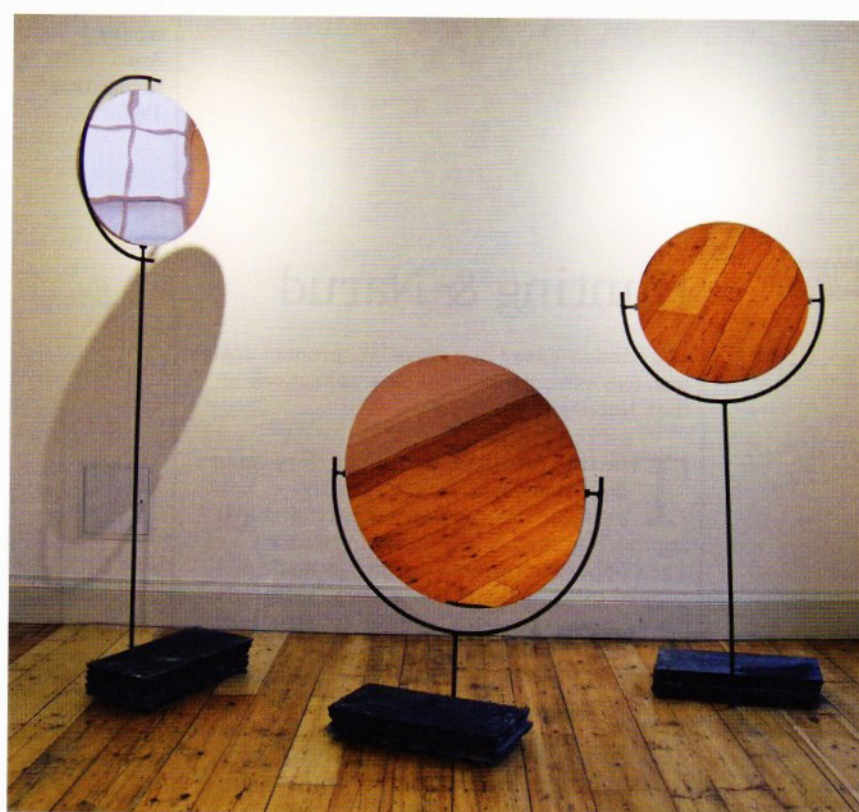
Left
The Copper
Mirror series

Nonetheless, that object's interaction with the surrounding space continues to drive Hunting & Narud's design ethos. The Copper Mirror series was about “creating reflections and adding another dimension to the space” of Somerset House, where Fashion Scandinavia was held. Similarly, the studio's Rise & Shine

mirror, which is being shown at Paris Design week, has an adjustable height, so that it doesn't always have to reflect the same space in the same way.

Despite being based in London, both Hunting and Narud still feel a strong connection to their native Norway. Their inspiration comes not so much from contemporary Scandinavian design, but rather the country's cultural heritage and landscape. "It's more about Norway's way of building things, like barns, old architecture and log cabins," Narud explains. "It relates back to more traditional, heavy-duty Norwegian furniture, which is quite butch, or raw." The use of copper, meanwhile, is an allusion to the country's strong mining heritage.

Right
Wooden
prototypes of
the Copper
Mirror series



Above
Rise & Shine
is counter-
balanced with
a brass weight

Left
The counter-
balance is used
to adjust the
mirror's height

Despite a shared aesthetic, there is also a healthy tension in Hunting and Narud's design process. Where Narud likes to focus on the functionality and structure of objects from the start, Hunting describes her approach as "more abstract in the beginning and not so concrete in my ideas ... I don't get too scared if I don't know whether things will work."

That dichotomy seems to provide a very fruitful working practice. "It always gives a lot of room for discussion," Hunting says. "We have the same values, ethos and aesthetics; it's just a very different way of getting there." It sounds like an auspicious mix for the fledgling studio. **I**