Press release

A forward-looking and sustainable furniture production Christian Udjus quit his job and sold his apartment in Oslo to pursue his dream of making furniture in upper Telemark. He now reaps Nordic recognition.

In 2016, the 38-year old quit a safe position as a brand manager, and bet it all on a new journey. He, his partner and their child took up residence in the village of Hovin, in the Telemark taiga, 600m above sea level.

-We found our dream house. A log house; an energy conserving permaculture building equipped with solar panels, composting toilet, and water tanks with neoprene chambers, blessed with few neighbours and almost a view of the Gaustatoppen mountain, Christian Udjus says.

In the final heat of an international furniture design competition

Last fall, Udjus' armchair "Næss" was chosen as one of 10 finalists in a Nordic Council of Ministers' competition to find the Nordic region's most sustainable chair.

The green furniture maker from Berskog shared the honour with lauded colleagues such as Petter Opsvik, LK Hjelle møbelfabrikk og Snøhetta.

-The recognition from a competent jury for making well designed furniture was a great acknowledgement, Christian Udjus says.

Though "Næss" did not win the competition, the nomination brought good notices and wind in the sails for Bergskog.

Small in Japan

Bergskog would like to see their furniture make its way into the wider world - in the long run.I have a great fondness for Japan. I sold Japanese whiskies for years, and I have a love for the crafts and traditions of that country. My ambition is to become "small in Japan". If that happens, we're doing something right, Udjus smiles.

From root to finished furniture

Bergskog handles the wood from standing tree to finished furniture. They primarily utilise birch wood as material, and use only local timber which they mostly fell themselves. The idea is to construct free standing, quality furniture out of whole wood. Wood joinery is the sole construction method, no screws are used. The collection thus far consists of three designs; two chairs and a sideboard, named *Velde*, *Næss* and *Rigby*. The first customers to order one of Udjus' prototypes gets to have it named after them.

-It's a homage to the people willing to bet on Bergskog furniture. They're the ones who finance the building of prototypes, a time consuming process which doesn't always turn out as planned, Udjus says.

Involving the customer

We involve the customer in the craft process to pass on the knowledge of the piece's creation. Thus, owners can understand and maintain the piece for generations. The customer participates in decisions concerning materials, textiles and aftercare. A range of options are available, like birch types, natural materials like wool and leather, as well as finishing choices like linseed oil, soap-wash and various dyes.

Welcome to our showroom

Bergskog furniture welcomes you to our showroom, located on the slope below our house in Hovinheia. Overnight stays in the showroom are possible, allowing you to try out the furniture. Should customers prefer not to travel, Bergskog can also bring the furniture to a location convenient to the customer.

For more information contact:

Christian Udjus Mail: <u>post@bergskog.no</u> // Mob: 990 11 487 //<u>bergskog.no</u> high resolution images <u>here</u>

###