



Furniture Design and Nordicity

- A way of life

Furniture, Design and Nordicity. Here is a preview of what awaits you at the upcoming edition of the SIDIM, Montréal's Design Show, which will take place this May 4, 5 and 6.

The Danish have a concept called hygge, assembling items that bring comfort and warmth, whether they be design elements or good wine, pleasant company and ambiance.

Hygge, the Danish recipe for happiness, might just explain why Danes are often considered the happiest people in the world!

The word that most closely resembles hygge in our vocabulary is cocooning.

The Swedish, who are keen on authenticity, have their own way of thinking about and living their nordicity. It is illustrated in their sober, minimalist designs with pure and simple shapes, focused on an item's functionality.

When will we reflect on our geographic location? What impact does the place we inhabit have on our identity, on our way of life and on the ways we create, construct, and build? Design, furniture and nordicity seeks to be an annual gathering about Montréal's role as a Canadian leader in the creation of our own unique trademark. The SIDIM wants to contribute to developing a common source of inspiration that is based on our geographic location, our materials, our customs and our culture.

The 2017 edition of the SIDIM launches this reflection through exhibitors who are committed to a creative process infused by our relationship with Nordicity and through seminars and round-table discussions animated by well-known figures from Québec and from Scandinavia who question how our location in the northern hemisphere impacts our lives.

Nordicity at the 2017 SIDIM 2017 is:

- A round-table discussion, led by architect Pierre Thibault and La Presse editorialist François Cardinal, about their book "Et si la beauté rendait heureux". They will delve into the chapter on Copenhagen, about their experience and reflections, as well as the lessons to be learned. This will be enhanced by the presence of a Danish architect from the renowned firm Gehl, Carlota Pedersen-Madero.
- A conversation about the Fogo Island experience, reported by Étienne Bernier, architect and Professor at Newfoundland's Laval University, which will include those who initiated the achievement.
- A seminar led by Alain Fournier, architect from the firm EVOQ Architecture, which has expertise in heritage conservation as well as Inuit and First Nation architecture.
- A 5000 sq.ft. surface dedicated to "Furniture, Design and Nordicity", which will showcase products from manufacturing companies, design firms and cabinetmakers and will encourage them to work together to create a distinct identity.

3) Kastella

4) L'architecture Amérindienne

5) Hatem + D

6) Et si la beauté rendait heureux

The design of the new Nordicité thematic space will be carried out by the company Hatem + D.

*More pictures on request