

NORDIC
FASHION
BIENNALE

NFB



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Final week of 2011 Nordic Fashion Biennale at the Nordic Heritage Museum in Seattle

NFB designers' merchandise to go on sale at the Museum
Saturday and Sunday, November 12 & 13 only.

SEATTLE – November 9, 2011 – This is the final week to experience the **2011 Nordic Fashion Biennale** (NFB), an unprecedented exhibition of Nordic fashion, design and culture that is making its first US appearance at the **Nordic Heritage Museum** through **November 13, 2011**. Critics have given rave reviews to the unusual exhibition, produced in partnership by the Nordic Heritage Museum in Seattle, WA and the Nordic House in Reykjavik. It is also the final week to cast a vote for the 12 finalists of the **North by Northwest Fashion Competition**, either by in-person ballot at the Museum or online at <http://www.nordicfashionbiennale.com/nfb/competition/>. 12 young US designers are competing for a trip to Iceland's Fashion Week and the cachet of winning both a juried and a "People's Choice" award for their original Nordic-inspired fashion designs.

The Exhibition

Anchoring the Nordic Fashion Biennale is the exhibition ***Looking Back to Find our Future*** which features cutting-edge, contemporary Nordic fashion and jewelry from designers throughout the Nordic regions, including Iceland, the Faroe Islands, Greenland, Finland, Denmark, Norway and Sweden, curated by New York-based Icelandic visual artist and fashion designer **Hrafnhildur Arnardóttir** (aka [Shoplifter](#)). Shoplifter plays with the juxtaposition of old and new by integrating exhibition pieces into the existing historic collection at the Nordic Heritage Museum in Seattle. The vision is one that blurs past and present while highlighting the cultural influences and deep roots that inspire many modern Nordic pieces. In addition to the design installations, the NFB also includes an exhibition of Nordic street fashion featuring photography from Reykjavik, Greenland, Faroe Islands, Copenhagen, Helsinki, Oslo, and Stockholm.

The Competition

The **North by Northwest (N x NW) fashion competition** was designed to spark inspiration and creativity from unique designs and trends in Nordic fashion. Students and emerging designers from the West Coast were invited to submit entries and 12 designers from California, Oregon, Washington State and

British Columbia have been chosen as finalists. The finalists' entries are currently displayed at the Museum and also featured on the Nordic Fashion Biennale web site at <http://www.nordicfashionbiennale.com/nfb/competition/>. A panel of judges including Icelandic designer **Steinunn Sigurðadóttir**, Danish skin care guru **Ole Henriksen**, and Creative Designer **Yvan Mispelaere** of Diane von Furstenberg, as well as online voting, will determine two grand prize winners, who will receive a trip to Iceland for the Reykjavik Fashion Week in 2012. Thousands have already voted, and the winners will be announced on November 15 after the close of the 2011 NFB.

NFB Gifts for Sale

Through November 13th, the Museum's gift shop is featuring a selection of beautiful, unique merchandise from several of the designers featured in the Nordic Fashion Biennale. Gift items include wool sweaters, scarves, and hats from world-renowned designer Steinunn; hand-knitted sweaters by Hildur Yeoman; exquisitely delicate silver pendants and earrings from Aurum Jewelry; stunning selections from Kría Jewelry's "Black Magik" collection; jackets from cutting-edge designer Mundi; fingerless lambswool and suede gloves by Guðrun & Guðrun; witty, warm hats by Vík Prjónsdóttir and much more. On Saturday and Sunday, November 12 – 13 only, all NFB merchandise will be for sale at a 20% discount.

The 2011 Nordic Fashion Biennale is being produced in part due to the generous support from numerous partners including Iceland Naturally, Icelandair Cargo, Icelandic USA, Inc., Volvo, Marel, Trilogy International Partners, Scan|Design Foundation by Inger & Jens Bruun, Barbro Osher Pro Suecia Foundation, Artsfund, 4Culture, and the Seattle Office of Arts and Cultural Affairs.

For more information, visit www.nordicmuseum.org. For information about all the designers featured in the NFB, visit <http://www.nordicfashionbiennale.com/nfb/designers/>.

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About the Nordic Heritage Museum

With over 55,000 visitors annually, the Nordic Heritage Museum is a cultural treasure in the Pacific Northwest. It is the only museum in the United States that represents the cultural heritage of all five Nordic countries: Denmark, Finland, Iceland, Norway and Sweden. The Museum's mission is to share Nordic culture with people of all ages and backgrounds by exhibiting art and objects, preserving collections, providing educational and cultural experiences and serving as a community gathering place. The Nordic Heritage Museum presents a wide range of vibrant programs including contemporary art exhibitions, outstanding concerts, lectures and films and a variety of special events throughout the year. For general information, visit www.nordicmuseum.org or phone (206) 789-5707.

*Museum hours: Tues-Sat 10 am to 4 pm; Sun 12 noon to 4 pm; Mon closed
The museum is located at 3014 NW 67th Street, Seattle, WA 98117*

About Nordic House, Reykjavik

The Nordic House in Reykjavik is a cultural institution opened in 1968 and operated by the Nordic Council of Ministers. Its goal is to foster and support cultural connections between Iceland and the other Nordic countries. To this end, the Nordic House organizes a diverse program of cultural events and exhibitions. The Nordic House is the only building in Iceland designed by an internationally acclaimed architect, Finnish modernist Alvar Aalto.