

NORDIC STYLE

M A G A Z I N E



EDITOR'S LETTER

We are excited for this new season. Spring is just around the corner and our second issue is now out! We are so thankful for all the good reactions to our first issue and all the encouragement to continue with the magazine and our concept. We are very happy with the results of the second issue and we truly hope you like what you see and read.

We went to Copenhagen Fashion Week at the end of January and we had such a good time! The schedule was packed with fashion shows and we loved the atmosphere and the excitement (and of course we hit some parties as well!). We met the beautiful and talented Birgitte Hjort Sorensen to interview her for this issue. She was so sweet to squeeze us into her busy schedule and share her thoughts with us about her life and career.

You will also find in this issue an interview with the talented design duo Natalia Altewai and Randa Saome. They tell us a little bit about their background and how they started working together on their brand Altewai Saome. We at Nordic Style Magazine love the thought of friends coming up with a concept, working together, and making it happen...it's very much in our spirit of thinking!

With all the great talent we have in the Nordic countries, we had no problem making the second issue versatile and interesting, and we hope enjoy the reading with us.

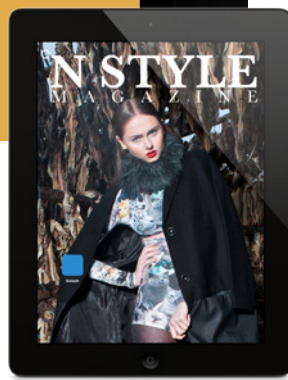
If you have any comments or suggestions for future issues, we would be happy to hear from you.

Happy spring everyone!

Love,
Soffía Theódóra Tryggvadóttir
Editor-in-Chief



Remember our website,
nordicstylemag.com



With a bachelor's degree in psychology and mass communication and an MBA in business, Elínna Lindal is running her company passionately with the objective of bringing honesty and integrity into the world of fashion. Her company ELLA offers high quality products to educated, working women who seek elegant, well-tailored pieces in their wardrobe.

"I have always been passionate about fashion and spent hours and hours in my mother's wardrobe when I was young. She had elegant designs from Sonia Rykiel, Eltonne Signer, Chanel and Christian Dior and I was instantly smitten with the soft fabric and wonderful cuts," says Elínna, describing how eager she was to grow up and live the privileged life of an adult with a taste for quality.

Why did you decide on establishing your company?

In the 90s when fashion companies were made public and fast fashion was introduced to the market, the fashion industry changed and the products as well. The message was simple: we were supposed to shop for new things regularly and only wear them once.

I was yearning for the good old times, when women saved up for a year or two to buy a dress that they used for years and years and then gave it to their daughters.

It wasn't until I stumbled on the economic principles of Pareto that I suddenly found a shift in fashion that was interesting to me. The 80/20 rule says that 80% of the time you use 20% of your wardrobe, and you can actually apply this rule to everything in life. It was then when I decided to make ELLA – a slow fashion company that aims at creating the essentials for your wardrobe.

But what does slow fashion mean?

Slow fashion is when a fashion company produces all its goods in the company's economic zone, where it emphasizes on quality instead of quantity. It means having strong corporate social responsibility (CSR) and thinking about your society. ELLA's CSR strategy is E (Environmental), L (Learning), L (Learning) and A (Achieving) – so you can see that our CSR strategy was developed before our name was decided.

Slow fashion also means treating our customers with respect. We invite them into our working area and tell them interesting stories about what we are doing and why. We basically aim what is typically done in fashion, turn the rules on their head, and ask: is this clever? If not, then what should we do?

But how profitable is slow fashion and strong CSR?

It's the only way to go for us, and one could say it's very profitable because it gives us a differentiation in the world of fashion that has thousands and thousands of brands waiting to be discovered.

Who are your favorite designers?

I admire the courage and the hard work that Coco Chanel showed in the 1920s when she

"I have always been passionate about fashion and spent hours and hours in my mother's wardrobe when I was young."

ELLA

ELLA

ELLA

My WISHLIST



BJØRG JEWELLERY

"You will soon be crossing great waters". A good reminder of what's ahead and a beautiful necklace from Bjørg.



BYREDO

A fragranced candle is always a treat.



ALTEWAI.SAOME

This chic, big volume jacket from Altwai.Saome is on the top of my wishlist. I love the fit and the colorblocking.



IITTAALA

I just need some Moomin love in my life.

WON HUNDRED

Blue is big this upcoming spring and fall and these shoes from Won Hundred come in this cool iridescent blue color. Perfect for the next season.



ACNE

I wouldn't say no to these sunglasses from Acne.



ACNE

Sometimes my big wallet gets in my way and this small one from Acne could be a great replacement to hold the essentials, a credit card, and business cards.

Inside °N Style Magazine



N

EDITOR IN CHIEF/FOUNDER Soffía Theódóra Tryggvadóttir
soffia@nordicstylemag.com

CREATIVE DIRECTOR/FOUNDER Bjarni Ingimar Júlíusson

PROOFREADING Kiley Larson

FASHION EDITOR Íris Hrönn Andrésdóttir

ART EDITOR Aldís Snorradóttir

JOURNALIST Súsanna Gestsdóttir

JOURNALIST Sari Peltonen

WRITER Theodóra Mjöll Skúladóttir

PHOTOGRAPHER Hildur María Valgarðsdóttir

CONTRIBUTORS Duo Blau

Hannah Hjördís Herrera

Kári Sverriss

Pascal Vossen

Sara Vallioja

COVER LOOK

Photograher Hildur María Valgarðsdóttir

Stylist Ingerð Stenberg Jønsson

Makeup & hair Atli Freyr Demantur

Model Rannvá Joensen

Rannvá wears:

*Bodystocking / Moonspoon Saloon
Dress / Moonspoon Saloon
Shoes / Moonspoon Saloon*



Contributors



Sara Vallioja

Sara Vallioja, 32, Finland. Photographer for street style photos from Helsinki. Website: Saravallioja.com.

What are your favorite websites?

theroadishome.com and 9-eyes.com

What talent should we keep an eye on in the Nordic countries?

The Finnish fashion brand Samuji

What are your favorite restaurants in Helsinki?

Corona and KuuKuu Restaurant

What are you passionate about?

Vintage photos, poetry, light, and cleaning and organizing stuff

What is your favorite place in the Nordic countries?

Summer nights in Helsinki at the jetty by my cottage.

Recent inspirations?

Organic cosmetics and Morocco

Words to live by?

If you want to change, you have to be willing to be uncomfortable.

What are your favorite Nordic brands?

I like simple things: Filippa K and Acne

Are you going to invest in a specific item this spring?

I dream of finding the perfect black leather jacket.



Pascal Vossen, M.Sc. in commercial art. Full-time photographer and job-hunting at the moment in Uppsala, Sweden. Photographer for street style photos. Website: Pascalvossen.com.

What talent should we keep an eye on in the Nordic countries?

Fashion wise I would say that Velour, is very cool. Simple designs and great quality. Not very known yet and is still fighting for recognition in the world of fashion.

Recent inspiration?

I get inspired daily by many great photographers in the photography community. But looking through the lives of masters of photography on the Magnum website (magnum.com) does not hurt to help the inspiration.

What is your favorite Nordic dish?

Salmon in the oven with a creamy sauce.

Favorite things?

Photography and traveling the world.

Are you going to invest in a specific item this spring?

I just bought some great, classic half-brother Jones, but I am looking to spend some money on a tuxedo from SuitSupply or more relaxed clothing in a color. A pair of Moscot sunglasses would be a nice addition.



Pascal Vossen

and corporate law, part-
the moment. Resident
r the street style section.

on in the Nordic

a Göteborg based brand, is
quality. I found that Velour is
for a position in the world

ographers on the Flickr
ists and portfolios of the
m site (magnumphotos.
ional process either.

rice and pressed potatoes

c item this spring?

rogues from Crocket and
e money on a tailor-made
ed summer suit in a fresh
uld also be nice.



Duo Blau

Fredrik Augustinson, 30, director and photographer, and Victor Blomdahl, 28, photographer and director of photography. Together they are Duo Blau from Sweden and they did the beauty spread in this issue and a fashion spread in our first issue. Website: Duoblau.com.

What's your favorite website?

When we go bankrupt it will be because of lauritz.com

Which talent should we keep an eye on in the Nordic countries?

Mariam the Beliver (Mariam, we would like to do your next video, call us! +46(0)704 97 37 38)

What's your favorite restaurant in Stockholm?

Bacaro, owned by our dear friend and legendary fashion photographer, Carlo Bosco.

What are you passionate about?

To see see how far we can take this (Duo Blau, that is).

What's your favorite place in the Nordic countries?

The roof of Victors commune is a nice place!

Recent inspiration?

We went to the Ozora festival last summer and neither of us had any previous experience with the trance scene. That was strange and inspiring!

Dream subject?

Very secret and will probably never happen, but it includes catnip.

Photographer **Hídlur María Valgarðsdóttir**





Birgitte Hjort Sørensen

By Súsanna Gestsdóttir and Soffía Theódóra Tryggvadóttir

Danish actress Birgitte Hjort Sørensen is probably best known for her role as the headstrong journalist Katrine Fønsmark in the political drama television series Borgen. At an early age, she started pursuing acting as a way of gaining attention in between behaving “properly” at school. Birgitte graduated from drama school in Denmark in 2007 and has since gained international recognition as an actress. Nordic Style Magazine met up with the talented star on a cold and breezy day in Copenhagen during Fashion Week where she managed to squeeze us into her busy schedule, which included running between sets and fashion shows.

Could you tell us about your road to acting? Did you always want to become an actress?

I grew up with my parents, who are both doctors, and two sisters in the outskirts of Copenhagen. At ten, I realized that being an actress would benefit me as I could manage many different roles whereas I couldn't make up my mind on whether to become a teacher or a policeman. After I graduated high school, I wanted to do something that didn't involve books so I got a job as a receptionist. Then one of my friends, who also enjoyed performing, noticed this ad for a mini-musical school. She actually never showed up for the audition but I did and I got into the program. We studied singing, dancing, and acting and finally put on a musical production called *Company*. That's when I realized that I really enjoyed the entire process from the beginning to the end. It wasn't just about the attention. I felt like I could use all sides of myself. I could use the intellectual side when analyzing the text. There was interaction with others. And because it was a musical, there was singing and dancing and I just really enjoyed the work. I also met people who applied for drama school and all of a sudden it became apparent that this was something I might be able to do.

Borgen has taken the world by storm. Viewers are from all over the world, including South Korea, Greece, and Brazil. What is it about the program that appeals to such a wide audience?

It's difficult to say. In the UK, where *Borgen* is really massive, I think it has a lot to do with *The Killing* (*Forbrydelsen*) paving the way beforehand. It made quite an impact with its sort of dark Nordic feeling and it made people aware of Denmark and the drama shows we produce. DR, the Danish Broadcasting Corporation, has evolved immensely for the last ten years. They really have put a lot of money, time, and energy into making high value series and I think it's starting to pay off. Right now, we have also hit a place in time where people are very interested in politics because I think it is becoming clear that we need to take responsibility of the way we, as individuals, are leading our lives in the wake of the financial crisis and the environment, etc. Displaying strong female characters and keeping them in the foreground is, in my opinion, also a big factor when it comes to the success of the series, especially when you look to the UK.

There it's still relatively common for women to stay at home once they have children so, I think in that sense, Birgitte Nyborg (the prime minister in *Borgen*) and Katrine Fønsmark are certain role models for hard working women who also want a private life. In Denmark, however, it's different and the equality between the sexes is not that big of an issue, I think.

Your character in *Borgen* has matured a lot during the three seasons. Has Katrine Fønsmark made any impact on you as a person or an actress?

Yes, definitely and in so many ways. First of all, I was very fresh out of drama school when I started working on the show. I hadn't done a lot of film or TV so the entire technical aspect of working in front of the camera was quite new to me. Taking on one of the leading roles of the show was also a huge responsibility.

***Borgen* started airing in fall 2010. One of the main characters is a woman who is running for a prime minister. A year later, Helle Thorning-Schmidt was elected prime minister in Denmark. Do you think this is somehow an example of when reality mimics fiction?**

It would be fun for those of us involved in the show to take pride in what happened, but at the same time, it would be an oversimplification. I think it would have happened anyway. But maybe it somehow became easier for people to accept a female candidate running for prime minister because they had already seen it happening in Danish television. In America, a similar thing happened where they had an African American man running for president in the television series *24*. It brought the idea of an African American president closer. And then Obama became president.

Do you think *Borgen* is a realistic take on the Danish political scene today?

Yes, I think so. Obviously we have left out long and sometimes boring political meetings because it isn't a good material for a drama show, but the way the coalition politics work, the way you have to compromise, is relevant. One of my favorite parts is when Birgitte Nyborg is having a conversation with Lindenkrone, the leader of a left wing party. Lindenkrone is accusing Nyborg of straying from her own principals and she responds by saying that she is the prime minister,



“Displaying strong female characters and keeping them in the foreground is, in my opinion, also a big factor when it comes to the success of the series”

*“I insist on going out
without makeup on
Saturday mornings
when I go to the grocery
store.”*



not just for the people who voted for her, but for everybody else as well. I think that's it. You can't just stay focused on your own goals - you need to incorporate the entire society.

You have interpreted various powerful women: Roxie Hart, Katrine Fønsmark, and your latest film role is Marie Krøyer, the famous Danish painter. What has been the most demanding role yet?

They have all been demanding in different ways, but I think maybe Marie Krøyer was the most demanding one because the script is based on a true story. Portraying someone who is not a fictional character has to be dealt with carefully. Marie was a woman living at a time when the roles of men and women were very different compared to today. Marie Krøyer and I are almost opposites. She is of a different nature than I am - a lot more shy and an introvert. The language is a bit more theatrical than what I usually do on film or TV, so that was a big challenge as well.

What has been the most fun role to play?

Roxie Hart. She has no morals. It was so much fun.

What is your dream role?

I have a few. I always mention Sally Bowles of Cabaret as one I have always wanted to portray. I would also love to do Shakespeare. He has written some beautiful pieces and I have a soft spot for *Much Ado About Nothing* when the whole bickering between Benedick and Beatrice takes place. I see some similarities between *Much Ado* and the way Aaron Sorkin, who wrote *The West Wing*, writes. The dialogue is on full speed and that's something I really enjoy. Lady Macbeth is also on the top of the list.

How do you prepare for different roles, e.g. for Katrine Fønsmark vs. Marie Krøyer?

It always depends on the part. For Katrine, I visited the newsroom in Denmark and talked to various journalists and tried to get the feeling of the whole political journalism world. As for Marie Krøyer, I studied her biography, diaries, and letters, which she had exchanged with friends and lovers. I studied her paintings and photos, and tried to get a sense of the time; what it was like to be a woman back then, what kind of music people listened to, and so on. In general, I try to capture the overall atmosphere.

Do you think that *Borgen's* success has opened some doors for you abroad?

Yes, they have actually, especially in the UK. I did one episode of a British TV series last fall called *Bluestone 42* and that was actually because the writer had seen *Borgen*. I have just been in London to try to find an agent and because *Borgen* is such a big thing over there it made it much easier to get meetings with top agents. It has certainly put me on the map.

Do you see Hollywood in the near future?

I haven't been there, so I don't know what it's like. I'm a little scared it might not suit me. Maybe it's too big in some sense. But I'm curious to find out and especially now when there is so much good TV coming from America. And not just necessarily Hollywood, I mean there are also some great independent films coming from New York. I would love to explore it and see what's in store for me.

As *Borgen* has become more and more successful, have you felt a big change in your private life, e.g. in regards to media exposure? What do you think about being a celebrity?

My life has definitely changed. TV brings you into people's living rooms. But I always feel like there's the "public me" and there is "me". So I don't feel like it actually has anything to do with me as a person, and I don't mind it. I love it when people come up to me and say that they like the show - I mean, you want people enjoying what you do - but I try not to let it affect me too much. I insist on going out without makeup on Saturday mornings when I go to the grocery store. The interest in my private life can be a bit intimidating, and I feel it's important as an actress to keep a part of yourself really private. If the public knows too much about you, they are going to mix that person with the characters you portray. It would get in the way, so I try to keep some things private.

Do you have a role model or someone you look up to?

Acting-wise, I'm in awe of Meryl Streep. It took me some years to really get how good she is. Obviously, she is extremely talented, but the way she approaches her characters, especially in the past couple of years, is something that I admire a lot. She has taken on really big roles and transformed her physical appearance



Photographer **Rolf Konow**



while managing to incorporate playfulness to the characters at the same time. The fun part of being an actor is that you can sort of be a chameleon.

What are your interests besides acting?

I'm a bit of a nerd so I like to watch TV or films. It's a part of my job, but it's also something I enjoy. I love food and, when I find the time, I cook. My life is pretty busy and has been for the past couple of years, so whenever I can pull the plug and lay on my couch, I do that. Occasionally I like to knit as

well, but it has been quite a while since I've done it.

Is there something exciting in the works other than *Borgen* that you can share with us?

Well I've just started a feature film with Danish director Pernille Fischer Christensen. It's a supporting part but very nice. We are shooting right now and the film is going to be released next spring, I think. Hopefully I'll do some theatre work soon. I'd like to go back on stage because I have done so much TV lately.



Íris Hrönn

Fashion editor

A new season is around the corner. The days are getting longer and brighter, and the stores are filling up with new collections for spring/summer 2013, so it's time to get ready and stock up on spring's new trends. Here are some of my favorite things for this spring..

HUNKYDORY



GESTUZ

These white leather pants from Hunkydory are a must in my wardrobe for this spring, they make the perfect casual cool outfit with a loose fitted denim shirt and some high heels.

INWEAR



ALTEWAI.SAOME

New sunnies are an essential, these from Altwai.Saome are just perfect!



Stine Goya's SS13 collection is one of my favorites for this season. I love this look from head to toe, the matching pants and dress, the sheer fabric with gold details, the laced-up shoes and the jewelry from Trine Tuxen are just fabulous... J'adore!



BLUE LAGOON

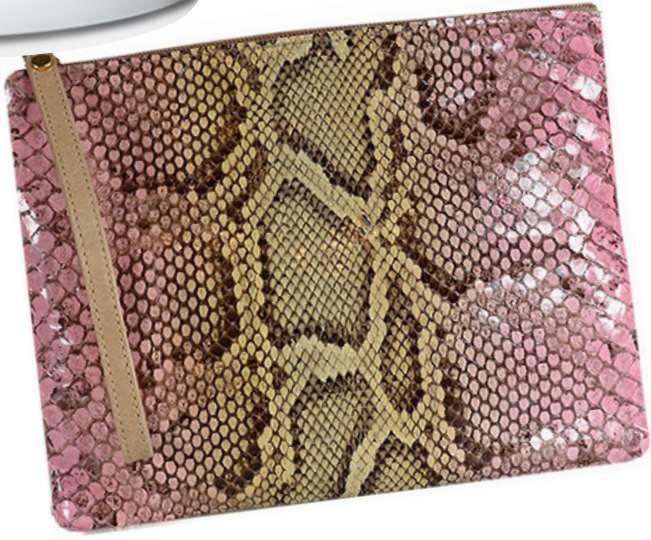
Bring the Blue Lagoon spa to your home with their amazing skincare products. I would love this Algae mask to give my face a youthful glow for the spring!



This book about Scandinavian fashion and designers is a coffee table must. It will be published this spring... can't wait!

BELSAC

My iPad goes where I go, so this cool iPad cover from Belsac would make it even more fun to carry around.



DRESS CODE ICELAND



ELSA Down Jacket



ELNA Down Parka



FREYDÍS Primaloft® Coat



CINTAMANI
WWW.CINTAMANI.IS

CINTAMANI FLAGSHIP STORE
BANKASTRÆTI 7
101 REYKJAVÍK, ICELAND

Helljus

Photographer : Duo Blau www.duoblau.com
Styling, makeup & hair : Hanna Birgersson / www.mikaslooks.se
Retouch : Nadine Waldton Lezin
Modell: Majken T and Stina T / MIKAs Agency















Black



Minimarket



Hunkydory



By Malene Birger



Gestuz



Bzr by Bruuns Bazaar



Stine Goya



Hunkydory

By Mal

White



By Malene Birger



House of Dagmar



By Malene Birger



Malene Birger



Filippa K



Gant



The Power

*Be a power player and suit up for this season
whether you are the minimalist*



Tiger of Sweden



InWear



Stine G

oversuit

on. The trend is made to fit every character,
istic type or crazy for prints.



Goya



Hunkydory



by Malene Birger





Astrid Kruse Jensen



By Aldís Snorradóttir

Photos: Courtesy of Martin Asbæk Gallery

Danish photographer Astrid Kruse Jensen has been attached to a camera since she was a child. One can imagine a mystical story around each photograph as if they were stills from films. Her works have been exhibited around the world and she continues to experiment and find new ways to express herself through the lens. The dreamlike and magical photos by Jensen caught our eye and we felt compelled to contact her and find out more.



When and how did you start taking photographs?

I began taking photographs as a hobby in my basement and white darkroom in the basement. I started 'making' photographs as a hobby. I wanted to use the medium as a form of expression. I studied Art Photography at The Gerrit Rietveld School of Art and at Glasgow School of Art. Since then, Copenhagen, but traveling a lot, especially Iceland, have been a place of inspiration.

What was the theme of your most recent work, "Reappearing into the past"?

The theme of this body of work is the nature of memory.

It is quite different from your previous work. How do you think you will be mostly taken in the dark using Polaroid? Can you tell us a little bit about this shift in your work?

While in my earlier work I used various techniques, in this series I have worked with Polaroid which does not have the same degree of detail. Polaroid films in 2008, and because they are old, the development process is a slow process. The impression of the picture is subjective and takes place here and now. It is the fact that I cannot control the way of working, I let the photographs permeate and form the images. The indexical imprint of reality that comes with imperfection and uncontrollable elements to challenge habitual working methods. It is a challenge, but to a great extent it is a challenge of vulnerability; a vulnerability that is material impossible to control.

How much preparation do you do before you start? Are you planning every step of the process?

I never bring my camera with me. Most of my pictures are created from a sketch. So one could say that the process is creating the physical photograph.

Are you currently working on any new projects?

Currently, I am working on black and white in a darkroom again. All my color work is done in a darkroom as I like the physical connection. The theme of my work is still a secret.

taking photographs?

a child, as I grew up with a black
ment of my parent's house. Later
and became more aware of how
s my artistic tool. I studied Fine
rietveld Academie in Amsterdam
Since then I have been based in
and the Nordic countries, espe-
e I continue coming back to.

latest series of works "Disap-

k is a kind of exploration of the

previous works, which seem to ing artificial light. Can you tell n style?

sophisticated photographic tech-
orked with the Polaroid camera,
capacity and cannot manage the
d stopped making these instant
films I have been using are too
uncontrollable, and the final ex-
ct to the chemical reactions that
is uncontrollability that interests
rol the final result. Through this
aphic material and the chemistry
on an equal footing with the in-
stitutes the subject. The choice
bility not only involves the wish
methods over the past fourteen
also an unmistakable acknowl-
h to let go, to be drawn in by a

put into taking a photograph? o or is it completely sponta-

ne to look for locations, as most
a written script, notes or even a
he last step in my working pro-
tograph.

something?

ck and white pieces back in the
rk has also been analogue work,
with the material. What the body



Hair trends



60s updos

Whether you want to style your hair classy or messy, the 60s updo is the answer. Backcombing and hairspray are key. Try this hairstyle with a deep side part, a strong middle part or by taking the bangs loosely up with the rest of the hair.



Low ponytail

Try out new ways of placing your hair in a ponytail. The low ponytail is a trend that will be here for a while. You can try out different styles on the top part of your hair - like a braid or a twist - and take the lower part of the hair in a ponytail, letting the length go elegantly down your back.

De

Make your hair look like you're giving it a new look.



Peter Jensen / peterjensen.co.uk



Jesper Høvring / copenhagenfashionweek.com

...spray are the key to this fabulous hairdo. You can style it in lots of ways, depending on the occasion. ...st of the hair. It all works.



YDE / copenhagenfashionweek.com



Acne / acnestudios.com

Deep side part

...your curls even more sensual with a deep side part. Let heavy bangs go slightly over one side of your forehead, ...your look the ultimate sensuality. Or make a clean part to your sleek and straight hair to get a edgy but feminine



SEBASTIAN TRILLANCE

Shampoo and conditioner that gives my hair a nice volume and shine, retains softness and moisture.



JOICO

Intense Hydrator that takes care of my split and dry ends. It is the perfect deep conditioner and is suitable for all hair types.



LABEL.M

Dry shampoo, ideal for drying up oily roots and lengthening the time between shampoo washes.



Theodóra Mjöll

Theodóra is a serious multitasker. She is the author of the book 'Hárið' (The Hair), a hairdresser and freelance hairstylist, a student in product design and she also keeps you up to date on hair trends in Nordic Style Magazine. She shared with us her must have hairproducts.

TAIL COMB

For perfectly sectioned hair and backcombing.



TANGLE TEEZER

This is a must have for all girls and boys with long hair. It detangles the hair both wet and dry, tear-free. Brilliant.



HH SIMONSEN

Rod vs 4, a curling iron that makes my hair big and wavy in five minutes.



KÉRASTASE ELIXIR ULTIME

Hair oil that I can't live without. It protects my ends, keeps the moisture in my hair and has heat protection.



MAKEUP LOOKS

Photographer : Kári Sverriss
Makeup Artist : Ísak Freyr
Hair : Katrin Sif with label m
Model : Ólöf Ragna / Eskimo models

LADY RED

Fresh and natural skin with glamorous Hollywood red lips. The skin is given a perfect porcelain look/texture by using a primer - mix it with foundation, and put more on areas where you want extra shine. Use concealer for the eye area and as a highlighter.

PLASTIC MAKES PERFECT

The trick is to make the skin look like it's wet by using baby oil. A primer is used to make the skin look natural and shiny but not greasy. To emphasize the eyes, a golden eye shadow is put on top of a neutral beige eyeshadow.

VELVET BEAUTY

Fresh, young, and innocent. Here the emphasis is on shiny natural skin. It is very important to cover the area under the eyes with a concealer. Then, a very light eyeshadow is applied on the eyelid and clear gloss is slicked on the lips.

MOCHA SMOKE

A summer look where the skin is made to look as if there is no makeup used - here the rule 'less is more' applies. A primer gives the skin a glow and can be used alone. Blush is used on the eyelids and a nude beige eyeshadow under the eye. A concealer is used under the eyes to give the area perfection and brightness.

RANDA SAOME & N



Natalia Altwai and Randa Saome are the designers behind the new brand. After 10 years, they just launched their own brand. Style.com named them a "must-watch" after their SS13 fashion show. It is the first to happen to Swedish fashion in a long time. The premium online store and their collections have been featured on the popular

NATALIA ALTEWAI

oteworthy brand *Altewai.Saome*, and despite their young age of 27
ed their fifth collection.
v last fall and they have been described as the most exciting thing to
Moda Operandi even picked up their SS13 collection and their collec-
r blogs *Style Bubble* and *Style by Kling*.



What are your individual backgrounds?

We have both been interested in fashion design for as long as we can remember so we went to Milan to study at Istituto Marangoni. After our studies, Randa started working at an embroidery company in Italy that creates and designs embroideries to a lot of different fashion houses and Natalia started working at Etro in Italy, doing mainly leather goods but also jewellery. After working for more than a year in Italy, we decided that we were ready and that the time was right to start our

own brand even though we had great jobs. It was kind of hard to leave, but we were both determined and confident so we just said let's do it and we did. We decided to move back to Sweden without even really discussing it; it felt as the best choice for both of us since we have our base here and family that supports us. But who knows maybe one day we'll move back to Italy.

What brought you two together? Why did you decide to work together and create Altewai.Saome?



School was the first thing that brought us together; we met when we started studying in Milan. We ended up in the same class and soon after that we moved in together and became really good friends. During our studies we used to give each other feedback and the result of our work always turned out great so it didn't take us long to realize that we could actually become a good team. We had already started talking about Altewai.Saome back then and the idea just grew with time and here we are today.

What inspired your FW13 collection?

We went to New York for the first time last year and were very inspired by the city, tempo, culture, people, etc., so we decided to base our collection on that.

How would you define the style of your brand?

We would say our style is rich in details yet with a refined simplicity.



Photographer **Pascal Vossen**

How is your creative/design process? Do you share the same vision and aesthetics?

Most of the time we share the same vision but of course, sometimes not. We are two individuals, but we always collaborate in the process of creating every piece and make sure it becomes what we both want it to be and look like. We never divide the work between us. We both take responsibility for everything and whatever comes in our hands we handle together. Our best tool is 24-hour communication!

Who are your favorite designers? Who have influenced your work?

We don't have any specific favorite designers. We appreciate more the work behind different collections. As designers, we can understand the amount of work that has been put into various collections. But we remember that when we were both students we admired Alexander McQueen and Vivienne Westwood for their amazing prints, patternmaking, and tailoring.

Do you think introducing your brand as Swedish or Scandinavian to the global market gives you an advantage in any way?

Maybe yes in a way since Swedish/Scandinavian fashion in general has a good reputation design wise, but at the same time a lot of people don't get the Scandinavian feeling in our design so we guess it's fifty/fifty.

What is the best advice you've ever been given?

Our mothers always told us to be patient and we have realized with time that patience is most important if you want to succeed.

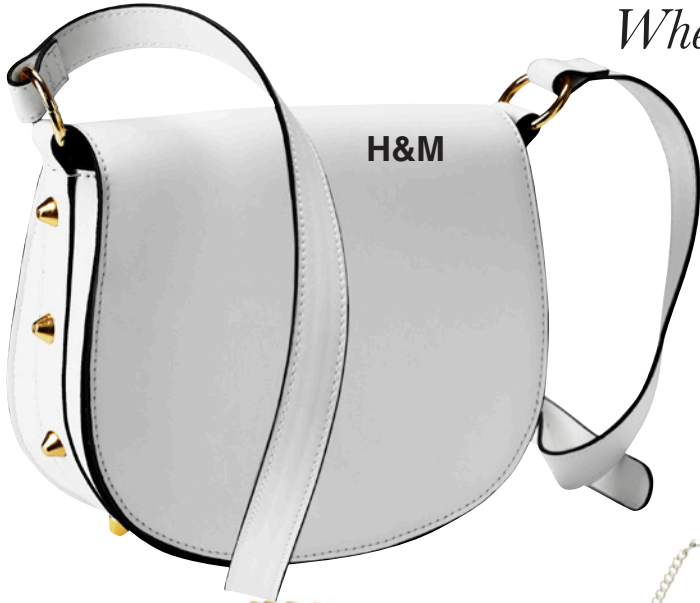
What are the next steps for you and your company?

We will continue to work as we do of course, but with growth both in Sweden and internationally. We are in the process of extending our collection with leather goods and hopefully in the near future we will extend it with shoes as well.



Opposites

Whether it's all white or black, stripes or graphics, all about black and white



H&M



by Malene Birger



Day Birger et Mikkelsen



H&M



Monki



Acne



Stylesnob



Dico Copenhagen



Whyred



attract!

*phic prints... mix it up or match it ... it's
white this spring!*



Filippa K



Filippa K



InWear



Tretorn



Samuji



Sif Jakobs



Elin Kling for Marciano



Minimarket



Efva Attling



InWear



Sandqvist



Hope



Designers Remix

Pastel

*Soft and sweet to brighten up your spring wardrobe
love the cotton candy colors*



Whyred



Friis & Co



Sofie Schnoor



H&M



H&M



Day Birger et Mikkelsen



Acne



Stine Goya

pretty

wardrobe, pastel's are hot this spring and we focus on these accessories.



Vagabond



Friis & Co



by Malene Birger



Friis & Co



Day Birger et Mikkelsen



Mads Nørgaard



H&M



Friis & Co



Minimarket

Snake or

Either way you will stick out from the crowd

your fashion

by Malene Birger



InWear

Friis & Co



Sofie Schnoor



Anna-Karin Karlsson



InWear

by Malene Birger



H&M



Metallic?

ed with these eye catching accessories... pick favorites!



Whyred



COS



Acne



Dico Copenhagen



InWear



H&M



Sofie Schnoor



Stylesnob



Acne



Memento Mori

Photographer : Hildur María Valgarðsdóttir
Stylist : Ingerð Stenberg Jónsson
Makeup & hair : Atli Freyr Demantur
Model : Rannvá Joensen

*Jumpsuit / Stine Ladefoged
Shoes / Moonspoon Saloon
Lambskin from Brekkubær,
Borgarfirði Eystri, homemade*







*Jumpsuit / Barbara Í Gongini
Vest / Barbara Í Gongini
Jacket / Barbara Í Gongini
Shoes / Moonspoon Saloon*









*Bodystocking / Moonspoon Saloon
Dress / Moonspoon Saloon
Shoes / Moonspoon Saloon*



*Jacket / Barbara Í Gongini
Bodystocking / Moonspoon Saloon
Dress / Moonspoon Saloon
Shoes / Moonspoon Saloon*



Remember your mortality



BYGMESTER EMANUEL JENSEN OG HSTRU

STOCK

Runway re

*Mercedes Benz Fashion Week in Stock
runway, it was evident that most of the
is very commercial, wearable, and cont
were common between the brands: jewe
lots of layering and*

KHOLM

Report AW13

*Stockholm was held 28-30 January. On the
the designers design to sell, so the clothing
temporary. We spotted a few trends that
dark tones were very prominent as well as
and fuzzy outerwear.*



Stylein



Carin Wester



Tiger of Sweden



Ida Sjöstedt





Hernández Cornet



Altewai.Saome



Whyred



Hernández Cornet



Tiger of Sweden



Carin Wester



House of Dagmar



Ida Sjöstedt



Whyred



J. Lindeberg





House of Dagmar



Ida Sjöstedt



Hunkydory



Tiger of Sweden



Tiger of Sweden



Busnel

On the runway *Layer*



Tiger of Sweden



J. Lindeberg



red menswear



Whyred



J. Lindeberg



Tiger of Sweden

Get the

*Get these great looks from Made
who we caught up with during*



Designers Remix



Make up store

H&M



DAY Birger et Mikkelsen



Acne

H&M



Photographer / **Pascal Vossen**

e look

leine Billman and Jacklin Halef,
ing Stockholm Fashion Week.



Friis & co



Tiger of Sweden

Sofie Schnoor



Stylebutler



Adax



Vagabond



COPENHAGEN

Runway report

Copenhagen Fashion Week was held 30 fashion shows, there was a big variety of Copenhagen runway was matching top prints or companion prints, it was even stood out at multiple shows. Leather and animal print were prominent on the runways.

HAGEN

port AW13

*January-3 February. With over 40
of styles. A big styling trend on the
and bottom; whether it was one color,
ywhere. cobalt blue and citrus colors
d fur especially were also very promi-*



Henrik Vibskov



Freya Dalsjø



Stine Goya



Soulland





Baum und Pferdgarten



Tabernacle Twins



Baum und Pferdgarten



Tabernacle Twins



Wood Wood



Wood Wood



Freya Dalsjø



Kopenhagen Fur



Sand



By Malene Birger





Freya Dalsjø



Est. 1995 Benedikte Utzon



Freya Dalsjø



Est. 1995 Benedikte Utzon



Sand



Stine Goya

On the runway *Coba*



Bibi chemnitz



By Malene Birger

lt blue



Baum und Pferdgarten



Veronica B. Vallenes



Peter Jensen

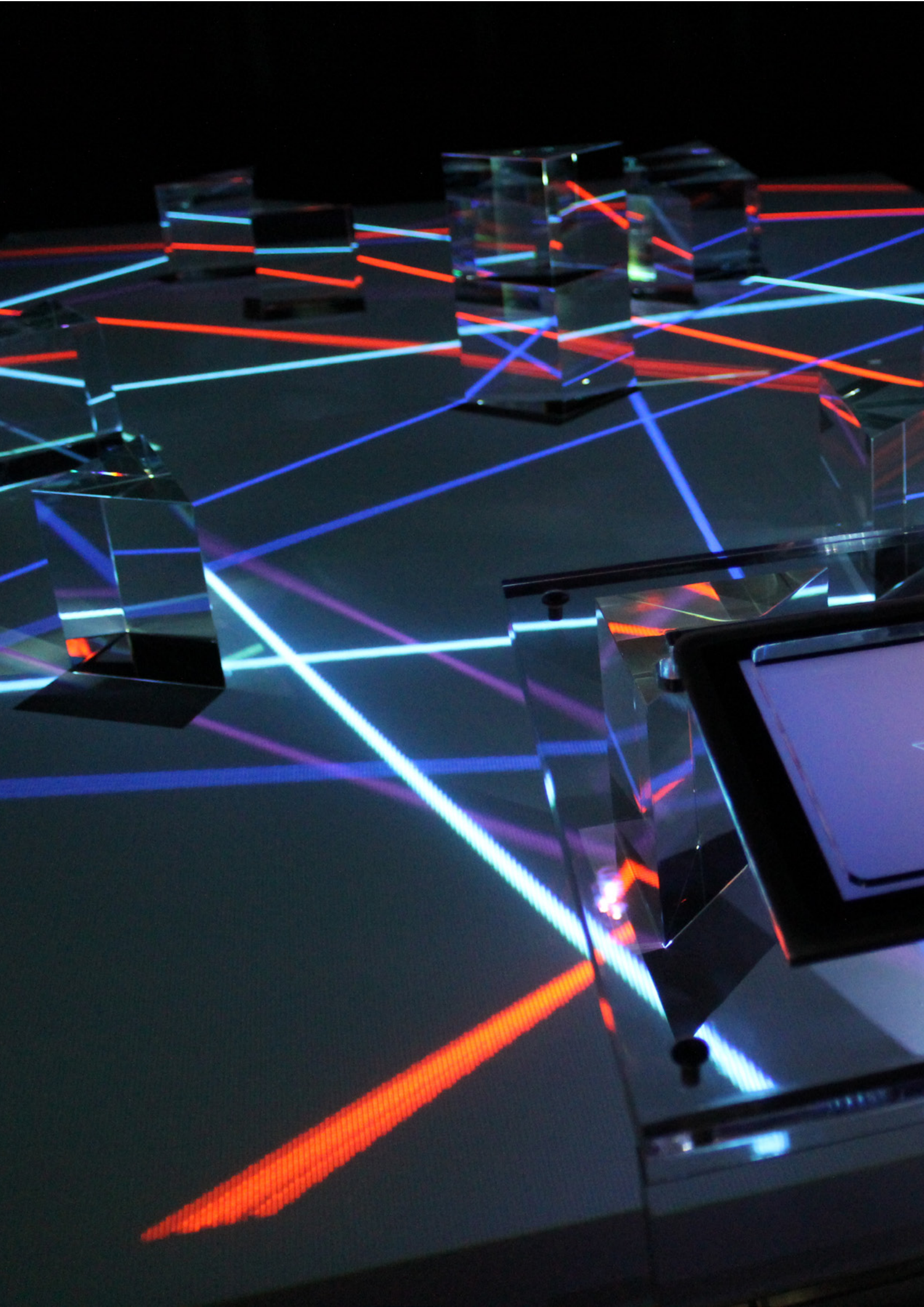
Harald Haraldsson

By Aldís Snorradóttir

A foreign sci-fi world and the future are among things that come to mind when the works of Harald Haraldsson, an Icelandic visual artist and director, are examined. Haraldsson creates installations and videos inspired by geometry, computational design, and electronic soundscapes. I met up with Haraldsson at his studio where we discussed his past and current projects and how his background in engineering and as a visual artist has helped him to become a director with a distinct visual style.



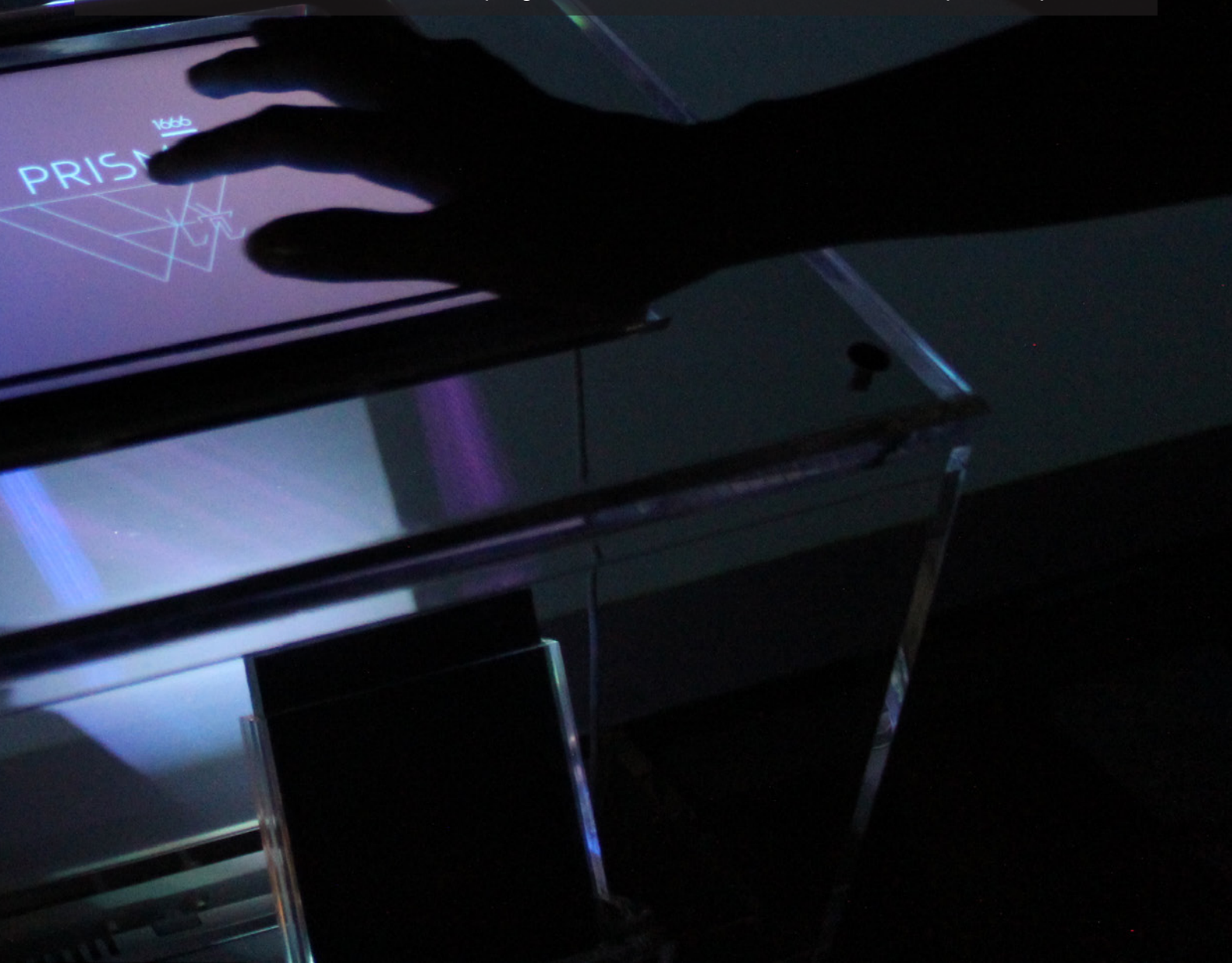
SSON



"I spent quite some time in Asia, which has definitely influenced my aesthetics and approach to getting things done. I spent three years in Japan and another three years in China" said Haraldsson, who holds a master's degree in computer engineering from Tokyo Institute of Technology. His thesis was on computer vision, a skill he uses frequently in his current projects. One of his earlier projects is the award-winning *PRISMA 1666* (2011). It is an awe-inspiring interactive art installation that Haraldsson did in collaboration with Super Nature Design, a Shanghai-based design studio. The installation consists of colorful graphic lights projected on 15 triangular crystal blocks which are distributed randomly on a white surface and the viewer controls the light with a touch-screen, creating a truly mesmerizing experience. The concept is based on Sir Isaac Newton's famed experiments using prisms and white light to generate colors.

Since *PRISMA 1666*, Haraldsson has turned his focus more towards directing progressive commercials and videos infused with his signature visual and technical style. The project *Moments* (2012), commissioned by Icelandic telecommunication company, Síminn, received well-deserved positive buzz last year. It was a particularly significant video for being shot entirely on a smartphone with the help of industrial robots.

The scene takes place in a clean, white room and there are three subjects: a girl in a black spandex unitard concerned with her phone, and two giant robotic arms. As the name of the project suggests, the concept of the video is a moment. Haraldsson explains, "The girl is supposed to be frozen in time while using her phone. Even though time seems to stand still for a moment, technology is working hard all around us and moving at a fast pace. The robotic arms are supposed to represent this constant mechanical movement around us." In collaboration with a robot technician, Haraldsson programmed the robots himself, which is quite unique for a



director. As a creative coder, he can display his artistic vision as a director, while programming enables him to control all the subjects involved.

A good example of Haraldsson's style is his recent music video for Icelandic artists Baarregaard & Briem, in which projected visuals break upon the geometrical planes of an empty bookshelf, with the fragmented images creating near-future-like atmosphere befitting the electro pop tunes.

One of his latest projects was the 2012 Iceland Airwaves campaign for Síminn, the festival's official mobile app provider. It consisted of an interactive billboard, print media, and retail installation built around an amazing video he made with the RGBDToolkit and his favorite tool openFrameworks - a C++ library that enables open source coders to work with media. The video features Icelandic musicians Ásgeir Trausti, Thorunn Antonia, Captain Fufanu, and Samaris who perform in front of a normal HD DSLR camera and a hacked 3D camera (actually the one that comes with an Xbox!).

"The video is shot from one angle and the 3D viewpoints are created after-

wards using open source breathtaking video where ly in 24 frames. This is co to date with the RGBDTool software toolkit at the fore

"Everything happening in creative coding began as used more for marketing a gies that are organically b further for making longer v storytelling appearing. It a ucts by using, for example great future for openFram ware in projects blurring th

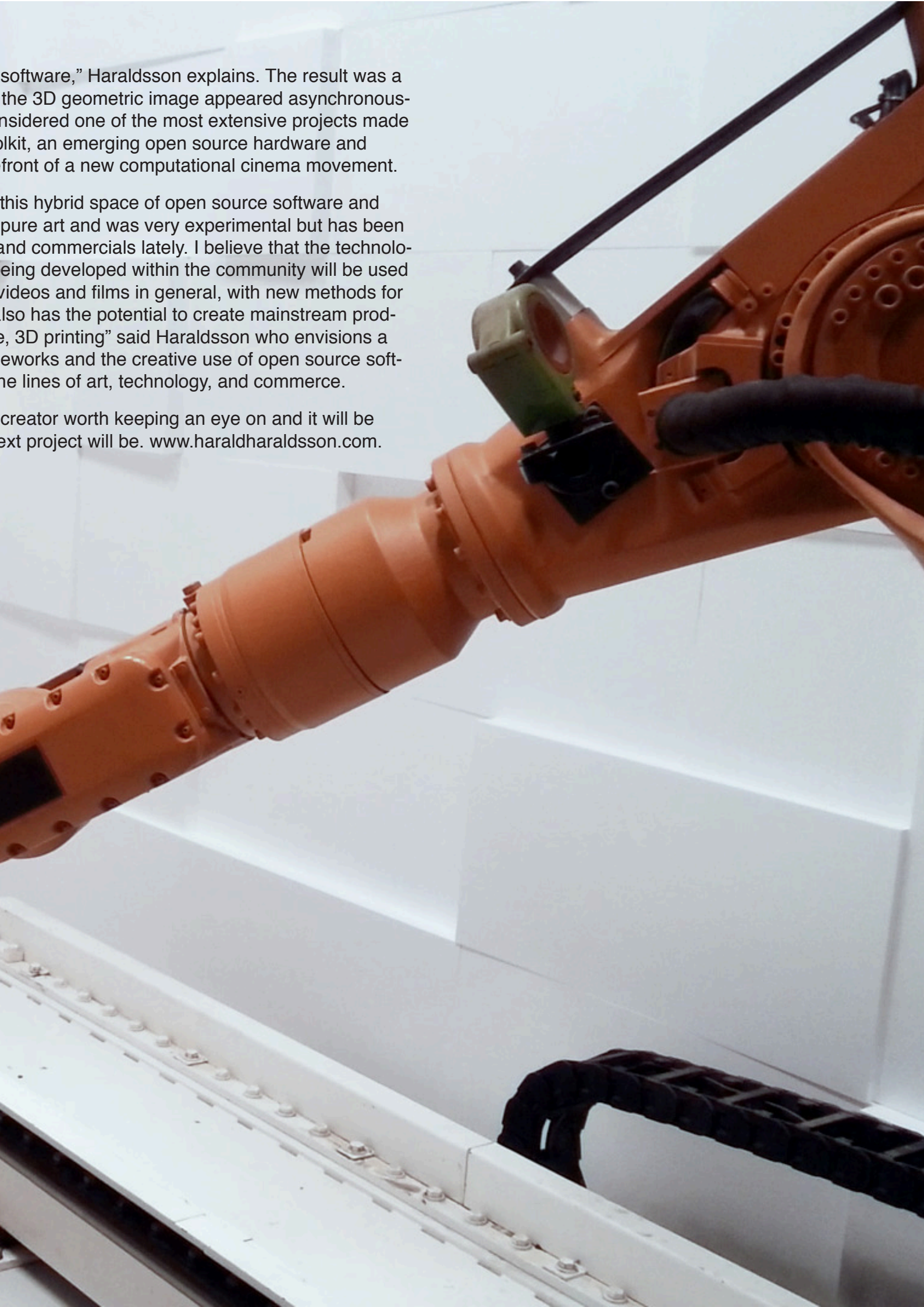
Haraldsson is definitely a exciting to see what his ne



software,” Haraldsson explains. The result was a 3D geometric image appeared asynchronous- considered one of the most extensive projects made with the Arduino kit, an emerging open source hardware and software platform in the front of a new computational cinema movement.

“This hybrid space of open source software and digital art and was very experimental but has been moving into more commercial lately. I believe that the technologies being developed within the community will be used in creating videos and films in general, with new methods for animation. It also has the potential to create mainstream products like 3D printing” said Haraldsson who envisions a convergence of networks and the creative use of open source software in the lines of art, technology, and commerce.

“The creator worth keeping an eye on and it will be interesting to see what the next project will be. www.haraldharaldsson.com.



Ibsens Hotel

One of the best hidden secrets in the beautiful capital of Denmark is the area surrounding the lively street Nansensgade – an area the Danes prefer keeping to themselves. It is a street centrally located in the city, hidden behind one of Copenhagen's busiest pedestrian streets and the largest traffic nerve centre, Nørreport, so it is still very close to the city's centre, parks, and sights.

Right at the corner of Nansensgade lies the Ibsens Hotel with an old, red neon sign that lights up the dark. The hotel has just gone through extensive renovations bringing Ibsens into the 21st century. The objective of the renovation was to integrate the trendiness of the street and surrounding areas. Local designers and artists from Nansensgade were asked to help with the decoration of the hotel, so all of the interior design in the lobby is from artists down the street. Nansensgade is the very essence of the present "Nordic cool" trend because of its unique relaxed atmosphere - an atmosphere you can experience at Ibsens hotel.









Artmoney

A global creative currency

Artmoney is an art project initiated in 1998 by the Danish artist Lars Kræmmer. The basic idea of artmoney is that artists produce a hand-made currency that can be spent worldwide.

Artmoney currency is an original, handmade, unique work of art. It is 18x12cm sized "bills" created by registered artmoney artists and has a value of 200 DKK (approx. €27 or \$39). The value applies to all artists, all countries, and all levels of professionalism.

Artmoney is used as an alternative means of payment to purchase goods or services in artmoney shops all over the world. Ibsens Hotel is the first hotel in the world to accept artmoney. At Ibsens Hotel, you can pay up to 50% of the room charge with artmoney. Hotel guests can also buy an artmoney for 200 DKK from the lobby's artmoney exhibition.

STREET

*Nordic Style Magazine's street style photos
and people from Reykjavik,
You might get inspired f*

STYLE

*Photographers captured photos of outfits
in Stockholm, and Helsinki.
for your own wardrobe.*

StreetStyle Helsinki



Annika

Coat / Marimekko

Scarf / Monki

Hat / Thrifted

Shirt / Second hand

Wrap on shirt / Maison

Martin Margiela for H&M

Shoes / Frye



Mette

Coat / Nili Lotan

Scarf / Second hand from Toronto

Hat / Moncler

Backpack / Marc by Marc Jacobs

Mikko

Coat / North Face

Reindeer hide collar - Gtie

Hat / All Saints

Pullover / Acne

Jeans / Cheap Monday

Shoes / Sorel

And Luna the dog..





Juho

Coat / Army surplus from Indian Summer store
Hat / Indian Summer store
Necklace / Utu-Tuuli Jussila
Jeans / Weekday
Shoes / Dr. Martens

StreetStyle *Stockholm*



Jonas Forsberg
Jacket + fur / Vintage
Pants / H&M
Rings / H&M



Mi Mohrak

Coat / Vintage

Dress / Vintage

Tights / House of Holland

Shoes / Céline

Bag / Céline

Elsa Ekam

Jacket / Monki

Sweater w/chain / Gina Tricot

Pants / Nowhere

Bag / Desperate Needs



Jimmy Guo

Jacket - Lanvin for H&M
Fur / Second hand
Sweater / Maison Martin
Margiela
Shoes / Prada

StreetStyle Reykjavik



Magnea

Sweater / Spúútnik

Scarf / Vík Þrjónsdóttir

Shoes / Springfield

Baby

Scarf / Handmade

Coat / Kisan

Dress / Lindex

Shoes / Gifted

Kristjana Björg

Leather jacket / All Saints
Scarf / Spaksmannsspjarir
Jeans / H&M
Sweater / JoS A. Bank
Necklace / Vintage
Handbag / Spúútnik
Shoes / Dr. Martens



Agnes Hrönn

Fur coat / Glamúr

Leggings / Bought in Croatia

Head scarves / H&M and
outside market

Purse / Vintage

Gloves / Hanskabúðin

Earrings / H&M





Már

Blazer / Next

Sweater / H&M

Shirt / H&M

Jeans / Cheap Monday

Shoes / Timberland

Scarf / Bought in Japan

Bibi Chemnitz's Fashion Show - Homesick for Greenland

CASTING DAY! 12 December 2012.

It's 9.30 in the morning. We are on the 5th floor in Gregersen Communication, our PR office, located in the central of Copenhagen. We thought that we were on good time, but there is already a big line of young and beautiful models waiting to be cast for our first show (on Friday, 1 February at the Old Stock Exchange in Copenhagen). We are doing a shared casting with a few other brands - like Stine Ladefoged and others - so the amount of models that are showing up is massive! After the first hour, the line extends from the 5th floor all the way down to the street. We try to be as nice as we can be to all the young and hopeful boys and girls that are waiting for one to two hours to get a chance to show us their headshots and walk back and forth in the room one or two times before we send them off again. It's a strange thing to judge people that way...

Around 18.30 the last model left, and now we have to pick between all the headshots. We

have now a whole plastic bag filled with headshots from agencies like 2PM, Scoop, Unique, 1st Option, and many more. In our heads we are all ready planning who fits in to our style and what we want with the show. A must for us is that they can walk with confidence and know how to rock a street look, so no super pretty girls or boys here.

We decided to put the model selection to the side for a week or so to clear our heads. Then we looked over our notes and started the real selection. We wanted five boys and six or seven girls for the show, so we started with finding ten models of each gender that we really liked and started a dialogue with their agencies. This was the tricky part. Our budget was not very big, so we need to get some good and cool models, but ones we could also afford. We ended up with most of the models we wanted so we were really happy about our final selection. We now had 5 boys and 7 girls ready to represent BIBI CHEMNITZ in my first fashion show and I was SO happy.



fashion Week Diary

by Bibi Chemnitz

Styling, planning all the hard work!

By chance and luck we found a brilliant Icelandic stylist, Ellen Loftsdottir, who had just moved to Copenhagen and wanted to get some connections here in Denmark, so she offered to help with styling and planning the show. Ellen has worked a lot in London and Iceland, so she was a huge help. We at BIBI CHEMNITZ shared the same vision for the look of the show, so it was pretty easy to find the right look when we first got started on that part. When we talked to different people about helping out with the show, and pretty much everybody was so helpful. We got cool sponsorships on boots from Bates, Greenlandic sneakers (crazy, I know), and the jewelry brand Pønt made showpiece jewelry for us, which looked amazing! For music, we really wanted to work with Andree Wendel Hoxfeldt, he's a super cool DJ here in Copenhagen and he is super kind. It took about a week of writing back and forth with Andree until we finally had the music mix for the show that had all the elements we wanted: pop, electro, hip-hop, and more. We wanted something that would surprise the crowd. The last thing that fell in place was the visuals for the show. I was born and raised in Greenland and moved to Denmark as a teenager, but I still have a longing for Greenland, so my AW 13 collection is called HOME SICK. Therefore, I wanted to show Greenland in some way in my visuals in the show. We ended up using this super cool footage from an Arctic exhibition from 1930 and we turned the speed down to something like $\frac{1}{4}$ and then looped some cuts from the movie. We had all the elements we wanted for the show, now we just had to get everything come together like we wanted it to.



SHOW DAY!!! February 1, 2013.

All our hard work had to pay off now - it was show day and there was no turning back. I felt stressed and nervous but we were as ready as we could be. It was 1 February, and the company BIBI CHEMNITZ was celebrating its seventh year as a fashion brand on that date. We were also exhibiting the collection at the fashion fair Gallery that same day, so our heads were kind of in two places at once and everything was very stressed.

Getting to the show place from Gallery was a NIGHTMARE!!! I had to leave a few hours before my partner David to pick up the shoes and accessories and then David would come to the show venue with the collection. Both David and I could not get a hold of a taxi, so I was in our workshop with a bunch of shoes and David was standing in line for a taxi outside of Gallery with the whole collection. It took us both about an hour to get the about 2km to get to the show place, and everything was beyond hectic! It was now 16.30 and the doors for our show were set to be opened at



Backstage



19.00. Fortunately, the models all showed up at the decided time, and everything slowly but surely started to fall in place. It was fantastic to be a part of! The only problem was that the makeup team was a few people short and that slowed us a bit down, so there ended up being a 30 minute delay, but I think that was acceptable.

At 19.45, the 500 people or so that showed up were ready to see my first show. The music started, the visuals started, and then the beat kicked in and Frederik, the first model, entered the runway. The next 12 minutes were so stressed and hectic that it only felt like few minutes had passed. I had to do my short entrance on stage, then I had a bunch of interviews for the next 30 minutes with press. One hour later, we had to pack everything up so we could be ready for another exhibition the day after. After a quiet dinner, I was totally drained of energy and we went home - totally anti-fashion! So, after one and a half months of hard work, all of this was over in what felt like a heartbeat, but I am already looking forward to the next show this summer.



Copenhagen Fashion Week / copenhagenfashionweek.com



Copenhagen Fashion Week / copenhagenfashionweek.com

Summit

A design podcast visiting DesignMarch in Reykjavik

Summit is a Swedish podcast about everything related to design and architecture. Every other Monday, Summit gives an overview of the world of design and architecture. They provide all the latest design news and conduct in-depth interviews with Swedish and international designers and architects. They also travel the world to cover design and architecture fairs and events, revealing the things you really shouldn't miss. The men behind Summit are its co-founders, Daniel Golling and Gustaf Kjellin.

Daniel is an architecture and design journalist and until quite recently was the editor in chief of Form magazine in Sweden. He is also a freelance journalist and is working on a few books that will be released soon. His first, on Icelandic architect Pálmar Kristmundsson, will be launched during DesignMarch 2013.

Gustaf is a curator and aside from producing design related exhibitions, he's the CEO of the Swedish design company DFTS Factory AB and an editor at the Swedish-Japanese media agency Swedenavi.

We got to ask Daniel about Summit and the upcoming podcast that will take place at the DesignMarch festival in Reykjavík, Iceland, from 14-17 March.

Why did you launch Summit?

The main reason we launched Summit was because we felt that there was a need for a podcast about design and architecture in Sweden. And with our knowledge of these fields and our experience from working with design and architecture, we felt that we could do a high quality podcast with relevant content.

Why people should tune in?

If people are interested in what's happening in the world of design and architecture and want to know what's going on in the global scene and hear opinions and thoughts from people within these fields and hear them share their experiences, then Summit is an obvious choice.



Gustaf Kjellin



Daniel Golling



Where can we access your podcast?

Listening to the Summit is simple. You can either download the podcast to your phone or listen live on the Internet. Summit is published on our website, summitunlimited.se, on iTunes, and on Libsyn, summit.libsyn.com, every other Monday.

You are now going to participate in DesignMarch in Iceland for the fifth time. Do you have any recommendations in general for guests attending DesignMarch?

Yes, I've been to every DesignMarch since the start. Apart from bringing an umbrella, my recommendation would be to add a day or two to the trip and see something other than Reykjavík. Or just go for a swim in one of the communal pools, which is a great way to relax and get some exercise between all the events and parties.

Would you say that the DesignMarch has evolved since its start in 2009?

It certainly has. Apart from getting bigger, what strikes me is that it feels very professional. And I'm referring to both the exhibiting designers and the organization behind DesignMarch. It's still small and intimate, but apparently the people in the Icelandic design community are quick learners.

You have travelled all around the world and attended numerous design festivals. How would you say DesignMarch differs from other design festivals?

They all differ, and considering that there are over 50 design weeks in the world, it's really difficult to say how DesignMarch differs from the average design week. Or what an average design week is for that matter. Despite the excellent segment DesignMatch where producers are invited to Iceland to meet creatives in the design field, the week in Reykjavík doesn't appear to be so much about making business – to me it's more about the potential of creativity and how this creativity can engage and inspire other fields of society.

What is your opinion on the importance of design festivals for a country or a city?

In general, I think that they are marketing tools for cities that wish to brand themselves as design-friendly or design-oriented. In some cases, depending on their size of course, I'm sure that they can contribute to the economy of a city.

Do you think being from the Nordic countries gives a designer a competitive advantage if the brand is marketed as Nordic or Scandinavian?

Yes, it does. The Nordic region, or Scandinavia (the distinction doesn't really mean anything to anyone outside of the Nordic countries), is regarded as a part of the world where design is taken seriously and is appreciated, even by the average person. There is also a belief that there is a legacy or a heritage that lives on, and that people can recognize and do appreciate quality.



Manuela Kjeilen
- Gourmet blogger

Manuela Kjeilen is a Norwegian/Dutch woman who has a very popular blog, passionforbaking.com, where she primarily writes about what she's baking. She has published three books on baking and organizes courses in baking and decorating. She has a serious passion for baking and loves to come up with new ideas of goodies for her family. We talked with her about her blog and she shared with us a recipe for Moon pies from her latest book "Just Sweet."

Have you always been passionate about baking?

I was born in Holland, but my mom is Norwegian and we moved to Norway when I turned 18 years old. I grew up with a dad who loves sweets and a mom who loved to bake every single day, so she would always dish something up. I felt like the luckiest girl ever.

When I was about 12 years old, my mom was going to Norway for a two week visit and, because of my school, I couldn't follow her to Norway.

On the way back from the airport, I was very upset and my father said, "You know, Manuela, when we get home you and your brother can make each a cake and the highest risen cake will win a prize".

It was the first time ever I was allowed to make a cake all by myself. I read my mom's handwritten baking recipe and I thought it said 12 teaspoons of baking powder (but of course it was only 2.5 teaspoons) so, as you can imagine, the cake popped up enormous and I won the prize.

I was very proud of myself, however the cake itself wasn't edible because of all the baking powder, but it looked quite nice.

From that day I was allowed to bake more and more and experience different tastes and mixtures. Living in Norway, I married very young and have had the joy and pleasure to bake almost daily for and with my five children.

So yes, I've been always passionate about baking and the joy and the pleasure I feel is almost indescribable.

Do you have the same passion for cooking?

Oh yes, I love to cook, too. I like to mix things up and put my own taste into it. I especially love food from the Middle East - lots of taste but not very spicy. But pizza is my favorite thing to make. The secret to a great fluffy crust is feta cheese in the dough. You should try it...

Why did you start your blog?

I started my blog in March 2010. I was going through a difficult time in my life around then, so I decided to bake even more than usual, just to get my mind off things.

I started posting pictures of what I was baking daily on my Facebook wall. Soon, a lot of my friends liked what they saw and asked for recipes and how-to tips. Then there were few who suggested, "Manuela, you need to start a blog."

Back then, I did not know what a blog was. I had neither been on a blog nor knew what one was good for. So I turned to my husband and said, “Honey, my friends are telling me I should start a blog! What is a blog?” He explained that a blog was like an open diary, where people could write about whatever they wanted to and others who were interested could read it.

After few minutes of searching Google, there were thousands of results - many blogs with young girls who mostly look like Barbie dolls, trying on different outfits and taking pictures of themselves. I also started to look for baking blogs. There were quite a few but not that many showed the baking process or step by step pictures, at least not in Norwegian!

So I told my husband, “Honey, I want to start blogging.” He said, “Okay, then you need to start by thinking about a good name; a good name that is appealing to the audience you are targeting is a very important step.” And it took me not even ten seconds before I said, “I want to call my blog for ‘Passion 4 baking’.” It was so natural for me to think of that and it is all because of Oprah Winfrey and her show.

Watching Oprah shows for all those years, she always told everyone, “You should follow your passion.” And many times I thought, “Hmm...what is my passion?” I knew that I loved to bake more than anything else, but I never thought of baking as passion before that day. And that is where it all began. I really feel that the name, *Passion 4 baking*, was waiting there just for me.

That same evening, when checking for the domain availability, we managed to register the domains and install the Wordpress solution as a blogging tool and that was when my first blog was posted and published.

Did you ever imagine when you started the blog how many opportunities it would bring you?

No, I did not. It was not even my intention at that time. All I wanted with this blog was to bake for me, my friends, and my family and get them inspired to bake. And that is still my main mission: to have a blog where people can come and get inspired to share the joy and pleasure.

The opportunities it has brought have not come easy. It has been, and still is, very hard working. In addition to almost 1000 recipes on my blog, I have now authored/published three baking books in less than two years and I am currently working on two new book projects for this year. I take all the baking pictures and do all the styling by myself and that takes time and effort.

No one has said success comes easy, but I think that if you believe in yourself and just focus on what you love to do and work as hard as needed, good things will happen, good results will come.

How can you bake all these cakes and sweets and at the same time manage to stay in shape?

Well, now! That is a whole other chapter! Let me just say this fluffy is the new skinny. ☺

With love
from
Manuela

Moon Pies

Soft fluffy biscuits with vanilla cream, coated in chocolate



Recipe

Ingredients

Biscuits

(makes about 35 cookies)

- 6 large eggs (separated)
- 150 grams sugar
- 1 tablespoon water
- 1 vanilla bean, split and seeded
- 145 grams flour
- 2 tablespoon corn starch
- 3/4 teaspoon cream of tartar (or a few drops of lemon juice)
- 115 grams confectioners' sugar to sprinkle over the cookies

Vanilla bean frosting

This frosting is super-yummy and perfect for both cupcakes and cakes.

- 7 egg whites
- 5 deciliters sugar
- 1 vanilla bean, split and seeded

Put all the ingredients in a metal or glass bowl.

Boil a small amount of water in a saucepan. Set the bowl over the boiling water, making sure the bottom of the bowl is not touching the boiling water.

Whisk by hand for approximately 4 minutes or until the sugar is dissolved.

Pour mixture into a mixing bowl and mix for approximately 7 minutes or until the bowl no longer feels warm.

Put the finished frosting in the freezer for about 10 minutes before frosting the cookies.

Directions

Preheat oven to 200C.

Separate the egg yolks from the egg whites. Put the yolks in the blender and add the vanilla seeds, 75 grams of sugar, and the water. Mix until it's fluffy.

In another bowl, put the egg whites with the cream of tartar (or a few drops of lemon) and mix well. When it starts to foam, add the remaining 75 grams of sugar.

Sift the flour and cornstarch at least 5 times in a strainer.

Add the egg white meringue into the egg yolk mixture in three batches, followed by the flour mixture.

Put the mixture into a pastry bag and use a round tip to squirt small round dots onto a cookie sheet, then sprinkle powdered sugar on top and put it in the oven on 200C, for about 8-10 minutes.

Let it cool completely before you put the frosting on.

Using a pastry bag and a large, round tip, decorate the top of the cookies with the vanilla bean frosting.

Heat chocolate and drizzle it over the cookies.

Enjoy!



Restaur

Global food carniva



689 restaurants in 131 cities and 25 countries - food carniva
body can open a restaurant for a

ant Day


is coming to town

Photo: Lassi Häkkinen



*ival Restaurant Day, a global one-day festival when any-
day, is taking the world by storm.*





In early 2011, a group of friends based in Helsinki, Finland was planning the opening of a café-restaurant. The efforts were tangled in a web of regulations on opening a food establishment. “We thought, what if just for one day these rules didn’t exist and we could do all these things we dream of?” explains one of the founders Timo Santala.

The first Restaurant Day was held on 21 May 2011 in Helsinki, with 40 restaurants popping up. The concept is simple: Come up with a restaurant idea, register it on the event website and get cooking.

While the event may have started as something of an act of citizen activism, it turns out the time was right for a new addition to the urban culture. Wildly popular in its homeland, it’s currently held four times a year - once every season - and was awarded as the cultural achievement of the Finnish capital in 2011.

Moreover, the concept has quickly grown internationally, with hundreds of cities all over the world partaking. For the last Restaurant Day, held on February 17, restaurants from Sao Paulo to New York, Reykjavik to Oulu, had registered.

Crêperie, bakery, cakepop-shop or pizza bar, the festival turns parks, street corners, and home kitchens into venues for people to get together around simmering pots and pans to enjoy food.

“Restaurant Day works on so many levels – you can set up a family-oriented, homey event or make a political statement with it; remix an old classic or share recipes between generations”, says interaction designer Edda Kristín Sigurjónsdóttir, who brought the event to Iceland and has partaken in it as a restaurant-owner several times.

“I think that the magic of the event is that it is such a great platform for all kinds of experiments. You can make it as easy or as complicated as you want. It is so simple and so much fun!”



3 X Pop up restaurants

Tiramisu Lift, Reykjavik, Iceland

Tiramisu is Italian for “pick-me-up.” Italian-Icelandic couple opened a restaurant serving one dish only – the quintessential Italian cake prepared according to grandmother’s recipe. With kitchen located in the top floor of an old wooden villa, there was only a basket and the word “Tiramisu – lift me up” spelled on the wall on ground floor. Customers placed their orders in the basket, lifted it up and received a piece of cake back.



Mekong Munchies, Helsinki, Finland

On one of the summertime Restaurant Day's, LA-born Matthew Rusting-Morey along with his Finnish girlfriend Maria Peltonen set up stall serving salmon and vegetable rolls (like spring rolls, but cold) and possibly broke some sort of a record – they sold 100 rolls in 95 minutes.

Cold War Kitchen, Amsterdam, Netherlands

The Dutch restaurant served borscht with the tag line “Is it red because Russia was?”, Pork, Russian salad, vodka and other Soviet staples.



Restaurant Day How-To

1. Start with the planning

Crêperie, burger joint, ice cream booth – what does your own ideal restaurant look and taste like? The more fun the concept is, the more happy customers it will attract. Remember to consider the location, too.

2. Reach your customers

When you have picked a place and planned the menu, sign up your restaurant for our listings. Your own social media channels (e.g. a Facebook event) will help spread the word further.

3. Be prepared for action

Ask your friends to help out – running a restaurant is hard work (even for a day). Consider timing, change coins, weather, etc.

4. Share your experience

Restaurant Day is based on spontaneity and volunteering. If you have questions regarding running a restaurant, we suggest you strike up a conversation on the Restaurant Day Facebook page, which is followed by other restaurant keepers.

www.restaurantday.org

THANK YOU!

SUBSCRIBE TO °N STYLE MAGAZINE ON:

www.nordicstylemag.com

FOLLOW US ON FACEBOOK

www.facebook.com/nordicstylemag