



## **New modular system allows customers to design for their own needs. Scandinavian design. Made in America. Available for the first time in the U.S.**

Inspired by the Scandinavian Design principles of functional design, timelessness and practical sustainability, the Norwegian company Ope is introducing a flexible storage furniture system that can grow and adapt with our changing needs.

The Ope system is based on a seemingly simple connector, which allows for infinite expansion and reconfiguration without the use of tools. The system is comprised of only four core component parts including two versions of panels which form boxes that can be floor- or wall-mounted in endless variation. There are also oak cabinets that can be interspersed for visual interest and to provide covered storage.

The key part that allows for this practical flexibility is the Ope connector. A U.S. patent-pending bracket which requires no tools for assembly and allows for a strong system with seamless lines. Ope products can be reassembled and reconfigured for changing needs. The system is designed in Scandinavia and the panels are manufactured in the U.S. to minimize their environmental impact.

Ope products can be further enhanced with a range of accessories such as sound absorbers, seat cushions and inserts. These accessories allow further functionality and creativity. For large-scale projects, the panels and connectors can be custom made in other colors and formats, depending on the project need. With Ope, customers can connect possibility with purpose to each time create unique and inspiring spaces for their clients, businesses and homes.

Ope currently holds a patent in Norway for the connector, and has applied for patents in both Europe and the United States.

### *About the designers:*

*Ope was founded by Lars Urheim and Eirik Høvik Helgesen, two award-winning Norwegian furniture designers. Lars Urheim has experience in designing for office, retail and leisure spaces, Urheim co-founded TRØKK16, a design collective with three other designers, now*

*still active as a design duo. As a young designer, Urheim won awards for his focus on sustainable and environmentally conscious solutions. Urheim is inspired to solve complex problems with simple solutions that are sustainable and add functionality. The inventor of three patented technologies, Urheim earned his Bachelor of Arts and Master's degrees in Interior and Furniture Design from the Bergen National Academy of the Arts.*

*Eirik Høvik Helgesen graduated from Bergen National Academy of Arts, specializing in Interior and Furniture Design in 2007. As student he won the Nordic Design Award in 2006 for his shelving system, "SantinoCoppiCala". During his time at the Bergen National Academy of Arts, Helgesen co-founded the TRØKK16, a design collective. In 2012, Helgesen received his Master's degree in Design Product from the Royal College of Art (RCA) in London. Helgesen is influenced by nature, specifically drawn to the concepts of strong lines and light, and looks for design inspiration from other disciplines. In addition to his studies and multiple professional endeavors, Helgesen launched his own design company where he designed concepts, objects and interiors for organizations, including the Ministry of Foreign Affairs in Denmark and the World Business Summit on Climate Change.*

**Booth 926**

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