

Press release 2017-09-18

## Award Winning Scandinavian Design for the Future



Marie-Louise Hellgren is a pioneer in the forefront of the upcycling-movement in Sweden, as well as an internationally renowned designer. Winner of Swedish Elle Decoration 2017 and represented with several objects at the Swedish National Museum.



At Tent London, Marie-Louise Hellgren, exhibits for the first time products from her own brand, **HeartearthH** Production together with hand printed graphic artwork by Lisa and Esa Tanttu from **Jollygoodfellow**.

*– Marie-Louise Hellgren designer at HeartearthH designs with the objective of healing and bestowing a sense of community. The objects from HeartearthH are made to strengthen the feeling of fellowship between users and our planet. Products from HeartearthH are inspired by everyday rituals and in themselves are a tribute to life on this planet.*

*– Jollygoodfellow is a duo consisting of Mr & Mrs Tanttu – Esa and Lisa. Since the start they have worked in the borderland between art, craft and design. Through various types of products the duo work with a graphic expression from the design to the final piece, including screen printing by hand. Since sustainability is important to jollygoodfellow Esa and Lisa use eco-friendly paper, organic cotton and reuse test prints through creative upcycling.*

In collaboration with Stolab, Marie-Louise Hellgren has Upcycled a stool out of wood-waste from the production of the iconic chair "Lilla Åland" by Carl Malmsten. The stool "Lilla Snåland" is represented at the Swedish National Museum. They bought the stool because it is a grand example of Upcycling that expresses the essence of this contemporary design-movement.

Marie-Louise Hellgren redesigned furniture and products are sourced by discarded goods in an unbending will to create great objects for homes and offices without exhausting the resources of this earth, for example Pink One pouf out of airbag-material.

Stolab is a well renowned furniture manufacturer with a long tradition of wood works. The carpenters uses the best kind of heartwood of birch for the chair "Lilla Åland", For each chair two triangular shaped pieces of prime timber is cut away from the seat. These bits have previously been used as fuel for heating the plant.

When visiting the plant, Marie-Louise saw the wooden pieces from Lilla Åland and became very enthusiastic. She could immediately recognize the underlying potential of this waste material.

*– I'm proud to be awarded Elle Decoration Swedish Design Award and my conviction is that designers today must face up and take their responsibility for the misuse of resources, energy and our growing piles of junk and believe that this award shines a light on my mission and might inspire more designers to rethink design.*



JOLLYGOODFELLOW

**You will find design work by Marie-Louise Hellgren, Heartearth & Esa and Lisa Tantt, Jollygoodfellow at Tent London T 2 C23**

For more information and press pictures se, [www.marielouisehellgren.com](http://www.marielouisehellgren.com) ,  
[www.heartearth.org](http://www.heartearth.org)

**Contact:**

**Marie-Louise Hellgren**, Designer/Founder Heartearth, +46 (0)70 419 84 54, e-mail:  
info@marielouisehellgren.com

**Lisa & Esa Tantt**, Designers and Founders of Jollygoodfellow +46 (0)709794116,  
www.jollygoodfellow.se e-mail: info@jollygoodfellow.se