



PRESS RELEASE DANCING DUNE

A dance with glazes. A love story for an expectant porcelain factory.

There is a longing for genuine craftsmanship, where inspiration is drawn from the past, yet ideally working with new methods, with the dynamism between individuals clearly visible.

Swedish designer Anna Elzer Oscarson has created a new, batchproduced ceramic collection, manual dexterity in symbiosis with modern 3D design. This is a complicated process, which has resulted in new forms. Manufactured at Porslinsfabriken i Lidköping, a renascent, optimistic factory. Cast products create perfection. The outstanding glazes bring them to life. Dancing Dune is born.

Together with, among others, some of the world's most prominent glaze makers, Kent Eriksson and Hans Olof Nilsson, Anna Elzer Oscarson is nurturing a genuine Scandinavian tradition. Ancient and contemporary forms in symbiosis. Where the different forms come alive with a wide range of glazes.

She has previously worked with Porslinsfabriken i Lidköping on her Dusty Diamonds collection, but wanted to extend the collaboration. Not only to stretch her skills in the areas of design and new technology, but also to make use of the unique knowledge of glazing and the essence of ceramics that still remains.

Anna Elzer Oscarson explains: "We aren't imitating pieces that have been turned or sculpted by hand, instead we're benefiting from the perfection that 3D technology combined with cast manufacturing technology can achieve."

This is a love story for ceramics and design with its origins in Swedish history. The outcome is porcelain made in Sweden, an example of local handicraft to brighten people's homes and everyday lives. Recreating an industrial tradition when Rörstrand took the world by storm. A more modern everyday product that aims to make a distinct impression on the contemporary world of design.

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ABOUT

Anna Elzer Oscarson is a graduate of HDK – School of Design and Crafts, University of Gothenburg, Sweden. After receiving her degree, she has spent most of her time as a freelancer, specialising in patterns and utility goods. From 2007 to 2008, Anna was employed at the wallpaper design studio at Boråstapeter.

Scholarships and awards: Orrefors working grant, Slöjdföreningen Scholarship, Elle Interior Design Award

Represented: The Röhsska museum and Nordiska museet