

Bolia Design Awards 2022



Introducing the jury of Bolia Design Awards 2022

Every year since 2007, Bolia has rewarded new talents from the industry with Bolia Design Awards, looking for creative, sustainable and innovative interpretations of Scandinavian design. This year, the jury will include Lars Dyhr (Uncle Grey Agency), Marie Jaster (Editor-in-Chief of BEIGE magazine), Theo Dales and Zoë and Johnathon Little (Koto design studio), and Emilie Helmstedt (founder of HELMSTEDT).

The professional jury of the Bolia Design Awards 2022 expects proposals with a strong identity, sustainable and timeless designs, and which are based on a fundamental principle of respect for the environment. All of these values are particularly important to Bolia, and the brand believes that new talent represents the future of the industry as well as New Scandinavian Design.

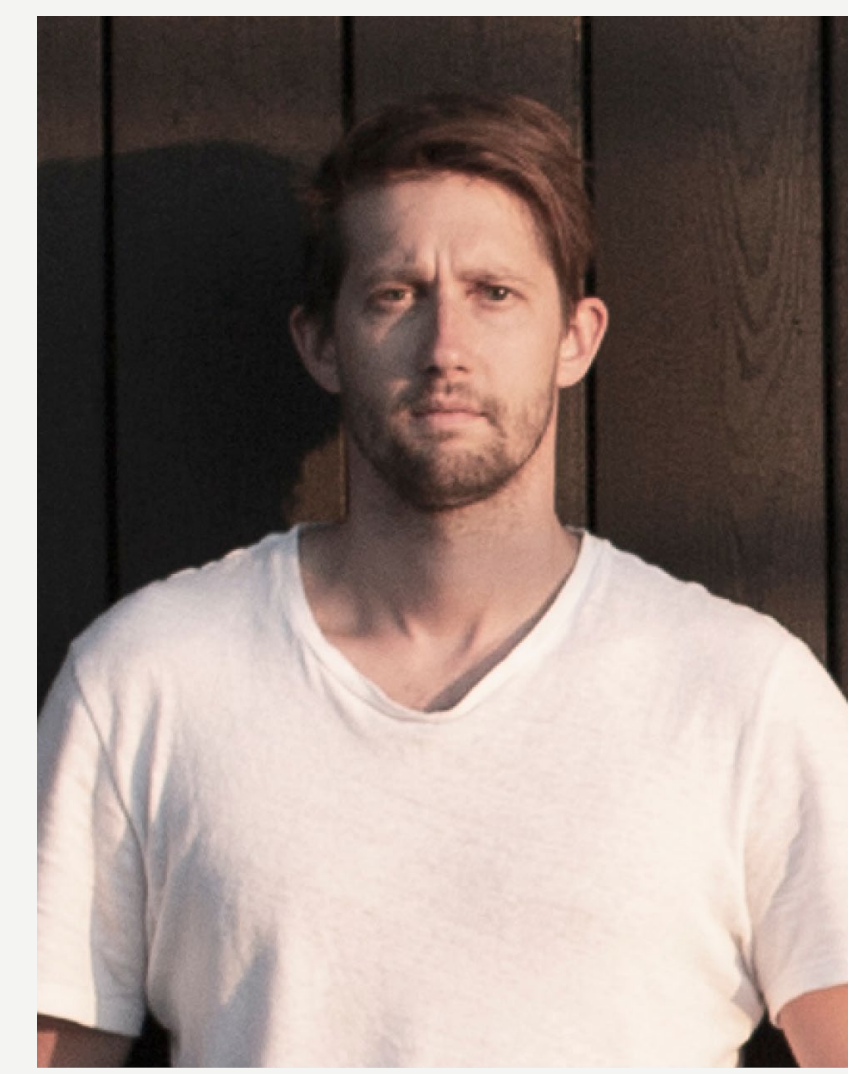


Emilie Helmstedt, Denmark

Emilie Helmstedt, fashion designer and founder of HELMSTEDT, will be the sixth member of the jury. Her first collection debuted during CPHFW in 2018. She quickly gained international recognition with her blustery, colorful shows and her uplifting, innovative way of interpreting the Scandinavian fashion scenery. Emilie Helmstedt has been featured in Vogue Magazine, Elle, W. Magazine, Women's Wear Daily, and has been seen worn by Kendall Jenner, Brie Larson, Bella Hadid, and Leandra Medine. She was awarded the Magasin Du Nord Fashion Prize 2018 and was shortlisted semi-finalist of the LVMH Prize 2020. Last but not least, was her nomination at Forbes 30 under 30 in Art & Culture.

Marie Jaster, Germany

Marie Jaster, Editor-in-Chief of the unisex online magazine BEIGE, will also be a member of the jury. Her experience in the world of fashion will be an asset to evaluate the design proposals from a different perspective. As a studied journalist, Marie Jaster has worked for several online publications such as Harper's Bazaar, Journales and Amazed. By founding BEIGE, she fulfilled her dream of an online magazine that gives space to trends as well as opinions. Meanwhile, she also leads a successful career as a business consultant, social media coach, model and freelance editor.



Koto Design, United Kingdom

Theo Dales and Zoë and Johnathon Little, co-founders of Koto design studio, will be the third, fourth and fifth members of the jury. The studio designs modular houses and cabins inspired by Scandinavian design and culture. Their appreciation of simple things, the importance of nature, and their taste for quality design are in line with the core values of Bolia and the Design Awards.



Lars Dyhr, Denmark

Lars Dyhr, Executive Creative Director of Design for Uncle Grey studio, will be one of the jury members of the Design Awards 2022. The Uncle Grey studio has been working for years with the Bolia brand to build its visual identity. Lars Dyhr's work is deeply rooted in the world of design. He has worked with an impressive list of clients, including Adidas, Pandora, Møet et Chandon, David Beckham, Ferrari and Louis Poulsen. He also co-founded Dansk Magazine in 2002, FAT Magazine in 2010, the LOW Design Studio in 2014, a high-end stock photo agency in 2008 as well as the 12.16 bicycle clothing brand in 2014.

The First Prize consists of an endowment of €7,000. For the People's Choice Prize, worth €3,500, the jury will select eight finalists, which will be decided by the public on Bolia's website. Finally, the Circularity Prize, of the same value as the People's Choice Prize, will reward a design that stands out for its circular and sustainable approach.

Bolia.com

Bolia.com is a Danish design company with 75 stores in Denmark, Sweden, Norway, Germany, Belgium, the Netherlands, Switzerland, Austria, France and Luxembourg as well as online shops in 30 countries in Europe. Bolia also works with over 600 dealers in more than 50 countries around the world.

The Bolia design collective includes more than 60 international designers who share a passion for sustainable solutions and New Scandinavian Design. In close collaboration, two annual collections are formed; always with the ever-changing Scandinavian nature as starting point and where every design is tailor-made to suit the customer's specific needs and wishes.

Press kit

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