

The Santa Monica Public Library Announces

# nordic la+ttitudes

nordic modernism + the santa monica public library

An exhibition of classic modern design and lifestyle

Opening Thursday, February 1<sup>st</sup> 2007  
Highlighting the Best in Nordic Design

*Six weeks of design and discussion at The Santa Monica Public Library*

December 6, 2006, Los Angeles, CA — The Santa Monica Public Library, Friends of the Library, and Moore Ruble Yudell Architects & Planners introduce **Nordic LAttitudes**, a spectacular and educational exhibit showcasing the best in Nordic furniture and lighting design, taking place from **February 1st to March 18, 2007**.

**Nordic LAttitudes** offers an unprecedented opportunity to celebrate an illustrious design heritage, while commemorating the unique values of the Nordic lifestyle within the context of contemporary environments. The installation highlights the Nordic inspiration for the new award-winning Library facilities.

Iconic Nordic designers to be featured include **Poul Henningsen, Verner Panton, Arne Jacobsen, Poul Kjaerholm, Hans Wegner, Alvar Aalto, Eero Saarinen, and Poul Chritianson** (Le Klint Lighting collection). Key topics to be discussed will include the timelessness of classic modern design, cultural connections, historical influences, key design features, and unique manufacturing and production methodologies, among other topics.

The event began as a collaboration between **The Santa Monica Public Library** and the team at **Moore Ruble Yudell Architects & Planners** as a way to educate the public on the importance of iconic Nordic design. Today, **Nordic LAttitudes** has garnered sponsorship and support from high profile industry leaders, retailers, and distributors such as **Louis Poulsen Lighting, Brayton International, Verpan, Fritz Hansen, Jules Seltzer, Tangram, David Silverman Associates, Design Within Reach, and Prudential Lighting Products**. Additional Sponsorship has been provided by **Royal Danish Embassey, ASI Modulex, GeolinOnline.com, and DFDS Transport Inc.**

**Nordic LAttitudes** will take place at the Santa Monica Public Library, located at 601 Santa Monica Boulevard in Santa Monica, California. The event is free and open to the public. Please visit [www.smpl.org/nordiclattitudes](http://www.smpl.org/nordiclattitudes) for event updates.

**For more information on the event and/or sponsorship opportunities, contact:**

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