

Frost Produkt

Three years ago, when members of the Oslo design collective Frost Produkt first saw their future studio—a two-story, late-19th-century building that once served as a stable for the city's brewery—it wasn't promising. "It looked like hell," says Sondre Frost, 28, who with his brother, Jann, and partners Sindre Widerberg and Thomas Jenkins, has created everything from Norway's official mailbox to the lightweight, single-speed Alta Bike. (Designed in 2005, the bicycle is part of an urban rental network Frost Produkt developed that's similar to Zipcar. Already implemented in four Scandinavian cities, the Smart Bike system will debut in Barcelona this spring.) "It was raw and dilapidated, with no bathroom or water," Frost says. Undeterred, the group rebuilt the interiors, creating a work environment that borders on domestic bliss.

Frost Produkt's aesthetic credo is "warm minimalism," and they decorated accordingly, with bright, functional rooms broken up by craggy walls and personal accents like a collection of kitschy religious objects that includes a golden Ganesh, a waving Japanese cat, and a picture of the pope. In the renovation, they added a workshop next door for building prototypes; shaped like a black cube, it's a sharp contrast to the original all-white structure. (Currently, the group is cranking out models on their beloved Colchester lathe for a collection of ski gear due out this year with Scandinavian manufacturers Linken and Kari Traa.) The ground floor is rented to designer friends and colleagues, and Frost Produkt's members work at a communal desk on the second floor to the sounds of German techno or Norwegian folk music blasting from a restored Bang & Olufsen stereo. "Music is very important to us," says Frost.

So is food. The designers cook and eat lunch together every day in their big kitchen. (They even have a little bell that calls everyone to the table.) "Since we often work late, it's important to have a good lunch," says Frost. The home cooking also attracts visits from neighboring design groups like Norway Says, with whom the group collaborated on the Alta Bike. "We have a small, close-knit network of young designers in Oslo," says Sondre. "Together, we're changing the face of Norwegian design." www.frostprodukt.com JOHANNA LENANDER



INDUSTRIAL DESIGNERS
OSLO
SQUARE FOOTAGE: 1,600
NUMBER OF WORKERS: 6



Working in a former brewery stables Frost Produkt's young members often invite other Norwegian designers over for lunch

DECOR ELEMENT THAT SAYS IT ALL:
"The warm minimalism of the whole building, especially the new extension which is clean functional, and charming," says Sondre Frost
ON THE STEREO: Modeselektor's *Boogy Bytes* mixtape



FIRST THING TO BE RESCUED IN A FIRE:
"Our Colchester lathe would probably take 20 men and a whole day to get out but we bought it at a foreclosure sale six years ago and the previous owner told us it was used to create the bobsled track at the 1994 Lillehammer Olympics," Frost says