

Finland. Iceland. Norway. Sweden. Denmark.

GRADUATES .DESIGN

**Nordic
Young
Designers
Network**

01.06.2025 - 31.12.2028

 **ADORNO** NONPROFIT

Content

1. Background
2. Mission
3. NYDN activities
4. NYDN Scope
5. Nordic design students and universities:
Numbers and Goals
6. The organisational set up
7. The NYDN Partners
8. Long term vision
9. Proof of Concept
10. About ADORNO Non-profit



Background

The Nordic design sector has gained global recognition for its distinctive approach, innovative products, design solutions, and strong commitment to sustainable development. It serves as a major source of inspiration for design industries worldwide.

However, there is surprisingly little collaboration among Nordic design students and their universities. This lack of interaction is regretted by both students and educators, representing an untapped potential for the Nordic design sector.



Mission

The mission of the **Nordic Young Designers Network (NYDN)** is to enhance interaction and collaboration across the Nordic region, creating synergies that accelerate the learning process and foster partnerships among design students and stakeholders, including design schools, departments, cultural institutions, design studios, and companies.

A digital platform, leveraging state-of-the-art technology and expertise, will play a central role for NYDN in engaging students and stakeholders. It will foster dialogue and debate on design topics that resonate both regionally and globally.



Students present and communicate their work

Through the NYDN platform, students across the Nordic region will have the opportunity to showcase and discuss their work with peers throughout their studies. They can share both work-in-progress and completed projects using images, text, and videos. Students will seek advice, receive feedback, gain new insights, and build connections that can support them during their academic journey.

NYDN students will also have their own personal showrooms where they can present and promote their work. The platform's technical setup will incorporate features similar to those found on platforms like Behance, Instagram and LinkedIn, enhancing engagement and interaction.



Students participate in forums about design topics

Through the NYDN platform, students can participate in forums focused on specific design topics they wish to specialize in. At the beginning of each semester, students can choose to sign up for forums prepared by the NYDN Secretariat in collaboration with various stakeholders, including representatives from design schools in the Nordics, educators, companies, public organizations, or NGOs. The goal of each forum is to explore a particular topic or challenge through information gathering and analysis. At the end of the semester, each forum will present its conclusions. A number of recorded webinars will play a central role in how the forums are organized.

Students can join the forums either as “active participants” or as “commentators and observers.” Active participants take a leading role, ensuring that each forum progresses and develops as planned. Creating a forum requires active participants from at least three Nordic countries.



Students build professional ties with companies and organisations

Through the NYDN platform, students can build professional ties and relationships with companies and other types of organizations. Likewise, organizations can advertise on the NYDN platform when they are interested in collaborating with design students on specific projects, offering student positions, or seeking newly graduated designers to hire.

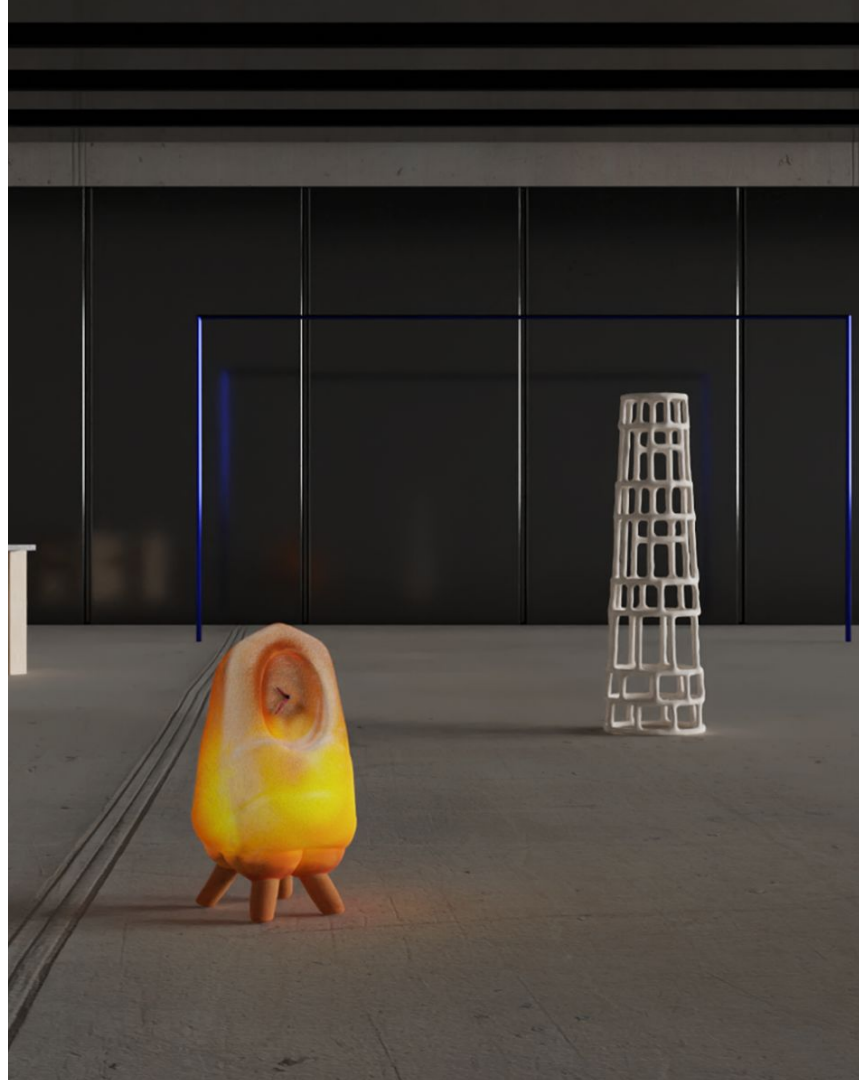
Organizations can also establish forums in collaboration with the NYDN Secretariat, focusing on specific topics or challenges. This allows students to further develop professional ties through the forums hosted by NYDN.



Students participate in The “New Nordic Designer Award”

Students presenting their projects on the NYDN platform automatically compete for "**The New Nordic Designer Award.**" A jury, consisting of representatives from Nordic partner universities and external experts from the Nordic design sector, will evaluate the NYDN projects. The jury will first unveil the 30 nominated projects, followed by the announcement of the 15 winners of the Award.

Video features spotlighting each winning project and the creative minds behind them will be produced and widely shared through the communication channels of NYDN, Nordic design associations, and participating design departments at Nordic universities. Additionally, the award-winning projects will be showcased at an annual exhibition, such as **3 Days of Design in Copenhagen.**



The Scope of NYDN

1

Visual
communication,
graphic design, and
digital design

2

Interaction design, service
design, systemic design,
design systems, and
strategic design

3

Product, industrial, object,
and furniture design, as
well as textile design

4

Interior and exterior
design &
architecture

5

Glass and ceramics

6

Accessories, jewellery,
fashion, and costume
design

Design students and Universities: Numbers and targets

The partner universities of NYDN estimate that around **10,000 students** can participate in NYDN each year, with many more from the Nordic region and globally visiting and following the network.

There are approximately 20 university-level design programs in the Nordic region. The goal is for at least 15 of these institutions and a total of **15,000 students** to participate in NYDN during 2026, 2027, and 2028.



The NYDN Secretariat

The NYDN Secretariat is responsible for the day-to-day development and management of NYDN 2025-2028. Additionally, it supports the NYDN Board and Jury in their work and will oversee the implementation of their decisions. This includes managing the NYDN platform and application, administering the NYDN awards, and organizing the exhibition of awarded projects. The Secretariat is also tasked with organizing forums in collaboration with various stakeholders to facilitate cooperation among Nordic universities.

The ADORNO Non-Profit will be responsible for operating the NYDN Secretariat.



Members of the NYDN Secretariat



Teresa Hernández
Project Manager



Pil Bredahl
Chairman of NYDN



**Kristian Snorre
Andersen**
Deputy Chairman of
NYDN and ADORNO
Non-profit

About the NYDN Secretariat

Teresa Hernández is a graphic designer with a focus on marketing, communication, and sustainability topics. She holds a Master's degree in International Media Cultural Work from Hochschule Darmstadt, in Germany, focusing on interculturality, curation and promotion of cultural projects. She was the project manager of the pilot project of the Nordic Young Designers Network, fostering collaboration between design schools in the Nordic countries.

Pil Bredahl is a graduate of Product and Furniture Design from The Danish Design School and holds a Master's in Design Theory (2013), with a focus on design and sustainability. With a background in experimental and political design projects, she co-founded FairTradeDesigners.com in 2007, advocating for sustainable development. Bredahl has leveraged design as a tool for the integration of immigrant women and serves on several influential platforms, including the jury of the Danish Design Award, the board of Design Denmark, and as a representative at Designmuseum Danmark. She was also a jury member during the pilot phase of NYDN. Currently, Pil contributes as a jury member on the TV show Danmarks Næste Klassiker on DR (Danish Broadcasting Corporation).

Kristian Snorre Andersen is the co-founder and CEO of Adorno.design, a leading global online gallery for collectible design and craft. Previously, he worked as a researcher and policy advisor for the Danish Ministry of Environment and the Wuppertal Institute in Germany, focusing on sustainable markets. He holds a Master's degree in Political Science from Aarhus University and the Philipp University of Marburg in Germany.

The NYDN Board

The NYDN Board will be responsible for setting the overall direction for the long-term development of NYDN. The Board operates freely and independently.

The board holds two formal meetings each year: one via video call and one in person. During these meetings, board members will review the outcomes of NYDN, discuss and address challenges, and decide on new initiatives that will contribute to achieving NYDN's goals.



NYDN Board Members - Design associations



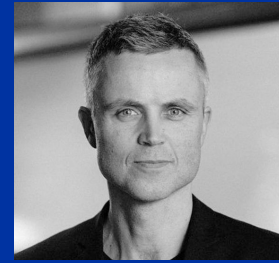
Henrik Lübker
CEO Design Denmark



Björn Nordin
Managing Director
Svensk Form



Halla Helgadótti
Managing Director,
Iceland Design and
Architecture



Tor Inge Hjemdal
CEO, Design and
Architecture Norway
(DOGA)



Joakim Karske
Design Forum Finland

NYDN Board Members - Design Schools



Eva Kappel
Head of Education
Design School
Kolding



Tor Lindstrand
Head of the Master
Program in Spatial
Design, Konstfack



**Katrín Ólína
Pétursdóttir**
Head of Design
Department,
Iceland University of the
Arts



Rachel K.B. Troye
Vice Chancellor for
Education, The Oslo
School of Architecture
and Design



Puintila Simo
Lecturer, Aalto
University

The NYDN Jury

NYDN's jury is established with one permanent representative from each Nordic country and is responsible for the following main tasks and activities:

- Contribute to defining the scope of NYDN.
- Identify and invite 5 additional members of the jury each year.
- Develop the assessment criteria for the New Nordic Designer Award.
- Assess the graduation projects submitted to the NYDN.
- Decide who will receive the New Nordic Designer Award.
- Participate in planning the NYDN's yearly award exhibition.

Each year, five new renowned external experts within the different design disciplines of the NYDN will be invited to join the Jury to assess, nominate, and award the projects.



Permanent Members of the NYDN jury



Eva Kappel
Head of Education
Design School
Kolding



Tor Lindstrand
Head of the Master
Program in Spatial
Design, Konstfack



**Katrín Ólína
Pétursdóttir**
Head of Design
Department,
Iceland University of the
Arts



Rachel K.B. Troye
Vice Chancellor for
Education, The Oslo
School of Architecture
and Design



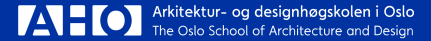
Puintila Simo
Lecturer, Aalto
University

Partners of NYDN



Miðstöð hönnunar
og arkitektúrs
Iceland Design
and Architecture

Svensk
Form



DESIGN FORUM
FINLAND

KONSTFACK
University of Arts, Crafts and Design



Design denmark

Long term vision of NYDN

The primary goal of NYDN is to create long-term value by uniting the five Nordic design sectors, fostering knowledge-sharing, and enriching each other, while strengthening both Nordic identity and Nordic design as a global brand. ADORNO Non-Profit and its collaborating partners aim for NYDN to extend beyond the designated project period of 2025-2028, evolving into a widely-used platform and reference for Nordic design students, schools, and stakeholders, as well as a key design reference for the international community.

By the end of the project period, the goal is to establish a vibrant network of students, schools, companies, design experts, and enthusiasts. This community will attract international companies, such as LEGO, IKEA, and Adobe, as potential sponsors of NYDN.



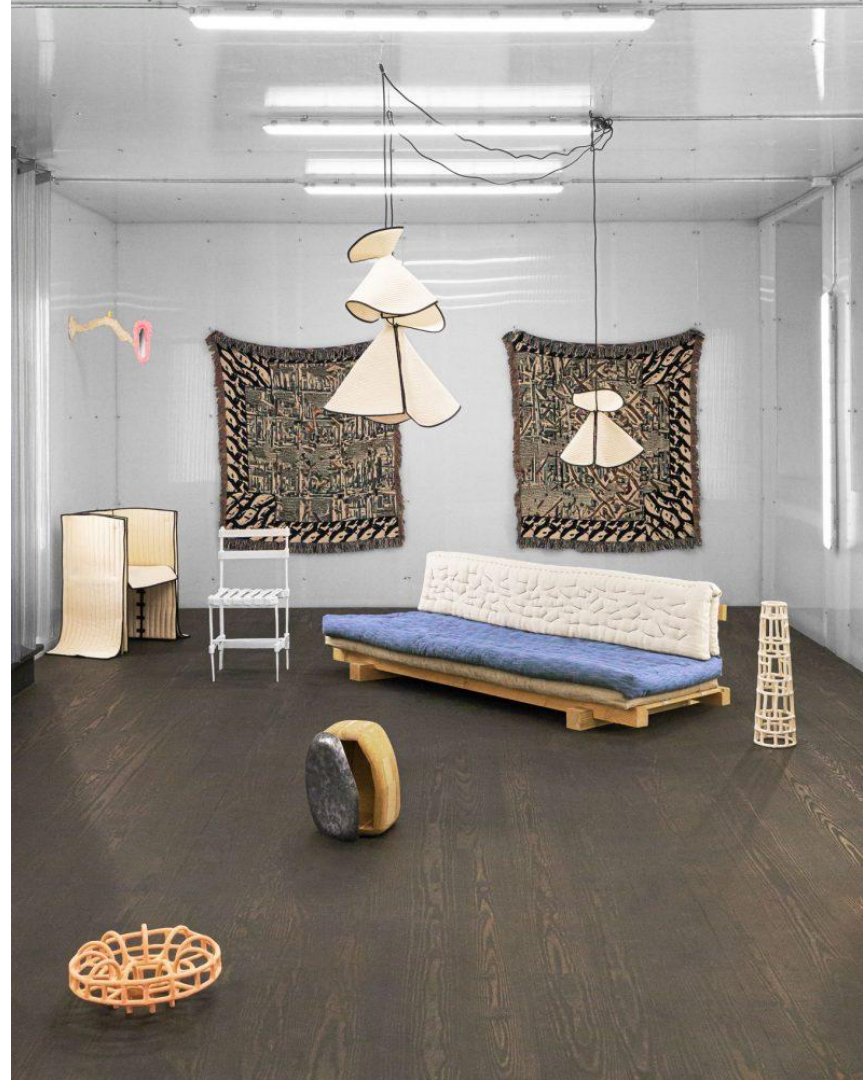
Proof of NYDN Concept

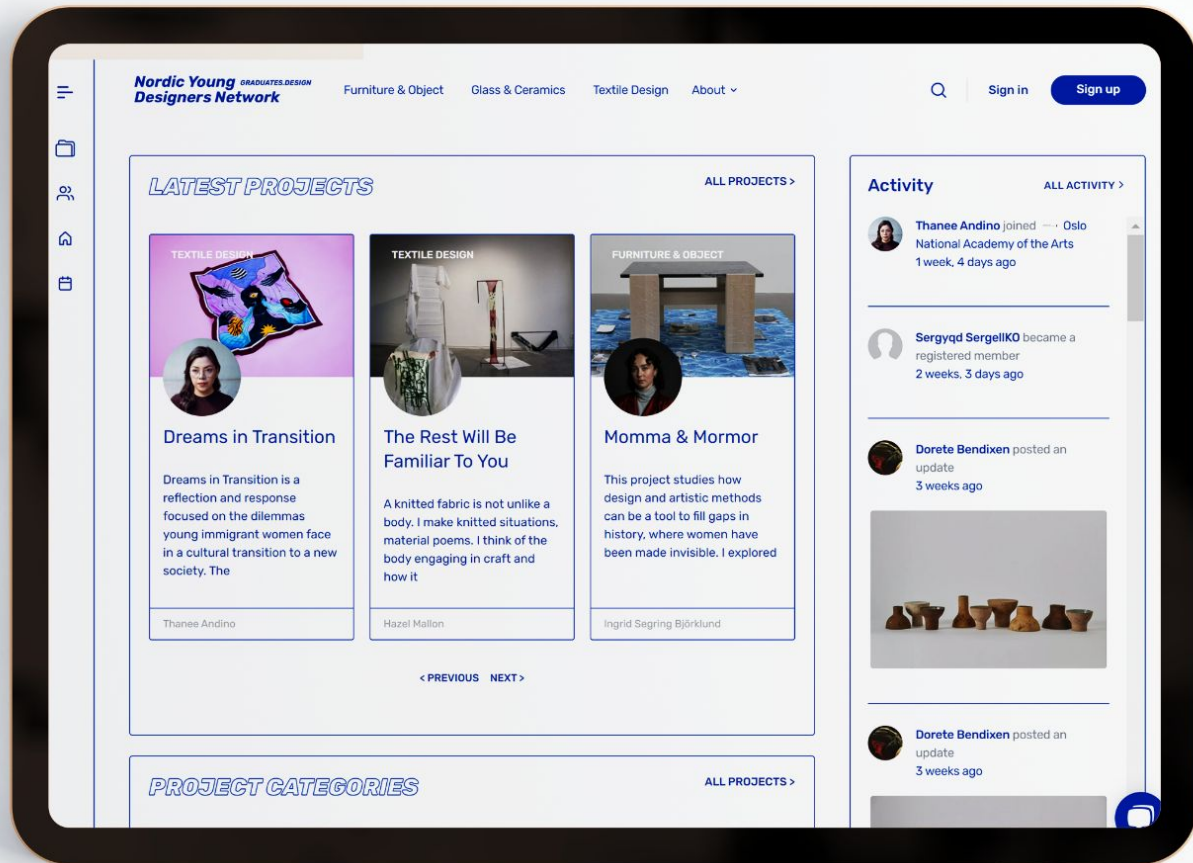
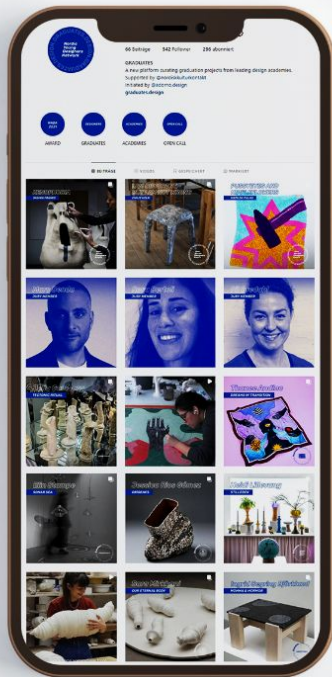
The conception and blueprint for NYDN are rooted in the outcomes of a successful pilot project, Graduates.Design, conducted between 2021 and 2022.

This initiative, co-financed by Nordic Culture Point and A. P. Møller Fonden, saw active participation from students and departments representing eight universities across the Nordic region.

[Link to the report of the pilot project of NYDN](#)

[Link to the platform of the pilot project of NYDN](#)





About ADORNO Non-profit

ADORNO Non-Profit collaborates with partners in education, design, and craft to inspire design students and share knowledge, fostering learning processes that contribute to a sustainable future.

Founded in 2023, ADORNO Non-Profit is an expert organization specializing in design, craft, and digital solutions.



