



Practical eye candy

Combining nice design with practicality is not always easy; you probably know from experience that your most stunning glassware is more for show than use, while your best tea cup never comes out in front of guests. But grokeramikk, the ceramics producer that values functionality and beauty equally, rewrites the rules.

By Helene Toftner | Photos: grokeramikk

With its sweet serving bowls and cups, grokeramikk has been a welcome addition to the handicraft scene. The woman behind the company, Gro Kjellnes Løvik, is a pottery maker by education; an education so rare in Norway it recently became a listed subject. "I am crafts-woman first and foremost, but I like to add modern and nice designs to my works," she says.

By combining a focus on user-friendliness with beautiful design, she makes bowls and cups with her very own hands. Characteristic for her work is how well the cups and bowls fit the hand, as well as the very Scandinavian simplicity and lack of colours, which Kjellnes Løvik explains

with an urge to focus on the shapes. "Because they are all handmade, they are all slightly different with their own tiny imperfections. It would be a shame to cover them in paint," she says. One very successful concept that did call for surface decorations is that of applying words and proverbs such as 'Optimist' and 'Unique', all small things that make you smile when enjoying your daily cup of coffee. "I have been careful not to go down the cheesy road, but kept to small inspiring sayings," she says.

grokeramikk is available at select shops across Norway, with focus on the fjord region, which Kjellnes Løvik calls home. "I have chosen not to have an online

shop as I want all my customers to touch and feel the products. While they are good for the eye, people tend to be sold when they realise how well it sits in the hand," she says.



For more inspiration and to see her works, please visit:
www.grokeramikk.no or
www.facebook.com/grokeramikk