



**UNSWORN INDUSTRIES**

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**PRESS RELEASE**

# Telemegaphone Dale 4-Ever!

**The world's most grandiose telephone service reopens August 3. The small Norwegian village of Dale gets its own permanent telemegaphone.**

Telemegaphone Dale is a seven-metres tall loudspeaker sculpture on top of the Jøtulshaugen mountain overlooking the idyllic Dalsfjord in Western Norway. Anyone can dial +47 90 369389 and have the sound of their voice projected out across the fjord, the valley and the village of Dale.

Telemegaphone Dale is produced by Swedish interaction design studio Unsworn Industries. It is part of a new series of poetic telecommunications services: Unsworn Telecom.

During a six week test period last August and September people from all over the world called and shared heartaches and secrets, sang from the top of their lungs, and sent greetings to local friends. Telemegaphone Dale has spurred interest, controversy and debate in Dale and the rest of the world. "There has got to be someone in that village that wants to chop it down", wrote one appalled American blogger. "Wow, this such a great display of faith in people!", exclaimed an excited Eric Myieni in South African radio. Many even refused to believe the telemegaphone really existed.

"The telemegaphone offers unusual and unexpected opportunities and touches upon fundamental issues of democracy, communication and control. That spurs people's imagination", says Magnus Torstensson of Unsworn Industries. "People from all over the world have made use of it in the most innovative and surprising ways."

When Telemegaphone Dale closed for the deer hunt in September 2008 it continued to engage people in both Dale and the rest of the world. Fjaler municipality soon decided to make it a permanent installation. From august onwards it will be a part of everyday life in Dale as an experimental means of communication and a local landmark for at least three years.

"A telemegaphone allows the world to interfere at any moment, uncensored and anonymous. We're happy and impressed that Dale, despite conflicting opinions, decided to keep the Telemegaphone and make it part of their everyday lives", says Erik Sandelin of Unsworn Industries.

"Fjaler's motto is 'an open society in the centre of the world'", says Ingeborg Tysnes, Fjaler's head of culture. "By accepting a thing like this we hope to show that we are a courageous municipality that is open for new ideas and initiatives."

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Download hi-res photos at [www.unsworn.org/press](http://www.unsworn.org/press).

*Telemegaphone Dale is generously supported by KORO (Public Art Norway), Fjaler municipality, Nordic Culture Point, nkd (Nordic Artists' Centre in ).*



Unsworn Industries is an interaction design and innovation studio based in Malmö, Sweden. We craft beautiful action spaces. Founded and run by Erik Sandelin and Magnus Torstensson, Unsworn Industries is made up of Unsworn Academy, Unsworn Letterism, Unsworn Mobile, Unsworn Research, Unsworn Sound, Unsworn Telecom, Unsworn Visuals, and Unsworn Web. Unsworn Telecom develops products and services for beautiful and surprising telecommunications. **Κινηθνευτε!**  
[www.unsworn.org](http://www.unsworn.org)

Public Art Norway (KORO) is the government's professional body for art in public spaces, and the country's largest art producer. Planning, production, and quality control of art projects are core activities. KORO emphasises diversity and innovation in art productions that reach wide and varied audiences in cities and regions throughout the country. The works of art KORO manages make up Norway's largest and most visited collection, and KORO endeavours to ensure that the works are managed effectively. Presentation of the art projects and the development of a discourse on public art are prioritised areas.  
[www.koro.no](http://www.koro.no)

Fjaler is a coastal municipality, beautifully situated on the south bank of the Dalsfjord in the southwestern area of Sogn og Fjordane. The municipality holds around 3000 inhabitants. Fjaler is happy to present itself as a cultural municipality with both a nordic and international aspect. Nordic Centre for Artists situated on Dalsåsen (1998) is together with RCNUWC the basis for this.  
[www.fjaler.no](http://www.fjaler.no)

nkd – nordic artists' centre in dale is one of Scandinavia's leading contemporary art venues specializing in residencies and related activities. The programme aims to encourage international contacts for artists and focuses on visual culture including design and architecture, locally rooted practice and Nordic as well as international processes.  
[www.nkdale.no](http://www.nkdale.no)

Nordic Culture Point is a new nexus for Nordic cultural contact and co-operation. The institution has been established in 2007 at Sveaborg in Helsinki under the auspices of the Nordic Council of Ministers.  
[www.kknord.org](http://www.kknord.org)



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