

# Swedish Design Moves Milano

Stockholm, 4<sup>th</sup> February 2018  
Press Release

## HEMMA Fragments of dreams

**Hemma** is at Home.

Someone just left the room. The coffee patch on the tablecloth has not dried. The bed is still warm. Lipstick on a whiskey glass. Fragments of a living, that tell the story of a life. We invite you to scenes from everyday life in a Swedish home.

Thanks to the initiative set up by the Swedish government in 2017 called **Swedish Design Moves**, Sweden has been steadily moving towards the global diffusion of its lifestyle and vision of spaces relating to sociality. On the initiative of **Visit Sweden**, the Swedish Design Moves project will bring to Milan, in a unique location in the heart of Brera Design District, a selection of Swedish companies and designers who look at the future while trying to improve the lifestyles of the individual and of the community by a functional and aesthetic approach to space and furnishings.

The interpreter for contemporary Sweden will be **Joyn Studio** (founded by Lisa Grape, Helena Eliason and Ida Wanler), a small interior architecture studio with one great ambition: to put people in the right mood.

Milan Design Week, April 17 – 22  
Brera Design District  
Via Eugenio Balzan 4, Milan

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