



Sweden is back in Milan with HEMMA gone wild

For most Swedes, the idea of HEMMA (HOME) is closely linked to a strong connection with nature. While this relationship is often romantic, nature can also be something threatening. What happens when it takes over?

Milan Design Week,
9-14 April 2019
Brera Design District
Via Solferino, 15

Access via: Bus 43,61,94,
MM2 Moscova, MM3
Turati

Swedish Design Moves returns to Milan Design Week this year with HEMMA gone wild – a sequel to the 2018 exhibition, HEMMA – Stories of Home.

Curated and designed by Joyn Studio, HEMMA gone wild invites visitors to experience an abstract and playful vision of home, from hallway to living room and onwards through an unfolding scenography that showcases the best of Swedish design, drawn by curiosity and a mood of mystery.

Home is a place of refuge and security – but it can also be a place from which to escape.

These include the Curve lamp for the museum's library designed by Front and produced by Zero, Sand dinnerware designed by Carina Seth Andersson in collaboration with Design House Stockholm, the Ateljé dining table designed by Matti Klenell (artistic director of the NM& project) and produced by Gärnsås, and the Botero chair, also designed by Matti Klenell in collaboration with Peter Andersson and produced by Källemo.

Other featured designers include Monica Förster, one of Sweden's most acclaimed designers who is represented with her Retreat sofa for Fogia

"Swedish landscape represents where we are from but it is only one element of our story. It was important to us that this dynamic flow of influence be reflected throughout HEMMA gone wild", says Joyn Studio.

HEMMA gone wild explores the complex relationship that we have with home and the influences of both nature and technology as they shape our experience of living and our connectedness with the changing world around us.

Just as a home is a reflection of a personality, all of the pieces within the exhibition have been selected for what they have to tell us and positioned with careful consideration to how they speak to each other.

Among the pieces shown are a number of the 82 new objects created for the Nationalmuseum's NM& Collection – a unique collaboration between 32 Swedish designers and 20 manufacturers, unveiled late last year.

and fashion designer Lars Nilsson who has collaborated with Vandra Rugs on a number of projects including Snö & Kol which brings Vandra Rugs to exhibit at Milan Design Week this year for the first time.

Sustainability is a driving influence for Sweden's designers and manufacturers.

Two leading design brands to highlight in this regard are Bolon, which launched in 1949 with rugs produced from textile waste and today uses 33% recycled materials in its flooring products, and acoustic product producer Baux, which was founded on the belief that building materials should be sustainable, surprisingly functional and remarkably beautiful.

Opening hours

Tue 9 to Sun 14 April,
9:30-19:00

Press preview - RSVP needed

Mon 8 April, 14:00-19:00

Opening cocktail

Co-hosted by
Stockholm furniture & light
fair, Stockholm Design Week,
Stockholms Auktionsverk &
Lauritz.com

Tue 9 April, 19:00-22:00

Fika for press - RSVP needed

Tue 9 to Fri 12 April,
10:00-11:30

In addition to these designers and brands, the breadth of design talent across furniture and lighting will be represented by established design brands Asplund, Blå Station, Gemla, and Tre Sekel and some of the country's newest studios and brands: Massproductions, Myltha, Pholc and Studio Mia Cullin.

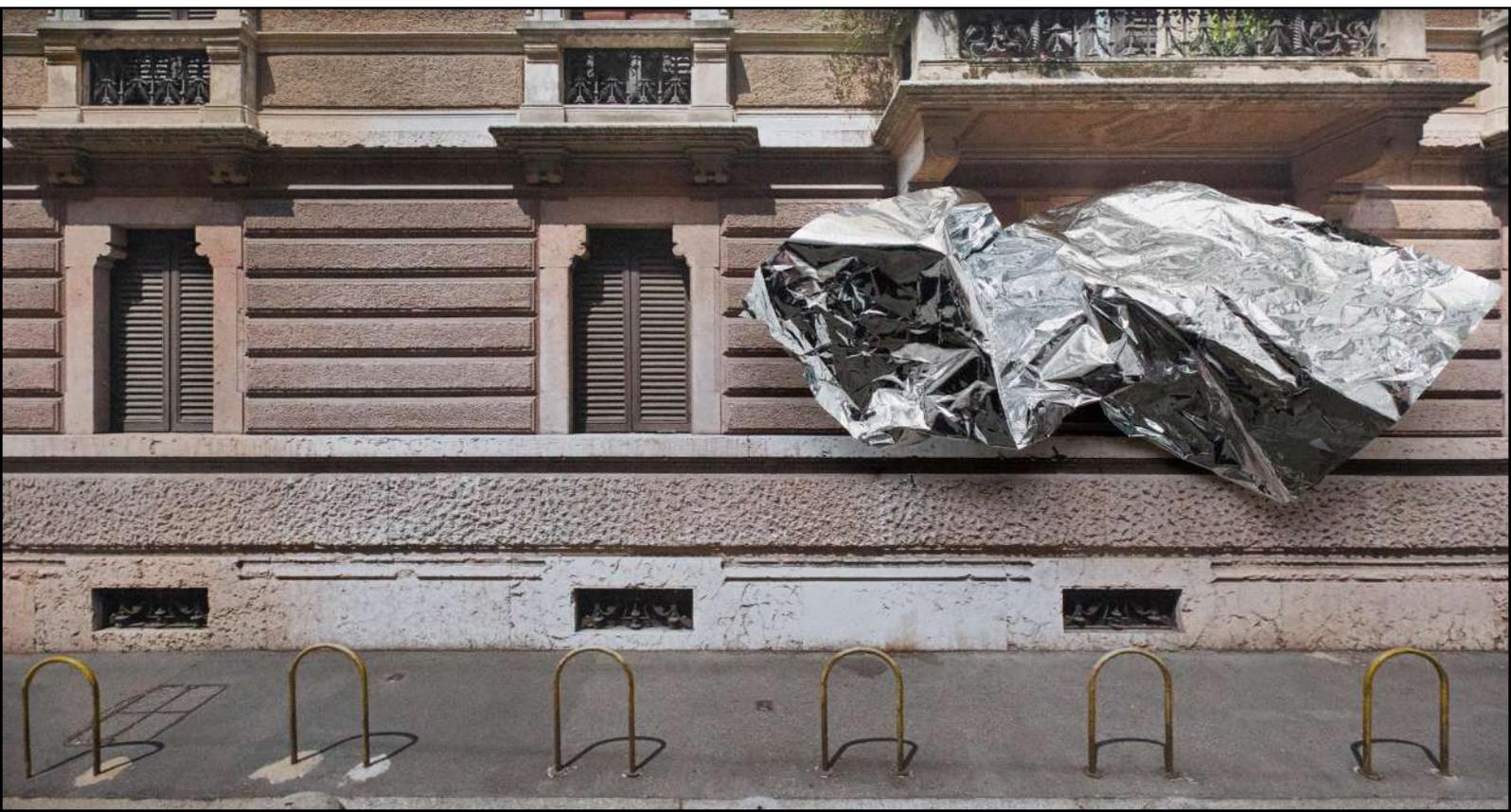
Bringing Swedish design to every element of the home, other brands exhibited include Electrolux, office design brands EFG and Ogeborg, bathroom specialists Westerbergs, urban design company Nola and wood-fired bathtub manufacturer Hikki.

Emerging talents throughout HEMMA gone wild will be accentuated by the inclusion of the work of students of Beckmans College of Design and HDK Academy of Design and Crafts and the winners of the Swedish national award for young designers (Ung Svensk Form), many of whom will show graduation and prototype projects.

As well as works supported by Design by Umeå's eXpression incubator.

"Swedish design finds its unique expression in deeply felt values of equality and accessibility paired with innovation and creativity - all reflected by the multitude of talented designers and brands invited to participate in this year's exhibition in Milan", says Michael Persson Gripkow, Brand & Strategic Marketing Officer at Visit Sweden and project manager for Swedish Design Moves.

HEMMA gone wild is an exhibition of contrasts – of colour, light, material and sound, and also of feeling. Bring your curiosity and join us to experience HEMMA gone wild at this year's Milan Design Week.



Joyn Studio

Joyn Studio is a small interior architectural studio with one great ambition: to put people in the right mood.

Founded by Helena Eliason, Lisa Grape and Ida Wanler, Joyn has most recently won acclaim for its design of the Restaurant Frantzén in Stockholm where the guest journey was conceptualised as a choreography to a soundtrack created by the studio.

By observing what makes people listen carefully, sit close, keep a distance, get up and start dancing or fall in love, Joyn Studio knows how to put people in the right mood with the right combination of lighting, sound and material.
joynstudio.se | [@joynstudio](https://www.instagram.com/joynstudio)



Swedish Design Moves

Swedish Design Moves is a programme that aims to increase the international awareness of Swedish design (including architecture, fashion and furniture/accessories) and is commissioned by the Swedish Government.

The overall goal is to increase the number of visitors to Sweden interested in design as well as increasing exports of Swedish design.

The programme is led by Visit Sweden in collaboration with Architects Sweden, Swedish Fashion Council/AFSB, the Swedish Federation of Wood and Furniture (TMF) and Svensk Form – The Swedish Society of Crafts and Design.
swedishdesignmoves.com

Press Contact Details

UK & Germany

14 Septembre London
+44 7 82 85 88 86

laurenebreas@14septembre.com

France

14 Septembre Paris
+33 6 46 86 16 86

anastasiasilva@14septembre.com

USA

bde New-York
+1 847 609 0222

beth.massey@bdeonline.biz



[@hemmagonewild](https://www.instagram.com/hemmagonewild)

Products catalogue available from Mon. 8 April on Instagram. Press kit available [here](#).