



Sweden takes over the capital during London Design Festival

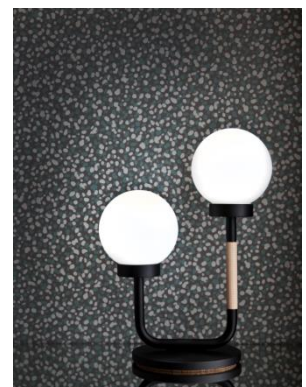
(22 August 2017) The annual [London Design Festival](#), which will be returning to venues and institutions across the city for its fifteenth year between 16–24 September, will see Sweden take over the capital this year. As the gateway to the international creative community, this year's festival will mark the launch of Swedish Design Moves at The Swedish Pavilion at the London Design Fair - a four-year programme to promote awareness of Swedish design, architecture and fashion around the world.

Other Swedish highlights at the festival will include Form Us With Love hosting Prototypa at Somerset House in collaboration with VisitSweden and the Swedish Design Moves initiative, writable surface designer Lintex revealing its products for the first time ever in the UK at 100% Design and brand new commodities - including the limited edition VO3W-365 watch by Void Watches - launching at designjunction. Furthermore, Livsdal, one of the world's most efficient air purifiers, will be creating an exciting installation at the Brompton Design District and an immersive living fabric installation by Swedish clothing brand Gudrun Sjödén will be taking place in Covent Garden.

Swedish Design Moves launches at London Design Fair

[London Design Fair](#) (21-24 September) will welcome the official UK launch of [Swedish Design Moves](#) whose objective is to highlight the innovative, progressive and creative design that drives Sweden. It is based on the concept that Swedish design is driven by Sweden's culture (openness and equality) and Sweden's culture is shaped by design, which is naturally included in all aspects of life. Commissioned by the Swedish government, the scheme is led by [Visit Sweden](#) to promote Swedish design, fashion and architecture globally in collaboration with Architects Sweden, ASFB-Association of Swedish Fashion Brands, the Swedish Federation of Wood and Furniture (TMF) and Svensk Form.

Visitors to the London Design Fair will be able to discover *Swedish Design Moves* first hand at the Swedish Design Pavilion – in partnership with [Southern Sweden Creatives](#). Southern Sweden Creatives is a three year project supporting small and medium-sized cultural and creative companies from southern Sweden to grow internationally (currently the largest export-related project for the cultural and creative industries in Sweden) and will bring 11 design companies to exhibit at the pavilion. All 11 exhibiting designers hail from Skåne and its trend-setting capital Malmö, currently seen as one of



Sweden's leading design hotbeds, and include [Future Days](#), who produce locally-made furniture and interiors in futuristic origami shapes and vibrant colours and will be launching the brand new Suspiria Cocktail Table and [Swedish Ninja](#), predominantly focusing on super-cool, innovative lighting solutions who will be launching the Little Darling and Big Darling lamps. The other brands that will be exhibiting include [Andréason & Leibel](#), [Butler Lindgård](#), [Kullaro](#), [Minus Tio](#), [MKID](#), [Norrgavel](#), [Petra Lilja Design Studio](#), [Stoft Studio](#) and [Zweed](#). Providing exhibition space for these forward-thinking, hot young designers, the Swedish Design Pavilion will highlight some of their boldest, most innovative design work.

Form Us With Love hosts Prototypa at Somerset House

As part of Design Frontiers held at Somerset House during London Design Festival this September, [Form Us With Love](#) is hosting [Prototypa](#) (a travelling collaborative forum founded in 2017), a seven-day series of talks, workshops and exhibitions in collaboration with VisitSweden and the Swedish Design Moves initiative. Inhabiting a West Wing gallery at Somerset House, Prototypa will be a live articulation of where design is heading. By inviting Swedish institutions, brands and manufacturers, Swedish design studio Form Us With Love will take visitors on a journey, behind the scenes, into the heart of imagination and assessments in design. Visitors can join seven exhibitions, one for each day, unveiling the physicality of ideating in a participatory setting, discussing and sharing the impact prototyping has on making things better for the future. It will be a day and evening programme of prototype displays, deep conversations and generous erudition with Sweden's leading industry figures, moderated by writer and strategist Lia Forslund.

Lintex introduces its products to UK market for first time at 100% Design

[100% Design](#) returns during London Design Festival for its 23rd edition at Olympia (20 - 23 September). The show is unique in its cross-sector appeal to design professionals with five distinct sections: Interiors, Kitchens & Bathrooms, Design & Build, Emerging Brands and Workplace – the latter being the only one of its kind in the UK. With a marketplace growing globally, the section spotlights the innovative work being done by companies around the world to improve both productivity and the experience of the workplace itself. Swedish writable surface designers [Lintex](#) will introduce their products to the UK market for the first time. Lintex has a vision to simplify communication in modern office and educational environments and has developed into one of the leading European brands within writable surfaces. During the years, whiteboards and glass boards have been joined by office screens as well as products for sound absorption. New products will also be introduced by Swedish component manufacturer [Ackurat Industriplast AB](#) who create ergonomic knobs and levers, metal frame chair glides and contemporary armrests.

Additional Swedish exhibitors will include [Bsweden](#) - producers of trendsetting lamps from their Småland factory in collaboration with famous Scandinavian designers, and [Kinnarps](#) - a 100% family

owned enterprise providing interior workspace solutions for offices and public environments. [Abstracta](#), a Swedish pioneer in the field of acoustics with its own factory in Småland, will be creating a calm and peaceful atmosphere at the restaurant of the fair. The acoustic panels of the Swedish brand come in geometric and elegant shapes in nuanced and subtle colours. The sound-absorbing panels and modules can be assembled in a virtually infinite number of ways.

Brand new Swedish products launch at designjunction

Now in its seventh year, [designjunction](#) returns to Kings Cross this September (21 - 24). The 2017 edition of the show will present more than 200 international design brands, hundreds of product launches, 70 tempting pop-up shops and bespoke installations, in addition to the schedule of lively talks and debates. A number of brand new Swedish products are launching at designjunction this year including:



[Design House Stockholm](#) will launch the Torso chair, Ram easy chair and Air sideboard. Celebrating 25 years, Design House Stockholm have distinguished themselves as a publisher of design rather than a conventional producer, working in the same way with designers that publishing houses work with authors. Rather than selecting a designer to make a specific product, all designers are invited to bring their personal ideas, some of which are selected for development and production.

[Friends & Founders](#) will launch the La Pipe lounge chair, Pond lounge tables, Knock out dining table, Saw desk and the Stand out coat hanger. The Friends & Founders collection of furniture and objects is designed and developed by one artist - the Swedish architect and designer Ida Linea Hildebrand. This unique approach gives the collection a strong character and distinctive direction and expression of the design.



[Void Watches](#) will launch its latest limited edition watch the VO3W-365 which can be engraved with



a date that is significant to the customer. Each watch will be individually engraved with one month and day on the backside of the gold case. VOID Watches was launched in 2008 by Swedish designer David Ericsson. Simplicity is at the core of their design philosophy, a philosophy strongly rooted in Swedish heritage. They prefer simple shapes and use materials that are best suited for the purpose of their products.

Decorex welcomes Layered and Vandra Rugs

[Decorex International](#) is synonymous with luxury and is internationally renowned for showcasing the finest and most coveted products from 400 hand-selected exhibitors. Opening London Design Festival from the historic Syon Park from 17 - 20 September 2017, Decorex will welcome Swedish exhibitors including [Layered](#), a Swedish interior brand offering high quality rugs and furniture with a sustainable focus to help reduce environmental impacts, and [Vandra Rugs](#), who offer exclusive handwoven rugs and work with carefully selected retailers, architects and interiors designers all over the world as well as from their own showroom in Stockholm. Products will also be showcased by the Swedish mattress brand [Hälsa](#), inspired by nature and recognised for its world famous Swedish quality which blends traditional handicrafts with technology in order to bring sleep quality to a higher level.

Livsdal set to create an air purifying installation at Brompton Design District

[Livsdal](#), one of the world's most efficient air purifiers, will be creating an installation at the Brompton Design District (16 – 24 September, 10am – 6pm). Clean air has long been a vital part of Brompton's history, instrumental in the recovery of Brompton Hospital's patients. By capturing pollen, viruses, bacteria, toxic gasses and other harmful particles, Livsdal helps relieve symptoms of cardiovascular and respiratory diseases. Their 7-filter technology is the first to capture nitrogen dioxide NO₂, sulfur dioxide SO₂, ozone O₃, formaldehyde CH₂O, PM₁₀, PM_{2.5}, PM₁, as well as ultrafine particles PM_{0.3}.

Wild textiles; a living fabric installation by Gudrun Sjödén in Covent Garden

[Gudrun Sjödén](#) is the Scandinavian design phenomenon that has been fusing colours, boldness and sustainable thinking for over four decades and the love for textile fibres and the many handicraft traditions of the world are woven into the story of the brand. For London Design Festival 2017, landscape architect and artist Jeanette Ramirez is creating a living installation in the Gudrun Sjödén store window (16 – 24 September Mon to Sat: 10am - 6pm, Sun: 12pm -6pm, Free Event) in Covent Garden, inviting visitors to a playful and thought-provoking piece created by living plants and

traditional weaving techniques. The opening party is on Saturday 16 September (noon – 6pm, talk at 3pm), with the artist presenting her work and botanical cocktails served.

For further details on visiting Sweden and how design shapes the country and its people, go to www.visitsweden.com

For more information on Swedish Design Moves, go to www.swedishdesignmoves.com

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Notes to editors:

About 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 increasing exports of Swedish design. The programme is led by Visit Sweden in collaboration with Architects Sweden, ASFB-Association of Swedish Fashion Brands, The Swedish Federation of Wood and Furniture (TMF) and Svensk Form.

Swedish Design Moves was introduced at Stockholm Design Week in February this year and hosted its debut events at Milan Design Week in April. It travels to Paris in September with fashion and architecture as the main focus of events at the Swedish Institute, followed by London Design Fair later that month for its official UK launch. www.swedishdesignmoves.com.