

Sweden makes designs on the UK

Swedish Design Moves launches in the UK at the
London Design Fair



Black hollow occasional table by Kristian Andréason and Kristin Leibel

22 June 2017 - This September, the London Design Fair will welcome the UK launch of *Swedish Design Moves*, a four-year programme to promote awareness of Swedish design, architecture and fashion around the world.

Swedish Design Moves aims to highlight the innovative, bold and creative design that drives Sweden. It is based on the concept that Swedish design is not only shaped by Sweden's culture, but Sweden's culture is shaped by its design. Commissioned by the Swedish government, the scheme 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.

Design and creativity is of huge importance socially, culturally and aesthetically to Sweden, and has a deep connection to the country's progressive values since it is driven by the idea of equality for all. The *Swedish Design Moves* programme highlights how Swedes channel their creativity and innovation into designing beautiful yet functional solutions for everyone, not

just the privileged few – design is seen as a tool to solve problems in unexpected ways and challenge the status quo to create a better life for everyone.

Whilst Sweden's design reflects its position as an outward looking, cosmopolitan and international country, within the Swedish design community, there is a much stronger connection and current movement back towards its heritage and craft skills than many people realise. Small-scale design with a unique identity is enjoying a renaissance in Sweden, telling stories and producing products locally and sustainably.

From 21-24 September 2017, visitors to the London Design Fair (part of September's month-long London Design Festival) 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. Lead project partner from Southern Sweden Creatives for the Swedish Design Pavilion is Form/Design Center - a hub for knowledge and inspiration in form, architecture and design.

All 11 exhibiting designers hail from Skåne and its trend-setting capital Malmö, currently seen as one of Sweden's leading design hotbeds. Providing exhibition space for these forward-thinking, hot young designers, the Swedish Design Pavilion will highlight some of their boldest, most innovative design work. There will also be the opportunity to try Swedish food and drink at the Swedish Design Pavilion, including *fika* – the all-important Swedish tradition of enjoying coffee and cake with friends.

Designers include:

Andréason & Leibel

Trained in industrial design, Kristian Andréason and Kristin Leibel are best known for their work in architectural lighting. Their recent collaboration with Swedish lighting company Ateljé Lyktan resulted in Quad - an award-winning slim, ceiling mounted luminaire with microprismatic acrylic glass which diffuses the light and conceals the LED plate and cooling system, as well as a shape that reflects the light upwards, giving it a halo effect. Another statement piece is the table (pictured above) which gives the illusion of being made from a large, solid stone, but is in fact a thin, hollow bodied side table. www.andreasonleibel.com

Butler/Lindgård

Specialising in textile design, Hanna Butler and Karin Olu Lindgård work together symbiotically, drawing or painting on the same paper, whilst maintaining a continuous and reflective conversation about colours, rhythms and tones. The result is bold, almost abstract prints with an element of Nordic fairytale. <http://www.butlerlindgard.com>



Future Days



Based in Malmö, southern Sweden, Future Days produces locally-made furniture and interiors in futuristic origami shapes and vibrant colours. Inspired by British New Wave, Miami Art Deco and Italian Giallo films, the studio was founded in 2014 by Kim Walltin, a former packaging designer for Tetra Pak. www.futuredays.se

Kullaro

Husband and wife team Jenni and Andreas Kullaro work with Swedish stone, most often combined with other materials, to create timeless shapes and objects, from furniture to jewellery, that they describe as a piece of their soul to be passed down from generation to generation. Among other things, they will be presenting 'The Arches of Kullaro' side tables (pictured) at the pavilion - made from stone and metal in collaboration with Lisa Hilland – a designer known for her high quality craftsmanship and expressive style with a poetic twist. www.kullaro.se



Minus Tio



Based in Malmö, Minus Tio is a creative design studio with a passion for furniture. Each of its designs starts from one manic idea – whether it be attaching a leg to a seat at an unexpected angle, or exploring how thin an upholstered chair could be. The resulting furniture is visually arresting but seriously usable.

www.minustio.se

MKID.

MKID. is a small industrial design studio based in southern Sweden that creates bespoke, inspirational pieces for clients requiring quality and high design standards. MKID.'s approach is always functional but never predictable, ranging from furniture to sculpture. www.mkid.se



Norrgavel



Established in 1991, Norrgavel produces exquisite, environmentally kind furniture. The brand stands for solid craftsmanship, creativity, knowledge of the subject and a rebellious playfulness. Originally rejecting the confines of modernism, it now embraces certain elements of the modernist idea – such as creating light and air, colour play, clarity and precision – but creates its own updated version, which takes into account the principle that everything created must at some point return to where it came from.

www.norrgavel.se

Petra Lilja Design Studio

Petra Lilja is an industrial designer and curator based in Malmö, where she also runs an eponymous design gallery from a converted car repair shop. Her experimental design takes many forms and uses many materials, from clay and glass, to wood and video – resulting in a truly artistic form of expression.

www.petraililja.se



Stoft studio



Stoft is a Swedish design studio based in Malmö founded Jenny Ekdahl, Ola Nystedt and Joel Herslow. Drawn together by a common fascination for how things move, sound and feel, their work builds on their different but complementary approaches towards design - focusing on emotional, visual and physical interaction with objects. www.stoft-studio.com

Swedish Ninja

Predominantly focusing on super-cool, innovative lighting solutions, Swedish Ninja develops designs that are not only useful, but also beautiful – with passion. www.swedishninja.com



Zweed



Zweed, based in Helsingborg, was founded by designer Håkan Johansson in 2010. Håkan's idea was to create a high-quality furniture brand that would emphasise design and functionality inspired by ideas from discussions with clients, who often came to him as they couldn't find a design solution for their needs. Elegant yet durable, Zweed's furniture is characterised by close attention to

detail, a high-quality finish and clever functionality. www.zweed.se

For more information on the Swedish Design Pavilion at London Design Fair, go to www.londondesignfair.co.uk/galleries/swedish-design-pavilion-2017

For more information on Southern Sweden Creatives, go to www.southernswedencreatives.com

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

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

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For further press information please contact:

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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 as 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.

About Southern Sweden Creatives

The Southern Sweden Creatives project supports small and medium-sized companies from the cultural and creative industries to grow internationally through professional business development, international exposure and national coordination. The project focuses on southern Swedish companies that work primarily with film and TV, digital games, digital media and design.

Southern Sweden Creatives is carried out by Invest in Skåne, together with Region Skåne, The City of Malmö, Film i Skåne/Southern Sweden Film Commission, Form/Design Center, The City of Helsingborg, Media Evolution, NetPort Science Park and The Creative Plot/The City of Lund. The project is co-financed by the European Union Regional Development Fund and the Swedish Agency for Economic and Regional Growth, and runs between 2016-2019 with a budget of approximately SEK 17M. www.southernswedencreatives.com

About the Swedish Design Pavilion

The Swedish Pavilion at the London Design Fair

21-24 September 2017

Old Truman Brewery, 26 Hanbury Street, London, E1 6QR, UK

@LDNdesignfair / #LDNDesignFair / #SwedishDesignMoves

www.londondesignfair.co.uk/galleries/swedish-design-pavilion-2017

About the London Design Fair

London Design Fair hosts the largest collection of international exhibitions, designers, brands, country pavilions, features and exhibitions in one destination during the London Design Festival. Located in the creative heart of East London, the London Design Fair is a four-day industry event that brings together 500 exhibitors from 29 countries. As the destination of the annual London Design Festival over 27,000 influential; retail buyers, architects, interior designers, press, designers and design-savvy public attend to see and specify the very latest; furniture, lighting, textiles, materials and conceptual installations from around the world. The London Design Fair will return to the Old Truman Brewery from 21-24 September 2017. www.londondesignfair.co.uk

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