

“Sweden Mingle”
SWEDEN IS BACK AT THE SALONE INTERNAZIONALE DEL MOBILE WITH
‘SWEDISH DESIGN GOES MILAN’ AND THE EXHIBITION #SWEDENMINGLE
A mix of interior design ideas based on experimentation and creativity

Milan, 4-9 April 2017, Pavilion 10 stand E23

After last year’s success, Swedish design is once again in the limelight of the Salone del Mobile with a collective exhibition of 15 companies and four designers from the Swedish design scene. The new project, coordinated by the famous architectural studio White, collects mixed styles and new materials based on experimentation and a shared commitment to sustainability.

Swedish Design goes Milan brings a blended exhibition of traditional Scandinavian style and design based on new technology and materials, curated by the internationally renowned architectural studio White. The exhibition showcases sofas, chairs, stools, rugs, fabrics, lighting, flooring, sound and other items created to be used, re-used and long-lasting; design for generations. The use of local raw materials and recycled materials is combined with research for functionality for every single item. This is a typical Swedish mind-set, a model and a lifestyle.

“We wanted to highlight the Swedish awareness of environmental issues, choice of materials, focus on origin and quality. All participating exhibitors contributes to this in different ways. We chose the name “Mingle” because of its meaning of mixture, mix, blend, but also the social aspect – to meet and exchange. Our goal has been to create a warm and inviting atmosphere, a meeting place for new ideas and collaborations . The design of the stand illustrates the mix, to overlap, compensate, change, blend and unite to create and form oneness and togetherness” says Annika Grottell, architect at White.

The selected items include sound absorbers made of moss, rugs made from 100% recycled plastic bottles, upholstered furniture and wooden objects mixed with other reusable materials, completely biodegradable fabrics, reclaimed wood flooring, paints without fossil fuels and many more. Objects that care about both the environment and the people. Design that makes sound choices.



For more information: www.swedishdesigngoes.com #swedenmingle

PR&Press BUSINESS SWEDEN: AD MIRABILIA – Via Ludovico Ariosto 28 - 20145 Milano
tel. +39 02 438219.1 fax + 39 02 4800.9428 - e-mail: press@admirabilia.it
Contatti: Manuela Lubrano Tel +39 349 2410696 e-mail: lubrano@admirabilia.it
Clara Zambetti Tel +39 345 3606992 e-mail: zambetti@admirabilia.it



This philosophy unites the entire composition consisting of the companies Astrid, Balzar Beskow, Bjelin, David Design, Färgbygge, The Freedesk, Grythyttan Stålmöbler, Hans K, Jonas Ihreborn, Layered, Minus Tio, Nordgröna, Pappelina, Pholc and Urbanears, as well as the Swedish designers showcased in our mingle lounge; Lisa Hilland, Malin Glemme, Marie-Louise Hellgren and Saša Antić.

“Swedish design is appreciated around the world. In fact, 70% of the production today is exported to other European countries, USA, Australia, Asia etc. There is a steady international increase of interest for Swedish products, quality and innovation, which is the reason for us to be present here in Milan, year after year. With a composition of some of the most well-known brands to some of the small-scale and up-coming players, Sweden Design goes Milan hopes to give a glimpse of Swedish design of today and of what Sweden has to offer” says Linda Fisti, project manager for Swedish Design goes Milan at Business Sweden.

White is one of the most important architectural studio in Scandinavia. Founded in 1951 with the aim of improving the quality of everyday life through design, it has always stood out for respecting the environment and all over the years it has worked in 50 countries in Europe, North America, Asia and Africa. www.white.se

Swedish Design Goes Milan 2017 is an initiative by Business Sweden, in collaboration with the Swedish Embassy, Svensk Form and Architects Sweden. Other partners are VisitSweden and Southern Sweden Creatives. The project is one of several Swedish initiatives in Milan, all with one common mission - to shed light over Swedish design and architecture, create meeting places, share our stories, meet and learn from people around the world.

Business Sweden's mission is to help Swedish companies to reach their full international potential and foreign companies to invest and expand in Sweden. www.business-sweden.se

Svensk Form is a non-profit membership association appointed by the Swedish government to promote Swedish design in Sweden and abroad. www.svenskform.se

Architects Sweden is a professional organization for architects, interior architects, landscape architects and spatial planners with 12 300 members (including more than 2 000 students). www.arkitekt.se

For more information: www.swedishdesigngoes.com #swedenmingle

PR&Press BUSINESS SWEDEN: AD MIRABILIA – Via Ludovico Ariosto 28 - 20145 Milano
tel. +39 02 438219.1 fax + 39 02 4800.9428 - e-mail: press@admirabilia.it
Contatti: Manuela Lubrano Tel +39 349 2410696 e-mail: lubrano@admirabilia.it
Clara Zambetti Tel +39 345 3606992 e-mail: zambetti@admirabilia.it



PROGRAM

A part from the exhibition, there will be several occasions to meet with Swedish architects, designers and opinion leaders in the stand during the week. On Tuesday an official inauguration by the Swedish Ambassador Robert Rydberg will be held for press and customers. Each afternoon Tuesday-Thursday at 15:30 "Talks+aperitivo" will be hosted by Architects Sweden where interior design and architecture of today and the future will be discussed. Join us for these events in our mingle lounge, a place where to meet, chit-chat, exchange ideas, relax and recharge the batteries while sipping a Swedish coffee. For more details about our events, please see below.

Tuesday 12:00 Official inauguration with Swedish Ambassador Robert Rydberg

Opening speeches, finger food and prosecco, press meetings and interviews

Tuesday 15:30 Talk+aperitivo "Swedish Interior Architecture Now"

Ranging from giant companies to upcoming young furniture designers, Swedish design is made available for everyone. Stemming from a long tradition of craftsmanship and love for the use of natural materials, sustainability and research-based design is an essential cornerstone in Swedish Design. Even though the techniques are changing, these values remain the same: even when using innovative production techniques such as three-dimensional printing, the raw material can remain natural and self-dissolving. All for the sake of our environment. We will have a talk on what is edgy today and what can be expected in the future. Panel discussion with:

- Jacob Sahlqvist, White
- Sara Persson, Tengbom
- Johannes Karlström, Note Design Studio

Moderated by Charlotta Holm Hildebrand, Architects Sweden

Wednesday 15:30 Talk+aperitivo "Swedish Wooden Architecture Now"

Wood is a material for the future. Not only is it carbon neutral, but it actually stores CO₂. Thus, wooden architecture is developing fast these days and gaining popularity. Its sustainable and renewable features, in combination with its materiality and functionality makes wood highly attractive for architects and real estate developers.

Architectural constructions where we see the use of wood spans from the finest details, to grand developments in high rise public buildings. Meanwhile, the research is extensive with mind-blowing findings regarding material development, 3D printing and more. We will discuss the material, its benefits, the architecture and what to expect from the future of the Swedish wooden architecture, with some of the best architects and researchers. Panel discussion with:

- Sandra Frank, Folkhem
- Jonas Runberger, White
- Stefan Sjöberg, Kjellander Sjöberg

Moderated by Charlotta Holm Hildebrand, Architects Sweden

Thursday 15:30 Talk+aperitivo "Swedish Architecture Now"

Swedish architecture is making headlines in international press. Offices and housing projects are positively reviewed by foreign colleagues. Signs that architecture produced in Sweden has become better and more vibrant than it has been for many years. For the past ten years, numerous small offices with high quality production have established themselves in the country. Johannes Norlander, Petra Gipp, Tham & Videgård, General Architecture, Elding Oscarson, to name a few. From having designed private homes and summerhouses, many of them are now also working with larger projects. During the talk we will discuss the change, its origin and its future together with some of the best names in Swedish Architecture today. Panel discussion with:

- Louise Masreliez, Marge
- Magnus Lindgren, White
- Annika Hedblom, Kaka

Moderated by Charlotta Holm Hildebrand, Architects Sweden

For more information: www.swedishdesigngoes.com #swedenmingle

PR&Press BUSINESS SWEDEN: AD MIRABILIA – Via Ludovico Ariosto 28 - 20145 Milano
tel. +39 02 438219.1 fax + 39 02 4800.9428 - e-mail: press@admirabilia.it
Contatti: Manuela Lubrano Tel +39 349 2410696 e-mail: lubrano@admirabilia.it
Clara Zambetti Tel +39 345 3606992 e-mail: zambetti@admirabilia.it