

PRESS RELEASE

Svensk Form presents “**S**wedish Love Stories” in Milan 12-17 april 2011

For the third consecutive year **Svensk Form** is organising the **Swedish Love Stories** exhibition during Milan’s Design Festival at the prestigious **Superstudio Piu** in the middle of Zona Tortona. Last year the focus was on Dalarna; this time we shine some light on Västra Götaland on an even larger and more ambitious scale. Superstudio Piu is no ordinary show space, standing in a disused factory location in central Milan, called the Temporary New Museum. This year looks set to smash last years attendance numbers – which stood at over 120,000 visitors, including 3000 journalists, despite taking place under the imposing ash cloud.

Innovative industrial design agency **No Picnic** has taken charge of interpreting this year’s ongoing Swedish Love Stories theme. A large floating barn and topographical forms reference classic Swedish materials and the romance of our natural environment. Textiles, wood, glass and ceramics can be found throughout the exhibition, especially in the showcase of Västra Götaland. The aim is to give context to contemporary Swedish design and convey narratives about the country, the chosen region and the modern Swedish lifestyle. For the individual exhibitors this vibrant atmosphere gives them the chance to build new contacts, increase awareness while developing new export markets and customer bases.

*”Come and sit in at the kitchen table in the barn, rest on one of the outcrops in our stylised archipelago or up on the balcony on recycled textile furniture. The theme of **Swedish Love Stories** is open to several interpretations; the love of materials, places, the people behind the products and perhaps even the creation process as a whole. Being in the midst of the vibrant design week in Milan, is a must so that Swedish design can meet the world,”* says **Ewa Kumlin, MD, Svensk Form.**

The development of this initiative has been supported by various partners including Region Västra Götaland, VisitSweden, and The Council for the Promotion of Sweden, NSU. Special thanks to No Picnic AB and advertising agency IK Stockholm for their extraordinary efforts.

Press information, updates and images can be found on www.swedishlovestories.com

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EXHIBITING DESIGNERS AND COMPANIES

Among this year’s companies you’ll find Ateljé Lyktan, Bsweden, Dala Ledstång, Huawei, Garden Attitude, Gemla/Tengbom, Gärsnäs, Horreds, Inredia, Kasthall, Månse Design, Nola, No Picnic, Olby Design, Pappelina, Röshults, Skargaarden, String, Support Design och Volvo Trucks. In addition there are over twenty individual designers such as Alexander Lervik, Anna von Schewen, CKR, David Taylor, Designstories, Kerstin Sylwan & Sara Danielsson, Elisabeth Björkbom, Jeanette Lennartsdotter, Johan Carpner, Karlsson & Björk, Katrin Greiling, Lukas Dahlén, Marcus Johansson, Marie Dreiman, Mia Cullin, Maria Westerberg, Monika Gora, Roberto Cardenas, Thomas Bernstrand and Thomas Malmberg.

Västra Götaland is represented by Anna Elzer Oscarson, Annika Svensson, Almedahls, Brikolör, Carina Cresta The Make Fun Project, Fredrik Färg, F.O.V. Fabrics, Fulo (Olof Nordenson and Ulf Jevin), Guldåker Snickeri, Josefin Strid, Josefin Wiel Fredén, Karl-Oskar Ankarberg, Kristina Sahlqvist, Little Red Stuga, Maria Sandberg, Modern Times (Rasmus Malbert and Johannes Tjernberg), Nudie jeans, Oxeon, Pamela Lindgren, Sami Kallio, Staffan Holm, Inredia. The cultural office of the Region Västra Götaland leads the project. Selection and concepts: Ulf Linder, White Architecture, Anna-Stina Lindén Ivarsson, Svensk Form Väst and KHVC – The Craft Center.

www.superstudiogroup.com and www.svenskform.se