

**SWEDISH DESIGN
GOES MILAN**

-

IN REAL LIFE

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**WE LIVE IN A
TIME WHERE WE
CAN CONNECT
WITH PEOPLE ALL
OVER THE WORLD**

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**THE NEED TO SEE, TOUCH, HEAR AND – MOST
IMPORTANTLY – MEET RELEVANT PEOPLE
STILL COUNTS.**

– Photo
Government Offices of Sweden



**DR. EWA BJÖRLING
MINISTER FOR TRADE.**

SWEDEN HAS LONG BEEN A COUNTRY AT THE FOREFRONT OF DESIGN AND SWEDISH DESIGN IS CONSIDERED VERY ATTRACTIVE IN THE INTERNATIONAL MARKET.

While a relatively small number of Swedish companies account for a high share of exports, there is a large group of businesses with enormous potential to grow internationally. As the creative industries are a priority area for Sweden, I see a clear need to support this initiative during the coming design week 2014.

The Milan furniture fair is considered the leading international business forum for design and is therefore one of the main platforms on which Swedish companies need to be seen and marketed. As in previous years, the aim for 2014 is to create a pavilion which gives the world a picture of Sweden as a country where creativity and design are at the forefront. Continuing to take an inclusive approach with a common platform creates better conditions for more Swedish companies to participate and provides increased visibility for Swedish design. This is of great importance for the internationalisation of Swedish micro to small businesses in the creative industries.

Although we live in a time where we can connect with people all over the world, the need to see, touch, hear and – most importantly – meet relevant people still counts. It is for this reason that Business Sweden, Visit Sweden and Svensk Form have created not only an exhibition to visit, but a platform where Swedish creators and entrepreneurs can meet during the most vibrant design week in the world – in real life.

SWEDISH DESIGN GOES MILAN 2014



Swedish Design Goes Milan 2014 is not merely an exhibition of products, but also a unique platform, inviting the visitors to meet some of our most influential designers and producers, sharing current tendencies within design, food and music. The theme *In Real Life* is created by the curators *Form Us With Love*.

For the first time we are entering into a new space in the old art nouveau building La Posteria in the growing design district Brera. We are happy that over 40 Swedish designers and producers are joining us in our official Swedish manifestation this year, alongside various parallel exhibitions with Swedish participation around town, and a group of steady exhibitors at the Salone.

As you will find, the hallmark of contemporary Swedish design is diversity. The deep rooted perception of excellent Swedish design with simple stylistic consistency is no longer taken for granted. Designers are not tied down to one country, but work around the world, sharing international references and contacts. This fact will be further explored in the many programs going on throughout the exhibition, with a daily café, Form Talks, public interviews, DJ Sessions and an online auction. Exclusive midnight dinners will gather international key people around the large dinner table with 24 chairs from different producers and Swedish tableware.

The international success of Swedish design is also due to the many bold manufacturers willing to invest in new talents and innovative solutions without compromising long-term quality. Viable long-term developments are the biggest challenges of our day. An increasing number of producers base their work on an environmental awareness that generates more added value and international competitiveness. Recent studies show that Sweden is one of Europe's most stable furniture industries, with a strong growth compared to other countries in these challenging times. Sweden is also one of the few European countries where local production has increased during the past ten years. At the same time, the interest and knowledge grows among its consumers.

Swedish Design Goes Milan 2014 is a collaboration between VisitSweden, with the target to attract visitors to Sweden, where design and lifestyle play an important role in communicating the image of contemporary Sweden, together with Business Sweden focusing on increased export and the ongoing incentive by the Minister for Trade and the Ministry of Foreign Affairs to promote cultural and creative industries, as well as the image of Sweden. Svensk Form is an independent society, with a mission to promote Swedish design abroad, active in Milan since 2009. Svensk Form is also the publisher of Form Magazine for Nordic architecture and design, which will be present in an English edition and through public interviews.

Swedish design, with its long tradition and humanistic perspective is perhaps more in demand than ever. Enjoy Swedish Design Goes Milan 2014!

WWW.SWEDISHDESIGNGOES.COM

www.svenskform.se

www.formmagazine.com

www.visitsweden.se

www.visitsweden.com/sweden-us/

www.business-sweden.se



IN REAL LIFE

—

We live in a time where we can connect with people all over the world, regardless of geographical distances, thanks to technology. However, we also believe in the power of live meetings between people in order to establish business opportunities and inspire creativity. This is why we created the concept In Real Life for this year's edition of Swedish Design Goes Milan 2014.

In our design studio, geographically based in Stockholm, we try to find new ways of collaborating with our clients to enhance their brand and develop innovative products. We work very closely with our producers to break new grounds and move forward together. Our clients include Scandinavian and international brands such as ateljé Lyktan, Bolon, Cappellini, DePadova, Muuto, Design House Sthlm and One Nordic Furniture Company.

In recent years, during the intensive Milan week, we have concentrated solely on meetings and midnight dinners together with our clients. After all, Milan is all about meeting the right people, and when we were commissioned as curators for Swedish Design Goes Milan 2014, we wanted to give our exhibitors the opportunity to meet international and influential contacts in a positive social surrounding, such as our midnight dinner concept.

Furthermore, we have aimed to create a clean and professional layout, in this wonderful but demanding space La Posteria, so the products can play the main role. We have partnered with Ateljé Lyktan for the lighting and Bjoorn.se for the exquisite oak floor, which is used in throughout the exhibition stands and tables. The selection of designers and producers will show a broad range of products, giving the visitors an experience and an idea of what goes on in Sweden today.

WWW.FORMUSWITHLOVE.SE



WELCOME TO OUR TABLE

—

Milan is about meeting the right people, whether your main purpose is to get inspiration, see the latest launches or to do business. This year we decided to take this one step further and create a social meeting place around a large dinner table at the very centre of our exhibition, to be used in the day for work or having a snack and transforming at midnight into a place for exquisite dinners with Swedish food served on Swedish table ware. The combination of high quality and practical everyday informality has led the choices. The table is surrounded by 24 selected chairs, all representing successful meetings and positive chemistry between different producers and designers.

DESIGN HOUSE STOCKHOLM is 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, of which some are selected for development and production. To gather a collection of design classics with timeless appeal and qualities that outlive temporary trends form the foundations of Design House Stockholm. At the table guests will enjoy their meals on Blond Stripe plates and cups by the Relief group, Stockholm Cutlery by Jesper Ståhl, and warmth and light will come from Night Light candle holders by Pia Törnell.

IITTALA celebrates generations of essential objects that are made to enrich people's everyday lives. The Lempi glass is one of these objects – designed by Swedish Matti Klenell. It is designed for the modern kitchen and works for every occasion, whether you pour in a refreshing drink of juice or a relaxing glass of red wine.

GENSE presents a new cutlery series in stainless steel by internationally renowned designer Monica Förster. The cutlery, called Dorotea, is a mix between traditional design and innovative form and function. It's a functional and timeless cutlery that combines Gense's tradition and craftsmanship with design on an international level. The cutlery is distinguished by a solid, balanced look where the form lays in the contour and the cutlery's characteristic rounded finish.

TINGEST is a completely new Swedish brand, created by the Swedish Designer Alexander Lervik, built on our basic needs around the table, and the vital concept of true Swedish materials, locally produced. The multipurpose candle holder Servitören - The waiter- will lighten up our table during dinners and aperitivos.



The 24 chairs around the table all have their unique stories, which will be told throughout the exhibition. They include a number of love stories between international producers and Swedish designers, and vice versa. Each has a different purpose and price and all are presented in black on this occasion to create a united family.

They are:

Adde by Marcus Arvonon for IKEA

Arnold by Emma Olbers for Tre Sekel

Bodoni by Jesper Design for Abstracta

Family Chairs by Lina Nordqvist for Design House Stockholm

Florinda by Monica Förster for De Padova

Grace by Staffan Holm for Swedese

Hammock by Axel Bjurström for David Design

Kaffe by Thomas Bernstrand for Blå Station

Lite chair by Broberg & Ridderstråle for Offecct

Mayflower by Lars Pettersson & Thomas Bernstrand for Materia

Montmartre by Jonas Wagell for Mitab

Non by Boris Berlin & Poul Christiansen for Källemo

Noor by Form Us With Love for RBM

Paper by Claesson Koivisto Rune for David Design

Raw by Jens Fager for Muuto

Rib by Alexander Lervik for Johanson Design

Robo by Luca Nichetto for Offecct

Stella by Broberg & Ridderstråle for Swedese

Sting by Stefan Borselius & Fredrik Mattson for Blå Station

Straw by Osko Deichmann for Blå Station

Twist by Anna von Schewen for Gärsnäs

Österlen by Inga Sempé for Gärsnäs

For additional seating, Tre Sekel are providing the stools, Hjon by Thomas Sandell and Swedese will bring Spinn by Staffan Holm.

Most of the products will be auctioned online by Lauritz.com throughout the exhibition.



AGNES FRIES



BUOY

Agnes Fries is a ceramic designer educated at The Danish Royal Academy and based in Stockholm and China.

AF specializes in making functional and visually strong series of objects that relate to each other and to their surroundings through carefully composed shape and meaning.

– Photo
Buoy

PORCELAIN PRODUCTION

Since 2008 she creates her work in close collaboration with the craftsmen of Jingdezhen – the world capital of porcelain. Focusing on contemporary serial production allows AF to explore aesthetics and societal change. As a response to European porcelain factories shutting down, AF is now launching parallel productions - a way of enabling independent craftsmen to make a living out of her designs.

For Milan AF is presenting a collection of porcelain vases inspired by fishing floats. The pieces are painted by old Jingdezhen masters and produced by Li Fei and Grace – a young Chinese couple building their own business in todays China.

ANKI GNEIB / HORREDS

ANKI GNEIB / HORREDS – DESIGN YOUR WORKING DAY

New working methods require carefully designed functions. Sometimes you need to break the mould and move a little closer. This is when new ideas emerge.

Potomac is a modular seating and table collection that is ideal for small workshops or for a relaxed coffee break with colleagues.

The asymmetrical shape inspired by the irregular pentagon tessellation allows an infinite variety of multiple compositions.

HORREDS - DESIGN FOR THE FUTURE

Since the start in 1936 there have been many changes in styles and materials, but our principles remain the same. We still make furniture that lasts and functions well throughout its lifetime. Our furniture is designed to blend into its surroundings, adding some extra flavour.

ANKI GNEIB DESIGN

The studio based in Stockholm works on a wide range of projects, such as total interior design solutions for public and commercial spaces as well as furniture, lighting and product design. The work of Anki Gneib is characterized by experimental and playful expressions through both the process and result. Her acclaimed monumental candleholder Holy embraces the Scandinavian traditions of worship and the importance of illumination during our long winter nights with the magical warmth of the candlelight.

– Photos
01. Holy
02. Potomac



ANNA WEDIN

01



02

ANNA WEDIN INTERIOR & DESIGN AB

I started my company with the ambition to make creative ideas realistic and doable as I feel that design should be about simplicity even though the process itself can be very complex. Among my many sources of inspiration, music, set design and nature stands out. Music and nature both really makes me able to focus to find new and unexpected ways to work with a certain project. Also, thanks to my many experiences with set design, I really enjoy making the most of the possibilities that light, shade and graphical expressions offer. I am a strong believer that finding inspiration from unsuspected sources makes the final product stand out and have its own unique character.

DISC - MAGNETIC DRAPING TOOL

Drape your curtains in your own unique way. Magnetic Disc is a draping tool that transforms your curtains into a canvas for your creativity. Carefully handmade in Stockholm/Sweden. Go on, create your own masterpiece!

– Photos

01. Disc
Photo: Ida Halling.
Styling: Anna Wedin.
02. Disc
Photo & Styling:
Anna Wedin

ATELIER RYBERG

NET SCREENS BY CHARLOTTE RYBERG

A sheer screen where coloured yarn creates a pattern in a wooden frame, inspired by the light surface of layer of fishing nets. Sometimes as a child I followed my dad out on the sea to pick up the fishing nets we had laid out the night before. We slowly untangled the nets and hung them, layer upon layer, in the steep pine slope facing the sea. I wanted to recreate that light, semitransparent way of defining a space, presenting it in a concept enabling various patterns and colour combinations. The collection includes freestanding as well as foldable screens and the possibility to create project/site specific designs.

Charlotte Ryberg and her studio Atelier Ryberg works across boundaries with objects, spaces and visual branding, focusing on intriguing situations rather than mere functions, using historical and cultural references, reworking them into new and clear concepts.



– Photo
Net Screens
Photo: Andreas Lönngren

EMMA OLBERS / TRE SEKEL

GRETA

Greta is a contemporary kitchen sofa, inspired by the traditional sofas used in many Swedish kitchens. This one is named after Herbert's wife, he who started the factory in 1944. The designer Emma Olbers wanted to create a high back sofa that can do without a table in front, one that can grace the entrance.

Greta is part of the launching collection of the new Swedish brand Tre Sekel (Three Centuries), where Emma Olbers also has worked as creative director. Like all the furniture from Tre Sekel it is made of locally grown high quality birch wood and produced in a factory in Tibro in southern Sweden. The sofa is hand painted with environmentally friendly egg tempera paint, very popular in the 1700s. It is a natural finish consisting of eggs, flax oil, pigments, water and 0.01 percent preservative.



01



02

- Photos
- 01. Greta
- Photo: Idha Lindhag
- 02. Greta

FIBER & FRIENDS

FAR OUT LACE

FIBERS & FRIENDS GOES LACE

Fibers and Friends designs and manufactures Lace with the utmost consideration for details. We borrow the beauty of traditional craftsmanship, updating it to meet today's challenges and requirements.

Far Out Lace uses traditional lace technique updated by using large repeats, which covers the total width of the material. The large pattern provides variation and is repeated every three meters. Far

Out Lace is a semitransparent textile with the ability to screen off the light as well as provide privacy in public settings. Designed and manufactured in short runs by Fibers & Friends.

Our manufacturer of Far Out Lace is situated in the Republic of Poland, a company with a long history of textile tradition and experience. Yarn used for Far Out Lace is certified according to Öko-tex 100 IV (controlled for all known harmful substances). The finished fabric as well as yarn and all contents used for production are in accordance with the guidelines of REACH.

Tested and approved in accordance with fire tests: EN 13 772 class 1
Measurement of flame spread with large ignition source

LONG-LASTING

The textile can be washed several times without any quality loss; we ensure longevity and quality for long periods of time. Sustainability is defined and implemented as a central theme in the whole process, from idea to the final product. Consequently, Far Out Lace meets highly set environmental requirements concerning yarn and flame resistant treatment.

With recommended care it will be useful for many years.



01



02

– Photos

- 01. Far Out Lace
- 02. Far Out Lace

IOU DESIGN

01



02



KRUKA/ GOTHENBURG

Kruka is a series of beautiful and colorful self-watering pots that will help you take care of your plants. With its smart design Kruka takes the water from the planter to the inner pot with capillary action, to ensure that watering is done automatically. This creates an even moisture in the soil and they do not need watering as often and the soil does not become flattened in the same way as by overhead watering.

Kruka is made in a unique co-operation between Swedish designers, labour co-operatives in Vietnam, UMA, Vietnamese Lawyer Association and people in exclusion. The project is a wallbreaker in both design co-operation between countries as well as it helps to strengthen the respect of human rights for people in exclusion. Kruka is designed by the designer duo Emma and Sergio from BravoKruuse, whose inspired by both traditional Vietnamese crafts as nature's own shapes, when designing the pot.

Gothenburg is the result of a unique design project based on collaboration between designers, producers and people in exclusion from Sweden, Italy and Japan. Gothenburg draw inspiration from traditional wooden architecture. The horizontal and vertical shifts of moldings gives not only an exciting aesthetics but contributes greatly to the body of sustainable construction. This together with the Japanese Shima-Shima fabric to create an interesting encounter between contemporary and tradition.

Gothenburg is designed by Sami Kalio and Charlie Styrbjörnsson, produced by Snickarboia in Remshyttan. The cushions are sewn by the Borseggi Co-operative in Milan together with a high-security prison and the high-quality textile is produced by Shima-Shima, Japan, based on ancient Samurai patterns and old fashioned weaving techniques.

IoU Design is a fundraising foundation that develops, produces and sells environmental friendly manufactured garden furniture and garden products designed by recognized Swedish designers. Production, distribution, administration, marketing and sales is in the form of a training program in order to help people in exclusion back to the community. Profits are donated to organizations working to help people in exclusion and reduce human suffering. We market our products under the brand IoU [ay-o-jo], an English play on words that stand for "I owe you." IoU is also an Anglo-American expression for the promissory note.

– Photos

01. Gothenburg

02. Kruka

Photo: Stefan Aaltonen

JANGIR MADDADI

SWARM BY JANGIR MADDADI

The Swarm Lamps connects modern lighting design with the deeply respected woodworking process of Scandinavia. It is the creativity of the future and an homage to a simpler past.

Organic in both shape and material, the custom-cut solid oak and glass lamp tempts your imagination. Whether you see fireflies in a forest, a cluster of honeybees, or a watch of nightingales, the Swarm Lamp is up for your interpretation. It is the archetype of the flying organism.

Warm, high-quality light. Dimmer controlled. 220/120 V. Adjustable positioning and height.

Made in Sweden.



01



02

– Photos

01. Swarm

Photo: Jonas Lindström

02. Swarm

Photo: Jonas Lindström

JONAS FORSMAN

SHIFT

The movement of different parts fascinate me. Things that are able to shift shape and adapt to the situation. In this project my aim was to create a three dimensional quality from something flat.

Shift is an adaptable chair. It is shaped to the human body when needed and flat when needed. Thanks to the knitted textile back this foldable chair combines good comfort with a slim profile. Shift folding chair does not compromise between space and comfort.



– Photo
Shift

KOLORMONDO

COLOUR TO THE PEOPLE!

Kolormondo, a Swedish design invention, is your GPS of colour. Whether using the Kolormondo® 3D Colour Puzzle, the - soon to come - Kolormondo® 30:572 or the smart phone app, you will have the world of colour in your hands. Use it to find the colour you are looking for, discover new unexpected colour matches or explain colour to students and clients.

– Photos

01. Kolormondo® 30:572,
30 cm in diameter

02. Kolormondo® 3D Colour
Puzzle, 16 cm in diameter

COLOURS IN A GLOBE

Until now, colour has been presented flat. Kolormondo visualizes colour in a globe. Around its equator, you will find the saturated colours. Going north, they are gradually mixed with white, going south they mix with black. Towards the core the colours mix, meeting in the grey scale, which form a pillar between the white North Pole and the black South Pole.

Kolormondo is intuitive and used by beginners as well as professionals; from people matching colours at home to designers in fashion, interiors and graphics. It is also used in colour training, from kindergartens to universities.

Understanding colour is no longer a secret for the selected few. And with knowledge comes ability and passion. The revolution has started. Colour to the people!

01



02

LISA HILLAND

HALO ARMCHAIR

It is no secret that leather is one of designer Lisa Hilland's favourite materials. In her collaboration with Elmo – Sweden's leading manufacturer of exclusive leather – Lisa Hilland explores its many beautiful qualities:

'I took the classic Chesterfield leather upholstery technique and tweaked it, giving it a modern renaissance through a new pattern and a contemporary design approach.'

The result is 'Halo Armchair' with a luxurious feel made out of the softest pearl Elmo leather. Nothing beats a natural material like leather; its softness and colour, the small varieties in its appearance, and its wonderful smell. Leather has a long life cycle and ages beautifully when handled with care. I would like for everyone who sits in this chair to feel special; experiencing the great sensation of the leather and being framed by the beautiful halo pattern."

As part of this collaboration, Lisa Hilland has also experimented with a plissé design for a line of handbags and jewellery. First out is "Diamond Plissé Clutch and Bracelet". Made out of soft Elmo Leather, these accessories are perfect for both everyday use as well as the occasional party.

01



02



03

– Photos

01. Halo Armchair
Photo: Niklas Lundstöm

02. Halo Armchair
Photo: Niklas Lundstöm

03. Diamond Plissé Clutch and Bracelet
Photo: Niklas Lundstöm

LITH LITH LUNDIN

WILL

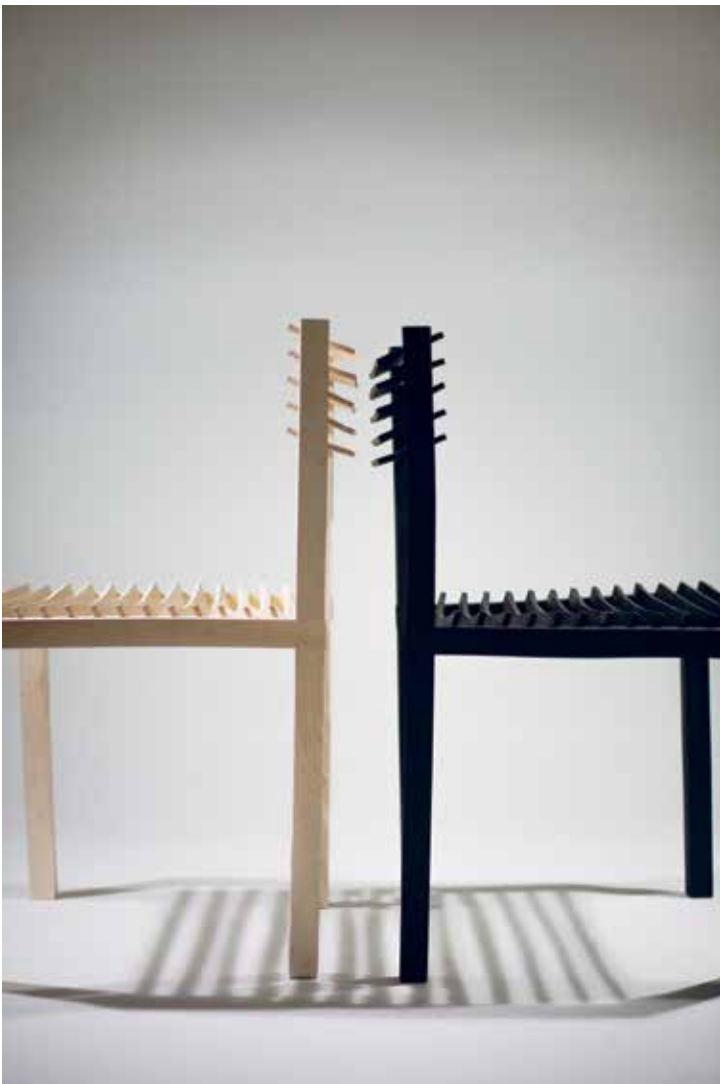
Our business concept is based on having design, production of raw materials, and the processing of said materials all take place within a

50 kilometre radius of our workshop in Torsåker, Sweden. We only work with renewable materials and it is our 50 kilometre radius that gives us creative challenges and the palette of materials. This in turn forms the fundamental conditions of our design.

Will is a product of green woodworking techniques and a moderate shape. When wood dries, it shrinks and bends, and we wanted to use these properties to both fabricate and design the chair.

The shrinkage is used to frame the construction as fresh wood shrinks around dry tenons. As every tree is different, the outcome after drying will be different, resulting in a unique appearance for every chair.

01



02

– Photos

01. Will

Photo: Alexander Mahmoud

02. Will

Photo: Alexander Mahmoud

MARIE-LOUISE HELLGREN

PINK ONE

Marie-Louise Hellgrens design work is today focused on reuse and sustainability - on redesign and upcycling. Her work - in the company, Re:Do - is also about bringing mindfulness into our everyday life. There is beauty, simplicity and a vibrating energy in all her products.

- The process of redesign is focused on the moment, revolving around what kind of materials I just received that day and what I can create from it.

Working for Re:Do, she transforms industrial waste into new products also trying to reduce the environmental impact and creating innovative new products.

- It is a reversed design process, says Marie-Louise Hellgren. Since I begin with textile waste from different sources my work is of course limited by factors such as measurements, quantity and material. But this also encourages my creativity!

Here she works with textile waste from the technical industry. Combining it with her skilled hands on sewing technique, she creates a spiraling dancing movement in the Pink One made out of airbag fabric.

01



02

– Photos

01. Pink One

Photo: Magnus Arnesund

Styling Tina Hellberg

02. Pink One

Photo: Kristian Pohl

MONICA FÖRSTER / PALMGRENS



STITCHES AND BUTTONS

Palmgrens is a heritage Swedish brand founded in 1896, originally a saddler. The brand has during the years developed a contemporary classic assortment, offering ladies, men's and interior accessories, consistently using the finest quality leathers. Palmgrens' link to the fashion industry has always been strong in several collaborations with internationally well renowned and awarded Swedish designers.

Our latest collaboration is together with Monica Förster, one of Sweden's most acclaimed furniture and industrial designers.

Förster has designed products that have already achieved classic status for Alessi, Tecno, Cappellini, Poltona Frau, De Padova, Bernhardt, Offecct and Swedese. She has received a number of Swedish and international awards, and has exhibited her work in museums and institutions around the world such as MoMa in NYC and the Victoria and Albert Museum in London.

Monica Förster's bag collection for Palmgrens called "Stitches and Buttons" comprises three models: handbag, small tote bag and tote bag. Each model comes in two colour combinations. The products are made in vegetable-tanned leather. The bags will be available in Palmgrens' store from September 2014.

– Photo
Stitches and Buttons

NINA JOBS

MARY

The table Mary is a collaboration with Bonnier's Konsthall, Contemporary Art Center in Stockholm. Mary is a hand made table with a mobile pleated skirt in non-woven, inspired of earlier dressing table. Scandinavian tradition of wooden work combined with custom-fitted clothing details.

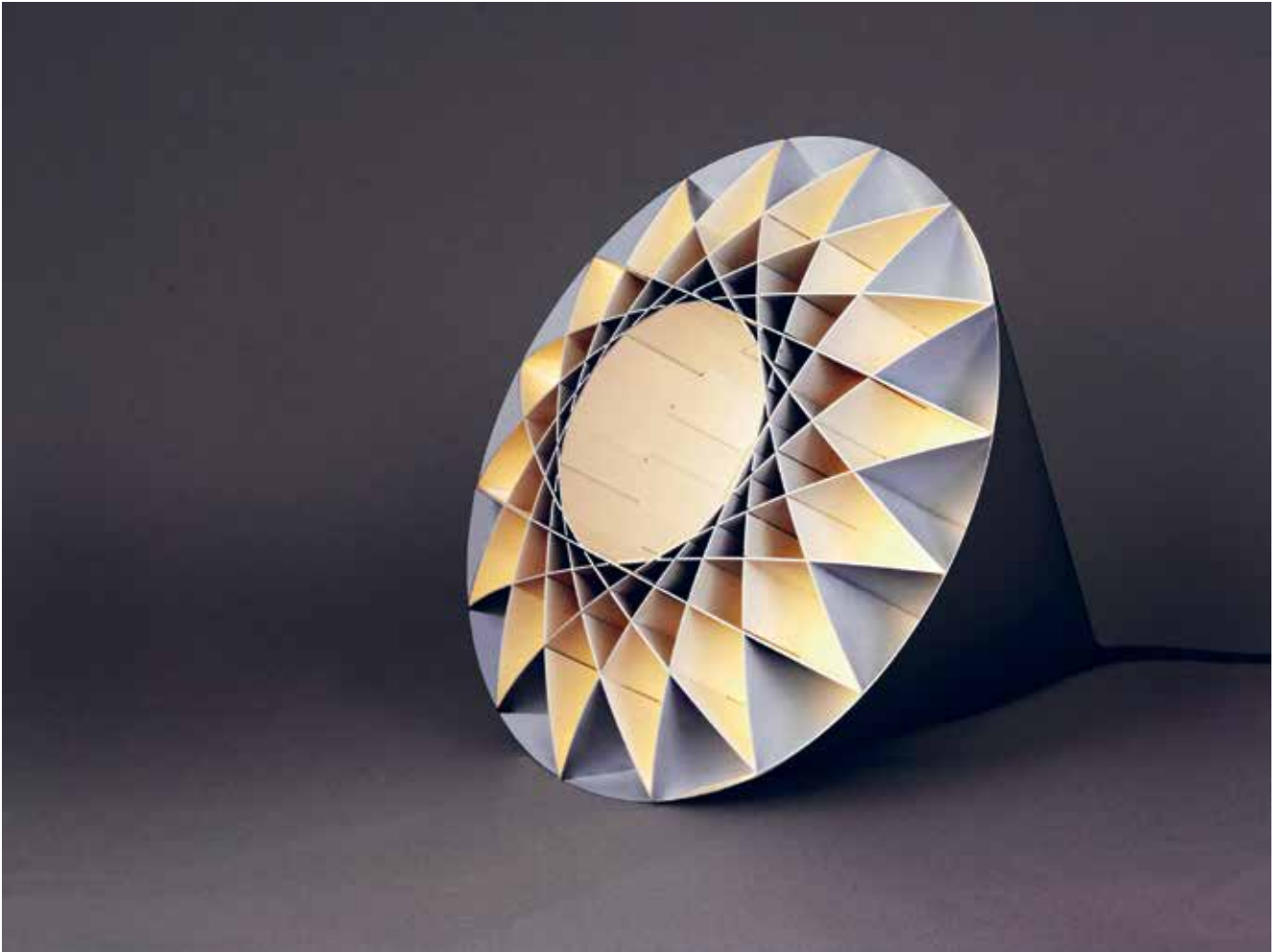
Nina Jobs works with multi-disciplinary projects within product / furniture design for a number of international companies as Ikea, MoMa NYC, Uniqlo, Gärnsnäs, Abstracta among others. She has been working for the Swedish Government to curate Swedish Design and Architecture exhibitions in Asia and US. Her work has earned several awards and been published all over the world.



– Photo
Mary
Photo: Lennart Durehed

01

OSCAR LIND MODIN



SOLSTICE

A collection of three lampshades that can be used as table lamps and as pendants. Inspired by organic shapes and by the sun's movement across the sky.

Working as a designer gives me the freedom to explore. What drives me is the will to follow as much of the design process as possible. It is a thrill to see an idea take shape and evolve. Sometimes into furniture and textiles, and sometimes into things completely unexpected.

– Photo
Solstice

PONTUS NY

A TRIBUTE TO CANDLELIGHT

Nocto is a minimalistic candlestick with a modern design and a strong visual expression. Pontus Ny has reinterpreted the classic chamber candlestick and stripped the design to the bone. In this way, he was able to focus on the relationship between the candlestick and the candle itself. Nocto, produced by Normann Copenhagen, is intended for a single candle and works well both individually and in groups of several candlesticks.

LIGHT AND TIDY

A light ... and a tidy desk. That is one way of summing up the Desktop lamp that Pontus Ny has designed for By Rydén's.

"I'm pleased that we managed to make the Desktop's design and function so self-evident. Although it's a multi-function object, the lamp is uncomplicated, uncluttered and understated. What's a bonus is that the whole impression it creates changes radically depending on what you put in the cup. Pens and desk accessories are probably the most obvious, but when I put a little plant in it, it became a completely different object," says Pontus Ny.

ABOUT PONTUS NY

The Swedish designer, Pontus Ny, trained at HDK - the School of Applied Art and Design. His interest in design began as a child when he was allowed to try his hand at crafts in his grandfather's pottery studio. Today, he works with everything from homes to cutlery and transport, founded on the basic perception that design is a multi-sensory discipline in which all the senses must be involved.

01



02



– Photos
01. Nocto
02. Desktop



JOHANSON DESIGN

– Photos
01. Pilot
02. Eye Lounge
03. Reform

Johanson – a genuine Swedish furniture company.

For those of you who are not familiar with Johanson, the company has more than 60 years of experience in creating Swedish furniture featuring pure, simple and well-balanced design. Börje Johanson's original idea was to sew hearth cushions and in 1935 he started his company in Markaryd in southern Sweden. His sons Dan and Paul Johanson took over the business in 1992. With a very clear ambition to manufacture furniture for public interiors, they have invested a great deal of time, energy and resources into design, product development and marketing. This has produced impressive results, with the company now a well known name. Loyal customers can now be found in Europe, USA, the Middle East and Asia.

An important step in the company's development process was our decision to work with external designers. We are continually developing our wide selection of furniture in close and long-term collaboration with some of the foremost designers in Sweden and Europe.

Our basic philosophy is to produce all our furniture ourselves in Sweden. Although numerous other players in different manufacturing industries have moved abroad we at Johanson have decided not to follow suit.

In principle, all manufacturing takes place at our production plant in Markaryd. Every piece of furniture is meticulously produced using traditional skills and craftsmanship combined with a very high level of qualityconsciousness.

Johanson is deeply committed to its environmental and quality work. The company is certified according to ISO 14001, our products carry the Nordic Ecolabel and they fulfil the requirements for certification by the Swedish Möbelfakta organisation. We comply with EU standards, in which the highest requirements for testing and durability for public environments are met.

Today, Johanson is an international company with 65 employees and a turnover of 120 MSEK. Approximately 50 percent of our production is exported. Our aim is to continue to expand while retaining our quality and delivery reliability standards as well as our involvement and service levels that characterize our commitment to our present customers.

Please pay us a visit at our stand A20:20 at the 2014 Furniture & Light Fair to be held in Stockholm on 4 - 8 February. Welcome to the world of Johanson.

01



02



— Contact details www.johansondesign.com

03



LINTEX / KLENELL, HALLERÖD, MATTSSON

Lintex has a leading position on the Scandinavian market for creative office solutions. Our 2014 novelties marks a new step when inviting designers Fredrik Mattson and Matti Klenell to join our long time collaborator Christian Halleröd.

ZON

A flexible screen with a unique and architectonic expression

Zon is a calming divider between you, your meeting and the chaotic surroundings. It's neither a wall nor a conventional office screen. When being behind it you feel secluded but can still sense and see what is going on in the surrounding landscape. Design: Matti Klenell

ONE

A basic whiteboard family with a softer look

I thought about what a "basic" series could be. I worked on the basis of simple round tubes and a prominent classic picture frame for the whiteboard. These were assembled incredibly subtly to give an abstract impression. Design: Christian Halleröd

NOTE

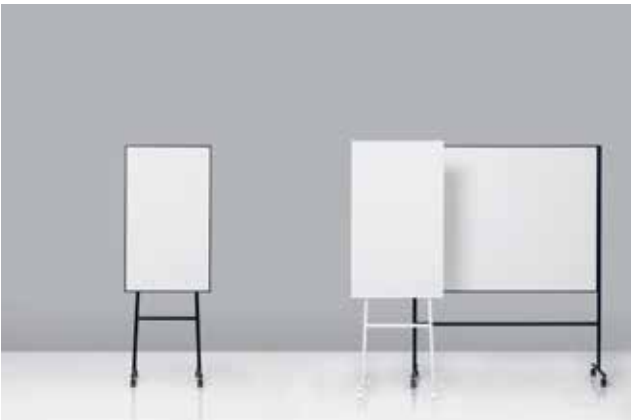
A portable whiteboard – a new product for new habits

I wanted to create a whiteboard that was easy to move, thus radiating mobility. Yet its functionality – the actual writing surface – cannot be compromised. In its simplicity – Note is a great new product for those passionate about whiteboards! Design: Fredrik Mattson

- Photo
- 01. Zon
- 02. ONE
- 03. Note



01



02



03

NYSTRÖMPERSIA

NyströmPersia is a Design Studio that works within a range of design disciplines. Our main fields are Interior, Architecture, Products and Identity Design. We believe that brand strengthening design can be expressed in many ways. Our means are mainly through three dimensional- as well as two dimensional design.

Private homes are another large part of what we do. We love to work with our clients and not just for them, meaning that we together develop the goals for our collaboration. To begin with it's all about finding the right questions. Once that is done, the inspiring process of reaching our goals can begin.

Welcome to NyströmPersia.

READY-MADE PRESENTS IT'S FIRST COLLISION

Ready-Made is a new Stockholm-based design brand with an ambition to look at Nordic design from a different angle. "What would happen if Scandinavian design went through a midlife crisis, if it would stumble and lose its cool for a moment"?

Our first collection is an attempt to answer this. We blend traditional materials with something less expected and let polished and raw surfaces live side by side. Last but not least we park symmetry in the middle of a busy intersection and let it get hit in the side. Hard!

WITNESS IT AT SWEDISH DESIGN GOES MILAN 2014



– Photo
Collision No. 1

OKKO

Okko is an interior design company based in Stockholm, which specialize in acoustic solutions that will fuse form and function. Tratti and Silent Trees are two of many solutions in order to create good acoustics for various settings, and where natural material and soft forms will let aesthetics and technology work together in a natural way. Okko strives to become a leader in the development of acoustic materials. Exploring, and finding new ways and possibilities, constitutes an integral part of Okko's philosophy of design.

TRATTI - SOUND ABSORBERS BEYOND THE ORDINARY

Okko brings Tratti by Laura Tuorila to Milan, a free-floating sound absorber that is also a sculptural element in its own regard. Acoustics has become one of the more important qualities required in the realm of workplaces, but also in public spaces like museums, libraries, and not the least restaurants. The Finnish designer Laura Tuorila has used textile, wool, and aluminum in order to create a flexible and innovative ways of enhance a good acoustic. Tratti is also a strong architectural element, which will define space according to its size and height of placement.

SILENT TREES - ECOFRIENDLY ACOUSTICS

Silent Trees by the designers Krista Kosonen and Mari Martikainen is nothing less than a fully ecological approach to the technology of sound absorbers. The peat fibers used is a 100% natural and ecological material with extremely good acoustic properties (sound absorption class A). The material can be formed artistically with the help of waterjet in order to create a play of light and shadows, and will bring a glimpse of nature to any kind of interior. It can also be dyed with different colors and without the need of any fabric as a cover. The material is a unique Finnish innovation produced by Innofosur.



01

– Photo
01. Silent Trees
02. Tratti



02

STABLETABLE

Wobbly tables, folded napkins under table legs, difficult adjustment screws and irritated guests are all but a memory. A clever innovation with Scandinavian design has solved this real life problem. StableTable® is the new, patented solution which automatically adjusts the table to any uneven surface. Regardless of where you place a table from StableTable®, it will always find a steady position. All by itself!

StableTable® provides designers and architects with freedom to design. The table will work equally well on any uneven surface indoors and outdoors, be it slate, tiles, cobble stone or wood. The table base comes in different sizes, heights and finishes, and can be combined with any table top to create a unique expression and ambience.

StableTable® allows restaurateurs to save valuable working hours by not having to adjust tables or listen to complaining guests, and to make the best use of the seating area with tables that are easy to move around. No more spilled drinks or broken glasses.

StableTable® lets guests forget all about irritating, wobbly tables, and enjoy their meal and company.

In 2012, StableTable® was presented with the Innovation Award – Interiors & Design at Hotelympia in London, UK. “StableTable® is an amazing product and really delivers what it says it does”, said Stirling Johnstone, Chairman of the Jury.

The table bases are manufactured in a certified plant in Sweden and are fully recyclable.

Curious? Come see the designers and entrepreneurs behind StableTable®, Lena and Sven Henningson, at Swedish Design Goes Milan and find out how this magic table looks and works. In real life.



– Photo
Ulla Knutsson, AdLib Design/StableTable©

A TELJÉ LYKTAN

Ateljé Lyktan is a long-established lighting company founded in 1934 by Hans Bergström.

The company moved from Helsingborg to Åhus in 1936 where it still operates in the spirit of the founders. ateljé Lyktan develops, manufactures and markets luminaires for both outdoor and indoor use, deploying Swedish design for public environments and discerning consumers. Our vision is to use innovative solutions and consummate design to become an attractive supplier to all our business partners and customers. We must also listen carefully to our customers' wishes and market requirements regarding our products and services in order to meet these needs at an early point in the development process. We strive to employ the latest technology and energy-efficient solutions in order to contribute to a better environment both for our customers and the world we live in. Since 1974 ateljé Lyktan is a part of the Fagerhult Group.

HOOD

Design by Form Us With Love

Hood is an ideal solution for open plan environments, functioning both as a light source and a sound barrier, helping to create a more intimate space in the contemporary office landscape. Its modular structure means that Hood can grow according to need. Hood is equipped with LED and it holds a unique spot in the market place.

PLUG LAMP

Design by Form Us With Love

In today's society, it seems like we're always in need of a plug socket to charge our computer, tablet or smartphone. Plug Lamp is a solution to this everyday problem – a lamp with a bonus of an electrical socket. The Plug Lamp has a bulbous shape and a base in molded and powder coated aluminium, here the plug socket is displayed centrally, making it a decorative detail. The light itself is concealed by an opal glass shade and the lamp is dimmable.

OGLE

Design by Form Us With Love

Shapewise, Ogle has its own special expression. The medium-sized shade is made of injection-moulded velvety-soft black acrylic, while at the bottom of the globe the little LED eye is watching. An eye which can be adjusted for direction by means of a groove in the top edge of the luminaire. Ogle is equally good as a spotlight, for floor lighting, over a reception desk or in clusters. Ogle is fitted with a 8W LED. The shade is in injection-moulded polycarbonate lacquered in soft black.

ateljé Lyktan

– Photos
01. Ogle
02. Plug lamp
03. Hood



03

01



02



BJOORN

No glue

No nails

No sanding

Bjoorn click herringbone parquet.

IT HAS NEVER BEEN EASIER TO INSTALL A HERRINGBONE

Now you can install a herringbone parquet without glue or nails. With the integrated mechanical locking system, Bjoorn Parquet can be installed fast and easy as a floating herringbone floor.

Bjoorn Herringbone Parquet comes sanded, stained and/or oiled, ready for instalment. All wood types are also available as untreated with endless possibilities in terms of patterns, colours and surface treatments.

ENGINEERED FOR FLOATING INSTALLATION

The Bjoorn Click Herringbone Parquet is engineered to be installed floating, and at the same time, minimise the problems of traditional herringbone parquets with cupping and gap opening. To achieve this the Bjoorn parquet strip is based on a stable core of 7 layers of Russian birch, with a 3.5 mm thick top layer of a wide range of wood types.





– Photo
Bjoorn Herringbone Parquet

BJÖRK SWEDISH BRASSERIE AND BJÖRK SIDE STORE

Björk Swedish Brasserie is the first Swedish restaurant in Italy: it was born a year and a half ago in Aosta and it offers the flavors of the Nordic tradition in a unique context of Scandinavian design.

The project was born from the creative union of Giuliana Rosset, passionate entrepreneur and creator of the brand Napapjiri and the architect Nicola Quadri, authentic interpreter of the nordic style in Italy. Together they created, last November in Milan, Björk Side Store, a project store dedicated to the Scandinavian world based on a vast research of food, accessories and design.

A work of selection, combination, actualization of each individual element of the Björk project; a network of contacts, a work of synergies and collaborations like the one with the Academy of Grythyttan, the greatest expression of the Swedish culinary art and with Allerum, well known Swedish cheese producer that has chosen Björk to enter the Italian market with its quality products. Furthermore, it is fundamental the contribution of Pelle Agorelius, multi-faceted founder of Gastronomisc Husmansbord, which selects and certifies Swedish quality products, including his trademark Saxhyttegubben.

The Björk project has reached several important achievements, including the prize “Promoter of Sweden of 2013” awarded to Giuliana Rosset by the Minister for Swedish Trade Ewa Björling.

Björk Swedish Brasserie took part in the last edition of Swedish Design Goes Milan and this year proposes Swedish specialties at the opening party and during the three exclusive dinners in the program.

The visitors of Swedish Design Goes Milan 2014 will also have the opportunity to enjoy typically Nordic snacks, that can be bought in the Björk Side Store dedicated area that will accompany the exhibition for the entire week and at Björk Side Store, which is located in Via Panfilo Castaldi n 20, Milan.

Björk
SWEDISH BRASSERIE

Björk
SIDE STORE



SAXHYTTIEGUBBEN®



– Photo
Björk Swedish Brasserie Quart - Aosta

FRY COMMUNICATIONS

“Our learning through hearing is often subconscious and remarkable in the sense that it can change our behaviour much faster than visual cues. This phenomenon often referred to as double loop learning is an integral part of why branding through sound has such a great impact throughout.”

Fry is an international soundbranding agency offering expertise in planning, execution and implementation of soundbranding strategies. We strive to be in the forefront of music innovation and research to actively communicate how to benefit from the wonderful world of sound.

We provide services within three main pillars; customised music profiling through our own streaming platform, Frytuner, soundbranding strategy and in-house production of sound and music. We also run an underground techno label, Colourful Recordings, where our vinyl record desires gets fulfilled. Needless to say we love to play vintage pianos and fiddle around with strange sounding gear.

We add expertise in different collaborations with academic institutions, architects, designers and agencies. Our showcases encompass start-ups to global brands. To name a few; Apple, L’Oreal, Design Hotels group, 3M, Swedish Pavilion/Superstudio Piú, Electrolux/Prime Group and fashion brands such as Filippa K and Altewai Saome.

Synchronizing audio to visual brand identity is our end game, whether it be hospitality, retail or for the benefit of society.



– Photos

- 01. Colourful Recordings - www.colourful.se
- 02. Passion, movement and bliss - expressions of music
- 03. Passion, movement and bliss - expressions of music

03



01



02



LAURITZ.COM

LAURITZ.COM'S COLLABORATION WITH SWEDISH DESIGN GOES MILAN / SVENSK FORM

The auction house Lauritz.com is a pioneer in online auctions. The vision is to democratize the auction world and make design (and art) accessible for the modern consumer. We share this vision with Svensk Form. Lauritz.com is passionate about visionary design, exquisite materials and genuine craftsmanship. We share this passion with Svensk Form. Lauritz.com is Scandinavia's biggest auction house, with 1.2 million customers and 120,000 visits each day, from 200 countries. Lauritz.com shares its enthusiasm for Swedish design with its customers. And with Svensk Form.

LAURITZ.COM'S AUCTION FOR SWEDISH DESIGN GOES MILAN

During Milan Design Week Lauritz.com is holding an auction for Swedish Design Goes Milan and its partners Svensk Form, Business Sweden and VisitSweden. We are doing this to promote Swedish design to our global customers. Form Us With Love has curated with Svensk Form a selection of innovative and creative Swedish design featuring furniture and objects on display in La Posteria in Brera. The same items are at auction online at Lauritz.com from April 8 - 21. Enjoy the exhibition and join the bidding. The auction sales (incl. commissions) from 24 specific chairs supports the project Deadline within Ung Svensk Form.

LIVE MEETINGS AND WINES FROM CHATEAU VIGNELAURE

Lauritz.com is inspired by encounters between people; by conversations, relations and exchanges of ideas, ideally in the context of a lovely dinner accompanied by good wine. Lauritz.com is supplying the wine for Swedish Design Goes Milan 2014 dinners in Milan. The wine is Lauritz.com's own from its French vineyard, Chateau Vignelaure. The international wine guru Robert Parker writes in one of his books, 'Vignelaure is one of the showpiece properties not only of Provence, but of France. Vignelaure's wines are elegant expressions of Provencal wine-making at its best'.



– Photo
Portrait of CEO Mette Rode Sundström, who runs Lauritz.com with her husband, founder Bengt Sundström

THANKS TO OUR PARTNERS

ABSOLUT[®] ELYX



Electrolux

VOLVO TRUCKS



FORM TALKS

As a part of Swedish Design Goes Milan 2014 - In Real Life, daily FORM TALKS will be held with the exhibitors and international speakers on current tendencies within design, hosted by Form Magazine.



