

PRESS RELEASE

SWEDISH DESIGN GOES MILAN

IN REAL LIFE

Swedish Design Goes Milan 2014: IN REAL LIFE sees forty Swedish designers and companies take over the Art Nouveau palace, La Posteria, in the Brera District during the vibrant Salone del Mobile April 8-13 2014.

This official Swedish event during Milan Design Week invites the world to experience today's Swedish design, food, music and lifestyle through products, opportunities to meet and cuisine to sample.

Exhibitors include: Anki Gneib, Emma Olbers, Lisa Hilland, Nina Jobs, Matti Klenell, Monica Förster, Horreds, IoU, Johanson Design, Volvo Cars, and many more. See them all at www.swedishdesigngoes.com

The Stockholm-based design studio, FORM US WITH LOVE, is the curator of Swedish Design Goes Milan 2014: IN REAL LIFE. The design studio is known for its unconventional methods of collaborations with companies that produce everyday objects, furniture and lighting. They are also well known for creating successful meeting platforms. They have come up with the theme for this year, IN REAL LIFE, based on the concept that:

"We live in a time where we can connect with people all over the world, regardless of distances. However, we also believe in live meetings in order to establish business opportunities and inspire creativity. Join us around our table, and meet some of our most influential entrepreneurs and producers from Sweden - IN REAL LIFE."

At the centre of the exhibition will be a long table surrounded by 24 selected chairs, all of which represent a unique relationship between producer and designer. During the day, the table will serve as a place to work, meet, or simply enjoy a snack of Swedish delicacies from the Milan-based **Björk Swedish Brasserie**. At midnight, the table will transform into an exclusive dining table for 24 selected international guests, a careful blend of buyers, designers, architects, producers and media.

Surrounding the centre table will be thoughtfully curated displays from the designers and producers, all showcased on an oak floor by Bjoorn.se and with lighting by Ateljé Lyktan. Anyone interested in buying the showcased products can follow the online auction, by Lauritz.com, throughout the exhibition and place their bids on the spot or from home. Fry Communication, a company that specialises in sound and branding, has created a soundtrack with new Swedish music, changing with the moods of the day. They will also perform DJ sessions every evening.

La Posteria, Via Sacchi 5/7, Brera District, Milano, April 8-13, opening hours 10.00-22.00, Sunday 10.00-18.00

Press day Tuesday April 8, 10.00-16.00, with exhibitors present for interviews

Opening reception: Tuesday April 8, h. 21.00, inauguration speech by the Swedish Minister for Trade Dr Ewa Björling and the Swedish Ambassador to Italy Ms Ruth Jacoby. By invitation only.

Form talks: Tuesday 8- Friday 11, h. 15.00-16.00 public interviews with designers, producers and media

Cocktail & DJ sessions: Wednesday 9- Friday 11, h. 19.00-21.00

Swedish Design Goes Milan 2014 is collaboration between Business Sweden, VisitSweden and Svensk Form. The Swedish Government is actively working to strengthen cultural and creative industries, and to increase Swedish export in this sector, as well as presenting an image of contemporary Sweden.

Svensk Form is an independent society with an international presence and mission to promote Swedish design abroad, as well as publisher of the renowned Form magazine on Nordic architecture and design. An English edition of the magazine will be available and in the afternoon Form Talks and public interviews will take place at the exhibition.

Information about the exhibition and the exhibitors and their products including **photos in high resolution**: www.swedishdesigngoes.com

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