February 2 2017

# PRESS RELEASE

**New Scandinavian design at Stockholm Furniture & Light Fair**

*February 7-11, it is time for Stockholm Furniture & Light Fair, the world's largest meeting place for Scandinavian design. Buyers, architects, designers and journalists from more than 60 countries will come to the fair.**More than 80 design events will also be held throughout the entire city as part of Stockholm Design Week.*

Stockholm Furniture & Light Fair attracts more than 40,000 visitors, of which about 10 000 are from abroad. Approximately 700 companies (including 300 international companies) set up exhibitions in Stockholmsmässan’s 70,000 sqm. Around 80 percent of the exhibiting companies come from Scandinavia. Visitors are met by an informative and inspirational mix of new products, new materials, new knowledge, new trends and new business and contacts, in addition to new environmentally friendly and technological solutions.

**For 2017:**

**Guest of Honour 2017 - Jaime Hayon**

Every year Stockholm Furniture & Light Fair invites a highly acclaimed international designer or design studio to create an installation in Stockholmsmässan’s entrance hall. This time the assignment has gone to Spanish artist and designer Jaime Hayon, known for his playful expression and versatile production.

**Design Bar 2017 - On Everybody’s Lips**

The Design Bar, which is a cross between an exhibition and a top-class restaurant, is being created this year by Note Design Studio. Using the concept *Sulla bocca di tutti*, which means “on everybody's lips”, the goal is to create a wonderful, inspirational and generous experience. The top chef Isabella Morrone, created the menu.

**Trend Exhibition 2017/18**

*Contrasts* is the underlying theme for and name of the Trend Exhibition 2017/18, which has been created by stylist Lotta Agaton. The exhibition will offer contrasts in materials and furniture as well as surprising combinations.

**Welcome to Woodland**

The exhibition presents a broad selection of innovative architecture and discusses different aspects of wooden architecture and design. Welcome to Woodland illustrates the work through short videos, presented in a “forest glade” created by beautiful, rounded and bent banisters. The exhibition is a collaboration between the Sweden Architects, the Swedish Institute, C&D Joinery, White Architects and Stockholm Furniture & Light Fair.

**Greenhouse**

Greenhouse is Stockholm Furniture & Light Fair’s hall for promising, young designers.

The design studio Form Us With Love was commissioned to design a concept for the strategic development of Greenhouse. Together with students from Berghs School of Communication, they developed an activity that involves a one-year mentorship program. Mentors for 2017 are the designers Staffan Holm, Alexander Lervik, Emma Olbers, Anna Holmquist and Peter Torstensson, CEO, Mitab. On display in the hall is also the premiere of the Young Swedish Design traveling exhibition, which is arranged by Svensk Form in collaboration with IKEA and Stockholm Furniture & Light Fair

**Stockholm Design & Architecture Talks**

Sustainability Thinking is the theme of Stockholm Design & Architecture Talks, the fair’s own **forum for knowledge and discussions** within the area of design and architecture. Guests such as Dorte Mandrup, Jaime Hayon, Werner Aisslinger, Universal Design Studios and Neri & Hu will hold lectures and be interviewed on stage.

**Editors’ Choice Award**

Stockholm Furniture & Light Fair’s award - Editors’ Choice - will be handed out for the second consecutive year. The jury consists of Editors-in-Chief from several of Europe’s most important design forums. The award contains three categories: Rising Star, Best Stand and Best Product. The 2017 jury consists of Marcus Fairs,Dezeen, Robert Thiemann, Frame magazine, Chantal Hamaide, Intramuros and[Costas Voyatzis](https://www.yatzer.com/yatzerpedia/costas-voyatzis)**, Yatzer.** The winners’ statue was designed by Swedish designer, Lisa Hilland. The winners will be announced at Stockholm Design & Architecture Talks on Wednesday, February 8 at 3:00 PM.

**New this year – The Light Shop**

At the Light Shop, visitors can purchase a trendy table lamp or an innovative light chain in the Fair’s first pop-up shop. The shop will include new products for 2017 from not only both established lighting companies and new, young designers but also Jaime Hayon, this year’s Guest of Honour.

**Opening Hours:** Tuesday - Friday 9:00 a.m. – 6:00 p.m., Saturday 10:00 a.m. – 5:00 p.m. The public is also welcome on Saturday, February 11.

Stockholm Furniture & Light Fair will be held on February 7-11, 2017 at Stockholmsmässan.

*For more information, please visit* [*www.stockholmfurniturefair.com*](http://www.stockholmfurniturefair.com/) *or contact:*

Cecilia Nyberg, Project Area Manager, tel +46 8-749 43 86, [cecilia.nyberg@stockholmsmassan.se](mailto:cecilia.nyberg@stockholmsmassan.se)

Lotta Signeul, Press Officer, tel +46 749 43 36, [lotta.signeul@stockholmsmassan.se](mailto:lotta.signeul@stockholmsmassan.se)

*Stockholm Furniture & Light Fair is the world’s largest meeting place for Scandinavian furniture and lighting design. Domestic and international visitors will find the most comprehensive selection of Scandinavian furniture, office furnishings, design, textiles, lighting and other interior furnishings for both homes and public spaces. Stockholm Furniture & Light Fair runs in parallel with Stockholm Design Week.* [www.stockholmdesignweek.com](http://www.stockholmdesignweek.com)