**The design event of the year for Scandinavian furniture and lighting design**

**On 7-11 February it will be time for the 61st Stockholm Furniture & Light Fair, the world's largest and most important meeting place for Scandinavian furniture and lighting design. Some 740 exhibitors from 31 countries will gather at Stockholmsmässan to display the latest products within furniture, lighting and textiles for both the home and public environments.**

Up to 40,000 buyers, architects, designers and journalists are expected to attend Stockholm Furniture & Light Fair, which fills Stockholmsmässan's four halls to the rafters and takes up a total net stand area of almost 40,000 m2. This year there will be 740 exhibitors, of which around 300 are foreign companies. The largest exhibitor nations, apart from Sweden, are Denmark with 84 exhibitors, then Finland with 33 companies on show, closely followed by Norway with 31 exhibitors. The event will also have 170 new exhibiting companies, including Extremis, Belgium; Globe Zero 4 A/S, Denmark; BuzziSpace, Belgium; MacMaster, United Kingdom; J.Stangdell, Sweden; Skargaarden, Sweden.

Stockholm Design Week takes place alongside Stockholm Furniture & Light Fair, with a number of high-profile design events at various venues around the city. The aim in extending the exhibition to last a full week has been to further strengthen Stockholm's role as the capital of Scandinavia, while also attracting more visitors to the exhibition itself.

"As the team behind Stockholm Design Week, we are pleased that the week is growing and developing, but as both the exhibition and the design week have grown bigger, so too has the need to make clear the link between them. We have therefore now developed a new communicative platform to promote the fact that the event comprises three elements: a furniture fair, a light fair and a design week," says Cecilia Nyberg, who is Event Manager for Stockholm Furniture & Light Fair.

All the week’s events, as well as activities at the exhibition and exhibiting companies, are presented in The Official Guide to Stockholm Design Week, which is also available as a website, [www.stockholmdesignweek.com](http://www.stockholmdesignweek.com/), featuring the very latest information. Stockholm Furniture & Light Fair is available as an **app** for both iPhone and Android.

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Our **Guest of Honour** is the French industrial and product designer **Inga Sempé,** who has attracted a great deal of attention and praise for her design. At the fair she has chosen to create a cosy, comfortable and secluded environment, where visitors can take a moment to rest up and gather their thoughts. *EH:01*

**Design Bar** provides a venue for socialising. For the eighth year in a row, Design Bar is being created by a Swedish designer or design group. This time the commission goes to designer Lina Nordqvist. The focus will be meetings and the basic circle and square shapes. *AG:58, AG:60*

**Greenhouse** – for the third year in a row, Jens Fager is behind the design of Stockholm Furniture & Light Fair’s hall for independent designers and design schools. This year he has taken his inspiration for the design of the hall from the interaction between furniture design and fashion, with a focus on the common factor of fabrics. The theme is Fabrics and Transparence. *Hall V*

**Fusion Walk –** since Stockholm Design Week and Stockholm Fashion Week are taking place at the same time, the fair, in collaboration with the Swedish Fashion Council, has invited some of the most promising fashion designers of the future. In Greenhouse, fashion and design come together in a joint Fusion Walk, which is a combined installation and catwalk. *Hall V*

**The bar and textile exhibition Beyond Couture** put togetherby Fredrik Färg, invites the visitor to a textile fantasy landscape, where the boundaries are blurred. Furniture is no longer just furniture, it becomes a landscape of dressed-up animal shapes, ice and stone**.** *A25:20*

In **My Home is My Castle** trend expert Jan Rundgren highlights the latest trends within home furnishing and lighting in an inspirational exhibition filled with new products from the event’s exhibitors**.** *C08:49, C08:51*

**Hello! – Anatomy of Organizations**

For the second year in a row, we are arranging the combined exhibition and talk show Hello! To encourage discussion and inspiration around the modern workplace.This year the focus is on the organisation – the office as an organism. The setting for this year’s exhibition has been created by designer Monica Förster. The Hello Show, the seminar element of the project, will be held on the Hello! exhibition’s own stage this year. *A43:38*

**Ethical Council**The fair and TMF, the Swedish Federation of Wood and Furniture Industry, have set up an Ethical Council for this year’s fair **– No Copy.** The purpose of the council is to help promote a high ethical standard among our exhibitors and to counteract inappropriate copies of known or distinctive products. *EH:06*

**Designboom Mart,** Europe’s leading online design magazine will be holding one of its marts – a cross between an exhibition and a market – for the fourth time in Sweden. Thirty international designers are taking part and everything is for sale. *AG:88*

**The Swedish Craft Center, KHVC,** represents over 800 professional craftspeople from all over Sweden. Ten of them will be displaying examples of how contemporary Swedish handicrafts can be employed in public environments. *A09:02*

**New Möbelfakta** is a reference and labelling system for furniture that is synonymous with professionalism and quality through to the final stage. The system was launched by the **Swedish Federation of Wood and Furniture Industry** in 2011. During the fair, the focus will be on buyers. For example, a specific buyer’s guide will be put together. *EH:05*

This year the annual **Möbelriket** exhibition will present several projects and initiatives that can be linked in various ways to DESIGN DNA, the factors that exist and that are behind an international identity as design bearer over the decades.*KF:10, KF:20*

**Architonic** is a Zurich-based international network made up of architects, designers, IT experts, marketing specialists, which creates and distributes knowledge and information to architects, designers, research and industry. *EH:02*

**Inredia: The melting pot of interior design**
Inredia is the essence of Tibro’s interior design industry gathered under one roof, but also an inspiration and meeting place for people with an interest in interior design. *ÖH22:11*

**Prize Giving Stockholm Furniture & Light Fair:** +1- Best in Show, Supplier of the Year, Ahlmedahl’s Award and The Green Furniture Award. Light shop of the year is presented at Northern Light Fair’s party on Thursday evening.

The fair is open to professional visitors only from 7-10 February. The fair also welcomes the general public on Saturday 11 February.

For further information, go to [www.stockholmfurniturefair.com](http://www.stockholmfurniturefair.com) or contact ida.mlowe@stockholmsmassan.se, +46 (0)8 7494413, or lotta.signeul@stockholmsmassan.se, telephone +46 (0)8 7494379.