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# PRESS RELEASE

**Mentors for Greenhouse designers**

*For Stockholm Furniture & Light Fair 2017, the design studio Form Us With Love was commissioned to design a concept for the strategic development of Greenhouse, the fair’s hall for independent, unestablished designers. Together with students from Berghs School of Communication, they developed an activity that involves a one-year mentorship program.*

“For the 2017 fair, we gave Form Us With Love a new assignment. Instead of giving Greenhouse a visual form, we wanted them to create a concept that promotes the interaction between young designers and the industry,” says Cecilia Nyberg, Project Area Manager, Stockholm Furniture & Light Fair.

A survey to Greenhouse exhibitors were sent before the 2016 fair asking about their needs, expectations and future. The responses showed that there is a gap between designers who have been active in the industry for a few years and those who are trying to gain a foothold. It also became evident that there were a lot of young designers who felt that their education was lacking in more practical matters such as business, law and production.

During the fall, Form Us With Love worked with students from Berghs to develop an activity that takes Greenhouse to the next level. Together with the students Fredrik Nyhlén and Sarah Bengtsson from the course Strategic Design, Form Us With Love has developed an activity including a mentorship that lasts one year.

“If we had had the opportunity to get some guidance and concrete advice or been given a push in the right direction, both in terms of the concrete side of the design profession and getting some simple tips from someone who has worked a few years in the industry, it would really have meant a lot. Instead of having to create all of our resources and experiences from scratch,” says John Löfgren, Form Us With Love, which exhibited in Greenhouse 10 years ago.

Five mentors with many years of experience in the industry will be appointed for Stockholm Furniture & Light Fair 2017, and they will each select a protégé the first day of the fair.

“Even though the industry is relatively small, it is rather closed. People are not always eager to share. By drawing on the benefits of a mentorship program, we want to show the value of sharing experiences. This can make a fundamental difference for someone who is trying to make it in a new industry,” says John Löfgren.

Greenhouse also has a new graphic profile. It was created by Filip Lindén and Joel Wennström from Berghs. Designers and design schools from all over the world are invited to exhibit at Greenhouse. A jury makes the final selections.

FORM US WITH LOVE is a Stockholm-based design studio that for ten years has placed a focus on dialogue and relevance, and through the use of strategic design has positioned, built and nurtured the brands of tomorrow. [www.formuswithlove.se](http://www.formuswithlove.se/)

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

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

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*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 Design Week is also running parallel to Stockholm Furniture & Light Fair.* [*www.stockholmdesignweek.com*](http://www.stockholmfurniturelightfair.se/press/pressmeddelanden/sm/2014/9/www.stockholmdesignweek.com)