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# PRESS RELEASE

**New collaborations create innovative crafts**

*We are now seeing many exciting design collaborations, where a new generation of designers is showing an interest in and a desire to work with Swedish craft companies. Combined with new digital technologies and innovative design, these collaborations are resulting in unique, contemporary products that have unmistakable ties to the past. They also increase the possibilities for keeping production in Sweden.*

Designer Anna Elzer Oscarson started her AEO design brand six years ago and works closely with Porslinsfabriken in Lidköping. Together, they have created a new process for making ceramics. First, Anna uses a 3D program to create her design. This design is then transformed into seductive products after the skilled craftsmen work their magic in the shop creating glazes and adding the final touches.

“I chose to work with ceramics because there is something fundamental and basic in the material. In my design, I strive to combine modern 3D technology with traditional craftsmanship to create a new expression,” explains Anna.

At Målerås glassworks in Småland, the glowing mass has been shaped into unique products for more than 100 years. The knowledge about engraving and decorating glass is very big. Glass designer Ludvig Lövgren has designed for the glassworks for the past few years and his modern designs have resulted in new, popular collections of figurative glass.

“My interest for figurative designs is a good fit with the craftsmanship at Målerås. For me, a lot of the inspiration is to show that it is possible, you can make glass in Sweden. My commitment is to the industry and my colleagues as well as preserving the knowledge.”

**About AEO - Anna Elzer Oscarson**
Anna Elzer Oscarson is a trained product designer from HDK Academy of Design and Crafts in Gothenburg. She uses the most recent 3D technology in her design, which combined with master craftsmanship creates products that have both a soul and curiosity. She has released the *Dusty Diamonds* and *Dancing Dune* collections in collaboration with Porslinsfabriken in Lidköping.

**About Målerås**
This historic glassworks, which has its own foundry, celebrated its 125th anniversary last year. The collaboration with glass designer Ludvig Lövgren, who was awarded his Master title at the age of 25 and this year was named Swedish Champion in glass blowing, has led to innovative products that challenge both production and the image of a glass product as a design object.

Formex will be held on January 18-21, 2017 at Stockholmsmässan.

*For more information, please visit*[*www.formex.se*](http://www.formex.se/press/pressreleases/sm/2015/8/www.formex.se)*or contact:*
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*Formex is arranged by Stockholmsmässan and takes place twice a year. It is the leading Nordic meeting place for new products, business opportunities, trends, knowledge and inspiration in the interiors industry. Formex welcomes 900 exhibitors, 24,000 trade visitors and more than 850 media representatives.*