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# PRESS RELEASE

**Experimental methods in focus in design zone ‘Twelve’**

*The second-ever ‘Twelve’, Stockholm Furniture & Light Fair’s exhibition zone for twelve established Nordic designers, will be held on 3-7 February 2015.* *The theme of the exhibition this time is ‘Methods’ and the participating designers represent different design methods, from performance to digital presentation and crowdfunding*

Johanna Agerman Ross, Editor-in Chief of English design magazine Disegno, is the curator, and Anna Holmquist and Chandra Ahlsell from Folkform have created the setting for the zone. They have jointly developed this year’s theme to create a stronger identity for Twelve and generate a debate about methods and their significance for contemporary design.

“Twelve didn’t have a theme last time and the selection was based purely on the quality of the applications. This time, we’ve chosen the ones who best suited the theme. Our overall aim was to include a wide spectrum of methods and I feel we’ve succeeded. Some projects are academic, others more abstract, playful and experimental,” explains Johanna Agerman Ross.

There’s been close collaboration with Folkform and their design for the exhibition is based on the ancient craft of masonry.

“The design concept is to highlight each participant in twelve unique arch formations. We’ve used classic old masonry techniques in new ways to construct the arches and experimented with lightweight concrete. Each arch represents a designer’s method and the stylized shadows created by the arch form the podium where the designers display their products,” reports Anna Holmquist from Folkform.

A catalog is being produced for the exhibition, with an introductory essay by Johanna Agerman Ross and individual sections about each method and designer. The exhibition’s graphic style has been created in association with designer Martin Frostner.

Just like last year, everyone taking part in Twelve has had to submit an application and pay an exhibition fee if they are chosen. In addition to exhibition set designers Folkform, the participants in Twelve 2015 are:

**Alexander Lervik,** a creator of furniture and products characterized by humor, passion, intensity and ingenuity. His clients include Italian furniture company Moroso.

**Anki Gneib,** who works with everything from home and public interiors to furniture, lighting and product design for clients including Offecct. Her work is represented at the Röhsska Museum for Design, Fashion and Decorative Arts.

**Anna Kraitz,** who’s received widespread acclaim for her quirky furniture and chinaware. She’s been a trendsetting designer at Källemo for a number of years.

**Folkform** - a design duo working experimentally with materials and inspired by time-honored industrial processes and craft techniques. Their work is represented at Nationalmuseum in Stockholm and the Museum of Architecture and Design in Oslo.

**Jenny Nordberg,** an industrial designer working in a cross-border and exploratory way in multiple areas. She was one of the winners of the Wallpaper Design Award 2010.

**John Astbury,** whose awards include the Elle Interiör Award. His work has been exhibited in New York, London, Tokyo and Paris.

**Glimpt** – Mattias Rask and Tor Palm, who travel around the world and design their furniture in close interaction with local artisans. Glimpt has worked with the Italian furniture company Cappellini.

**Lina Nordqvist,** a designer with a background in set design: Her graduation project, Family Chairs, was exhibited at MoMa in New York.

**Mars (Hwasung Yoo)** whose many awards include UNG8 from the Swedish Society of Crafts and Design. He was also named ‘Lab Talent’ in French Elle Deco’s 50th anniversary issue.

**Mia Cullin,** who possesses in-depth knowledge of production and products, and believes in the importance of visualizing the object’s construction and function. Her clients include Zero, Nola and Blå Station.

**People People** - a constellation of industrial designers. Their Transparent Speaker received worldwide acclaim.

**Petra Lilja,** an industrial designer who works in an exploratory way with process-oriented design and artistic creation combined with social issues. She also curated The Future is Handmade exhibition at Kalmar Art Museum.

Stockholm Furniture & Light Fair takes place on 3-7 February 2015 at Stockholmsmässan.

To find out more, please visit [www.stockholmfurniturefair.com](http://www.stockholmfurniturefair.com/) or contact:

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