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# PRESS RELEASE

**Focus on building relationships in Greenhouse**

*The assignment to design Greenhouse 2016, Stockholm Furniture & Light Fair's hall for young and unestablished designers, was given to the design studio, Form Us With Love. The studio would like to emphasize that Greenhouse is a platform that offers unestablished designers the opportunity to get a glimpse of the design world and fulfill their dreams.*

“We are pleased and proud about the Greenhouse assignment. It is particularly fun since we were Greenhouse exhibitors ourselves a decade ago,” says John Löfgren, Form Us With Love.

Form Us With Love's objective for the assignment is to share the experience it has gathered during its years in the industry. The studio would also like to reflect the type of involvement that students or newly graduated professionals might appreciate. Greenhouse is a stage for creativity – a place for visions – but what is relevant and practical for young, unestablished designers?

“One of the most important components in creating meaningful products is to have good relations with several different specialists. We want to highlight this dialogue by creating a platform that promotes both direct relationship building and strategic meetings under more progressive circumstances. We believe that this type of meeting in particular can be a springboard for success early in a design career,” says Jonas Petterson, Form Us With Love.

The concept is based around the idea of concrete advice in both business- and design-related discussions, but also around the feel of having a simple cup of coffee with an inspirational person and knowing that it can lead to more.

FORM US WITH LOVE is a Stockholm-based design studio that for almost 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. The studio has collaborated with Ikea, Muuto, Absolut, La Cividina, Menu, Cappellini, DePadova, FontanaArte, Bolon, Ateljé Lyktan, Design House Stockholm and Hem. Awards include iF Awards, Good Design Award, Wallpaper Magazine Award, Stora Designpriset, Fast Co “50 most influential designers shaping the future” and Elle Decoration's annual Designers of the Year award.

Designers and design schools from all over the world are welcome to submit applications to Greenhouse, and a jury will make the final selections. The 2016 Greenhouse jury consists of Christian Halleröd, designer; Jens Fager, designer; Susanne Helgeson, design journalist and author and Gabriella Gustafson, designer. The application deadline is September 22.

The next Stockholm Furniture & Light Fair will be held February 9-13, 2016 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.*