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# PRESS RELEASE

**A world of its own at Greenhouse – in the mind of a designer**

*In 2015 Note Design Studio will design Greenhouse, Stockholm Furniture & Light Fair's hall for promising young designers.* *This time, they have chosen to focus on the product and the designer.* *A visit to Greenhouse should be like stepping into a designer’s mind – a space for reflection and projection of dreams, a space where original ideas and prototypes can be experienced before they multiply and spread further.* *For the next Fair, which will take place from February 3-7, 2015, Greenhouse also has a new jury.*

–We have again looked into the basic concept of Greenhouse; last year, we focused on the social aspect – the meetings of exhibitors, press and manufacturers. This year, we will focus on the product and the designer. Greenhouse is indeed a hotbed where new talents will have the chance to show their projects to the industry for the first time. Many designers will showcase a unique item, a prototype or idea in the hope that it will be manufactured and distributed around the world, says Johannes Carlström at Note.

In designing the exhibit, Note has chosen to work with a closed, limited space in a way that makes it more spacious and turns it into a landscape, a universe of its own in the middle of the Victoria Hall.

– We want to create a space that becomes a reflection of the visitors and exhibitors in Greenhouse, a place that embodies one of the principles of Greenhouse – the ability to reach out to a bigger world with one’s products and ideas, says Alexis Holmqvist at Note.

Note is a Stockholm-based design studio working with architecture, product design and design strategies for Swedish and international companies. [www.notedesignstudio.se](http://www.notedesignstudio.se).

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 Greenhouse 2015 jury has three new members:

**Christian Halleröd,** (b. 1974) a designer, running his own company in Stockholm, Christian Halleröd Design, since 1998. CHd works across a wide spectrum, ranging from product and furniture design to interiors and shop concepts, for clients such as Acne, Byredo Perfumes, Engelbert, Lintex, Sunpocket and Oscar Properties. [www.chd.se](http://www.chd.se).

**Susanne Helgeson**, (b. 1964) a journalist and writer specializing in [design.](http://sv.wikipedia.org/wiki/Design)  She has undertaken assignments for the design magazine *Form*, the University College of Arts, Crafts and Design [Konstfack] the Swedish Faculty of Design and *Design Research Journal,* among others.

**Jens Fager**, (b. 1979) a designer running the JFAD company, devoted to design and interior decorating. FAD’s clients have included Edsbyn, Muuto, Fiskars, Stelton, Rig-Tig, Zero and Petite Friture. [www.jensfager.se](http://www.jensfager.se).

Returning from last year's jury is **Gabriella Gustafson** (b. 1974), who has run the Stockholm-based architecture and design studio TAF together with Mattias Ståhlbom since 2002. Their clients have included Muuto, CNS, Zero and Architecture Museum. [www.tafarkitektkontor.se](http://www.tafarkitektkontor.se).

*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 also runs parallel to Stockholm Furniture & Light Fair.[www.stockholmfurniturefair.com](http://www.stockholmfurniturefair.com), www.stockholmdesignweek.com