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**PRESS RELEASE**

**A week packed with design**

*Stockholm Furniture & Light Fair, the world's largest meeting place for Scandinavian furniture and lighting design, kicks off on February 3-7. Visitors from all over the world will come to Stockholmsmässan to see the latest trends in furniture and lighting. Stockholm Design Week is held in parallel with around 60 design events arranged throughout the city. With the trade fair at the middle of it all, the entire city will be buzzing with design, business and parties.*

“The expectations for the Fair are higher than they have been in a long time. Positive winds are sweeping through the industry. Interest from foreign companies and media is greater than ever before. Questions are streaming in from across the entire world. Everyone wants to write about or visit the Fair,” explains Cecilia Nyberg, Event Manager for Stockholm Furniture & Light Fair.

Stockholm Furniture & Light Fair attracts around 40,000 visitors, and around 6,000 foreign buyers, architects, designers and journalists from more than 80 countries travel to Stockholm. Approximately 700 companies, of which 300 are international companies, set up exhibitions in Stockholmsmässan's 70,000 m2. Around 80 percent of all of the exhibiting companies come from Scandinavia.

Week 6 has become synonymous with Stockholm Design Week. A large number of events, installations and parties are planned throughout the entire week. One event that is open to the general public is the *We Live Here* installation, where around 50 Icelandic, Finnish and Swedish designers move into an apartment in central Stockholm. The general public is also welcome to visit Stockholmsmässan in Älvsjö on February 7 to see the newest design trends before they arrive in the stores.

**Highlights Stockholm Furniture & Light Fair 2015**

**Question time - lounge and installation by Ilse Crawford - Guest of Honour 2015**

In the Entrance Hall at Stockholmsmässan, Ilse Crawford, one of the most influential women in design in the United Kingdom, is creating a lounge where visitors can relax and reflect. **EH:07**

**Inside Scandinavian Design – an exhibition about the work and values within the Scandinavian furniture industry**

This exhibition takes visitors behind the scenes and shows the work and objectives behind the furniture. *Inside Scandinavian Design* is a collaboration between Stockholm Furniture & Light Fair and TMF, The Swedish Federation of Wood and Furniture, and is being created by the design duo, Färg & Blanche. **A33:18**

**Twelve – 12 Nordic designers**

The Fair's area for established Nordic designers. Johanna Agerman Ross, Editor-in-Chief of Disegno Magazine, is the curator, and the setting for the area was designed by Folkform, which is also one of the twelve exhibitors. **B12:11**

**The Design Bar**

Designer Mattias Stenberg has created the overall concept, which offers visitors a palette of Norrland's colors, materials and flavors, with a clearly modern twist. **C18:31**

**Greenhouse**

This year 33 designers or design groups and 30 design schools from 13 countries are participating in Stockholm Furniture & Light Fair's hall for young designers. For 2015 Greenhouse has been designed by Note Design Studio, which opted to focus on the products and designers. The Young Swedish Design exhibition, which is also a competition, will premier at Greenhouse. **Victoria Hall**

**Trend Exhibition 2015/16**

The Fair has invited designer Johanna Asshoff, Sweden, color expert Dagny Thurmann-Hoelseth, Norway, trend expert Stefan Nilsson, Sweden, and interior design stylist Lene Ostenfeldt, Denmark, to each create a room that is found in both the home and public spaces: the hotel lobby, the lunch room, the home office and the bedroom. **C03:31**

**Materials & CSR**

Materialbiblioteket has created the exhibition, *Materials & CSR*. It presents different materials and manufacturing techniques and highlights environmentally smart arguments for what is shown in the exhibition. **C18:29**

**Stockholm Design Talks**

This year's theme is *Tales of Creativity*. The program targets architects and interior designers on February 4-5, retailers on February 6 and the general public on February 7. An up-to-date program overview will be available at [www.stockholmfurniturefair.com](http://www.stockholmfurniturefair.com). **C18:33**

**Opening hours:** Tuesday - Friday 9:00 a.m. – 6:00 p.m., Saturday 10:00 a.m. – 5:00 p.m. The general public is also welcome on Saturday, February 7.

Updated information about all of the events arranged in Stockholm during Week 6 can be found at [www.stockholmdesignweek.com](http://www.stockholmdesignweek.com).

*For more information, please visit www.stockholmfurniturefair.com or contact:*

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