2017

# PRESS RELEASE

**Piet Hein Eek and India Mahdavi to attend Stockholm Furniture & Light Fair**

*Stockholm Design & Architecture Talks, which is Stockholm Furniture & Light Fair’s own* ***forum for knowledge and discussions*** *in the area of design and architecture, will feature influential guests such as Paola Navone, Piet Hein Eek, India Mahdavi, Penda and Assemble. This year’s theme is Visionary Thinking.*

Stockholm Design & Architecture Talks is celebrating five successful years and will move to a more central location in Victoria Hall together with Design Bar. An additional day will be added to the program during the 2018 fair, which means five days of relevant debates and topics that will be presented in lectures, panel discussions and trend talks.

**Piet Hein Eek, designer**

Piet Hein Eek created his first piece of furniture from left-over pieces of wood. It was 1990 and he was completing his thesis project for Design Academy Eindhoven in the Netherlands. In 1992 he founded his own studio, and since then he has built a business around reusing old materials. At Stockholm Design & Architecture Talks, he will primarily focus on how our world is developing.

“We are still focused on continued consumption and being able to keep the same lifestyle. But, in my opinion, this is an illusion. I believe we should be taking a long-term approach to everything we do. And that we should try to find synergies in different parts of the production process in order to discover effective methods of working together. It is not necessary to always re-invent the wheel,” says Piet Hein Eek.

*February 6, 4 PM - 5 PM*

In co-operation with the Embassy of the Kingdom of the Netherlands.

**India Mahdavi, architect and designer**

India Mahdavi is based in Paris, where she founded her own studio in 1999. This studio has become known for its many international projects that explore architecture, interiors, scenography, furniture and object design. At the point of intersection between architecture, fashion and art, India Mahdavi is currently working with housing and public projects around the world. Her signature has become a sign of success for famous hotels and restaurants such as Condesa DF in Mexico, Rivington in New York, Monte Carlo Beach Hotel in Monaco and The Gallery in the restaurant, Sketch, in London.

*February 8, 2 PM-3 PM*

**INSIDE - a discussion with Åke Axelsson, Jonas Bohlin and Mats Theselius**

At the fair, a discussion will be moderated by Sune Nordgren on the possibilities of interiors to create inspiring or relaxing, comfortable or challenging, surprising or welcoming environments for everyone.

The INSIDE exhibition will be open February 3 – March 11 at the Royal Academy of the Fine Arts and features three of the country’s leading interior architects: Åke Axelsson, Jonas Bohlin and Mats Theselius. They will display their top designs for a full range of interiors as well as some of their most iconic furniture.

*February 7, 2 PM-3 PM*

Other lecturers at Stockholm Design & Architecture Talks include this year’s Guest of Honour, Paola Navone; Fran Edgerley and James Binning, Assemble; Chris Precht, Penda; Reiulf Ramstad, Reiulf Ramstad Arkitekter; and Reinier de Graaf, OMA. The updated program is available at [www.stockholmfurniturefair.com](http://www.stockholmfurniturefair.com)

Stockholm Design & Architecture Talks will be held all five days of the fair and offer lectures targeting architects, interior architects, designers and buyers. The theme is *Visionary Thinking*. On February 10, when the fair opens to the public, the forum will feature trend talks and concrete interior design tips.

Stockholm Furniture & Light Fair will be held on February 6-10, 2018, at Stockholmsmässan.

For more information, visit [www.stockholmfurniturefair.com](http://www.stockholmfurniturefair.com/) or contact:

Cecilia Nyberg, Event Manager, +46 8 749 43 86, [cecilia.nyberg@stockholmsmassan.se](mailto:cecilia.nyberg@stockholmsmassan.se)

Lotta Signeul, Press Officer, +46 749 43 36, [lotta.signeul@stockholmsmassan.se](mailto:lotta.signeul@stockholmsmassan.se)

Stockholm Furniture & Light Fair är världens största mötesplats för skandinavisk möbel- och belysningsdesign. Här möter inhemska och internationella besökare det mest kompletta utbudet av skandinaviska möbler, kontor, design, textil, belysning och övrig inredning för såväl hem- som offentlig miljö. Parallellt med Stockholm Furniture & Light Fair pågår även Stockholm Design Week. www.stockholmdesignweek.com