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# PRESS RELEASE

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

*What are the values of the modern Scandinavian furniture industry? What roles do innovation, craftsmanship and the close relationship between construction and production play in the creation of a piece of furniture? And how is the landscape of production changing, with the increasing emphasize on environmental issues? At the Stockholm Furniture & Light Fair on February 3-7, 2015, the Inside Scandinavian Design exhibition will highlight on important aspects of the work behind Scandinavian 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. The exhibition follows a product from idea to realization, covering the great process of designing, developing and producing, as well as the challenges of creating something long lasting on the market.

“When I travel and meet companies throughout Sweden, I get to see the fantastic stories that exist behind many pieces of furniture. With this exhibition we want to show the customer that there is so much more behind a piece of furniture than what can be see with the naked eye,” says Cecilia Ask Engström, Head of Industry Development at TMF.

“It is a natural decision to place the focus on Scandinavian furniture when creating a meeting place for Scandinavian design. The exhibition is highly relevant. It is important to have conscious consumers who make well thought-out decisions,” asserts Cecilia Nyberg, Event Manager for Stockholm Furniture & Light Fair.

The exhibition is created and curated by Färg & Blanche. They will build a wooden pavilion that encompasses the exhibition to give the visitor the feeling of stepping into a large furniture structure and to discover the stories surrounding a selection of furniture and the work and values behind them.

“It is an exciting assignment and an honor to highlight the work that goes on behind the scenes in our industry, which is rich in tradition, innovation and fine production. We want to use our exhibition to demonstrate how furniture is created; to show what is normally not seen at fairs or mentioned in a press release. There are so many interesting stories to tell,” say Fredrik Färg and Emma Marga Blanche.

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.*