January 24th 2017

# PRESS RELEASE

**Overflowing with Scandinavian design at Stockholm Furniture & Light Fair**

*Stockholm Furniture & Light Fair, February 7-11, is the world’s largest meeting place for Scandinavian furniture and light design. This is further enhanced at this year’s fair with guest exhibitions that shine a spotlight on Scandinavian design. More than 700 companies gather at Stockholm Furniture & Light Fair, and 80 percent of all exhibiting companies come from Scandinavia*.

**Furnishing Utopia:** a cross-border collaboration between Nordic and U.S. designers

The Shaker style is a U.S. furniture and interiors style that originated from a religious, [ascetic](https://sv.wikipedia.org/wiki/Asketisk) [independent church movement](https://sv.wikipedia.org/wiki/Frikyrkor%C3%B6relse). The Shaker movement’s woodworkers reinterpreted traditional design with a focus on simplicity and function. As part of a collaboration between Hancock Shaker Village and Mt. Lebanon Shaker Museum, 12 international designers participated in a workshop. The designers were then invited to design objects that translate the Shaker objects’ aesthetics into contemporary forms that fit modern life. The outcome of these designs is a combination of pure lines and natural materials and can be seen in an exhibition at Stockholm Furniture & Light Fair. Participants include Studio Gorm (USA), Studio Tolvanen (Finland), Norm Architects (Danmark), Lars Beller Fjetland (Norway), Hallgeir Homstvedt (Norway) and others. AG:38

**“Extremely...” by danishdesignMAKERS**

The “Extremely...” exhibition encourages young Danish designers to experiment and take risks - to challenge the status quo in order to advance into the future. The arranger is danishdesignMAKERS – an association that aims to promote young Danish designers and the Danish design culture. Twenty-three young designers display products designed specifically for this exhibition. AG:53

**Good vibrations**

DesignMarch Reykjavík displays Icelandic design in Stockholm. The exhibition offers a glimpse of the emerging Icelandic design scene. Can we really design good vibrations?

AG:49

Stockholm Furniture & Light Fair will be held on February 7-11, 2017 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 Furniture & Light Fair runs in parallel with Stockholm Design Week.* [www.stockholmdesignweek.com](http://www.stockholmdesignweek.com)