



## **“Sweden Mingle”**

### **SWEDEN IS BACK AT THE SALONE INTERNAZIONALE DEL MOBILE WITH 'SWEDISH DESIGN GOES MILAN'**

**A mix of innovative furnishing ideas based on experimentation  
and creativity**

**Milan, 4-9 April 2017, Pavilion 10 E23**

**After last year's success, Swedish design will be once again in the limelight of the Salone del Mobile with a collective exhibition of 15 companies of the furnishing sector. The new project, coordinated by the famous architectural firm White, collects mixed styles and innovative materials thanks to great experimentation skills in a shared perspective of sustainability.**

With innovative ideas for interior design based on experimentation and the shared perspective on sustainability, Swedish Design goes Milan brings 18 exhibitors to Milan in a blended exhibition curated by the internationally renowned architectural studio White.

The exhibition showcases sofas, chairs, stools, rugs, fabrics, lighting, flooring, sound and other items created to be long-lasting, for generations: this is a typical Swedish trend, a model and a lifestyle. The use of local raw materials and recycled materials is combined with research for functionality for every single item.

The selection of the items ranges from sound absorbers made of moss, rugs made from 100% recycled plastic bottles, upholstered furniture and wooden objects mixed with other reusable materials, completely biodegradable fabrics, reclaimed wood flooring, paints without fossil fuels etc. Every item is an example of a great experimental creativity and exchange of ideas. A design that cares about both the environment and the people. A design that makes the right choices.



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The exhibition is an initiative by **Swedish Design Goes Milan 2017** and **Business Sweden**, half-governmental foreign trade development agency, in collaboration with the Swedish Embassy, Svensk Form and Architects Sweden.

The exhibition is curated by the prestigious Swedish architectural firm **White**, the third biggest studio in Europe, known all over the world for its sixty years long experience of projects aiming to an improvement of people's life quality, eco-friendly projects, creative solutions for the present day that will last tomorrow, to the benefit of future generations.

**PROGRAM:** Opening Tuesday 12:00, Talks on Architecture and Interior Design with early aperitivo Tuesday-Thursday 15:30

**EXHIBITORS:** Astrid, Balzar Beskow, Bjelin, David Design, Färgbygge, The Freedesk, Grythyttan Stålmöbler, Hans K, Jonas Ihreborn, Layered Interior, Minus Tio, Nordgröna, Pappelina, Pholc and Urbanears

**MINGLE LOUNGE:** Lisa Hilland for Design House Stockholm, Malin Glemme for Layered Interior, Marie-Louise Hellgren for Stolab, Saša Antić for Lightwork

**CURATORS:** **White** is one of the most important architectural firm in Scandinavia. Founded in 1951 with the aim of improving the quality of everyday life through design, it has always stood out for respecting the environment and all over the years it has worked in 50 countries in Europe, North America, Asia and Africa. [www.white.se](http://www.white.se)

Organisers

**Swedish Design Goes Milan 2017** is an initiative by Business Sweden, in collaboration with the Swedish Embassy, Svensk Form and Architects Sweden.

**Business Sweden's** mission is to help Swedish companies to reach their full international potential and foreign companies to invest and expand in Sweden. [www.business-sweden.se](http://www.business-sweden.se)

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**Svensk Form** is a non-profit membership association appointed by the Swedish government to promote Swedish design in Sweden and abroad. [www.svenskform.se](http://www.svenskform.se)

**Architects Sweden** is a professional organization for architects, interior architects, landscape architects and spatial planners with 12 300 members (including more than 2 000 students). [www.arkitekt.se](http://www.arkitekt.se)