

Press Release April 4 2013

## Swedish Design Goes Milan 2013

# Svensk Form presents New Makers and Doers

**Svensk Form joins the exhibition Swedish Design Goes Milan in Superstudio Più in Zona Tortona during April's furniture fair. This time Svensk Form partners with Business Sweden in inviting twelve smaller companies under the theme New Makers and Doers.**

**NEW  
MAKERS  
AND  
DOERS**

In the Swedish pavilion the visitors will meet established companies as well as newcomers, designers and students, all sharing their unique stories, materials and processes, giving a glimpse of current trends within Swedish design.

Swedish Design Goes Milan is this year managed by Möbelriket, the furniture region in Småland, where many of the manufactures are based, in collaboration with several public authorities. Svensk Form began the Swedish presence in Superstudio Più back in 2009, and we find that Swedish design, with its long tradition and humanistic perspective is perhaps more in demand than ever. Another common denominator in the pavilion at large is the closeness to nature in the northern lifestyle and climate, influencing our everyday lives and production.

In a part of the Sweden Pavilion, Svensk Form and Business Sweden present twelve small design companies under the theme New Makers and Doers, thus continuing the ongoing discussion on how new production methods and distribution channels feed new entrepreneurs. In the adjacent lounge informal talks with the designers and companies will be held.

“There is a vital variety of expressions, but what they all have in common is their strive for independence, in challenging times. Design Week is a great opportunity for small businesses to showcase their unique design and creativity for international customers, which can lead to new businesses and partnerships for increased exports,” comments Ewa Kumlin, CEO of Svensk Form (The Swedish Society of Crafts and Design).

Curator of New Makers and Doers is Sara Szyber. The participating companies are all small Swedish furniture designers: *Folkform, Klong, Lith Lith Lundin, Lukas Dahlén Studio, Rumbler, Sami Kallio Studio, Sigrid Strömgren, Snickeriet, Färg & Blanche, Studio Greiling, Very Very Gold* and *Woodstockholm*. In the lounge: *Nola together with Kateha and Gärsnäs*.

***To meet us in Milan, register at [www.superstudioevents.com](http://www.superstudioevents.com)***

**Contact:**

*Find press images and program at [www.svenskform.se](http://www.svenskform.se) and [swedishdesigngoesmilan.com](http://swedishdesigngoesmilan.com)*

***Ewa Kumlin**, CEO Svensk Form, [ewa.kumlin@svenskform.se](mailto:ewa.kumlin@svenskform.se), +46 (0) 8 463 31 39*

*Press information New Makers and Doers:*

***Anna Bellander**, Head of Communications Svensk Form, [anna.bellander@svenskform.se](mailto:anna.bellander@svenskform.se), +46 (0) 8 463 31 41*

**Svensk  
Form**