

PRESS INVITATION

SWEDISH DESIGN GOES MILAN

- IN REAL LIFE

✕ TUESDAY APRIL 8, H. 10.00 - 16.00

LA POSTERIA, VIA SACCHI 5/7, BRERA DISTRICT, MILANO

Swedish Design Goes Milan 2014 - IN REAL LIFE
sees 40 Swedish designers and companies take over
the Art Nouveau Palace, La Posteria.
Curated by Form Us With Love.

All of the designers will be present and available for
interviews during the press preview and Swedish drinks
and snacks will be served throughout the day by Milan
based Björk Side Store.

15.00-16.00 FORM TALK. The chief editors of Form
Magazine, Bo Madestrand and Salka Hallström Bornold
will lead discussions, with other editors of international
design magazines, on their views on contemporary design
journalism in times of change.

EXHIBITORS:

Agnes Fries, Anki Gneib – Horreds, Anna Wedin,
Atelier Ryberg, Emma Olbers – Tre Sekel, Fibers & Friends,
IoU, Jangir Maddadi, Johanson Design, Jonas Forsman,
Kolormondo, Lintex, Lisa Hilland, Lith Lith Lundin,
Marie-Louise Hellgren, Monica Förster – Palmgrens,
Nina Jobs, NyströmPersia, Okko, Oscar Lind Modin,
Pontus Ny, Stable Table, Volvo Cars, Volvo Trucks

FOR FURTHER INFORMATION

visit www.swedishdesigngoes.com

FOR FURTHER PRESS INFORMATION or to arrange
interviews, please contact

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OPENING HOURS:

April 8-12 h.10.00 - 22.00, April 13 h. 10.00 - 18.00

Form talks April 8-11 h.15.00-16.00

Aperitivo and DJ sessions by Fry Communications

April 9-11 h.19.00-20.00

