

SWEDesign

swedish design festival in moscow



From February 19th till March 4th 2010 with the support of The Swedish Embassy in Moscow and The Swedish Trade Council the Festival of Swedish design takes place in Moscow. This event promises to become a magnificent gift for all admirers of the Scandinavian culture. Within the frameworks of the Festival leading design brands from Sweden will be presented.

The Festival of modern Swedish design is a long-awaited event for a cultural life of the capital. Among actions of the Festival – exclusive exhibitions, conceptual installations from leading design brands, round tables with experts, master-classes by famous designers, lectures on Swedish culture and art, Swedish films broadcasting, activities for children, official receptions and informal parties.

The main mission of the project is to acquaint Russian audience with the leading design brands from Sweden; to initiate interest in cooperation of Swedish designers and manufacturers with Russian design companies with the purpose of development of domestic schools of design; to provoke consumer interest to the goods from Sweden by means of popularization of modern culture of this Scandinavian country. Visitors of the Festival are designers, artists, architects, businessmen, journalists and also numerous admirers of Scandinavian style, that is so popular in Russia now.

Professional and open for general public events will take place simultaneously on two stages in the area of Sretenka – DesignBoom Gallery and The M'ARS Centre for Modern Art. Besides the rich program, master-classes, presentations and film-displays DesignBoom will offer visitors of the Festival icon and novelty of the Swedish design and also special conditions on their purchase. Special menu of BoomCafe will emphasize the taste of Sweden. M'ARS, in its turn, will turn into a unique expositions stage, on which the basic trends of development of a modern Swedish society will be shown in the form of unusual art installations: ecological compatibility, functionality, tolerance and also other interesting features.

The most authoritative design companies from Sweden will take part in the Festival, among them: light devices *Fagerhult* and *Zero*, office furniture *Kinnarps*, *Materia* and *Skandiform*, objects *Offecct* and *Stockholm Design House*, wall-papers *Borastapeter*, *Eco Wallpaper* and *Mr Perswall* (subjects from glass *Orrefors* are presented by company *O'design*), and *Kosta Boda* (are presented by company *New Wave Group*), design toys *Playsam*, Swedish houses *Swedhus*, and also other companies. Aside from the profiled companies global Swedish brands have joined the program of Festival as well. For example, *Volvo Car*, the conventional legislator of the Scandinavian style, has prepared a surprise: Russian premiere of new *Volvo C30* sport-coupe. The world leader in the field of processing systems and packing of liquid foodstuff – *Tetra Pak* – will take part in the master-class, devoted to actual tendencies in design of cardboard packing. The world famous manufacturer of domestic appliances - *Electrolux* - will present a unique design vacuum cleaner *Pia Wallen* and also will acquaint with opportunities of *Ergorapido 2-in-1* - the first vertical vacuum cleaner applying for a rank of the art-object. The Swedish hotel chain *Katerina* will present on the Festival the new "Katerina Park" hotel, that settled down in the south of Moscow.

Organizers: Centre for Development of Design, Tatchers' MICE Management

Strategic partners: Swedish Embassy, Swedish Trade Council in Russia

General partners: Volvo Car, Tetra Pak, Electrolux, Swedbank, Katerina Hotels

General informational partners: "Serebryany Dozhd", "Interior+Design", "Bolshoy gorod"

Accreditation for press:

Ekaterina Zueva pr@design-boom.ru +7 985 179 86 90

Detailed information:

Anna Shvets anna.sh@tatchersmice.com +7 903 22 5 22 10