

19 - 22 SEPTEMBER 2019

OLD TRUMAN BREWERY

The Swedish Pavilion



Located in the creative heart of East London, the London Design Fair is a four-day event that brings together 550 exhibitors from 40 countries, including independent designers, established brands, international country pavilions, features and exhibitions.

As the most international trade destination during the annual London Design Festival over 29,000 influential retail buyers, architects, interior designers, press, designers and design-savvy public attend to see and specify the very latest furniture, lighting, textiles, materials and conceptual installations from around the world.



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Following the success of the 2018 Swedish Design Pavilion, Swedish Wood is delighted to sponsor an even bigger and better pavilion at this year's London Design Fair – a temple-like structure made from pre-finished pine.

“The oversized pillars and beams form an arcade of twelve rooms around a central atrium. With the square pillars set diagonally, perspectives and routes emerge, inviting visitors to find their own path. To ensure the pavilion can be reused - a key prerequisite for the design -the entire structure is modular, with pre-assembled flat-pack panels. It can be assembled, dismantled, and erected again; a temporary monument when needed.” **Förstberg Ling**



The Pavilion hosts designers mainly from the south of Sweden.

KONSTHANTVERK TYRINE



Konsthantverk Tyrne have been manufacturing lighting for almost 100 years. Milling, drilling, forming and finishing, each stage of production is done in the workshop by highly skilled makers. They have designed bespoke products for the likes of the Kennedy Center in Washington.

A2 DESIGNERS AB



A2 is a Swedish furniture and interior brand established in 2008. Each product is designed and manufactured in Småland, Sweden where the company's roots began. Pictured here: the Reload Easy Chair & Sofa, made from solid Swedish oak.

IFÖ ELECTRIC AB



Designed by Kauppi & Kauppi for Ifö Electric, the Ohm light features soft curves and a restrained silhouette referencing both Scandinavian design and ancient Japanese tableware. Manufactured from porcelain, the collection also references old insulators, one of the first technical components made by Ifö in the early 1900s.

MIZETTO AB



Since its inception in 2004, this small family business has taken great strides in the European design scene. Curious, innovative, and with a passionate interest in peoples' changing needs, Mizetto create high-quality, environmentally-friendly and cost-effective pieces.

This year there will be a special Swedish Wood exhibition of furniture by established designers and recent graduates.



Loggia

Pine and cast iron table and bench

Katarina Lundeberg & Fredric Benesch
In Praise of Shadows



Pinzo

Pine chair

David Ericsson

Röhsska

Beech and pine plywood chairs

Fredrik Paulsen





Orgo & Klik
Lamp and screen

Anders Gjertz
Graduate, Malmstens



Amass
Cross-laminated timber bowls

Felizia Matthews
Graduate, Malmstens



Tensta
Massive wood and glass table

Rickard Torstenfelt
Graduate, Malmstens



Pine stools
Made from solid pine logs

Jennie Adén
Graduate, Beckmans



Blackant
Pine seating

Edward Nordendahl
Graduate, Malmstens

swedishwood.com

londondesignfair.co.uk