

# SWEDesign

swedish design festival in moscow



# mission & concept

- For the latest few years Russian design market has grown considerably in quantity and quality. That positive trend was provoked by the active policies of foreign companies, its fruitful cooperation with local design schools and a big consumer demand. Nevertheless there are still huge investment opportunities available for European companies in Moscow.
- **We have the pleasure to invite you to THE SWEDISH DESIGN FESTIVAL which is going to take place in Moscow in February 18<sup>th</sup> – March 4<sup>th</sup> 2010.** During this time Sweden in almost all its creative aspects will be presented to the professional, business and loyal to Swedish culture community.
- The mission of this project is to introduce the professional community to the leading design brands from Sweden, to support Swedish companies wanting to establish themselves, or grow, on the Russian market and to initiate the cooperation between the Swedish designers, producers and the Russian project companies. Also thanks to this project we aim to provoke the consumer interest in Russia to the goods from Sweden through popularization of Scandinavian culture (traditions, music, cuisine, literature).
- The most leading design brands from Sweden will take part in the festival as well as governmental organizations and Swedish NGOs will support this event.



# general curator



**Andrey Samonaev** – the well known personality in the design environment and the initiator of many progressive projects some of which are DesignBoom, DOMUS AUREA, DK

Project and architectural bureau Sretenka. Andrey is at the design market since 1997. During this time by him there have been successfully realized a wide set of interior, exterior and architectural projects.

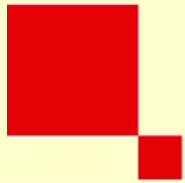
Andrey is the President of The Centre for Development of Design – a noncommercial organization interested in design development in Russia, practical realization of design and innovative projects and their legal protection, initiation of the international projects directed on acceptance of positive foreign experience on development of national design.



# general organizers



The Swedish Trade Council in Russia supports Swedish companies wanting to establish themselves, or grow, on the Russian market. They have been present since 1994 in Moscow, St. Petersburg and Kaliningrad. With Swedish and Russian consultants, they offer flexible solutions to Swedish companies within all forms of international business development on the Russian market.



The Centre for Development of Design – a noncommercial organization interested in design development in Russia, practical realization of design and innovative projects and their legal protection, initiation of the international projects directed on adjustment of communications between the Russian and foreign business.



DesignBoom is the first design-shop in Russia offering wide assortment of high design objects. DesignBoom is also a new centre for promoting knowledge, understanding and proper use of the design world – many design festivals, seminars, presentations are held here.

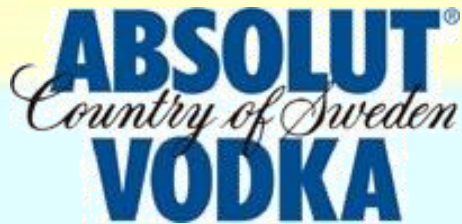


The company Tatchers' MICE Management is engaged in event management and PR-assistance as well as in Russia and abroad. At the moment it supports projects of different formats in DesignBoom: festivals, meetings, cultural and design events.

# official partners



Scandinavian Airlines



SWEDISH  
DESIGN  
FESTIVAL  
18.02—04.03

**T**Achers'  
MICE Management

# brands-participants

## FAGERHULT

The company designs, produces and provides the professional solutions for public premises. Its product is the combination of the latest technologies in illuminating engineering with functionality, safety, design and ergonomics.



Boråstapeter is Sweden's oldest and by far best-known and best-selling brand of wall coverings. Against a classic, timeless background they continuously develop their brand to satisfy the market's interest in designs, colors and textures.

**B** BORÅSTAPETER



Eco Wallpaper is a Swedish brand with a young, trend-conscious expression. The range includes both exclusive flock wallpaper and bold photo wall murals. The aim is for all wallpaper to be available for dispatch on the same day it is ordered.

**eco**  
tapeter



**Tatchers'**  
MICE Management

SWEDISH  
DESIGN  
FESTIVAL  
18.02-04.03

# brands-participants



The Swedish company produces lamps for houses, streets and public buildings. It was founded in 1978 by the professional glassblowers.



OFFECCT

The company was founded in 1990 in Tibro – the place in the south of Sweden. It designs furniture for houses, offices, conference-halls and premises for rest. The company offers 'the design which stimulates the creative way of mind.'



GUSTAFS

A wall or a ceiling clad in wood immediately provides the room with a classic exclusive appearance. It is this tradition and the modern building process that are the driving forces behind the development of Gustafs Panel System.



SWEDISH  
DESIGN  
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MICE Management

# brands-participants

**PLAYSAM**

As the leading Scandinavian design company in its class, Playsam creates innovative and timeless wooden toys for the young and young at heart.



**PERGO**

Company which invented the first laminate flooring back in 1977, revolutionized the flooring industry. Pergo offers you the world's largest range of laminate floors featuring different designs, formats and the high quality you would expect from Pergo.



**DESIGN**  
*Stockholm*  
**HOUSE**

Design House Stockholm is a publishing house for contemporary Scandinavian design, with products ranging from furniture to fashion, lighting, tabletop and limited studio editions.



**Tatchers'**  
MICE Management

SWEDISH  
DESIGN  
FESTIVAL  
18.02-04.03

# brands-participants

**KOSTA  
BODA**  
SWEDEN 1742

Kosta is Sweden's oldest glassworks. Founded in 1742, Kosta is often referred to as the mother of the Kingdom of Crystal, since many of the neighbouring glassworks were founded by former Kosta masters.



**Orrefors**

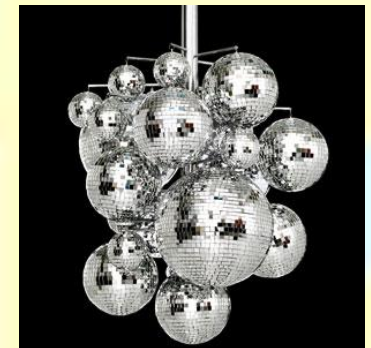


Around the world Orrefors is associated with unique glass articles, art glass, and custom glass that all add beauty to our everyday life. Together with its skillful designers Orrefors presents a new collection of glass every spring and autumn. These glass articles are manufactured in an unlimited edition.



**bsweden**

Bsweden is a design company situated in the south of Sweden. It manufactures lamps in a modern Nordic style, suitable for both domestic and contract markets. Its designs can be recognised by their strict and elegant details and functional qualities

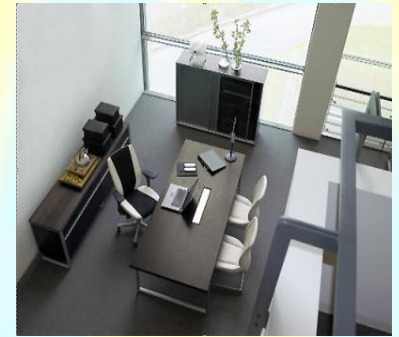


**Tatchers'**  
MICE Management

# brands-participants

**Kinnarps**

Famous throughout the world Kinnarps provide interior workspace solutions for offices and public environments. High quality and low environmental impact mark the entire chain – from raw material to finished solutions for the workspace.



**MATERIA**

Materia develops, manufactures and markets furniture and interior furnishings for public settings. The foundation of their business is products with features that are the result of careful study, combined with high technical quality and contemporary styling.



**skandiform**

Today Skandiform is one of Scandinavia's leading suppliers of furniture for offices, public premises and unique working environments. Their head office is in Vinslöv, Skåne, and also they have showrooms in Stockholm and Gothenburg as well.



# festival summary

• **opening ceremony:** leading designers, architects, partners, VIP clients, diplomats, businessmen, celebrities (about 600 persons)

• **opening format:** press-conference, inauguration, reception in Swedish style, entertainment program

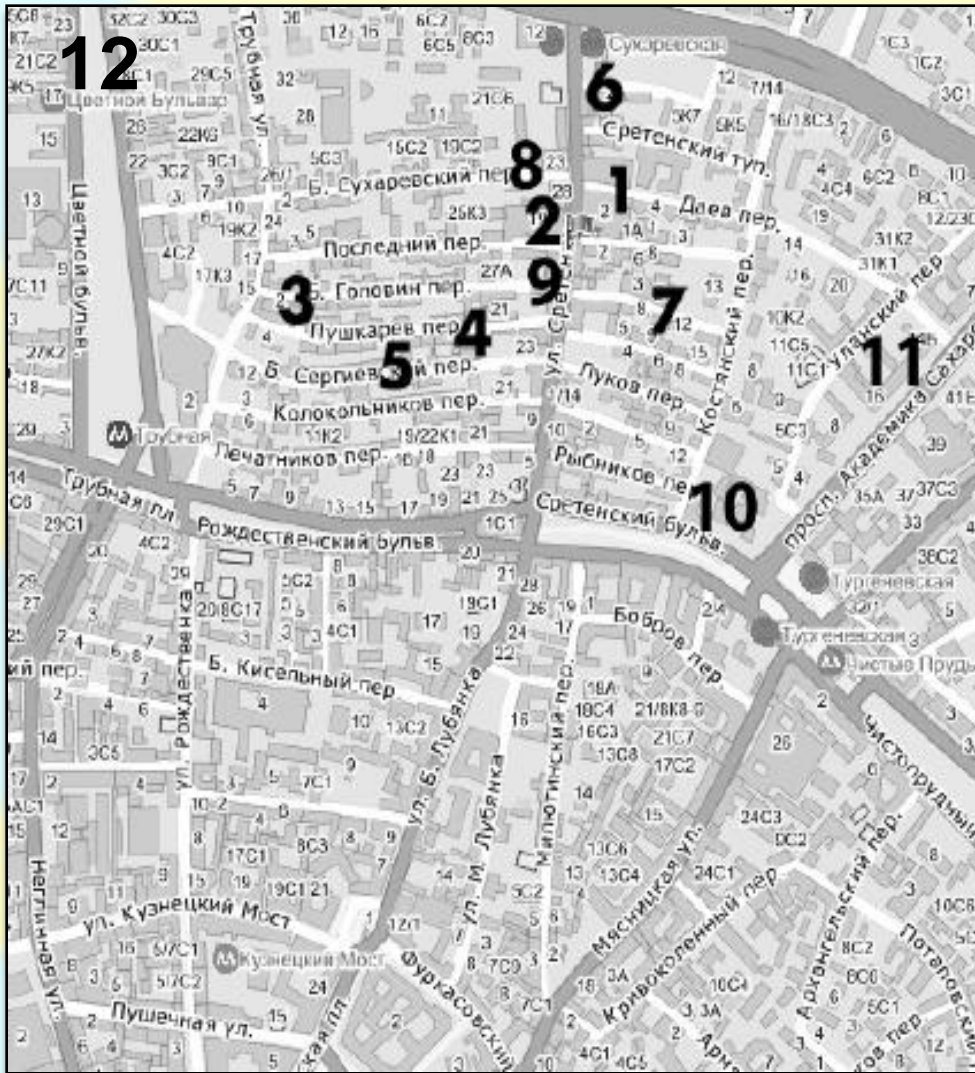
• **festival guests:** designers, architects, partners' guests, journalists, permanent and new DesignBoom clients (about 5000 persons)

• **festival format:**

- exclusive exposition of design objects and furniture;
- conceptual installations from the leading design brands;
- workshops and lectures from the most authoritative designers from all over the world;
- official receptions and informal parties;
- other events are coming soon.



# festival map



In the framework of the Festival we present the **SRETENKA SPACE**. This is a quite unique project aimed at creating a design and cultural atmosphere in one Moscow district. The main mission is to renew Sretenka area and create there an open city space. At the moment a number of different venues have joined this project:

1. **DesignBoom** gallery, design-shop & café
2. **School of Dramatic Art** theatre
3. **M'ARS** centre of modern art
4. **Kids Vision** gallery and foundation
5. **Eastern gallery** museum
6. **Caffeine** café
7. **National Graphics** museum
8. **Pivo-Vody** restaurant
9. **Simple Pleasures** restaurant
10. **Magic Lamp** theatre
11. **Blackberry** restaurant
12. **Kinnarps** office

# statistics on previous project

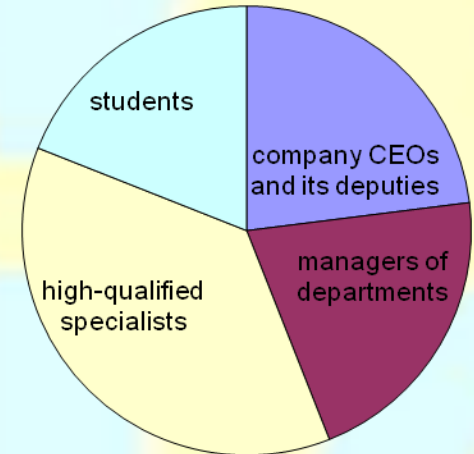
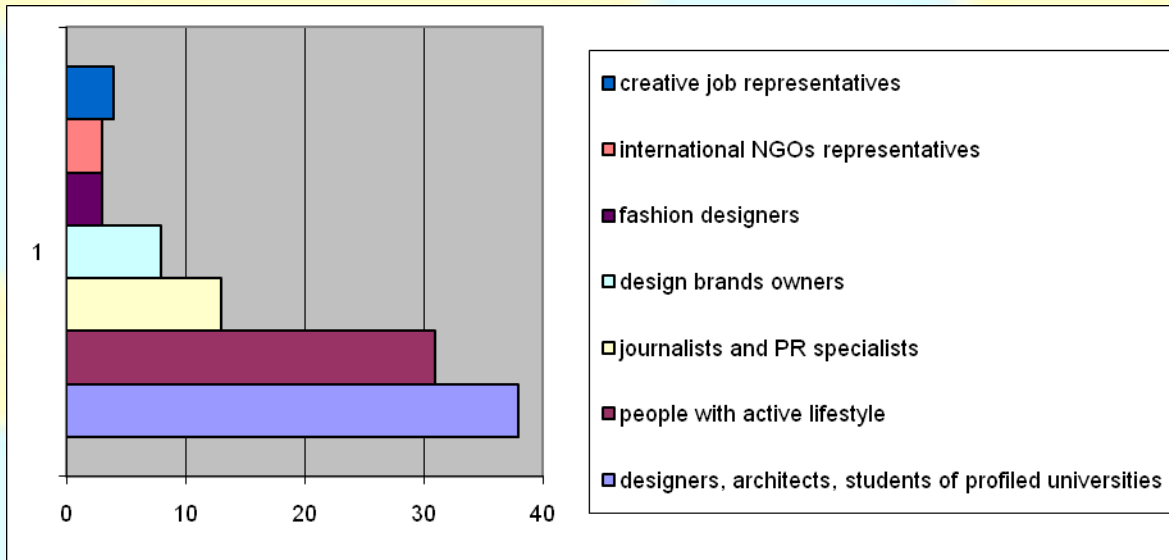
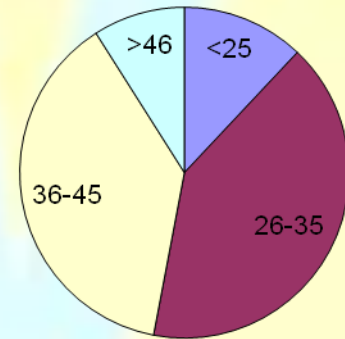
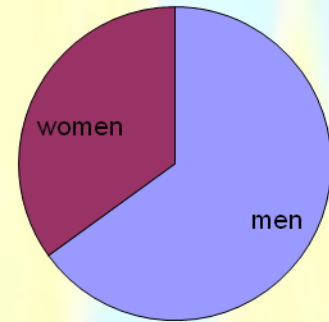
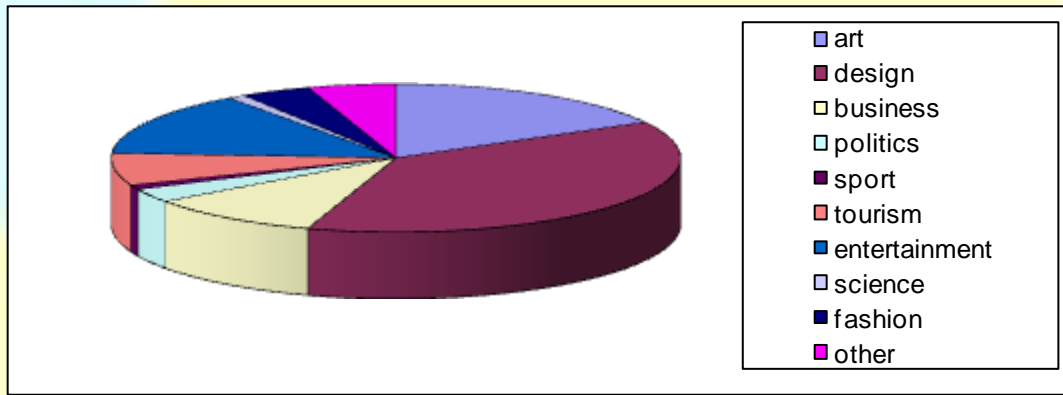
## The Spanish Design Festival

[www.spanishdesignfest.ru](http://www.spanishdesignfest.ru)

OPENING	
Number of guests invited	750
Number of guests with invitations delivered by a courier	404
Number of guests invited by organizers (by hand)	341
Number of guests visited the Opening	493
WORKSHOPS	
Random mailing with information about festival	30000
Number of persons accredited to workshops materials	379
Number of guests visited workshops	291
PRESS	
Number of journalists visited the Opening	72
Number of editions visited the Opening	48
Number of materials published in press	47
Number of materials published in Internet	96



# festival audience



# opportunities for promotion

## •BRAND

- publishing of the company logo at all banners and print materials in DesignBoom and other venues;
- publishing of the company logo in advertising and informational materials and their distribution through the media database (profiled/lifestyle editions; radio stations; TV channels; Internet portals);
- publishing of the company info at the project web-page and media partners websites;

## •PRODUCT

- placing all product samples in the company brand-zone in show-room;
- inclusion of the company video materials in the festival movie (distributed through clients and broadcasted during the festival dates in all venues)
- designation of the company products in electronic news dispatch through DesignBoom clients (more than 30 000 addressees);
- contests with guests and participants (promotion of products)

## •IDEA

- participation in the festival program (workshops / lectures on design issues with target audience)
- organization of a meeting with potential business partners

## contacts



**Andreas Nilsson**  
Consultant

+7 495 788 11 35

+7 926 918 51 95

[andreas.nilsson@swedishtrade.se](mailto:andreas.nilsson@swedishtrade.se)

Prechistenka st. 40/2,  
building 1, entrance 1, floor 6 ,  
Moscow, 119034  
[www.swedishtrade.se](http://www.swedishtrade.se)



**Anna Shvets**

Development Director

+7 903 22 5 22 10

[anna.sh@tatchersmice.com](mailto:anna.sh@tatchersmice.com)

**Artem Kalugin**

Project Manager

+7 985 179 86 80

[artem.k@tatchersmice.com](mailto:artem.k@tatchersmice.com)

**Anna Plotnikova**

Art Director

+7 916 230 33 77

[ap@partfolio.ru](mailto:ap@partfolio.ru)