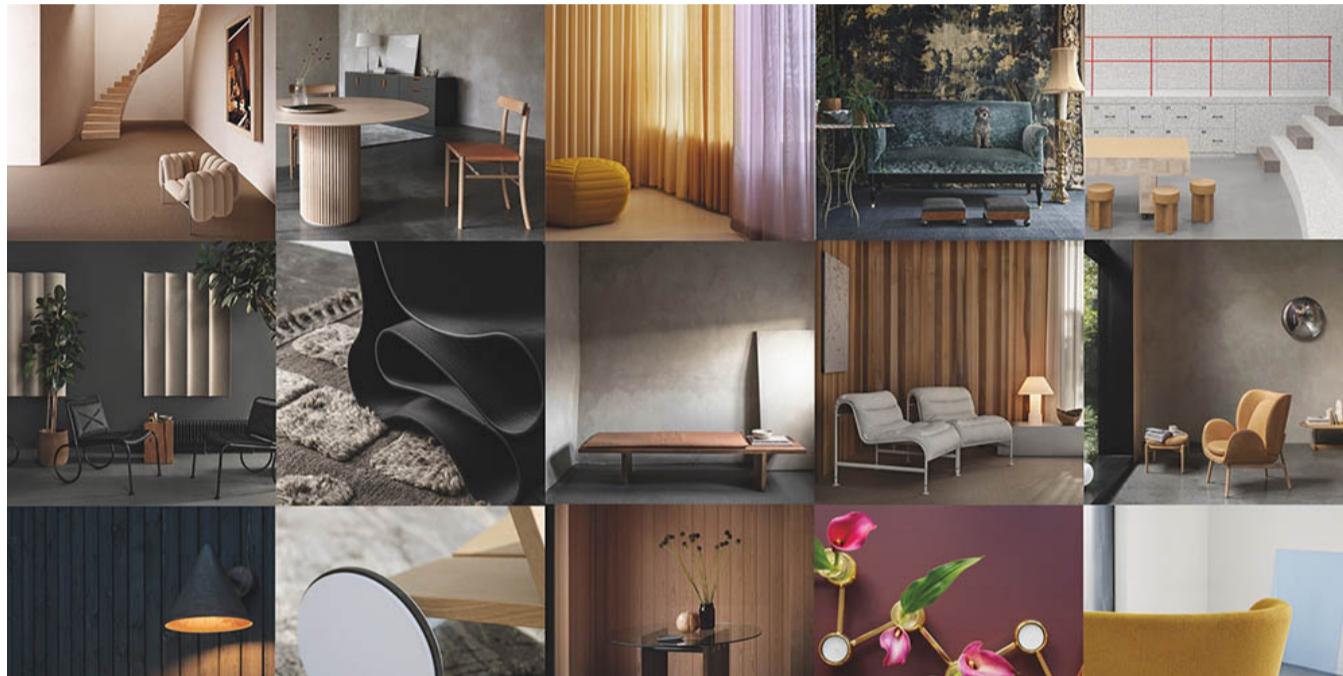


Stockholm Creative Edition 2021, a new design week in Sweden!



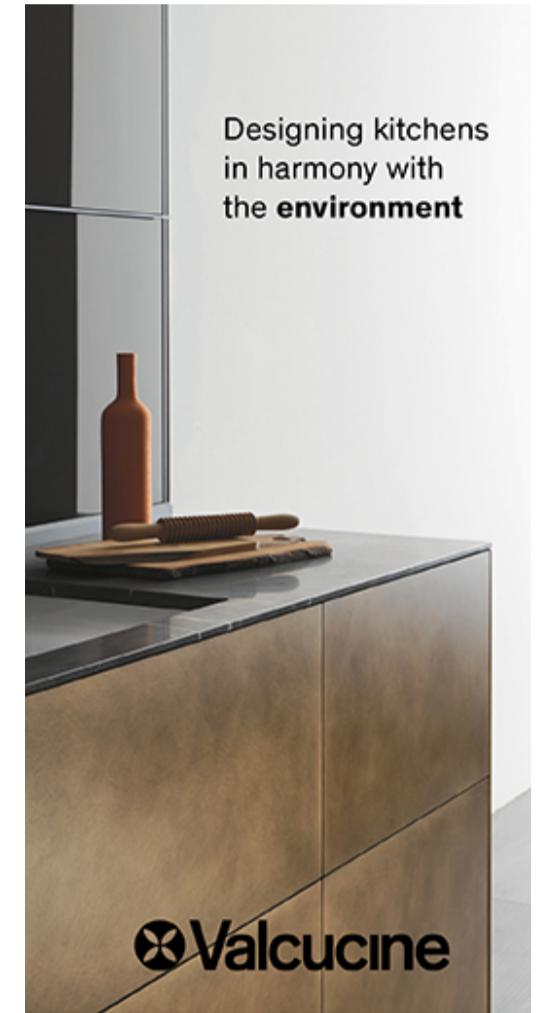
There's a new design week in Sweden: from September 23 – 29, Stockholm Creative Edition 2021 is a new annual independent design week completely dedicated to select Swedish design.

With the capital city's vibrant silhouette as a backdrop, showrooms, studios, exhibitions and pop-up spaces will be opening up to welcome people interested in design. Behind the initiative is the multidisciplinary concept & design studio Attar, which aims to create an annual meeting place to showcase the best of Swedish design right now.

Sweden and not least Stockholm have a rich and unique ecosystem of successful design companies of different sizes and specializations.

Stockholm Creative Edition will provide them with the opportunity to create exhibitions and showcase their work in a new, exciting way, in which the experience aspect takes centre stage.

What's more, collaboration is encouraged between enthusiasts and prominent players in many different fields, for example, gastronomy and food have a clear link to the event, and several restaurants will be taking part in the Stockholm Food Tour, combining top-notch cuisine with exclusive design in the best restaurants the city has to offer.



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"It's a network-based way of working, featuring progressive, handpicked players in each industry, all with the same high level of ambition and intent to establish a concept that will evolve and grow stronger over the coming years," say Ulrika and Philippe Attar, who are behind the initiative.

Stockholm Creative Edition will also have a dedicated hub in central Stockholm, for which some creatives are currently curating unique exhibitions, among them Beckmans College of Design. In parallel, other events will be unfolding in showrooms and studios all over Stockholm.

In addition to exhibitions, the event program will also feature several seminal design discussions and other elements. To make the event accessible to a broader audience, the exhibitions and hub will be open for the entire September 23-29 period.

Massproductions: New sofa designed by Chris Martin | Photography: Erik Undéhn

"We want to invite people to a new kind of meeting place where they can share knowledge, inspire and be inspired, and take pride in the Swedish design industry. Architects, designers, students, buyers, media and design enthusiasts – we're creating the kind of event that we like to visit ourselves," say Ulrika and Philippe Attar.

After more than a year without in-person cultural contexts and gatherings – due to the global pandemic – and a general saturation of digital compensation, a large part of the creation of Stockholm Creative Edition is

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about being able to offer a physical meeting place in as safe away as possible.



New lamp Pavo designed by Broberg Ridderstråle | Photography: Klong

Vasakronan is therefore involved as a partner in the project, making it possible for several of the program highlights to be held in newly renovated premises in a regenerated area of downtown Stockholm, now known as Sergelstan.

Participating companies at Stockholm Creative Edition 2021 are Abstracta, Anki Gneib, Articles, Asplund, Astrid, Atelier Sandemar, Beckmans College of Design, Bolon, Bonni Bonne, Dry Studios, Fogia, Galleri Glas, Gemla, Klong, Lammhults, Marie-Louise Hellgren, Massproductions, New Day Interior, New Story, Ogeborg, Per Söderberg/No Early Birds, Pholc, Reform Lab, Sweden Green House, Tarkett, Vandra Rugs, Örsjö to name a few.

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