

# A BRAND NEW DESIGN WEEK IN STOCKHOLM AIMS TO MAKE THE CITY ALIVE EVERY AUTUMN

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INTERIORS

The brand new Stockholm design week, named Stockholm Creative Edition, will be an annual meeting place showcasing “the best design Sweden has to offer”. Open for both design enthusiasts and industry insiders the new design week will offer an alternative - and complement - to the traditional design fair in Stockholm by focusing on events taking place in showrooms and pop up spaces in the city.



Ulrika and Philippe Attar of design studio Atmosfär by Attar are behind the new initiative for Stockholm Creative Edition. They see it as an opportunity for Swedish brands to welcome visitors to their brand universe.

**STOCKHOLM CREATIVE EDITION**  
Among the many brands involved in the first version of Stockholm Creative Edition launched in September this year is Massproductions, Lammhults, Atelier Sandemar, Tarkett, Gemla, Reform Lab, Asplund and Fogia. The list of brands involved will be updated continuously online at [stockholmcreativeedition.com](https://stockholmcreativeedition.com)

**WORDS** Hanna Nova Beatrice

The first Stockholm Creative Edition is opening on September 23 and is scheduled to run for a week. Behind the initiative is the design agency Atmosfär by Attar, which sees the event as an opportunity for Swedish brands to welcome visitors to their showrooms and brand universe. Stockholm Creative Edition will have its own hub in central Stockholm with curated exhibitions from a number of hand picked creatives and brands, also pushing handcraft and young talents. Many other exhibitions are planned on locations around the city, and many brands open up their showrooms staging both exhibitions and scheduled design talks. The public is welcome to visit all activities and showrooms, making it a welcomed opportunity to see, amongst others, inspiring new spaces such as Ogeborgs The Workshop and Tarkett Atelje, both with interiors by Note design studio. The latter will stage talks during the week, focusing on circularity “for real”.

“We want to invite people to a meeting place where knowledge and inspiration can be shared. We have created an event we would like to visit ourselves, and that we have missed in the city,” says the initiators Ulrika and Philippe Attar.



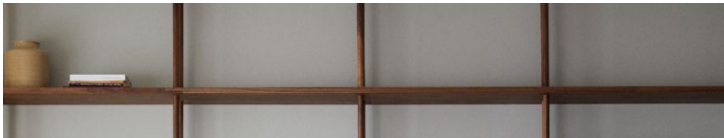


Atelier Sandemar



Reform Design Lab is participating in the new design week with a curated city centre exhibition.

Stockholm Creative Edition grew from an initial idea to action after more than a year without cultural contexts and meeting places, as a result of the global pandemic. Seen as a complement to the existing fair, it is loosely modelled on the successful event 3 days of Design in Copenhagen, but welcomes collaborations between all creative fields including craft and food. Among the many brands involved in the first version of Stockholm Creative Edition is Massproductions, Lammhults, Atelier Sandemar, Tarkett, Gemla, Reform Lab, Asplund and Fogia. The list of brands involved will be updated continuously online at [stockholmcreativeedition.com](http://stockholmcreativeedition.com)





Fogia

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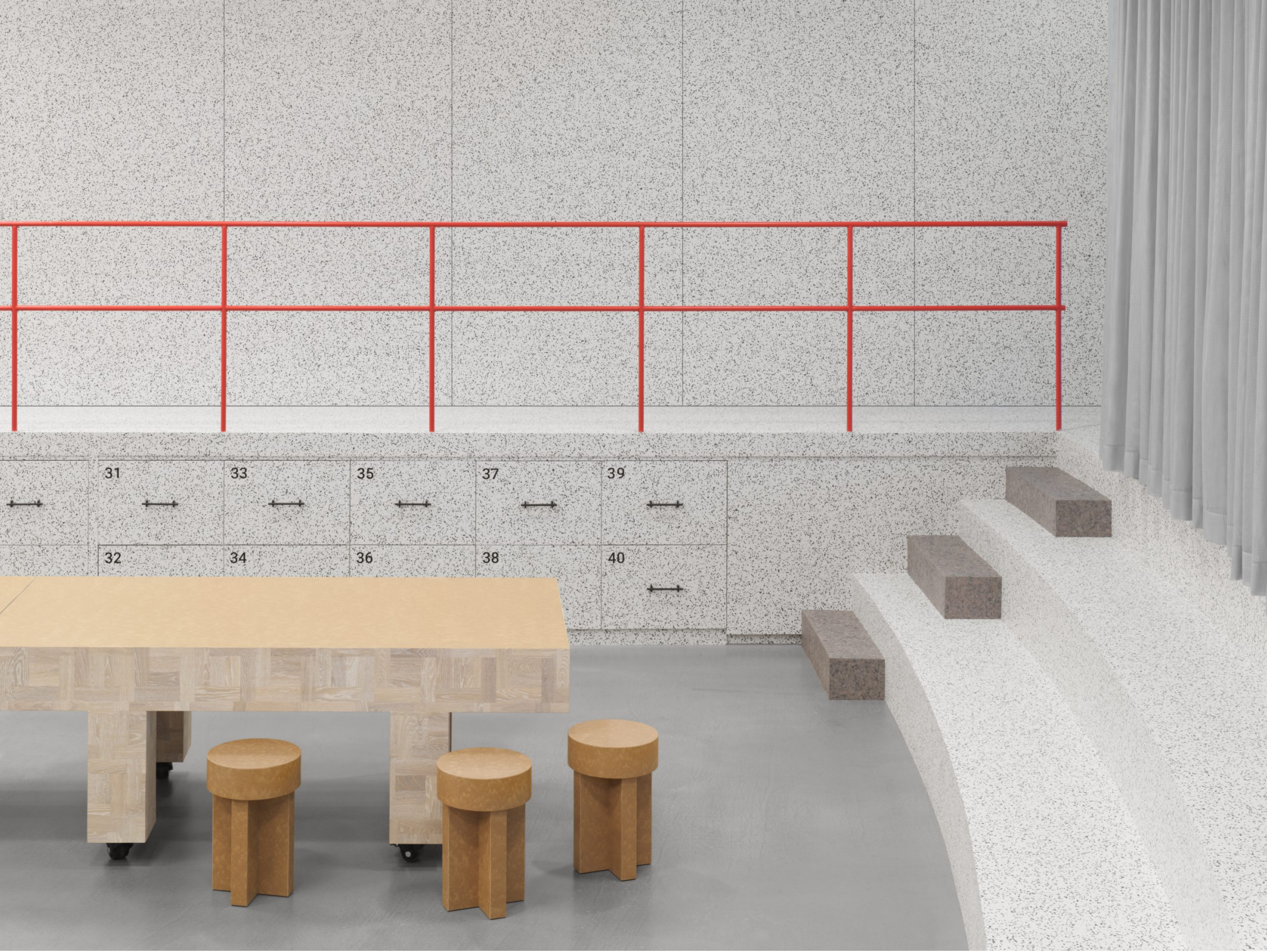


Bolon



Astrid





Tarkett x Note Design Studio





Massproductions

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SUGGESTIONS

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House G by Tham &  
Videgård

ART & CRAFT

2021.07.11

Studio visit: Siri  
Carlén

INSPIRATION

2021.07.11

Tina Hellberg: On  
gardering and  
mending

DESIGN

2021.07.07

A sculptural dance  
with Diana Orving

DESIGN

2021.07.02

Eight things we  
recommend this week

ART & CRAFT

2021.06.28

New restaurant  
celebrates the small  
scale and local

INSPIRATION

2021.06.23



To design for the future you have to understand the past, says No Early Birds founder Per Söderberg

Daniel Wester on wood carving as a form of therapy

Photographer Annica Eklund on the importance of not playing safe

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