

GREEN DESIGN FROM THE FURNITURE KINGDOM (SWE) AT ICFE, NEW YORK

MÖBELRIKET AB (THE FURNITURE KINGDOM) is a cluster in the south part of Sweden called Småland. The association started in small scale fifteen years ago as a collaboration of furniture and design retailers in the village of Lammhult In Småland. The cluster has grown to be 35 companies and two municipalities today. Some of the most well known and prominent furniture design companies are a part of the cluster such as; Lammhults Designgroup, Källemo, Bruno Mathson, Norrgavel etc. The present focus of destination development and industrial development issues for the furniture and design industry has been successful. Today Möbelriket is considered to be the strongest network for furniture design in Sweden. The collaboration with design universities in Sweden has created a natural arena for design related issues. One topic today is the growing number of young Swedish designers who are graduating from the higher education with limited skills in marketing and strategic business development. Möbelriket has formed a network within the cluster for those designers.

ALUMINUM PROFILE WIND POWER BY PITCHIN

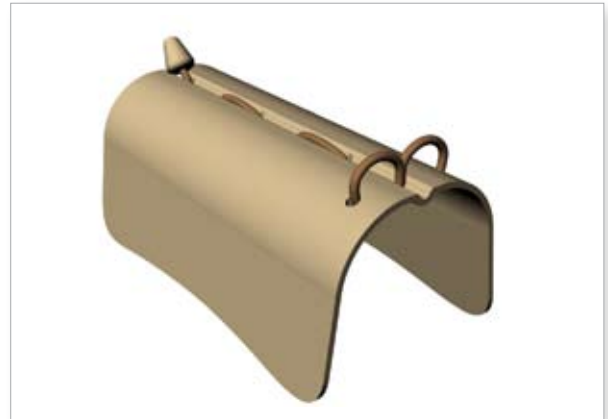


Aluminum Profile Wind Power. This is a concept for manufacturing vertical wind power turbines in extruded aluminum, making them non-toxic, faster in manufacturing and more accessible for home-owners. Windpower to the people!

Pitchin is a sustainability-focused design duo based on Gotland, Sweden.



WHATCHAWANT CHILDREN'S STOOL BY CHARLOTTE RYBERG & JOHANNA STRAND

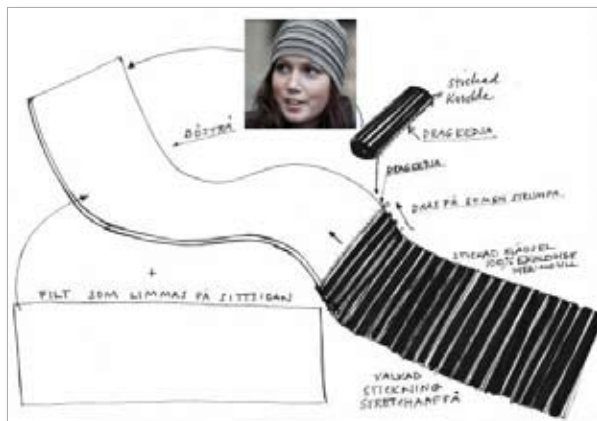


A children's stool, a bench – when inviting your best friend! Against throwawayism, environmentally friendly and lasting through generations, it encourage children to use their imagination and let it become... a horse...a dog? Functions can be activated: when pulling the handles – the ears – it pulls it's tail in and vice versa. A future classic!

Johanna Strand and Charlotte Ryberg are two independent designers working as a team with product-, furniture- and graphic design, where sustainability is an integrated part of their designprocess.



THE KNITTED CHAIR BY MARIE-LOUISE HELLGREN



The cover of "The Knitted Chair" is knitted in 100% ecological wool instead of using toxic upholstery. The idea comes from a collaboration with a Swedish factory – Sätilla (since 1896) – designing and producing hats. This is down to earth, "Pippi Longstocking" design with exchangeable covers in a variety of patterns.

Sustainability is a priority for Marie-Louise as a designer, through intuition and heartfulness, she creates products that is beneficial for everyday life.



MOVE BY CATARINA LARSSON



"Move" is a hanging decoration constructed of biodegradable material, for use as a room divider or window ornament. "Move" is flexible, and can easily accommodate different interior spaces. Each individual user assembles "Move" and determines its final appearance according to their taste.

Catarina Larsson, graduated 1986 as a textile designer at Textilhögskolan in Borås. Worked with textiles and furnishings at IKEA 1986-2002. Works since 2002 as a textile designer with her own company.



MOBILE PLANT WALL BY LISA WACKLIN & PER BERGLUND



This mobile plant wall is an aesthetic, health-bringing piece of furniture that can separate rooms and working spaces into smaller units. It can stand alone or be combined to a broader wall or a corner by using a couple of units. The mobile plant wall gives a boost of oxygen and reduces the occurrence of headaches and dry skin.

The Greenworks concept is developed by Lisa Wacklin and Per Berglund. Lisa is both a design strategist and a gardener. Per is a design manager and founder of design agency LADP.



FOR MORE INFORMATION
ABOUT THE PROJECT,
PLEASE CONTACT:

ANDERS WISTH,
PROJECT MANAGER,
ANDERS@MOBELRIKET.SE,
+46 70 515 76 36

HEIDI TRAKOWSKI,
DESIGN MANAGER,
HEIDI@MOBELRIKET.SE,
+46 70 778 27 26

WWW.MOBELRIKET.SE

**MÖBELRIKET
SMÅLAND**

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