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Embassy of Sweden
Seoul



[Press Release]

Sweden and Korea united in the language of design at 'Sweden Korea Young Design Week'

- *Features fresh design ideas of young Swedish and Korean designers on 'Innovation', 'Sustainability' and 'Future'*
- *Series of design talks to be held throughout the event*

[Seoul – November 24] 'Sweden Korea Young Design Week', a unique collaboration between Sweden and Korea based on the language of design, will be held at the Dongdaemun Design Plaza (DDP) from December 8 to 17, 2017.

This event is held in collaboration between the design organisation Svensk Form, the Embassy of Sweden in Seoul and the global home furnishing company IKEA and will serve as the platform accelerating the exchange of design ideas and cultures between the two countries. Svensk Form, also known as Swedish Society of Crafts and Design, is a not-for-profit organization established for the purpose of promoting Swedish design worldwide.

Standing side-by-side in the exhibition are new ideas, concepts and materials from young designers of Ung Svensk Form and design departments of Seoul National, Hongik and Kookmin Universities on 'Innovation', 'Sustainability' and 'Future'. The exhibition will also feature a selection of upcoming and classic IKEA products developed using the concept of Democratic Design.

There will also be a series of design talks, where Swedish and Korean designers will share their thoughts and ideas on design. The designers leading the talks include selected designers of the Ung Svensk Form Kyuhyung Cho and Martha Brauer, Korean designers participating in the exhibition, as well as a product designer of IKEA. On December 7, Marcus Engman, Head of Design at IKEA, will speak on the topic of "Democratic Design and the Future."

Sweden Korea Young Design Week will be open to the public, free of charge, starting December 8 to 17 at CREA (2F), DDP, from 10am to 9pm daily. Those interested in attending the design talks can register online at the event website at www.ikea.today/swedenkoreadesign. Pre-registration is not required to enter the exhibition. More details on the designers participating in the exhibition, their work and the schedule for the design talks are also available on the event website.

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