

Swedish Secrets



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# Swedish Secrets: a month of design at the Institut suédois!

## 02.09.2022 – 04.10.2022

From the clothes we wear to the spaces we live in and the cities we build, design is everywhere! For the entire month of September, Swedish Secrets lifts the lid on contemporary Swedish design.

Over 40 designers, architects and fashion designers committed to developing a more sustainable society invite professionals and design lovers to the Institut Suédois for showrooms, talks and seminars.

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**SI.** Institut  
suédois

All our spaces are turning into a showroom designed by internationally famous Franco-Swedish designers Färg & Blanche. Each showcased brand has selected one or more objects, as well as a “secret” connected to them.

The showroom has two further spaces, the first devoted to designers from the west coast of Sweden and the second devoted to wood, from the base of the tree trunk to the tips of its branches. Wood Insights highlights creative pathways and brings together designers and architects around a presentation and a series of talks. The aim is to discuss the use of different materials, manufacturing processes and resource optimisation.

At the end of the month, as part of Paris Fashion Week, the showroom will be transformed in order to display the latest creations by top fashion brands.

To complete the exploration, we offer special guided visits to the artist-in-residence studios at the Institut Suédois, with interiors entirely designed by pairs of Swedish designers and brands. During Paris Design Week (8 – 17 September), as well as the usual visits, the mediation teams proposes an innovative concept: ‘aperitif visits’. Discover Swedish flavours created by our new café, FIKA, inspired by the look of each studio.

From 15 to 21 September, Architects Sweden is organising a series of talks between Swedish and French architects. They’ll be talking about and comparing the challenges they currently face and explaining possible solutions. These discussions focus on projects in the field of urban planning and architecture, especially in terms of urban development, for which small towns can sometimes provide enlightening examples.

[Click here to find more press information and download press images.](#) The press kit will be added to as time goes on.



Visuals: Montage Färg & Blanche, text Stina Wirsén // Visuals from the 2021 edition with objects from Nola Design, Kjellander Sjöberg architects, Sara Szyber and In Praise of Shadows. Photos: Luca Lomazzi (Voyez-vous)

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#### Media contacts:

1 - 12 August: Carina Pierre Rochard (CB Global) / cpierrecloudberryglobal@gmail.com, +33 (0)607 404535

From 16 August onwards: Emilie Mathieu / emilie.mathieu@si.se, +33 (0)6 09 99 99 24

From 17 August onwards: Gunilla Norén / gunilla.noren@si.se, +33 (0)6 28 69 93 13

## Detailed program

### Swedish Secrets, the showroom

- Friday 2 September – Sunday 2 October
- Admission free // Weds – Sun // 12:00 – 18:00

### Hem x 6 - Guided visits at 2, 3 and 4 pm

- Friday 2 – Sunday 4 September
- Friday 9 – Sunday 11 September

### Hem x 6 - Visites guidées en mode apéro à 17h

- Friday 2 + Saturday 3 September
- Friday 9 + Saturday 10 September

### Talks & Discussions

- Design talks during Paris Design Week
- Wood Insights talks during Paris Design Week
- Architecture talks: Thursday 15 September – Wednesday 21 September

### And also...

- FIKA, launch weekend for the new café at the Institut Suédois
- Friday 2 September – Sunday 4 September

Please sign up for visits and discussions at [www.institutsuedois.fr](http://www.institutsuedois.fr)

### Participating companies and designers:

Act of Caring, Alexander Lervik, Anna Harström (New Contemporary/Stockholm Creative Edition), Architects Sweden, Beckmans College of Design Stockholm, Blå Station, Borås Textilhögskola, Cecilia Eduards (Eduards Accessories), Cecilia Pettersson, Dahl Agenturer, Dometic, Duved Framtid, Dux, Emeli Höcks, Emily-Claire & Erik Goksøyr, Esbjörn Grip, Form Us With Love, Gärsnäs, Hampus Penttinen, Heart 17, Ingridsdotter, Jakob Tangen, Johanson Design, Karl Andersson & Söner, Kjellander Sjöberg architects, Liljewall arkitekter, Lill O Sjöberg/Maria Zeilon (Skryta), Lisa Hilland, Markus Johansson, Matilda Hunyadi (Sloydlab), Maze Interiors, Murman arkitekter, Målerås, Nola, Okko, Paradisverkstaden, Paris Habitat, Robert Curran, Roger Persson, Sami Kallio, Stackelbergs, Svensk Form Väst, Swedish Fashion Association, Swedish Wood, Tarkett, Transparent, Wästberg Lighting, White Arkitekter, Yvonne Börjesson Paris-Stockholm.

Swedish Secrets is organised in collaboration with Architects Sweden, Svensk Form Väst, Swedish Wood and several Swedish fashion organisations. With support from the Swedish Embassy in France.

Swedish Secrets is part of the Swedish Design Movement, an initiative bringing together designers, fashion designers and architects convinced of the crucial role of design in the transition to a more sustainable society. [All have signed this manifesto!](#)

Instagram: [@swedishdesignmovement](https://www.instagram.com/swedishdesignmovement)

### Useful information

- 11 rue Payenne, 75003 Paris / +33 (0)1 44 78 80 20 / [www.institutsuedois.fr](http://www.institutsuedois.fr)
- Opening times for exhibitions and garden: Wednesday – Sunday / 12:00 - 18:00
- FIKA opening hours: Wednesday – Sunday / 10:00 - 18:00 / Until 21:00 Thursday + Friday

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