

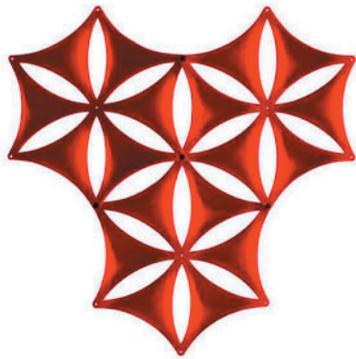
## We Are Going Underground @ DesignTide main exhibition site

We Are Going Underground is an 'underground' design event started in 2005 in Stockholm during the Stockholm Furniture Fair. Usually taking place in fairly rough surroundings (basements and boiler rooms, to date), the event is based on the idea that if something is designed well, it doesn't matter where you show it. This is the first time We Are Going Underground has shown outside Stockholm and will take place at DesignTide's main exhibition site. All 8 designers participating are to attend the event in Tokyo: Peter Andersson, Simon Anund, Thomas Bernstrand, and Albin Karlsson, Matti Klenell, as well as architecture and design offices Konkret Form and TAF.



## Swedish Design Pavilion @ 100% Design Tokyo

Year after year, the Swedish exhibition at 100% Design Tokyo has come to be one of the event's largest booths, testifying to the special relationship Japan and Sweden nurture through design. Participating this year are manufacturers representing a broad spectrum of the Swedish design industry: Abstracta, Blå Station, Bolon, Capti Design, Giarimi Design, Green Fortune, Mateus, Swedese and U It's You.



## UNG 0607

### @ Maru Building (Marunouchi)

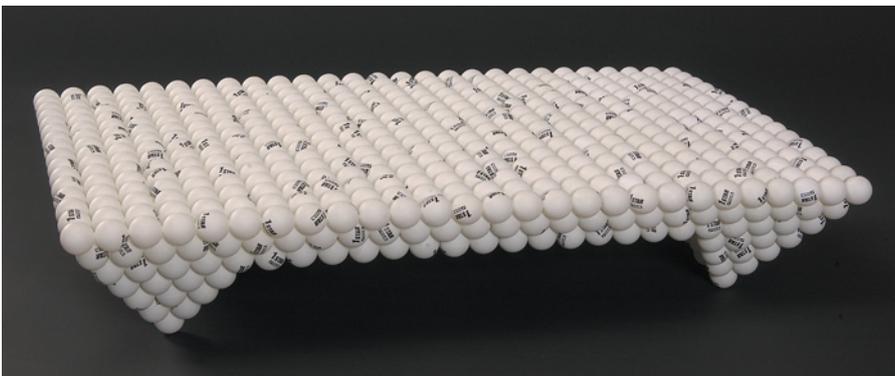
UNG is an exhibition that glimpses into the future of Swedish design. This year it showcases a selection of 32 young designers chosen from 280 entries. In an effort to encourage innovative and cross-disciplinary creativity the jurists making the selection come from such various backgrounds as graphic design, art, literature, fashion, illustration and architecture.

The exhibition has been shown in 10 cities in Sweden as well as at design week in London. The initiative comes from Svensk Form and FORM/Design Center. UNG is produced

together with Riksställningar and the Stockholm Furniture Fair and organization supported by Ewa Kumlin (original founder of Swedish Style) and Teruo Kurosaki (from Idee).

The exhibition includes such work as that shown below by Tomas Mankovsky, Elin Basander Lundin, Moa Jantze, Helena Horstedt, Anna-Karin Garhamn, and Don't Feed the Swedes.

<http://www.ung0607.se/>



<http://www.swedish-style.se>

## Fashion Sweden @ Embassy of Sweden, Tokyo

Fashion Sweden is an exhibition that explores why Swedish Fashion is experience such a surge in popularity today. Participating brands include Acne, Bjorn Borg, Bon, Dagmar, David design, J. Lindeberg, Julian Red, Nitty Gritty, Stylein and Tiger of Sweden. Additional participants as pictured below are Odd Molly, LUNDLUND, Pour, Our Legacy and Whyred.

<http://www.fashionsweden.jp/>

