

Press Release 3rd February 2009

Young Swedish designers take over at the Hotel Birger Jarl

During Stockholm Design Week, the Hotel Birger Jarl will take on the cause of young Swedish design with the exhibition "Check In". On 4th February, Sweden's most interesting young designers will check in at the hotel to show off their exciting new products. Marie-Louise Gustafsson, Philip Edis and LL Lindblom Lindström are a few of the exhibitors taking part in Check In, which will be open from February 4 through 15.

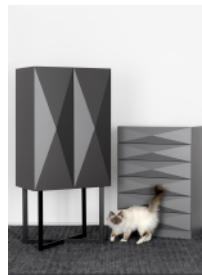
Check In, which is to be an annual event of Stockholm Design Week, will make room for exciting innovations from Sweden's young designers, while Stockholm Furniture Fair will house the large design companies. The exhibition is intended to serve as a meeting place and source of inspiration for those interested in form and design.

The Hotel Birger Jarl was quick to jump at the idea of a design exhibition, which is in keeping with the hotel's overall emphasis on design, fashion and music.

"We have high expectations of this exciting exhibition. Check In will make the Hotel Birger Jarl an important place to visit during Stockholm Design Week", says Marianne Hultberg, MD of the Hotel Birger Jarl.

Sebastian Kjersén, himself one of Sweden's promising young designers, is the exhibition designer behind Check In and is responsible for the artistic installation in the hotel lobby. Kjersén will be transforming the Hotel Birger Jarl into a green oasis during Stockholm Design Week, while the ten exhibitors have been given free rein to show their creativity at individual display stands. The exhibitors are:

Daniel Franzén and Marie-Louise Gustafsson
Everville
Katarina Häll
Hanna Frostell
IDAG
Ingela och vi
Johan Lindstén
Karin Robling
LL Lindblom Lindström
Philip Edis



The exhibitors at 2009's Check In have been chosen by a jury made up of the gallerist, trend expert and initiator Stefan Nilsson, in conjunction with Maria Karlsson, from Hotel Birger Jarl, Sara Lönnroth, from Transit/Konstfack, Charlotte Wiking, from Stockholm Furniture Fair and Lisa Kruse, Chief Editor of Vårt Nya Hem.

For press photos and information on each designer, please visit www.checkin09.com

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