

Press release 21 October 2003

DESIGN VS. TECHNOLOGY

- An exhibition of progressive Swedish industrial design.

Exhibition at Hotel Birger Jarl, Tulegatan 8, from 21 October until 9 November.

The exhibition "Design vs. Technology" is about four different companies, and the ways in which they originated a commercially progressive product. Here you can learn about such things as the design factors Atlas Copco worked with when they produced a new rock drill rig, and how this eventually enabled the company to bring home its entire production of rock drills from abroad.

In the lobby, it is explained how industrial designers worked to produce fashionable baby carriers (BabyBjörn), future driver's compartments (Stoneridge), ergonomic rock drills (Atlas Copco), and washing machines that are easy to understand. (Asko Cylinda). All the companies were nominated for this year's Big Design Prize – a prize intended to promote the importance professional design can have for a company's financial progress.

The exhibition has been produced by Imagine in co-operation with the Association of Swedish Engineering Industries (Teknikföretagen, previously Verkstadsindustrin).

See also the accompanying article, which is free for publication.

For further information, please contact:

Maria Karlsson, Hotel Birger Jarl, +46 8 674 18 09, maria.karlsson@birgerjarl.se

Hotel Birger Jarl was built 1974. The building is located at Tulegatan 8, a street that runs parallel to and between Birger Jarlsgatan and Sveavägen in Stockholm. Facilities include 235 guestrooms, 8 conference rooms, 5 group rooms and a banquet room for up to 150 persons as well as breakfast room, lobby bar and restaurant, gym sauna and garage.

The following designers are responsible for the rooms and interiors at Hotel Birger Jarl; Kristian Eriksson, Jerk Malmsten & Léo Jóhannsson, Johanna Köhlin & Agneta Pettersson, Thomas Sandell, Johan Stylander, Eva Lilja Löwenhielm & Anya Septon, Love Arbén, Jonas Bohlin, Franz Hardinger & Bronwynn Welsh, Svenskt Tenn AB, Pernilla Glaser, Charlotte Pettersson, Tom Hedqvist, Sara Lindell, Björn Sahlqvist, Nirvan Richter/Norrgavel, Anne-Christine Axelsson, Peter Hallén, Olle Rex, Sanna Nathanson/Living Design och Anki Gneib/Wall to Wall.

www.birgerjarl.se