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Press release 2010-02-08

Young Swedish designers take over at the Hotel Birger Jarl

Once again Hotel Birger Jarl will take on the cause of young Swedish design with the exhibition "Check In" during Stockholm Design Week. Tuesday the 9th of February, Sweden's most interesting young designers will check in at the hotel to show off their exciting new products & concepts.

Abrahamsson & Fagerström, Asshoff & Brogård, Johan Lindstén och Form for you are a few of the exhibitors taking part in Check In, which will be open from February 9 through 14. 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 has contributed in the establishment of Check In, since this design project is in keeping with the hotel's overall emphasis on design, fashion and music.

– Once again, our hotel is transformed to an exciting meeting place for selected young design. Last year our corridors were filled with young, enthusiastic designers that inspired both us, as well as our visitors. It was an enjoyable week and we look forward to an exceptional and well visited exhibition this year, says Marianne Hultberg, Managing Director at Hotel Birger Jarl.

Simon Key Bertman, 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, while the other exhibitors have been given free rein to show their creativity at individual display stands.

The exhibition at Hotel Birger Jarl is open 9-14 February, Tues-Fri 10-18, Sat-Sun 10-15.

You can download press images at www.checkin10.com

For further information please contact:

Trendgruppen PR, Hans Hjelmqvist, +46 708 29 5661, hans.hjelmqvist@trendgruppen.se

Simon Key Bertman, +46 735 13 14 49, simon@bertman.nu

Maria Karlsson, +46 70 355 31 53, maria.karlsson@birgerjarl.se

Exhibitors Check In 2010:

1. Karin Welin, textile
2. Abrahamsson & Fagerström, furniture
3. Karlsson & Björk, furnitremöbler
4. Form for you, furniture & lighting
5. Kredema, interior concept with wallpaper
6. Johan Lindstén, furniture
7. Lina Meier, Yra, interior details
8. Asshoff&Brogård, furniture
9. Alex Gunnarsson, room partitions of tree
10. Simon Key Bertman, Exhibition designer Check In 2010

The Check In exhibitors are selected by a jury: the trend expert and initiator Stefan Nilsson, Maria Karlsson, Hotel Birger Jarl, Sara Lönnroth, Transit/Konstfack, Johanna Nilsson, Stockholm Furniture Fair and Lisa Kruse, Magazine Vårt Nya Hem.