

Design House *Stockholm*



Design House Stockholm's new home.

Design House Stockholm has found the perfect location for its showroom, event space and head office at the very heart of Stockholm. At Götgatan 14, once the home for Record-Teatern, one of Stockholm's oldest and most spacious cinemas, we have landed right by the reborn Slussen that links the Old Town with the vibrant creative Södermalm, the South isle of the Scandinavian design capital. We will have our love for design on permanent display here, and all true Scandinavian design aficionados are invited to come along and share our passion.

Some sixty designers has seen their ideas been brought to life with the keen expertise of Design House Stockholm for some 28 years. The storefront's generous window display will bring to life this ever-changing selection of design classics and novelties, an unending series of creative innovations that continues to imagine new possibilities in both contract and home settings. Do step inside to browse a floral installation by a local flower shop showcasing eco-designs such as Atelier 2's indoor greenhouse. Or meet a minimalistic stage-set with Carina Seth Andersson's low-key tableware for Nationalmuseum along with Lena Bergström's wool and leather-rimmed rugs. Behold Alexander Lervik's Luna hailed as the ultimate globe pendant, and Lina Nordqvist's slightly whimsical Family Chair that offers an up-beat paraphrase on the classical Swedish stick back chair. The interior will change with every exhibition and will also offer the possibility to meet with both famous designers as well as aspiring newcomers right here in the middle of Stockholm. Do step down the old cinema's well-trodden marble stairs to visit our creative workspaces where our unique publishing house of design continues to assemble the very best design talents. Participate in our discussions with designers, and go right into every detail in some of our most famous designs. Delve into our choice of materials, designs, and

workmanship. Learn more about more than 15 producers around the world and our code of conduct. Do challenge us and our designers on bespoke designs for architectural projects. And do partake in our quest for the best ergonomics and a truly sustainable slow-design that creates new archetypes for modern living. Our space will of course be as easily visited virtually through our soon to be reborn web site.

Götgatan 14, in the very centre of Stockholm, is our new home after many years in different locations. And Södermalm is spot on as the very apex of our Stockholm based design. Right here Götgatsbacken rises in a steep slope almost up to Mosebacke where August Strindberg situated his radical satire The Red Room that brought the young novelist immediate fame, and where one enjoys a wide view of Stockholm's cityscape distributed on a multitude of islets. Greta Garbo was born just a block away some decades later, as well as much earlier on the poet and musician Carl Michael Bellman. And do not forget the philosopher Emanuel Swedenborg, which had his summerhouse here in the 18th century, or Stieg Larsson's Millennium Trilogy, which is acted out here. Today quite a pedestrian Södermalm is full of fashion and vintage shops, cosy restaurants and beer gardens, while at the same time hosting a major part of Sweden's architecture offices. Slussen is a new meeting spot in the city with a newly renovated City Museum, and with a new Nobel Museum about to be built. Another treat is Fotografiska showing photography from all around the world with an acclaimed restaurant. Södermalm is without doubt the very birthplace of a large part of a Swedish design sporting that unmistakable energy and easy-going attitude that characterize Design House Stockholm. Not surprisingly, a lot of our designers have their workshops in this former working class neighbourhood, and we surely aim bring along and show their diversity, expertise and standing at Götgatan 14.

Journalist, architect, designer and all dear visitors: due to the current Covid-situation, please book your time slot for your visit by phone or email

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