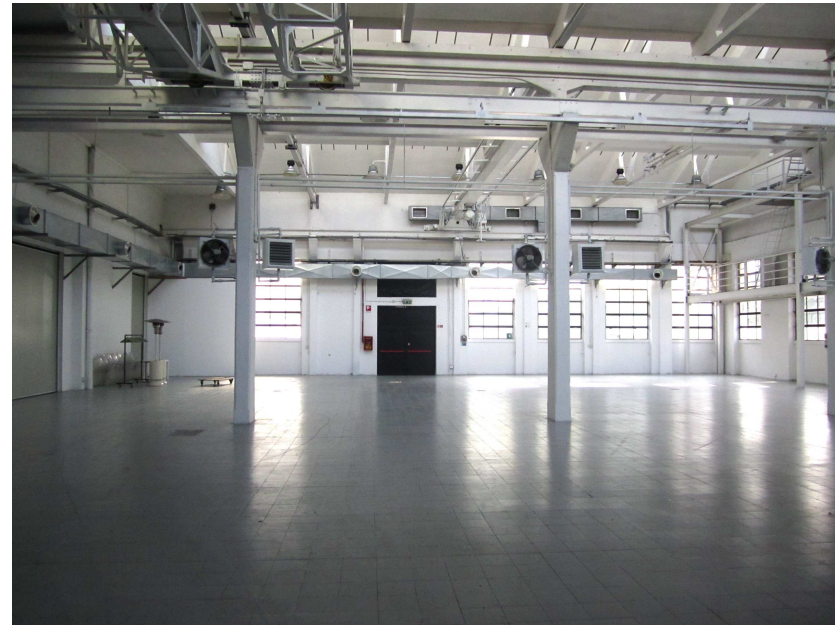


# Swedish Love Stories 2011: welcome home



Temporary Museum for New Design at Superstudio Piu, Zona Tortona, Milano

Artistic Director: Giulio Cappellini

Founder and owner of Superstudio: Gisela Borioli

Expected visitors: 120.000

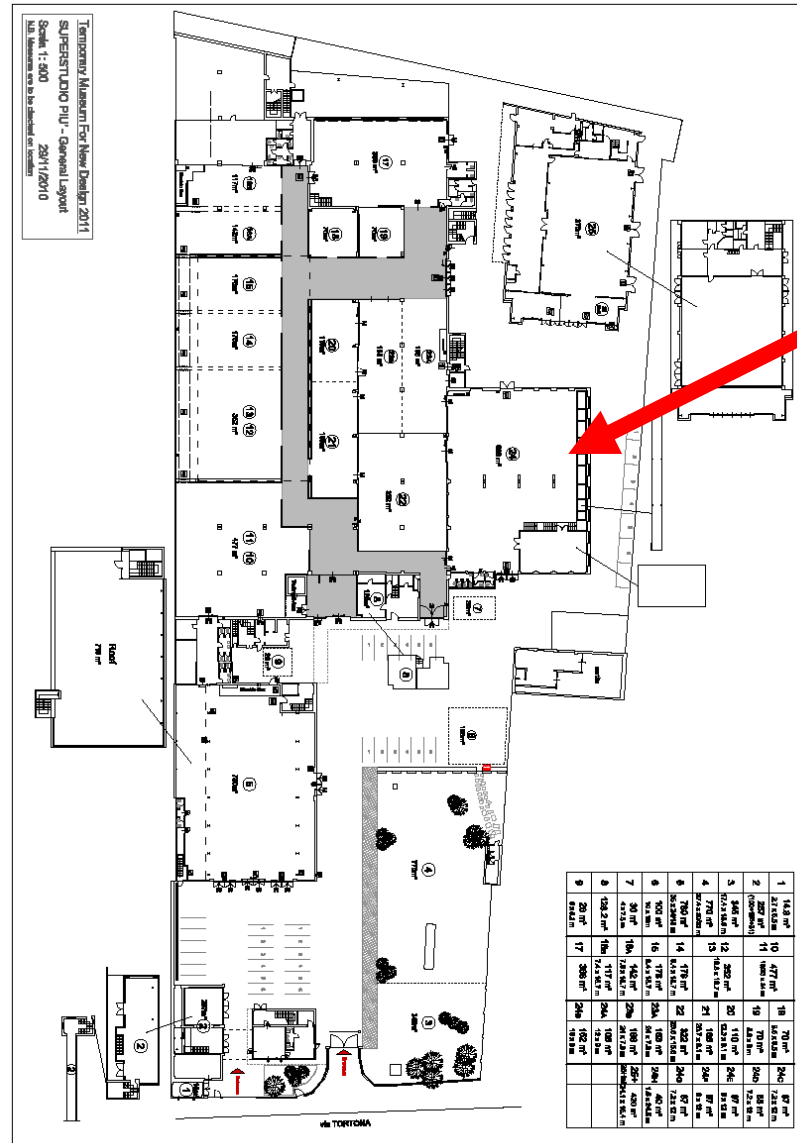
Press: 3000

Swedish Companies 2011: 20

Date: April 12-17

Swedish Pavillion: space No 24, 900 square meters

# Swedish Love Stories 2011: welcome home



Daylight Room nr 24  
 900 square meters

# Swedish Love Stories 2011: welcome home



Daylight hall No 24 – 900 square meters with a terrace

Svensk Form will divide the space into several part:

Focus Go West with Västra Götalandsregionen

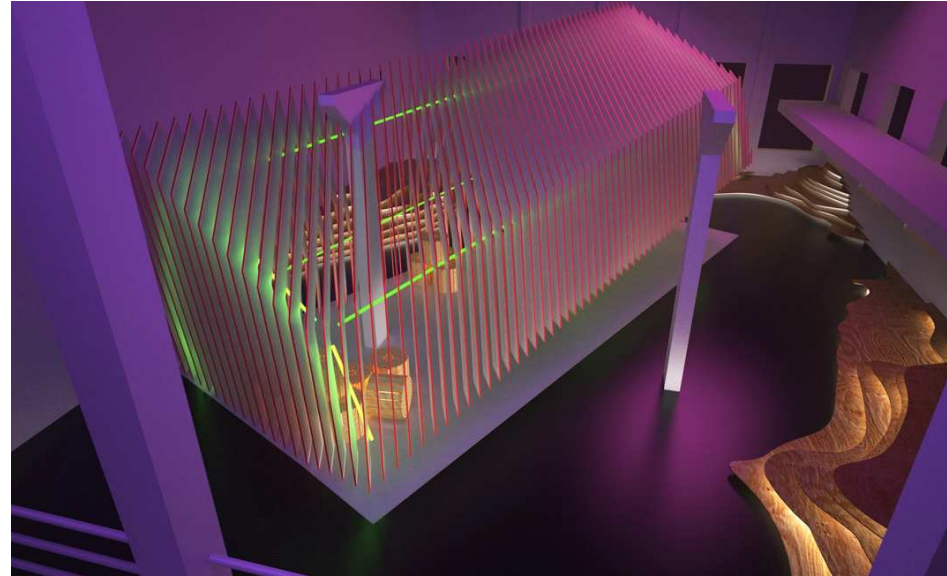
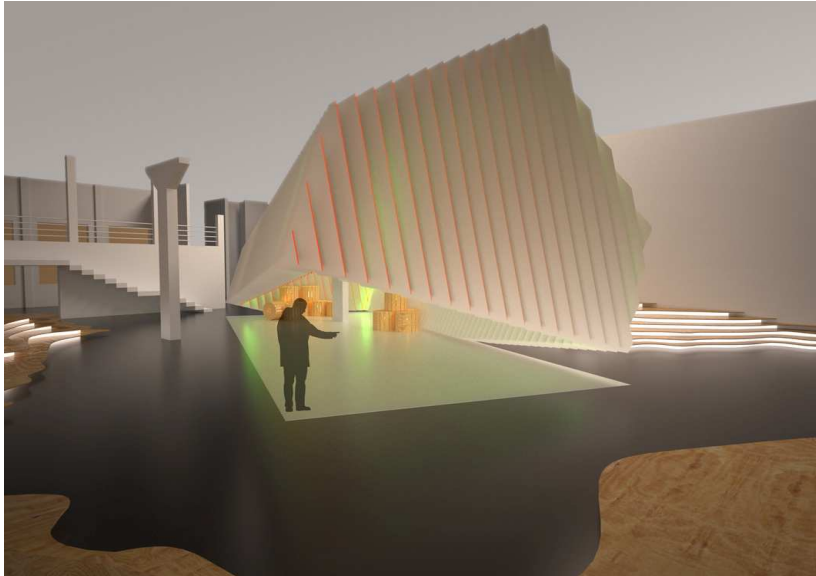
+ space for individual companies in central meeting place on ground floor

+ Designer's garden for individual talents

VIP are on the terrace – Swedish Love Affairs

Activities daily and at night

# Swedish Love Stories 2011: welcome home



Design of the General Area: No Picnic

A red barn in daylight and evening light, walls surrounded by topography of nature, alluding to the welcoming home and our love for nature

Paper and wood – different lighting daytime and nighttime – flexible for different company needs