

Design Hall

Mobile Exhibition Platform
at Telefonplan

www.designhall.se

History is Ongoing

3 February — 15 April 2012

Wed — Sun, 12.00 — 18.00

LM Ericssons väg 26

Station Telefonplan

info@designhall.se

by Formmuseets Vänner
and Konstfack

Content

1. About Us	2
2. History is Ongoing	4
3. FormmuseumNu	6
<i>A debate regarding the content and function of a future design museum</i>	
4. Partners and Contributors	7
5. Project Team	7

1. About Us

1_1. Formmuseets Vänner and Konstfack calls for a Design Museum

Formmuseets Vänner (FMV) has since 1989 pursued the idea of establishing a design museum in Stockholm where decorative arts and design can be exhibited and discussed. There are several important reasons for this. History, present and future are three important key concepts in this context. Our envisioned museum includes collections, in depth research, international and national cooperation as well as educational and public activities with different types of programs and exhibitions. Stockholm does not yet have this comprehensive forum.

Would it suffice to create a design museum on line? Interactive medias are important educational tools. However, when one is presented with an object, the actual sensory experience can only be discovered in the real room. In addition once the objects are presented and exhibited in different contextual environments our understanding deepens. A design museum would contribute to enliven the design climate and open up to an international exchange of exhibitions and research. It will also give young first timers, as well as established craft practitioners and designers the possibility of reaching a larger audience.

Stockholm has a number of colleges and educational programs for decorative arts and design studies. All these students need access to historic references as well as knowledge of contemporary international developments. For Konstfack, a design museum is an obvious must, and then not only for exhibiting historical material, but foremost because the school sees a clear need for an exhibition space where the importance of design in society, both present and future, is brought forward. A museum would also be an attractive destination for both foreign and domestic tourists. Presently there is no such arena in Stockholm where visitors interested of the field can get an overall view of contemporary Swedish design.

Design is an important tool for creating successful companies. Sweden has numerous examples in large companies such as H&M, Ikea, Electrolux and Ericsson. Design is also vital for smaller companies such as the furniture manufacturers Källemo, Lammhult, Offect, Sedese, Blå Station, Kasthall and Gärsnäs, as well as fashion and textile companies such as Acne, Whyred, Filippa K, Fifth Avenue Shoe Repair, 10-gruppen and Gudrun Sjödén. Also the classical decorative arts manufactures like Orrefors and Kosta Boda, as well as craft practitioners represented by Svenskt Silver, Konsthantverkarna and Blås & Knåda for instance, are all important bearers of Swedish design.

1_2. DesignHall

DesignHall is a mobile exhibition platform that will appear at temporary locations around Telefonplan. An arena for all sorts of important issues within the field of design, a venue where both the public and industry can meet. DesignHall is run as a joint effort by various stakeholders around Telefonplan who are keen on the area's development as a creative cluster. To each exhibition various partners are tied together.

1_3. History is Ongoing

On February 2nd, 2012, the winner of Formmuseets Vänners (FMV) design award, DesigNu will be presented. The winner, as well as the five nominees, are presented in an exhibition that will run until the 15th of April. Simultaneously DesignHall will present three other exhibitions; the historical exhibit about Ralph Lysell and two contemporary exhibits, Talking Textiles, curated by Li Edelkoort and Story Vases, produced by Front and Editions in Crafts. The exhibitions are collectively referred to as "History is Ongoing" and is accompanied by a series of seminars.

The four exhibitions will together present a vision for the content of a potential design museum in Stockholm from the perspective of FMV and Konstfack. The lack of an arena where national and international design is shown also affects a large number of design students from various Stockholm schools. A museum would strengthen the interest in design and its rich heritage as well as contribute to a lasting fruitful design environment open for international exchanges.

1_4. Organizer

Formmuseets Vänner (Friends of the Design Museum) is a non for profit organisation which aims to establish a Design Museum in Stockholm. Since its inception in 1989 the friends have organized exhibitions under the name of Forum för Form, most recently co-producing Konstslöjdsalongen and History is Ongoing, and producing the design award DesigNu. The goal is to highlight the importance of design, to create discussions in order to present a new museum.

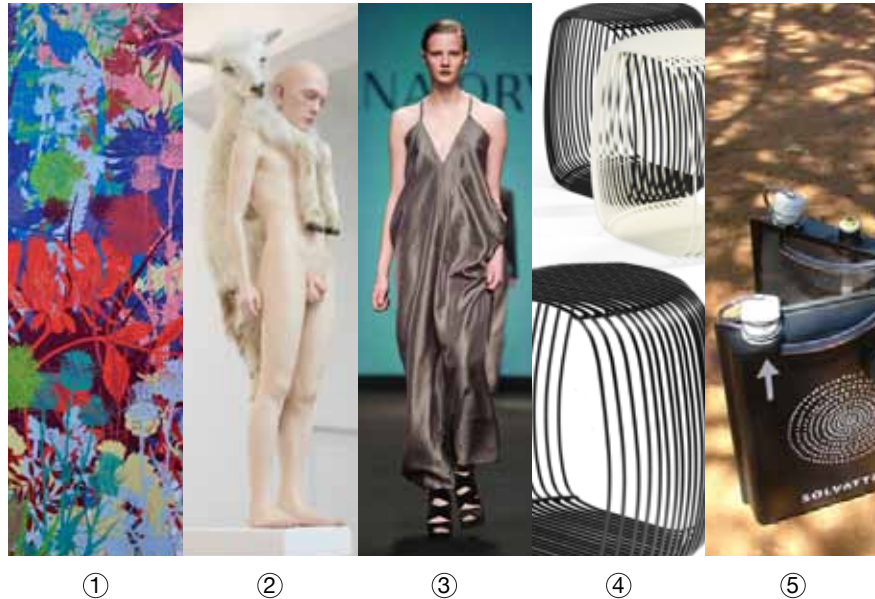
Konstfack, University College of Arts, Crafts and Design, is the largest arts and design University College in Sweden, with undergraduate and master's programs in arts, crafts, design and visual arts teacher education. All education programs of Konstfack share a common artistic basis. The school founded in 1844 has now about 900 students and 200 staff members.

2. History is Ongoing

2_1. DesignNu

DesignNu is a biannual award initiated in 2006 by the board of the Friends of a Design Museum (Formmuseets Vänner). The purpose of the award is to give visibility and recognition to a talented contemporary designer from one of the following fields; Fashion, Decorative Arts, Industrial Design, Graphic Design and Furniture Design. Furthermore works by these designers should be placed in a future design museum. The winner of the award is selected by FMV's Board which also selects the nominees. The winner, as well as the nominees, are presented in the exhibition. The award is presented as a new interpretation each time it is given. DesignNu 2012 prize is designed by Simon Klenell.

- ① Garden Regular Font
by Kyuhyung Cho,
Graphic Design
- ② Farewell Eden exhibition
by Christian-Pontus
Andersson, **Decorative arts**
- ③ Collection F / W 2011
by Diana Orving,
Fashion design
- ④ Multi purpose stool, Dexter
by Andreas Farkas,
Furniture design
- ⑤ Solvatten
by Petra Wadström,
Industrial design



2_2. Ralph Lysell

Ralph Lysell (1907-1987) was a pioneer of Swedish industrial design. He explored the new materials of his time, primarily steel and plastic and as an employee of LM Ericsson, he designed the first prototype of the Ericofon (Kobra Telephone). Ralph Lysell had a colorful life both in Sweden and abroad. The exhibition is compiled of material from Centre for Business History (Centrum för Näringslivshistoria). The exhibition will also show a series of short films presenting interviews with Swedish designers, compiled by Designarkiv in collaboration with Svensk Form.

Prototype of the Ericofon (Kobra Telephone) by Ralph Lysell



2_3. Talking Textiles

“After a reaction to the increasingly digital landscape of our lives, a craving for tactility and dimension has led several designers to reconsider the role of fabrics once more” says Li Edelkoort curator of Talking Textiles. On show will be a large selection of design that uses innovative textile techniques, heralding the revival of textiles in our interiors. The exhibit is part of an initiative to discuss textiles, highlighting the importance of creativity and education at a time when the global market has put many textile mills in danger of disappearing.

Bidoun Sofa
by Katrin Greiling



2_4. Story Vases

The Story Vases tell the personal stories of Beauty Ndlovu, Thokozani Sibisi, Kishwepi Sitole, Tholiwe Sitole and Lobolile Ximba, five South African women. Living in remote villages in KwaZulu-Natal, they are members of the Siyazama Project, a collective of women who work with traditional bead craft. Recorded by the Swedish designers Front, the stories are the unique documentation of the daily life of women in rural, post apartheid, South Africa. They are stories that are rarely told and seldom heard.

Story Vases by Front and
the Siyazama Project



3. FormmuseumNu

A debate regarding the content and function of a future design museum

Since the 1920's the world has seen Swedish decorative arts and design in general as the country's strongest and most interesting cultural manifestations. Nevertheless, there is still not a single arena in the national capital where the subject can be displayed and discussed. Today, the responsibility to exhibit design is shared between several museums, all with other main focuses. A subject that so clearly reflects changes in attitudes and social developments is worth a better fate. Among the eighty museums that operate in the Stockholm region there should obviously be room for one that specializes in the decorative arts and design! The discussions have up until now focused on where such a museum should be situated and who should fund it rather than focus on the future museum's content and function. The purpose of the debate on February 2 is therefore to change the focus. What direction should a future design museum have? How do you create a museum that is as interesting for the specialist as for the tourist? Do we need to rethink the idea of a museum? Or renew the museum presentation? What ideas and values of the traditional museum are important to preserve? What new opportunities are presented by the internet and new social media? These are a few of the many questions that will be discussed during the afternoon. Stockholm has so far survived without a design museum, but for how long will Swedish design survive and be competitive without an arena for design in the capital of Sweden?

The panel consists of a number of internationally recognized individuals associated with the design field from England, USA, Holland, Italy and Sweden. Daniel Charny (curator of "The Power of Making", Victoria & Albert Museum, London and consultant for content and interpretation for the new Design Museum, London), Li Edelkoort (international trend forecaster and former chairman of the Design Academy Eindhoven, 1999 - 2008), Studio Formfantasma (design team from Italy, operates in the Netherlands), Nina Stritzler-Levine (chief curator and editor, Bard Graduate Center, New York), and Mikael Schiller (executive chairman and former CEO of ACNE). Annica Kvint, design and architecture critic is the moderator.

<i>Date</i>	<i>2 February 2012</i>
<i>Opening Hours</i>	<i>16.00—18.00</i>
<i>Address</i>	<i>Konstfack, Svarta Havet, LM Ericssons väg 14</i>
<i>Tubestation</i>	<i>Station Telefonplan</i>

4. Partners and Contributors

4_1. DesignHall

Konstfack
 Vasakronan
 Stockholm Business Region
 Länsstyrelsen i Stockholm
 Kulturförvaltningen i Stockholm
 Stockholmsmässan

4_2. Exhibition

Bengt Julins stiftelse
 Knut och Alice Wallenbergs stiftelse
 Formmuseets Vänner
 Centrum för Näringslivsforskning
 Svensk Form
 Fredells Byggvaruhus
 3- Sveriges snabbaste mobila bredband
 Samsung
 Mooodi
 Friends of Adam
 Näsudden Handelsträdgård
 Scandic Grand Central
 Hotell Diplomat

5. Project Team

Project team

Ivar Björkman, President, Konstfack
 Adine Grate, Chairman, Formmuseets Vänner (FMV)

Project Coordinator: Jenny Forsell, Assistant FMV
 Finance: Mikael Skaj, Treasurer FMV
 Exhibition Manager: Susanne Rolf
 Exhibition Manager: Ikko Yokoyama, Head of exhibition, Konstfack
 Graphic Profile: Kyuhyung Cho
 Talking Textiles: Li Edelkoort, Philip Fimmano, Xue Jing Lim
 DesigNu: Peppe Bergqvist, Gustav Elfström, Oscar Magnuson, FMV
 Ralph Lysell: Kerstin Wickman, FMV
 Story Vases: Editions in Craft
 Debate: Annica Kvint
 Installation: Patrik Lindgren, Magnus Carlsson, Konstfack
 Students at Konstfack

More information will be available at our website
www.designhall.se