

Be a part of the  
world's leading event  
for Scandinavian design.

Feb 9–13 2021



Stockholmsmässan

Stockholm  
Furniture  
Fair®

Stockholm  
Design  
Week®

Northern  
Light  
Fair™



# There are many reasons to be here.

- Meet 37,000 visitors from over 100 countries
- New business opportunities
- Several dedicated target groups looking for the latest news and trends within furniture and lightning design
- Inspiring seminars within the areas of design and architecture
- More than 670 companies are represented
- Meet international media representatives
- Build and strengthen your brand
- Be a part of the world's leading event for Scandinavian design

**Book a stand**







Doshi Levien, Guest of Honour 2020



Swedish designer Fredrik Paulsen, The Design Bar 2020



Marion Ringborg and Linn Söderström, Restaurang Garba, The Design Bar 2020

# Exhibitions & Activities 2020

Stockholm Furniture & Light Fair hosts new guest exhibitions and unique installations for each fair to further shine a spotlight on Scandinavian design and architecture.

## Guest of Honour

Every year a highly acclaimed international designer, design studio or architect is invited to create an installation in the heart of the entrance hall.

## The Design Bar

A mix between an exhibition and a top-class restaurant. The assignment to create the Design Bar is given to a new designer/chef every year.

## Stockholm Design & Architecture Talks

Trend lectures, panel discussions and relevant debates on interesting and current topics for the industry, held by well-respected companies and high-profiled design profiles from around the world.

## Editors' Choice Award

Stockholm Furniture & Light Fair's prize – the Editors' Choice Award – is awarded to the fair's Best Stand, Best Product and Rising Star.

## Born Classic Award

The design award "Born Classic" goes to a piece of furniture or lighting with potential to be a future design classic. The award is announced by Stockholm Furniture & Light Fair in collaboration with the action house Bukowskis.

## Greenhouse

The display window for young and unestablished independent designers and design schools.



STOCKHOLM  
FURNITURE &  
LIGHT FAIR  
EDITORS'  
CHOICE  
AWARDS  
2020



**Greenhouse**

○ // ♦ ▣ » ✕ Showing progress

# Let's talk numbers

## Facts and statistics 2020

We never get tired of talking about why you should appear at the world's leading event for Scandinavian design. But now it's time for the numbers to do the talking.

# Everyone is here. Are you?

**36,087** visitors (Swedish / International)

**944** media representatives (**355** international)

**70,000** sqm

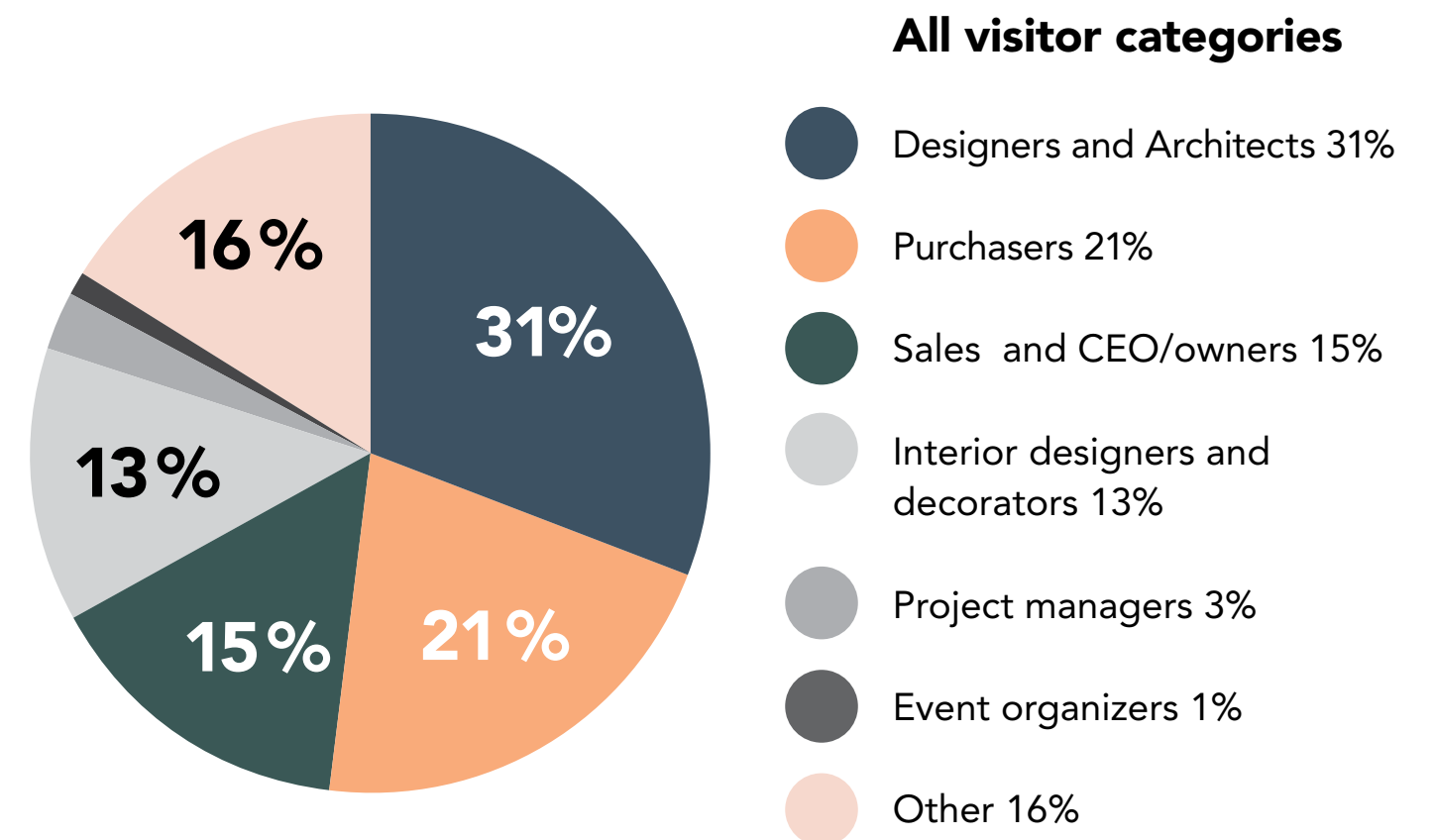
**30%** international visits represents **86** countries

**628** exhibitors from **86** countries

**94%** of trade visitors have sole or joint purchasing responsibility

**60%** of trade visitors work for private sector businesses

**43%** of trade visitors from private sector businesses work in architectural offices or furniture retail markets





# Voices from the fair

For us Stockholm Furniture & Light Fair is the main event of the business year. It's like Christmas for me and always so exciting to show new products and see the reaction from the visitors on what we are presenting. All our customers come and bring all their employees here to find products for their offices.

*Chris Martin,  
Designer-in-Chief, Massproductions*



There has been so much to take in over the time I've been here and I've been completely overwhelmed. Much of what I've seen has been eye-opening and I've discovered that some of the designers I've long admired are actually from Scandinavia.

*Remy Mishon  
Journalist, House & Garden*

Stockholm Furniture & Light Fair is the most important fair for us. 46% of our sales come from Sweden and our biggest customers are here, so it makes sense.

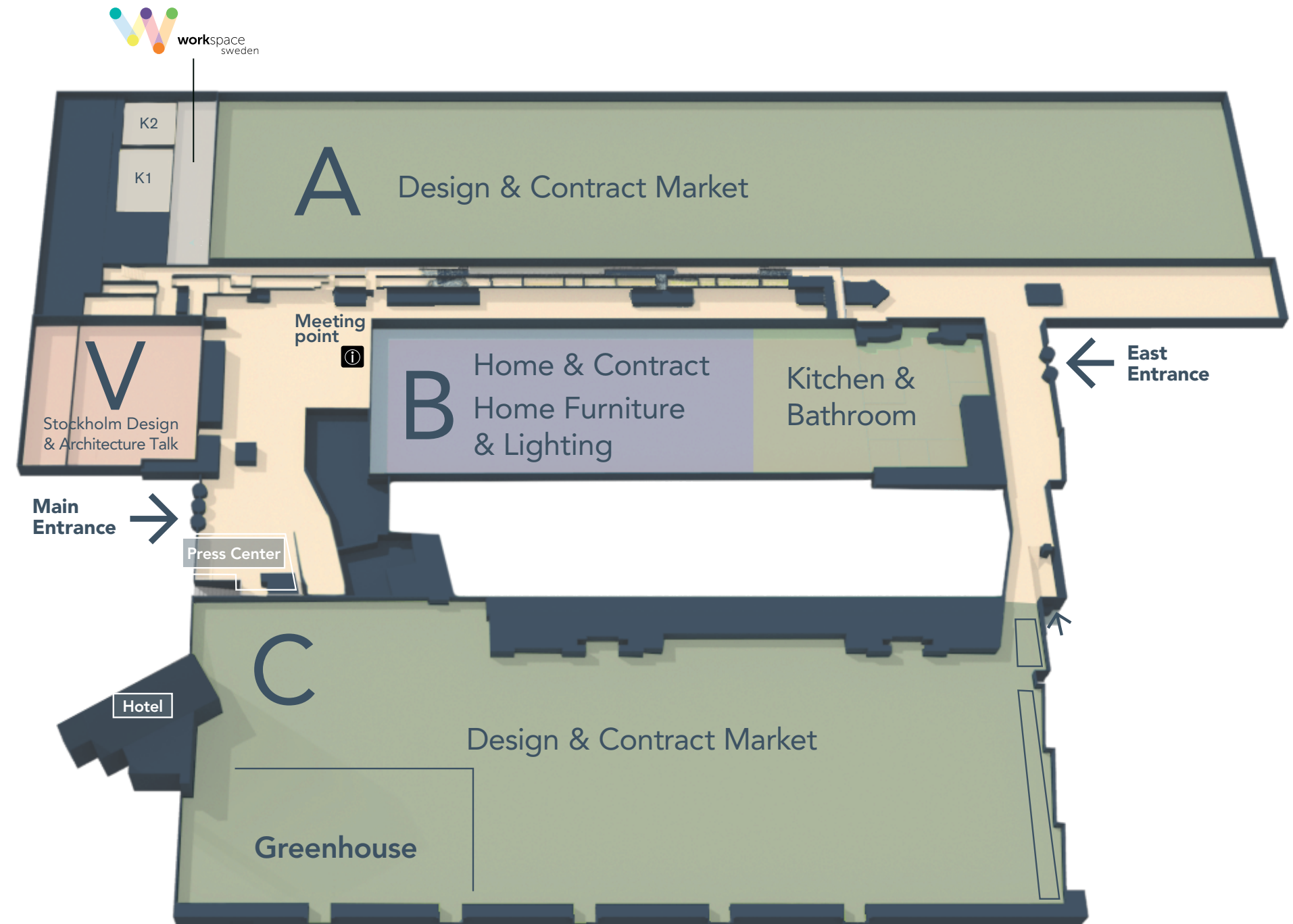
*Peter Erlandsson,  
CEO and one of the owners, String Furniture*



# How to make a bigger impact

There are many ways to strengthen your presence at the Stockholm Furniture & Light Fair. Let's have a look at some of them.

- Use strategically placed digital displays to make a strong visual experience
- Participate in the seminar programme
- Create evening activities down town at the Stockholm Design Week that runs parallel during the Stockholm Furniture & Light Fair
- Collaboration through sponsor- and partnership





# Marketing & Press

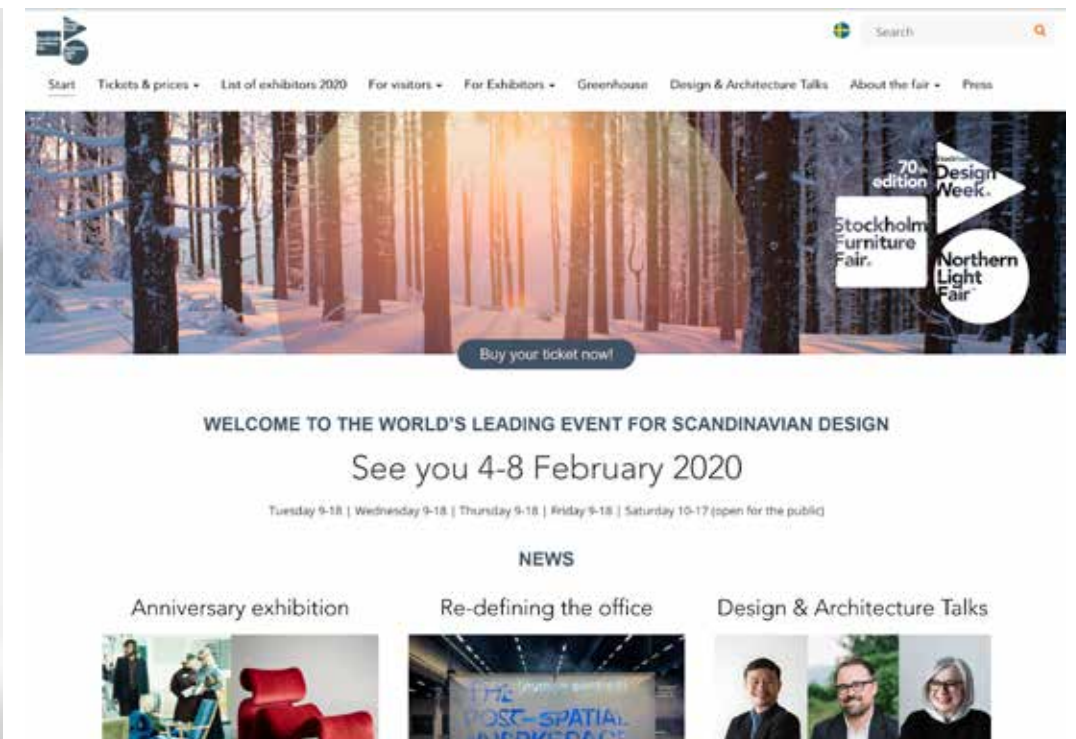
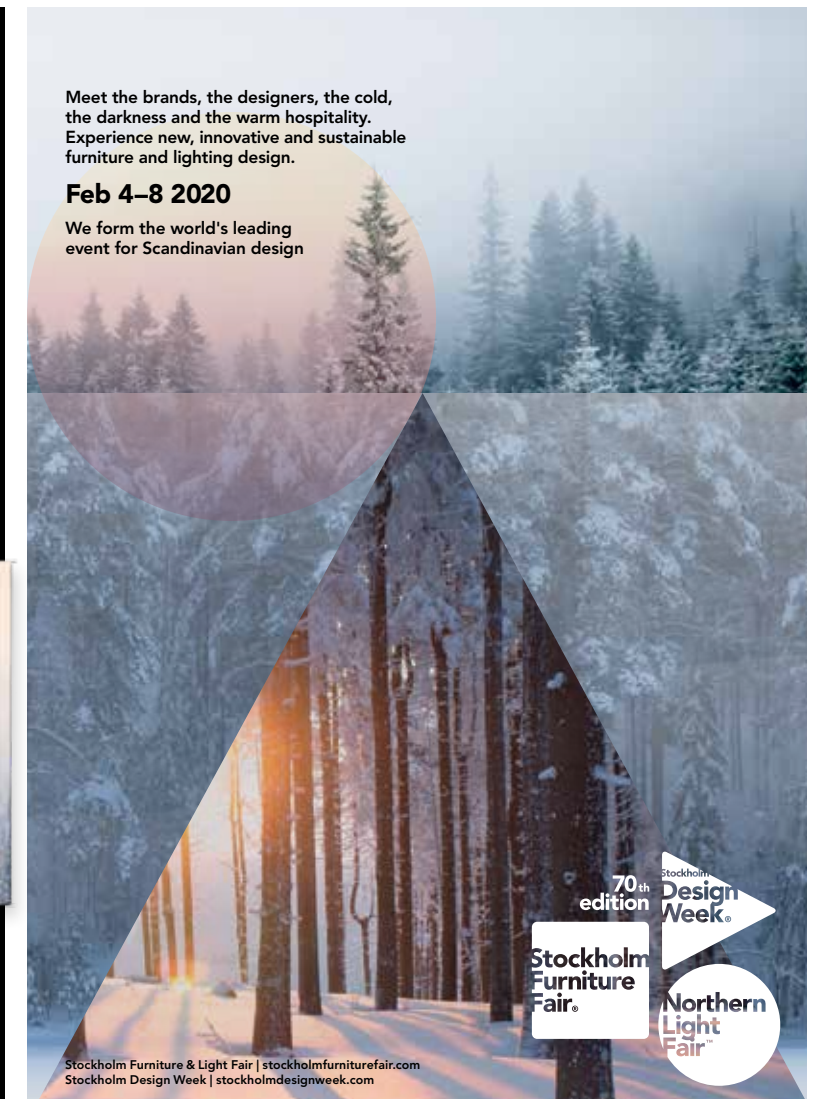
Stockholm Furniture & Light Fair is supported by an extensive marketing campaign, using a wide line-up of marketing tools and PR to reach multiple specific target groups.

We have press coverage from over 944 journalists, of which more than 355 are international journalists.

**70,000+** Instagram followers

Search Engine Marketing (SEM) **5,000,000+** recipients

**17 campaigns** to increase ticket sales





# Prices

12–100 sqm SEK 1,655 / sqm

>100 sqm SEK 1,625 / sqm

ExpoStart SEK 7,595 per exhibiting company  
(will only be returned in the event of no stand being available)

Co-exhibitors SEK 6,495

Corner Stand Visibility SEK 3,500  
(Stand with two or more open sides.  
Subject to availability.)

Mandatory environmental fee for sustainable  
waste disposal

1–15 sqm SEK 95/stand

16–49 sqm SEK 295/stand

> 50 sqm SEK 995/stand

