

SOUTHERN SWEDEN DESIGN DAYS



*To partners &
sponsors 2023*

Malmö's new international design festival

**25–28 May 2023, Southern Sweden
Design Days opens the doors to the
creative and dynamic southern Swedish
design scene and invites participants
and visitors from all over the world.**

Southern Sweden Design Days is an annual design festival in Malmö that highlights and builds knowledge about design – focusing on **sustainability, collaboration, development** and **innovation**.

For four days, the city is filled with exhibitions, seminars, workshops and networking events in a variety of locations. In parallel, lectures and panel discussions are broadcast live on southernswedendesigndays.com. Southern Sweden Design Days is organised by Form/Design Center.



Open to all
— *free admission*





Southern Sweden Design Days is organised by Form/Design Center – the main venue for architecture, design and craft in southern Sweden.



SOUTHERN SWEDEN DESIGN DAYS 2022

19–22 May, the second edition of Southern Sweden Design Days was held. For four days, a platform was created that showcased a full range of design disciplines through seminars, workshops, exhibitions and networking events.

The festival was a great success with a solid program of approx. 160 program activities and over 390 content creators. At over 60 different locations in the city, visitors could take part in exciting activities free of charge, such as exhibitions, window displays, outdoor installations, workshops, guided tours and open houses. The former railway workshops *Lokstallarna* in Malmö's Kirseberg district formed a gathering place for Southern Sweden Design Days with over 6,000 m² of exhibition space, food court, pop-up shop and a live studio with seminars and panel discussions in front of an audience. This was also the venue for the opening party, held the evening before the start of the festival. During the four festival days, *Lokstallarna* had over 10,000 visits and in total SSDD 2022 had approx. 21,250 visits.

AMOUNT OF	RESULTS 2022	EXPECTED DEVELOPMENT 2023
Participants	390	450
Program activities	160	200
Locations in the city	60	80
Visits (physical)	21 250	35 000



THEME 2023

DISSONANCE

Each year a new theme is presented to inspire, promote creativity and new ideas for an exciting program.

Dissonance is a state of imbalance – a feeling that something is not right. Dissonance can be unsettling, but often gives rise to innovative development in its constant pursuit of harmony. Dissonance in music is a combination of tones that create uneven pitches that do not follow a musical pattern. Chords and intervals that strive to dissolve into a tension-free unison.

Dissonance can also be present on a societal level. The turbulent times of today are calling for transition and adaptation. Overwhelming and uncomfortable facts and events are triggering disagreement and polarization. Nevertheless, dissonance is fundamental for a democratic society and a driving force for discussion, debate, and development.

Dissonance is abrasive and creates mixed emotions. At the same time, dissonance can spark creativity and the desire to drive change. A DNA mutation results from errors in biological processes – a basis for evolution that has created an array of diversity of life on Planet Earth.





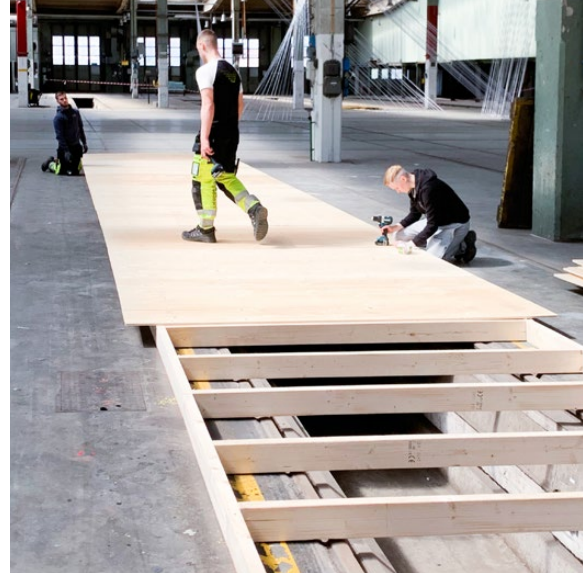
MAIN LOCATION

Exhibitions, seminars and networking events are organised at a number of locations in the city. Southern Sweden Design Days also has a ‘Main Location’ - Lokstallarna in Kirseberg, Malmö.

Lokstallarna, a former railway workshop in Malmö’s Kirseberg district, form a gathering place for the festival. During Southern Sweden Design Days 2022 the venue housed the opening event, larger exhibitions and the SSDD studio with seminars and panel discussions in front of an audience. *Lokstallarna* was visited by a diverse audience and had 10,000 visits during the four festival days.

In the 1930s, the old railway workshops were Malmö’s second largest workplace. Today, the premises have been given new life and serves as a vibrant culture and crafts center.





Main Location Lokstallarna





TARGET GROUPS

VISITORS AND PRESS

Southern Sweden Design Days is free and open to visitors of all ages. The festival is aimed at a design-interested public as well as professional visitors. Southern Sweden Design Days invites local and international journalists, photographers and influencers.

PARTICIPANTS

Participants are active in design, architecture and craft:

- Individual practitioners, offices, studios and collectives
- Producers and companies active in the field of design
- Colleges and universities, cultural institutions, industry organisations and associations

Practitioners who are not based in southern Sweden are also welcome to participate.

Participants and visitors

YEAR	PARTICIPANTS	PROGRAM ACTIVITIES	VISITORS 4 days
1	280	200	11 400
2	390	160	21 300
Expected development:			
3	450	200	35 000
5	600	300	50 000
10	900	500	100 000



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COMMUNICATION & MARKETING

Southern Sweden Design Days is communicated throughout the year in different ways in different channels. In the months before and during the festival days, the intensity/call to action increases and thus interaction/engagement among the target groups is at its peak. The rest of the year we work largely with brand building and awareness.

In total we reached **14 million** people via our and our network's channels during the event year* and **8 million** during the event month**.

* (1 Sep 2021–31 Aug 2022)

** (1–31 May 2022)

Reach

Southern Sweden Design Days' channels

YEAR	WEBSITE page views	INSTAGRAM & FACEBOOK followers	INSTAGRAM & FACEBOOK reach
1	64 700	4 450	219 000
2	73 000*	5 900	364 400**
Expected development:			
3	100 000	7 500	580 000
5	200 000	10 000	1 000 000
10	1 000 000	20 000	2 000 000

*DURING THE PERIOD 2 MAY - 2 JUNE ACCORDING TO GOOGLE ANALYTICS

**DURING THE PERIOD 2 MAY - 2 JUNE

Including our network's/partners' channels

YEAR	FACEBOOK followers	INSTAGRAM followers	LINKEDIN followers
3	200 000+	200 000+	300 000+

MEDIA COVERAGE

Southern Sweden Design Days has received both national and international media coverage in renowned magazines such as Dezeen, ICON, Sight Unseen and Disegno.

During Southern Sweden Design Days, both a press tour for the Swedish press and an international press trip with a group of selected design journalists from some of the world's most influential design magazines is carried out. The press get to explore Southern Sweden Design Days and the southern Swedish design scene through an extensive program of events and activities.



HOME / DEPARTMENTS / FAIR REPORT

Sight Unseen

07.01.22

FAIR REPORT

Europe's Newest Design Fair Is In A Small City With a Big Focus on Locality and Sustainability

by Monica Khemsurov

As cities go, Malmö, Sweden, is a small one: around 350,000 people, which is about the size of, say, Henderson, Nevada. Stockholm is almost three times as big. But because Malmö is only a 30-minute train ride from bustling Copenhagen, and because it has at least two things that Stockholm lacks – a more experimental attitude towards design, and plenty of cheap studio spaces – it's long been a haven for creatives, even moreso since the pandemic hit. It also offers them an especially Scandinavian type of support system in the Form/Design Center, a non-profit, partially government funded

REPORTAGE SOUTHERN SWEDEN DESIGN DAYS

Sydliga vindar

Text: CAROLINA SOBERGHELM

Halvfärdiga projekt, blonsterspråk och tillfvar av gamla munskydd. Det är några av de ämnen som rymms inom temat närhet när den skånska designfestivalen Southern Sweden Design Days väclar upp.

När man tänker på design i Skåne, så är det ofta i samband med Malmö. Det är en stad som har blivit en viktig del av den skånska designscenen. Under Southern Sweden Design Days presenteras ett brett utbud av designprojekt som visar på en rik och varierande designkultur i hela länet. Festivalen väclar upp ett utbud av aktiviteter som workshops, föreläsningar och utställningar som ger besökarna en djupare förståelse för den skånska designscenen.

En av de mest intressanta delarna av festivalen är utställningen "Sydliga vindar" som visar på en rik och varierande designkultur i hela länet. Utställningen består av flera olika delar som visar på olika typer av designprojekt som har utvecklats i olika delar av Skåne. Detta ger besökarna en djupare förståelse för den skånska designscenen och dess mångfald.

Festivals program består av flera olika aktiviteter som workshops, föreläsningar och utställningar som ger besökarna en djupare förståelse för den skånska designscenen. Detta är en fantastisk möjlighet för designintresserade att få en närmare kontakt med de skånska designerna och deras skapare.

Living 27 June 2022

KULTUR

RENCENSON SOUTHERN SWEDEN DESIGN DAYS

Designfestival på hög nivå

Ingrid Sommar uppskattar att återbruk och konstnärligt framtäckande inslag blandas med etablerade skånska möbelföretag – i hela staden.

Den skånska designfestivalen Southern Sweden Design Days väclar upp ett utbud av aktiviteter som workshops, föreläsningar och utställningar som ger besökarna en djupare förståelse för den skånska designscenen. Detta är en fantastisk möjlighet för designintresserade att få en närmare kontakt med de skånska designerna och deras skapare.



BECOME A **PARTNER**

Join us in establishing southern Sweden as a creative, innovative and forward-looking region.

As a partner to Southern Sweden Design Days your organisation will be given a valuable platform with positive affiliations, many interesting encounters as well as broad exposure to new and existing target groups in a high-profile design context.

Reach out with your proposition, improve your customer relations, find business partners and recruit new talent. For SSDD 2023 we are looking for new partners and welcome back partners from the second edition of the festival.

Outlined on the following pages is the partnership structure for Southern Sweden Design Days.

COST: SEK 100,000–300,000

Main partner

Main partner is the highest partnership level. The contribution is mainly cash based. The partnership will enable a range of possibilities for engagement, communication, exposure and relations. As a *Main partner* you will of course receive industry exclusivity at this partnership level.

COST: SEK 50,000

Official partner

As an *Official partner* you will receive various possibilities for engagement, communication, exposure and relations. The contribution is mainly cash based.

COST: IN KIND

Educational partner

An *Educational partner* will in the role of a university, college or other educational institution contribute by highlighting young talent and the latest in science in order to reinforce Southern Sweden Design Days' focus on knowledge dissemination. The contribution is in kind and will for example consist of working hours, materials, equipment, venues and a physical presence during the event.

COST: IN KIND

Strategic partner

As a *Strategic partner* you will make a strategic and qualitative contribution that will support a positive and lasting progression of the event and in doing so strengthen the cultural and creative industries. The contribution can for example consist of press trips, business development activities for participants and promotion in relevant networks.

COST: IN KIND

Official supplier

As an *Official supplier* you will receive various possibilities for engagement, communication, exposure and relations. You will contribute with products and services relevant to the event. An *Official supplier* will receive industry exclusivity in the partnership structure.

COST: IN KIND

Media partner

As an official *Media partner* you will receive access to qualitative and in-depth content in relation with the participants. Your contribution will consist of media coverage and thus help Southern Sweden Design Days reach a local, national and international audience.

PARTNER STRUCTURE

What you will receive as a partner

Association	Main partner	Official partner	Educational partner	Strategic partner	Official supplier	Media partner
IMMATERIAL RIGHTS						
Industry exclusivity.	x				x	
Rights to the title <i>Main partner</i> to Southern Sweden Design Days.	x					
Rights to the title <i>Partner</i> to Southern Sweden Design Days.	x	x	x	x	x	x
Rights to use Southern Sweden Design Days' name and logo in your own marketing until Aug 2023.	x	x	x	x	x	x
Communication & exposure						
PROMOTIONAL MATERIAL						
Exposure with logo on printed map.	x	x	x	x	x	x
Exposure with logo on potential promotional material, e.g. giveaways to opinion leaders/influencers.	x					
CITY DRESSING MALMÖ						
Exposure with logo in all city dressing engagements (communication channels in the city space).	x					
MAIN LOCATION						
Exposure with logo on major interior signage for Main Location.	x	x	x	x	x	x
DIGITAL CHANNELS						
Website						
Exposure with logo in footer of Southern Sweden Design Days' website.	x					
Exposure with logo and partnership level on partnership page of Southern Sweden Design Days' website.	x	x	x	x	x	x
Possibility for a presentation on a dedicated partnership sub-page of Southern Sweden Design Days' website.	x	x	x	x	x	x
Exposure with logo on Form/Design Center's website, on a sub-page about Southern Sweden Design Days.	x	x	x	x	x	x
Possibility to create a program activity on Southern Sweden Design Days' website without registration fee.	x	x	x	x		
Exposure with logo and partnership level between live broadcasts in SSDD Studio.	x	x				

Read more →

What you will receive as a partner

	Main partner	Official partner	Educational partner	Strategic partner	Official supplier	Media partner
Social media (Facebook, Instagram)						
Mention with name + partnership level in every post on Southern Sweden Design Days' social media accounts.	x	x	x	x	x	x
Mention with name + partnership level in every post on Form/Design Center's social media accounts regarding Southern Sweden Design Days.	x	x	x	x	x	x
Possibility for sponsored partner posts towards specific target groups.	x					
Opportunity to participate in Instagram Takeover (2 days).	x	x				
Newsletter						
Exposure with logo in Form/Design Center's newsletter/e-mail specifically about Southern Sweden Design Days.	x	x	x	x	x	x
Press release						
Exposure with logo in Form/Design Center's press releases regarding Southern Sweden Design Days.	x	x	x	x	x	x
Relations & Events						
RIGHTS TO ACTIVITIES & RELATIONS						
Possibility to hold a lecture, seminar or panel discussion on a topic that relates to SSDD's focus areas (Sustainability, Collaboration, Development and Innovation) in SSDD Studio. Cost of slot in SSDD Studio not included. A slot is 30 min.	x	x	x	x		
Possibility to create a curated exhibition at Main Location that relates to SSDD's focus areas (min. 50m2) (Sustainability, Cooperation, Development and Innovation). Costs for exhibition space and any activation and establishment costs are not included.	x	x	x	x		
Possibility of guided tour during Southern Sweden Design Days.	x	x				
Possibility to participate in the opening party.	x	x	x	x	x	x
Right to participate in networking events with partners (incl. 2 guests).	x	x	x	x	x	x

Benchmarking design events

NATIONAL

Malmö Garden Show

2022

Existed for: 12 years (2011)

Event days: 3

Number of visitors: 60,000

Visitors per day: 20,000

Followers Instagram: 1,500

Followers Facebook: 6,500

Det Goda Livet

(Interior design fair, Höganäs)

2019

Existed for: 1 years (2019)

Event days: 3

Number of exhibitors: 50

Number of visitors: 8,000

Visitors per day: 2,700

Stockholm Furniture & Light Fair

2019

Existed for: 18 years (2002)

Event days: 5

Number of visitors: 40,000

Visitors per day: 8,000

Followers Instagram: 63,700

Followers Facebook: 25,600

Stockholm Design Week

2022

Existed for: 21 years (2002)

Event days: 7

Number of events: 70

Followers Instagram: 20,500

Followers Facebook: 12,000

INTERNATIONAL

3daysofdesign (Copenhagen)

2022

Existed for: 11 years (2012)

Event days: 3

Number of events: 150

Followers Instagram: 50,800

Followers Facebook: 6,100

CHART (Copenhagen)

2022

Existed for: 10 years (2013)

Event days: 3

Followers Instagram: 29,000

Followers Facebook: 9,300

Czech Design Week

2018

Existed for: 5 years (2014)

Event days: 4

Followers Facebook: 9,500

Barcelona Design Week

2022

Existed for: 17 years (2006)

Event days: 21

Number of visitors: 74,000

Followers Instagram: 16,300

Followers Facebook: 20,700

DesignMarch Reykjavik

2022

Existed for: 14 years (2009)

Event days: 5

Number of designers: 100

Number of events: 250

Followers Instagram: 7,800

Followers Facebook: 8,400

Dutch Design Week

2021

Existed for: 25 years (1998)

Event days: 9

Number of designers: 2,500

Number of visitors: 350,000

Visitors per day: 39,000

Followers Instagram: 112,000

Followers Facebook: 69,400

Website, page views: 2,500,000

Lodz Design Festival (Poland)

2022

Existed for: 16 years (2007)

Event days: 11

Number of designers: 150

Number of visitors: 35,000

Followers Facebook: 63,800

Followers Instagram: 15,400

London Design Fair

2019

Existed for: 13 years (2007)

Event days: 4

Number of exhibitors: 550

Number of visitors: 29,000

Visitors per day: 7,250

Followers Instagram: 89,600

Followers Facebook: 14,000

London Design Festival

2022

Existed for: 20 years (2003)

Event days: 9

Number of events: 300

Number of exhibitors: 2,000

Number of visitors: 600,000

Visitors per day: 66,700

Followers Instagram: 306,000

Followers Facebook: 169,700

Website, page views: 1,550,000



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Southern Sweden Design Days is organised by Form/Design Center – the main venue for architecture, design and craft in southern Sweden.

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