



***Main Location
Lokstallarna
25-28/5 2023***



MAIN LOCATION **MAIN LOCATION** MAIN LOCATION

25–28 May, the third edition of Southern Sweden Design Days takes place – a new international design festival in Malmö. The festival’s ‘Main Location’ is held at Lokstallarna, Kirseberg.

Lokstallarna is the connecting point and venue for exhibitions and a live studio filled with seminars and panel discussions in front of audience.

Lokstallarna in Kirseberg has a strong personality and history. In the 1930s, the old railway workshops were Malmö’s second largest workplace. Today, the local premises have been given new life and serves as a vibrant culture and crafts center.



*More than 6 000
sqm show space*







BACKGROUND

19–22 May 2022 the second edition of Southern Sweden Design Days took place in Malmö.

The premiere in 2021 was carried out with an extensive digital focus due to the pandemic. In 2022, the physical festival with a focus on meetings and networking finally took place! For four days, a platform was created showcasing a full range of design areas and the city was filled with exhibitions, seminars and workshops in a broad variety of locations.

Lokstallarna i Kirseberg was the connecting point, a Main location, for Southern Sweden Design Days with over 6000 m² exhibition space, food court with local food trucks, pop-up shop and a live studio with seminars and panel discussions. Lokstallarna was the venue for larger exhibitions and the grand opening. Lokstallarna was visited by a broad audience and had 10 000 visits over the four festival days.





WHY PARTICIPATE?

Southern Sweden Design Days invites participants from all over the world to become part of the region's welcoming atmosphere! The design festival is annually visited by the general public as well as professional visitors.

Southern Sweden Design Days is an excellent platform to strengthen existing relationships and make new contacts. Network with colleagues, representatives from commerce, academia and the cultural sector, collaborative partners and people who inspire you. The event is not primarily commercial, but through exposure and networking this event provides great business opportunities.

As a participant at Main location, your work will be actively drawn to the attention of our media partners. The program will be marketed through our own as well as our partners' networks and channels: website, social media, newsletters, advertising, city dressing, printed matter, maps, giveaways, etc.





SSDD STUDIO

Visitors also have the opportunity to attend panel discussions, seminars and workshops in SSDD Studio at Lokstallarna. The program will also be broadcasted via southernswedendesigndays.com.

As a participant, you can apply to arrange a program activity in the studio live in front of audience during the festival days.

It is also possible to participate in SSDD Studio with self-produced pre-recorded material e.g. with a film, seminar, interview or workshop etc. The material will be part of the SSDD Studio schedule and shown on a large screen at Lokstallarna and also available on the website.

Please note – In order for the event to reach a national as well as international audience, English will be the official language for all formats unless anything else is stated. In case the material is already recorded in another language, please include English subtitles.

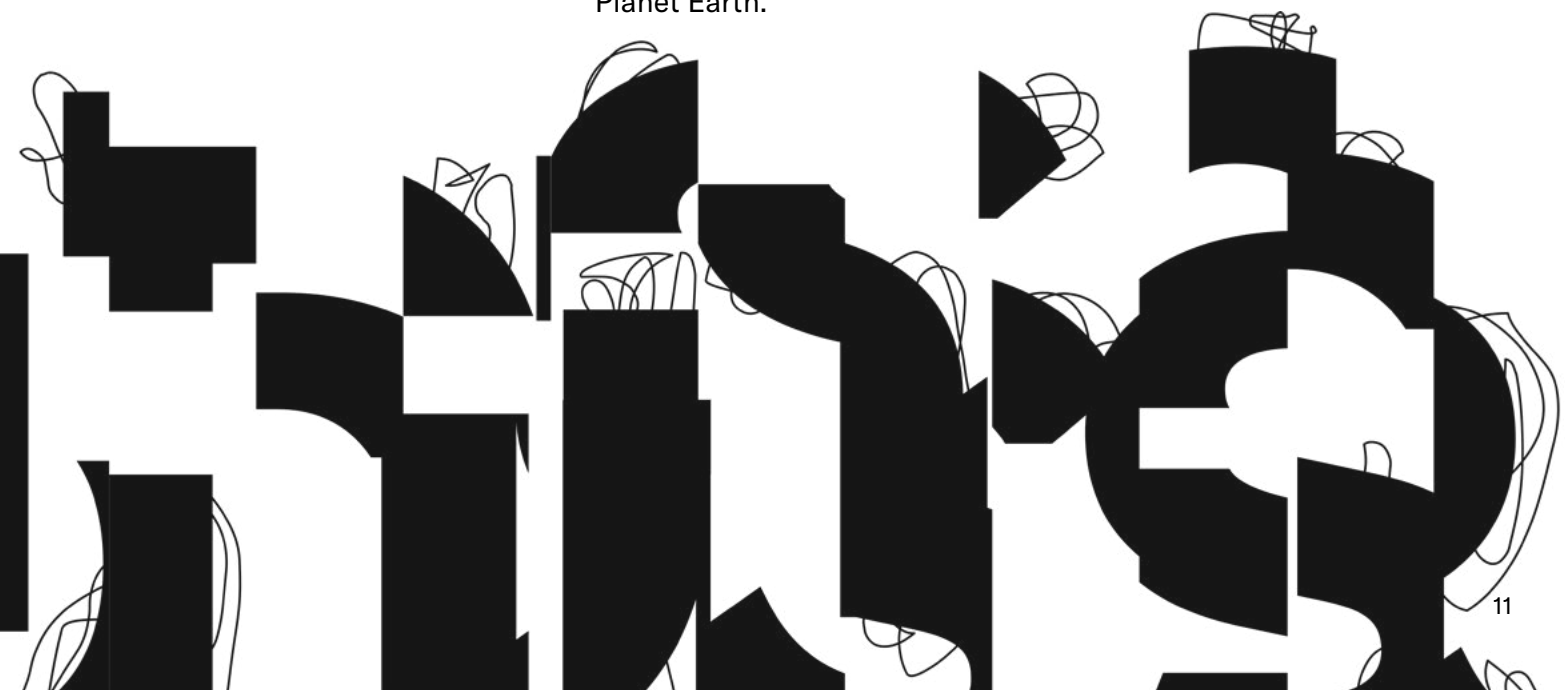


THEME 2023

DISSONANCE

At Main location, larger exhibitions will be shown with a connection to this year's theme "Dissonance".

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. In music, dissonance is a combination of tones that create uneven pitches that do not follow a musical pattern. Intervals that strive to be resolved into a consonance, a tension free harmony. Today's turbulent times require adjustments and adaptations. 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 gives life uniqueness that enables individuality, complexity and variety. 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.





PRACTICAL INFORMATION

***Do you want to exhibit and participate
in the program at Lokstallarna during
Southern Sweden Design Days?***

Register to participate in Southern Sweden Design Days
before **16 January 2023** on southernswedendesigndays.com.

In order to officially apply to Main location you have to fill out a
separate application form on the website (**deadline 31 January
2023**).



EXHIBITIONS INDOORS

Inside the old railway workshop there is room for several large exhibitions. The total exhibition area is more than 6 000 m². Everything from small design studios to large companies or organisations have the opportunity to exhibit with an exhibition space from 50 m² and up. Your request the size of your area in the application on the website. Final allocated area will be announced upon confirmation of participation at Lokstallarna.

EXHIBITION SPACE

There are two types of exhibition space: **exhibition space in the corridor** or **exhibition space on a podium**. Exhibition space in the corridor includes any shape and surface. The surface of the podiums is limited in size to approx. 50 m² (2.20 x 24 m). Exhibiting on a podium does not involve an additional cost beyond the exhibition cost - before SSDD 2023, the podiums will be repainted in any color from our color sponsor Jotun's specified color palette.

PRICE

The cost of exhibiting at Main location is based on which category the exhibitor belongs to – *Small* or *Large*.

Small (indoors)

- Individual designer/Design studio (1 – 3 employees)
- Design collective (collaboration between two or more designers/design studios)

SEK 7 500* excl. VAT

Large (indoors)

- Company / organisation (4+ employees)
- Educational and cultural institutions

SEK 15 000 kr* excl. VAT

Includes any size area (at least 50 m²) and electricity. Note! Exhibition architecture, walls, podiums, lighting, suspension and wifi are not included.*

***The premises have a large amount of light, which means that it is a bright, natural exhibitor environment during the day.*

EXHIBITOR	SIZE	PRICE	INCLUDING
SMALL	50+ m ²	SEK 7 500 excl. VAT	2 electrical outlets
LARGE	50+ m ²	SEK 15 000 excl. VAT	2 electrical outlets

EXHIBITIONS OUTDOORS

There is also space for large exhibitions outside Lokstallarna. Everything from small design studios to large companies or organizations have the opportunity to exhibit in an area from 25m² and up. The desired area is stated in the application on the website. Allocated area will be announced upon confirmation of participation at Lokstallarna.

PRICE

The cost of exhibiting at Main location is based on which category the exhibitor belongs to – *Small* or *Large*.

Small (outdoors)

- Individual designer/Design studio (1 – 3 employees)
- Design collective (collaboration between two or more designers/design studios)

SEK 5 000* excl. VAT

Large (outdoors)

- Company / organisation (4+ employees)
- Educational and cultural institutions

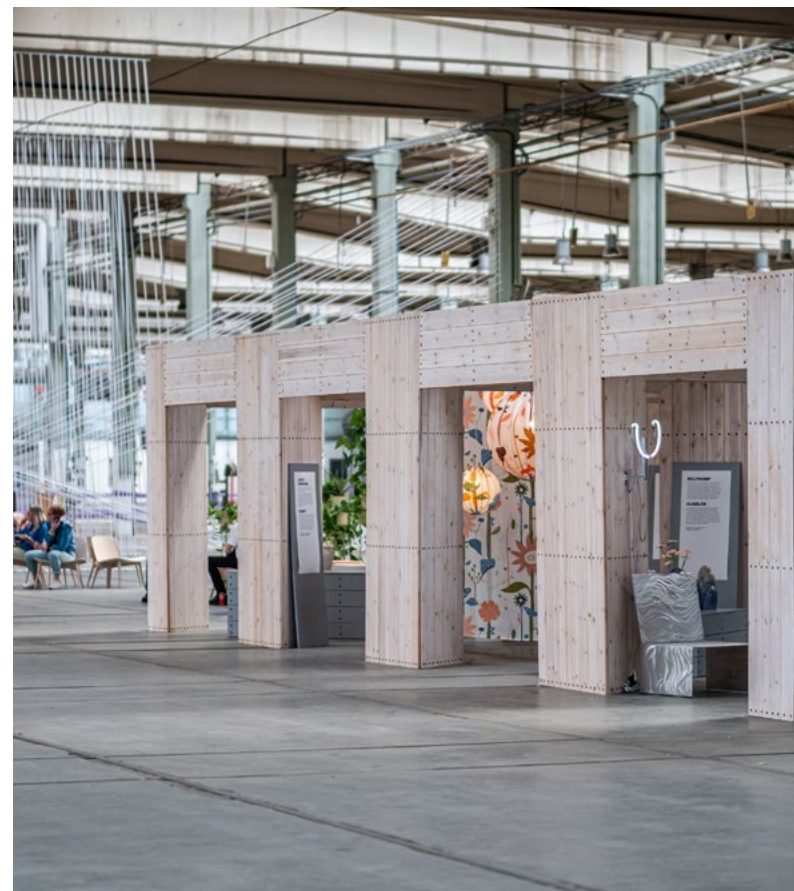
SEK 10 000* excl. VAT

**Includes area (specify desired size in the application, at least 25 sqm) and electricity point upon request. Note! Exhibition architecture, walls, podiums, lighting and wifi are not included.*

EXHIBITOR	SIZE	PRICE	INCLUDING
SMALL	25+ m ²	SEK 5 000 excl. VAT	Possibility of electrical connection
LARGE	25+ m ²	SEK 10 000 excl. VAT	Possibility of electrical connection



*Exhibition area
in **corridor***





Exhibition area
on **podium**



SSDD STUDIO

Do you want to arrange a panel discussion, seminar and workshop at Main location in front of a live audience in SSDD Studio? The program will also be broadcast live during the event days via southernswedendesigndays.com.

PRICE

The cost of participating in SSDD Studio is based on which category the participant belongs to – *Small* or *Large*.

Small (SSDD Studio)

- Individual designer/Design studio (1 – 3 employees)
- Design collective (collaboration between two or more designers/design studios)

SEK 3 750 excl. VAT per slot*

Large (SSDD Studio)

- Company / organisation (4+ employees)
- Educational and cultural institutions

SEK 7 500 excl. VAT per slot*

**Maximum 30 mins*

PARTICIPANT	TIME	PRICE	INCLUDING
SMALL	max 30 mins	SEK 3 750 excl. VAT	Livestream
LARGE	max 30 mins	SEK 7 500 excl. VAT	Livestream

SHOW SELF-PRODUCED FILM MATERIAL

It is also possible to participate in SSDD Studio with self-produced pre-recorded material: a film, seminar, interview, workshop etc. The film will be part of the SSDD Studio schedule and shown on a large screen in front of the audience at Lokstallarna and also available on the website. Cost is only the registration fee.

Gudielines

- The number of places is limited.
- The film material is delivered as a finished file.
- Language: English (alternatively English subtitles).

EQUIPMENT

ELECTRICITY

2 power sources (3 600W, 230V, 10A) included. Three-phase power is available on request for an extra cost.

LIGHTNING INDOORS

The premises offer a large amount of light and the festival takes place at the end of May, which means that the exhibitions will be presented in a bright environment during the day time. With experience from last year's festival, the majority of exhibitions were presented without additional lighting. If lighting is desired to enhance the exhibition, please contact Ann Isler for questions, guidance and quotation, ann@formdesigncenter.com

INTERNET / WIFI

Internet and WiFi connection will be available upon request at an additional cost. For questions contact Ann Isler, ann@formdesigncenter.com

WASTE

Participants are responsible for their own waste disposal.

TOILETS

Toilets are situated in direct connection to the exhibition hall.

SECURITY

Day and night security is included 25–28 May.

INSURANCE

The organiser is not liable for any damage due to theft or vandalism. Every participant is responsible for their own insurance. We therefore recommend to take out an exhibition insurance.

PRACTICAL INFORMATION

OFFICIAL OPENING HOURS

During Southern Sweden Design Days, 25–28 May, Main location is open daily, **11.00–18.00**. Throughout opening hours, exhibitors must be present at their space.

ASSEMBLY & DISASSEMBLY

DATE	ASSEMBLY HOURS	DATE	DISASSEMBLY HOURS
Mon 22 May	8.30–18.00	Sun 28 May	18.30–20.00
Tue 23 May	8.30–18.00	Mon 29 May	8.30–18.00
Wed 24 May	8.30–17.00	Tue 30 May	8.30–18.00





Form
Design
Center /

Southern Sweden Design Days is organised by Form/Design Center – a meeting point for architecture, design och craft in Malmö.

CONTACT

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