



Main Location
Lokstallarna
23-26/5 2024



MAIN LOCATION **MAIN LOCATION** MAIN LOCATION

23–26 May 2024, the fourth 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, activities for children 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*





LUND UNIVERSITY
SCHOOL OF INDUSTRIAL DESIGN



BACKGROUND

Southern Sweden Design Days invites visitors from all over the world to experience the best the creative southern Swedish design region has to offer.

The premiere in 2021 was the start of a new annual event that highlights and builds knowledge about design – focusing on sustainability, collaboration, development and innovation. For four days, a platform is created showcasing a full range of design disciplines through seminars, workshops, exhibitions and networking events all over Malmö.

Lokstallarna in Kirseberg is a gathering place, a Main location, for Southern Sweden Design Days with over 6,000 m² of exhibition space, local food trucks, activities for children and a live studio with seminars and panel discussions in front of an audience. During the 2023 festival Main location had over 11 200 visits, consisting of a design interested public as well as professionals. The festival as a whole had around 30 000 visits during its four days.



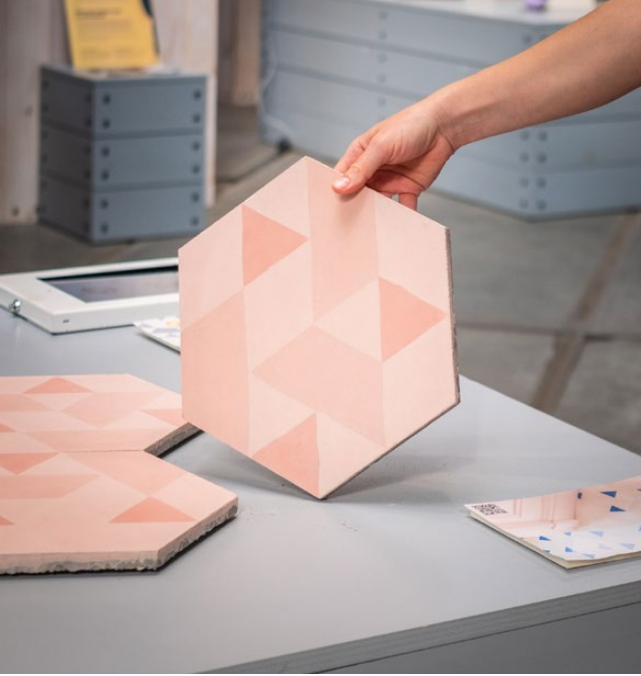


WHY PARTICIPATE?

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 have the opportunity to attend panel discussions, seminars and workshops in SSDD Studio.

As a participant, you can apply to arrange a seminar, panel discussion or workshop in the studio live in front of an audience during the festival days.

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.





SSDD **JUNIOR**

SSDD Junior is Southern Sweden Design Days concept aimed at children and young people.

With the aim of sparking interest in design and stimulating creative creation, children can take part in various activities in our workshop space at Main location.

As a participant you can apply to arrange a workshop for children in SSDD Junior.



THEME 2024

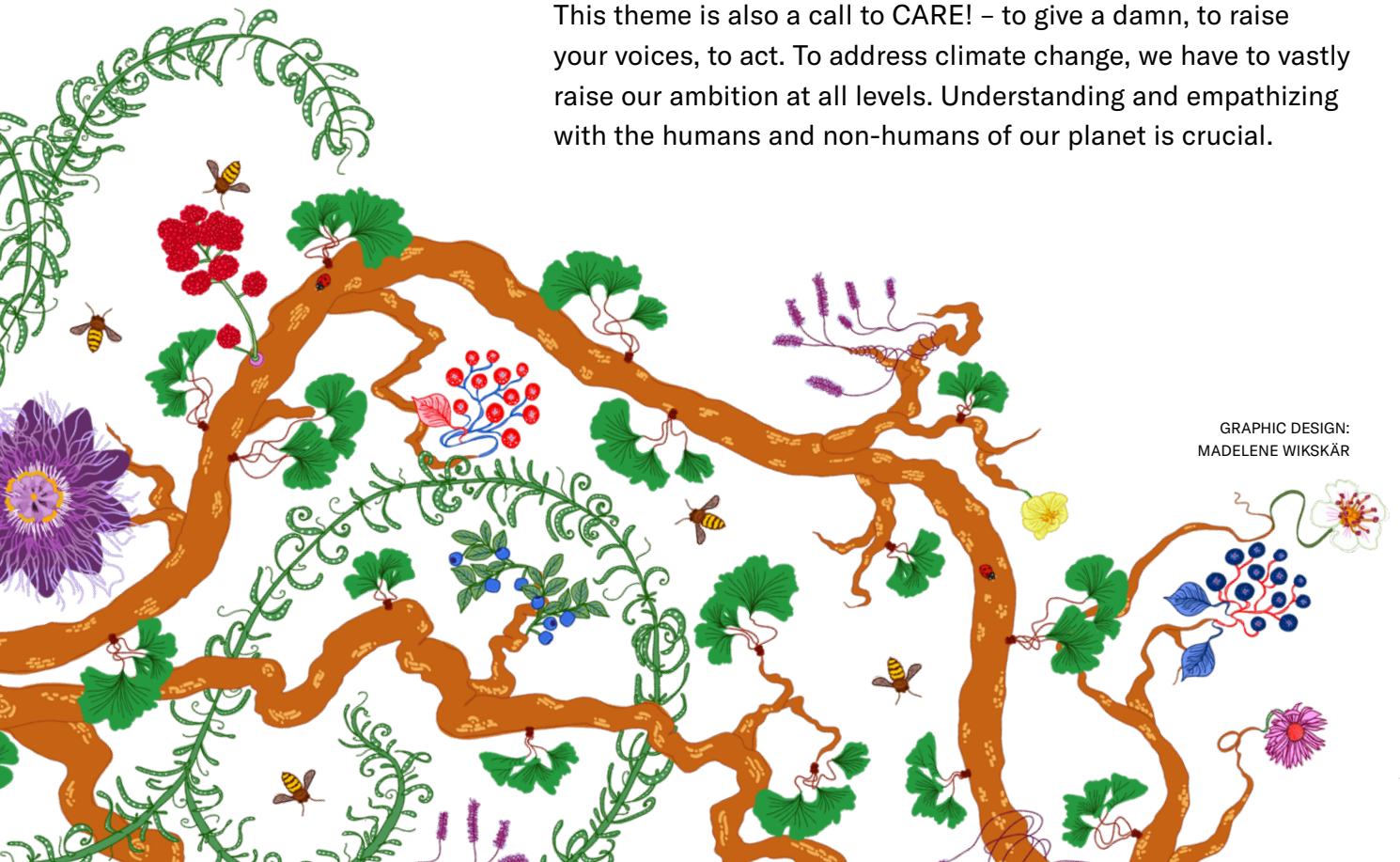
CARE

To CARE is to look after and provide for the needs of others. From intimate, personal subjects to large-scale contexts, this years' theme may cover a wide spectrum of topics.

For some, CARE may bring to mind attention to detail, the design of an environment or the choice of a specific material. To transform instead of building new. Others may associate it with people's physical and mental health.

Compassion for the user enables designers to gain a deep understanding of their needs and desires. By putting themselves in the shoes of the users, designers can develop a holistic understanding of the problems they aim to solve.

This theme is also a call to CARE! – to give a damn, to raise your voices, to act. To address climate change, we have to vastly raise our ambition at all levels. Understanding and empathizing with the humans and non-humans of our planet is crucial.



GRAPHIC DESIGN:
MADELENE WIKSKÄR





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 no later than **15 January 2024** at southernswedendesigndays.com. Here you fill in whether you want to participate with an exhibition, a program activity in SSDD Studio or a workshop in SSDD Junior.

Please note! If you are going to participate with an exhibition, you need to submit a supplementary application in a separate web form on the website (deadline 15 January 2024).

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 area. The area 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.*

**Please note that the podiums will be repainted by us in a color of your choice, but costs for paint may be added. We are working on getting a sponsor for the paint.*

PRICE

The cost to exhibit on Main location is based on which category the participant belongs to:

Small:

- Individual practitioner/Studio/Company (1–3 employees)
- Design collective (collaboration between two or more practitioners/studios)

7 500 SEK* excl. VAT

Large:

- Company/Organisation (4+ employees)

18 000 SEK* excl. VAT

Educational and cultural organisations:

15 000 SEK* 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	7 500 SEK excl. VAT	2 electrical outlets
LARGE	50+ m ²	18 000 SEK excl. VAT	2 electrical outlets
EDUCATIONAL/ CULTURAL ORG.	50+ m ²	15 000 SEK 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 to exhibit on Main location is based on which category the participant belongs to:

Small:

- Individual practitioner/Studio/Company (1–3 employees)
- Design collective (collaboration between two or more practitioners/studios)

5 000 SEK* excl. VAT

Large:

- Company/Organisation (4+ employees)

12 500 SEK* excl. VAT

Educational and cultural organisations:

10 000 SEK* excl. VAT

**Includes area (specify desired size in the application, at least 25 m²) and electricity point upon request. Note! Exhibition architecture, walls, podiums, lighting and wifi are not included.*

EXHIBITOR	SIZE	PRICE	INCLUDING
SMALL	25+ m ²	5 000 kr exkl. moms	Power outlet on request
LARGE	25+ m ²	12 500 kr exkl. moms	Power outlet on request
EDUCATIONAL/ CULTURAL ORG.	25+ m ²	10 000 kr exkl. moms	Power outlet on request



Exhibition space
in corridor





Exhibition space
on **podium**



@OLOFJANSON
@ANTIGALAX



Exhibition space
outdoors



PRACTICAL INFORMATION

SSDD STUDIO

Host a panel discussion, seminar or workshop in SSDD Studio, live in front of an audience at Main location.

PRICE

The cost to participate in SSDD Studio is based on which category the participant belongs to:

Small:

- Individual practitioner/Studio/Company (1–3 employees)
- Design collective (collaboration between two or more practitioners/studios)

2 500 SEK* excl. VAT

Large:

- Company/Organisation (4+ employees)

6 500 SEK* excl. VAT

Educational and cultural organisations:

5 000 SEK* excl. VAT

**Maximum 30 mins*

PARTICIPANT	LENGTH	PRICE
SMALL	max 30 mins	2 500 SEK excl. VAT
LARGE	max 30 mins	6 500 SEK excl. VAT
EDUCATIONAL/ CULTURAL ORG.	max 30 mins	5 000 SEK excl. VAT



PRACTICAL INFORMATION

SSDD JUNIOR

SSDD Junior is Southern Sweden Design Days' concept aimed at children and young people. At Lokstallarna there will be a creative drop-in workshop area for children.

If you want to arrange a workshop in SSDD Junior, apply to participate in Southern Sweden Design Days and describe your idea in the form. The number of places is limited and the selection is made by a panel.

PRICE

To arrange a workshop in SSDD Junior there are no additional costs apart from SSDD's registration fee.



EQUIPMENT

ELECTRICITY

2 power sources (2300W, 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 event takes place at the end of May, which means that the exhibitions will be presented in a bright environment during the day. With experience from last year's festival, the majority of exhibits 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

Wi-Fi is not available. If internet connection is desired, we recommend purchasing a mobile internet. Contact an internet supplier to get the solution that suits you.

WASTE

Participants are responsible for their own waste disposal. This also applies to leftover material from exhibitors and may not be deposited in containers outside the exhibition building.

WAREHOUSE AND STORAGE

There will be a dedicated area for storing packaging.

TOILETS

Toilets are situated in direct connection to the exhibition hall.

SECURITY

Day and night security is included 23–26 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 highly recommend to take out an exhibition insurance.

PRACTICAL INFORMATION

OFFICIAL OPENING HOURS

During Southern Sweden Design Days 23–26 May, Main location is open daily **11.00–18.00**. Throughout the opening hours, exhibitors must be present at their space.

ENTRY AND ACCREDITATION

Visitors pay admission to Main Location. Participants receive between 3–10 accreditations depending on exhibition category.

ASSEMBLY & DISASSEMBLY

ASSEMBLY		DISASSEMBLY	
Mon 20 May	8.30–18.00	Sun 26 May	18.30–20.00
Tue 21 May	8.30–18.00	Mon 27 May	8.30–20.00
Wed 22 May	8.30–18.00		





Form
Design
Center /

Southern Sweden Design Days is organised by Form/Design Center – a meeting place for architecture, design and crafts in Malmö.

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