

SOUTHERN SWEDEN DESIGN DAYS

*To partners &
sponsors 2024*

Malmö's *international* **design festival**

For the fourth year in a row, Southern Sweden Design Days invites visitors from all over the world to Malmö to explore the creative and dynamic design scene.

23–26 May 2024, Malmö will be filled with a variety of exhibitions, seminars and workshops at locations all over the city. The former railway workshops *Lokstallarna* in Malmö's Kirseberg district is the festival's Main location with 6 000 sqm of exhibitions, food court, activities for children and a live studio with seminars and workshops. Southern Sweden Design Days highlights and builds knowledge about design – focusing on **sustainability, collaboration, development and innovation**.

By creating an international platform where small actors can be seen on the same terms as the big ones, the festival aims to broaden the perception of what Swedish design is. Designers, architects, academia and research as well as the public sector and various organisations open up the dialogue on the issues of the future with a wide audience. Southern Sweden Design Days is organised by Form/Design Center.



**Open for all
to visit**

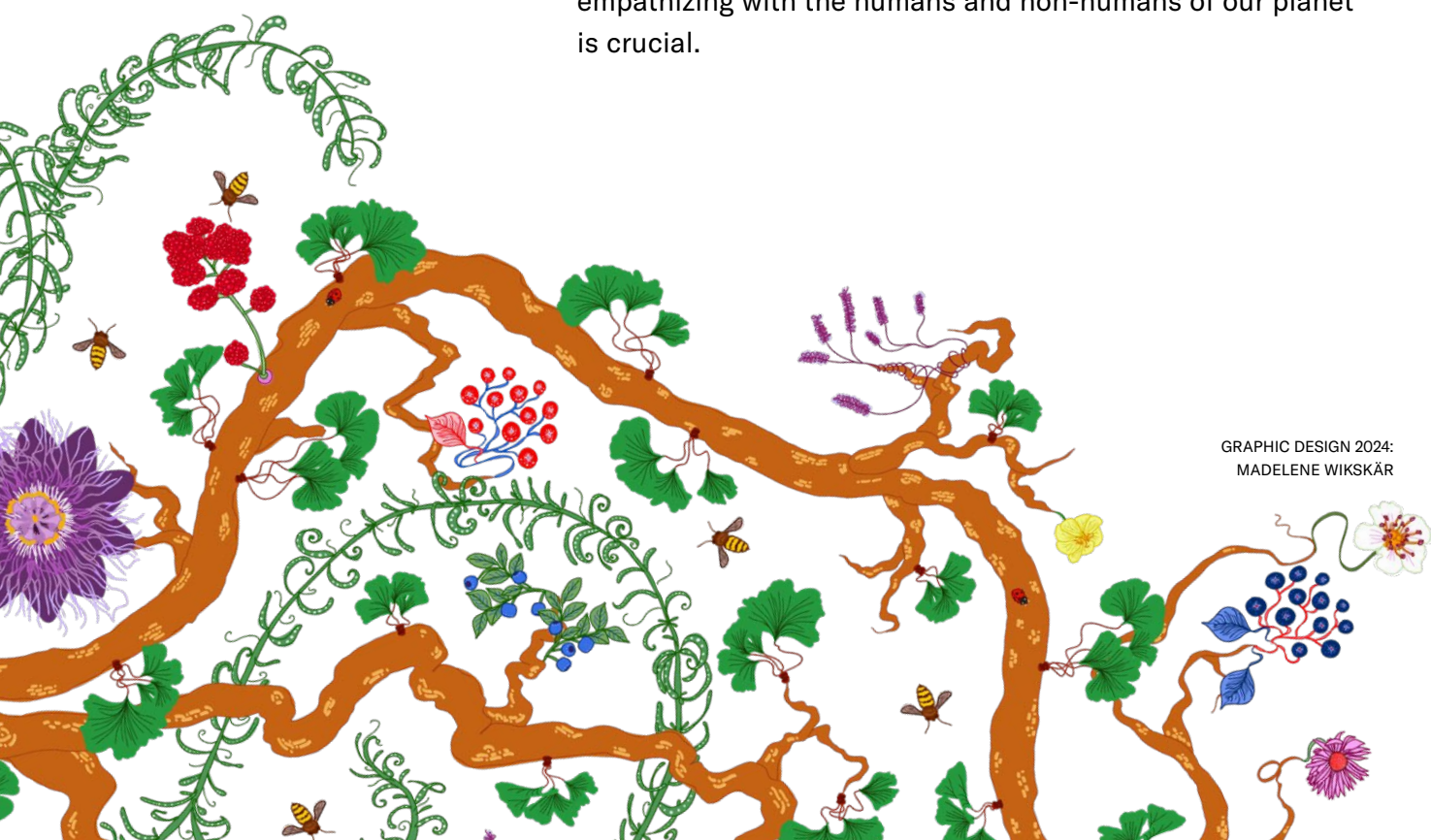


THEME 2024: CARE

Each year a new theme is presented to inspire, promote creativity and new ideas for an exciting program. The theme for Southern Sweden Design Days 2024 is 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 2024:
MADELENE WIKSKÄR



Form
Design
Center /

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



Malmö, in the far south of Sweden is the country's third largest city after Stockholm and Gothenburg and considered one of the world's most sustainable cities.

Malmö is a youthful, innovative and multicultural destination by the seaside of Öresund, with the perfect blend of old-world-charm and ultra-modern cosmopolitan vibes. A swirl of diversity, a mishmash of old and new, Malmö is one of the most eclectic and creative cities in Scandinavia, and a cultural center for art, history and design. Spiraling skyscrapers loom above bustling centuries-old squares, and unassuming brick facades house a treasure of modern artistic creations.

MALMÖ
MALMÖ
MALMÖ



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With its fierce creative spirit and youthful character, Malmö is blossoming into a bite-sized capital of design that feels like a younger rebel to the older and more mature Stockholm. By connecting the creative communities across the region, it is the social collaboration of this small city which has become the driving force behind southern Sweden's new design landscape.

– Jessica-Christin Hametner, ICON Magazine



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It's all so unlike the Swedish design I thought I knew. Peer behind the massive monolithic brands and you will find the grassroots growing, sprouting multicolored flowers.

– Sarah Gillespie, The Guardian



SOUTHERN SWEDEN DESIGN DAYS 2023

***25–28 May 2023, the third edition of
Southern Sweden Design Days was held.***

At over 60 different locations in Malmö, visitors had a broad choice of exciting, free activities to take part in, such as exhibitions, outdoor installations, workshops, screenings and open houses. The design festival was a great success with a solid program of approx. 160 activities and over 450 participating creators. During the four festival days, the event had about 30 000 visits.

Content wise, visitors were treated to a surprising breadth – everything from artistically forward-looking elements to examples of how leftover residual material from manufacturers can be given new life. Galleries, shops, showrooms and designers' studios were opened to visitors, sometimes even their own homes.

KEY FIGURES 2023

30 000
TOTAL VISITS

11 200
VISITS ON MAIN LOCATION

450
PARTICIPANTS

16
PROGRAM ACTIVITIES IN
SSDD STUDIO

60
LOCATIONS IN THE CITY

160
PROGRAM ACTIVITIES

7 500
SOCIAL MEDIA FOLLOWERS

26
VOLUNTEERS

826 500
AD EXPOSURES
(DIGITAL)

58 600
WEBSITE PAGE VIEWS
(8 MAJ–8 JUNI)



MAIN LOCATION **MAIN LOCATION** MAIN LOCATION

Lokstallarna in Malmö's Kirseberg district is the festival's Main location.

Lokstallarna 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 a new life and serves as a vibrant culture and craft center.

In 2023, the venue's 6,000 m² was filled with larger exhibitions from a broad mix of individual practitioners and design collectives to furniture manufacturers, universities, industry organisations and others. Visitors could also attend activities for kids, a food court and a live studio with seminars and panel discussions. Southern Sweden Design Days attracts more and more visitors each year and during the four festival days Main location had 11 200 visits.





Main Location
Lokstallarna





**60+ locations
over all of Malmö**







TARGET GROUPS

VISITORS AND PRESS

Southern Sweden Design Days invites:

- A design-interested public of all ages.
- Professional visitors – decision-makers and actors within the public sector, academia, research and politics.
- Business – decorators, stylists, retailers, buyers, agents and curators.
- Press – international and local 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.

YR	PARTICIPANTS	PROGRAM ACTIVITIES	VISITORS
1	280	200	11 400
2	390	160	21 300
3	450	160	30 000
<i>Expected development:</i>			
5	550	250	50 000
10	900	450	100 000





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.

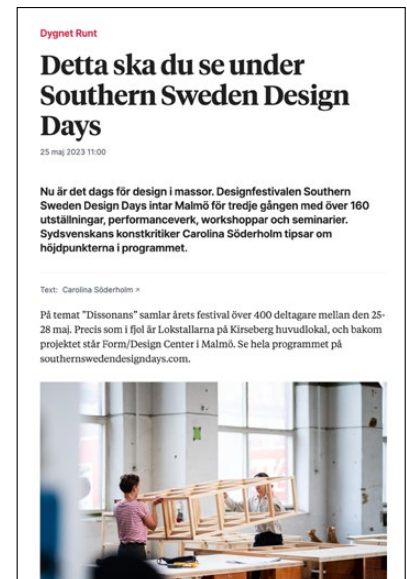
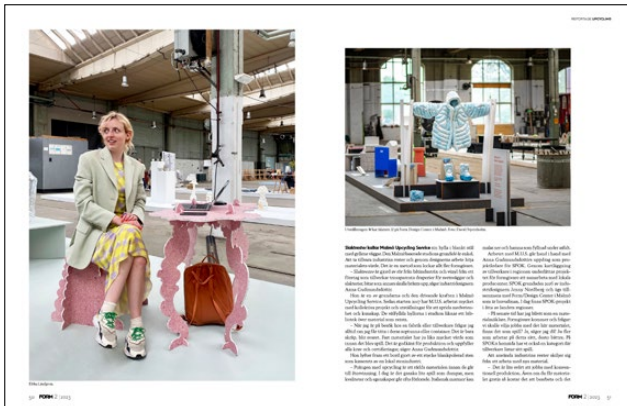
In total we reached **24,5 million** people during the event year*, through social media and articles, via our own and our network's channels.

* (1 sep 2022–31 aug 2023)

Reach

Southern Sweden Design Days' channels

YR	WEBSITE page views	INSTAGRAM & FACEBOOK followers	Total reach
1	64 700	4 450	3 000 000
2	73 000	5 900	14 000 000
3	58 600	7 500	24 500 000
Expected development			
5	90 000	10 000	35 000 000
10	200 000	20 000	70 000 000



MEDIA COVERAGE

Southern Sweden Design Days has received both national and international media coverage in renowned magazines such as The Guardian, Dezeen, ICON, FORM Magazine och Disegno.

During the festival 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.



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In Malmö, you will find an entrepreneurial and creative spirit, a business community with a strong drive to contribute to the development of the city. An international design event as Southern Sweden Design Days captures and shines a light on the power within Malmö's multifaceted design scene and at the same time strengthen the city as an attractive destination.

– Caroline B Le Bongoat, Business Development Manager, City of Malmö



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Visit Skåne is a proud regional partner of this fantastic event, showcasing the rich flora of design, architecture, and craftsmanship in Skåne to both Swedish and international audiences. Southern Sweden Design Days elevates Skåne as a top-tier design region and not only promotes the tourism industry but also highlights the vital role of Skåne's creative industries in Swedish export and innovation.

– Petra Kuritzén, Project Manager Event & Meetings Visit Skåne

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To strengthen Malmö and Skåne as an innovative international design destination can only have positive effects for the entire region. Therefore, it is obvious to us to try to contribute and participate as much as we can.

– Mattias Andersson, CEO Olsson & Gerthel





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 Southern Sweden Design Days 2024 we are looking for new partners and welcome back partners from previous editions of the festival.

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

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.

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.

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.

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.

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.

IN-KIND

Media partner

As an official *Media partner* you will receive various possibilities for engagement, communication, exposure and relations. Your contribution is in-kind, meaning that through your channels you help Southern Sweden Design Days reach a local, national or international audience.

SEK 5 000

Supporting partner

As a *Supporting partner* you will receive the right to call yourself a partner to Southern Sweden Design Days, use our name and logo in your own marketing, and the opportunity to take part in networking events with other partners. The contribution is cash-based.

PARTNER STRUCTURE

What you will receive as a partner

Association	Main partner	Official partner	Educational partner	Strategic partner	Official supplier	Media partner	Supporting partner
IMMATERIAL RIGHTS							
Industry exclusivity.	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	x
Rights to use Southern Sweden Design Days' name and logo in your own marketing until Aug 2024.	x	x	x	x	x	x	x
Communication & exposure							
PROMOTIONAL MATERIAL							
Exposure with logo on printed map until 1 April 2024.	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 in the city space).	x						
MAIN LOCATION							
Exposure with logo on major interior signage for Main Location.	x	x	x	x	x	x	
Exposure with logo and partnership level between events in SSDD Studio.	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 2024.	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			

Read more →

What you will receive as a partner

	Main partner	Official partner	Educational partner	Strategic partner	Official supplier	Media partner	Supporting partner
Social media (Facebook, Instagram and LinkedIn)							
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 Southern Sweden Design Days' newsletter.	x	x	x	x	x	x	
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. 50m ²) (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	x
Right to participate in networking events with partners (incl. 2 guests).	x	x	x	x	x	x	x

Benchmarking design events

NATIONAL

Malmö Garden Show

2022

Existed for: 13 years (2011)

Event days: 3

Number of visitors: 60.000

Visitors per day: 20.000

Followers Instagram: 5.600

Followers Facebook: 6.300

Stockholm Furniture Fair

2023

Existed for: 21 years (2002)

Event days: 5

Number of visitors: 26.500

Visitors per day: 5.300

Followers Instagram: 76.900

Followers Facebook: 28.100

Stockholm Design Week

2023

Existed for: 21 years (2002)

Event days: 7

Number of events: 50

Followers Instagram: 25.100

Followers Facebook: 12.000

Stockholm Creative Edition

2023

Existed for: 3 years (2021)

Event days: 4

Number of events: 38

Number of designers: 40

Followers Instagram: 6.300

INTERNATIONAL

3daysofdesign (Copenhagen)

2023

Existed for: 12 years (2012)

Event days: 3

Number of participants: 290

Followers Instagram: 68.200

Followers Facebook: 6.500

CHART (Copenhagen)

2023

Existed for: 11 years (2013)

Event days: 3

Followers Instagram: 32.600

Followers Facebook: 9.300

Czech Design Week

2023

Existed for: 10 years (2014)

Event days: 4

Followers Instagram: 9.800

Followers Facebook: 5.300

Barcelona Design Week

2023

Existed for: 18 years (2006)

Event days: 13

Number of visitors: 74.000

Followers Instagram: 14.700

Followers Facebook: 19.00

DesignMarch Reykjavik

2023

Existed for: 14 years (2009)

Event days: 5

Number of participants: 400

Number of events: 200

Followers Instagram: 8.400

Followers Facebook: 8.600

Dutch Design Week

2023

Existed for: 26 years (1998)

Event days: 9

Number of designers: 2.600

Number of visitors: 350.000

Visitors per day: 39.000

Followers Instagram: 124.000

Followers Facebook: 68.000

Website page views: 2.500.000

Lodz Design Festival (Poland)

2023

Existed for: 17 years (2007)

Event days: 11

Number of designers: 150

Number of visitors: 35.000

Followers Facebook: 61.000

Followers Instagram: 17.000

London Design Fair

2022

Existed for: 13 years (2007)

Event days: 4

Number of exhibitors: 550

Number of visitors: 29.000

Visitors per day: 7.250

Followers Instagram: 96.500

Followers Facebook: 15.000

London Design Festival

2022

Existed for: 21 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: 309.000

Followers Facebook: 164.000

Website page views: 1.550.000



Form
Design
Center /

***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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