

DESIGN *Stockholm* HOUSE

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PRESS RELEASE



Design House Stockholm wins “Excellence in Product Design” at The New York Gift Fair®

Winner of the Accent on Design Award

New York, NY (August 2009) – Design House Stockholm’s new Family Chairs collection by Lina Nordqvist is pleased to be the recipient of the Accent on Design Award for “Excellence in Product Design”. The chairs debuted at the New York International Gift Fair, taking place August 16th through August 20th, 2009.

Family Chairs is a foursome of traditional Swedish stickback chairs. Separately they present themselves as individual unique chairs aspiring to be something more than just pieces of furniture. Together they form a boisterous family, with each one displaying a distinctive character. Even the horizontal spindles between the chair legs play an integral part in the design’s individuality. Accent on Design is an exciting, juried collection of the industry’s leading resource for design-led merchandise. Its contemporary and innovative product lines cut across all categories to bring the market fresh, untapped talent. Judging criteria includes innovation, function, originality and design. This years panel of judges includes: Miguel Calvo, Design & Research; David Alhadeff, The Future Perfect; David Reid and James Klein, KleinReid; Jamie Gray, Matter; and Ilene Shaw, Shaw + Co! Productions.

About Design House Stockholm

Founded in 1992 by Anders Färdig, Design House Stockholm is to designers what a publishing house is to authors. We look for unique proposals that manage to mix affordable quality with unique styling and have that special Scandinavian touch, incorporating a sense of quality and authenticity, simplicity and a connection with nature. Another secret in creating a collection that has won various awards – such as the Excellent Swedish Design Award; Design Plus, Frankfurt; and Good Design, Chicago – is the worldwide presence of the company. Anders Färdig, the founder and President, takes part in ongoing discussions with prominent players in the design world. Design House Stockholm, which is regularly featured in leading global design magazines, has also been selected for its design management services by famous clients such as Habitat, Starbucks and the MoMA store. Design House Stockholm's products are available on a global scale. For more information, please visit www.designhousetockholm.com



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