

THE DESIGN BAR 2016 AM-L + MASSPRODUCTIONS

The Design Bar 2016 by Andreas Martin-Löf Arkitekter in collaboration with Massproductions.

Andreas Martin-Löf Arkitekter were chosen to design this years Design Bar and Design Talks area. They in their turn chose Massproductions to help furnish the two spaces with products from their collection. The design concept is called “All the fun of the fair” and its cozy, evocative atmosphere is miles away from hard wooden chairs and Scandinavian simplicity.

“All the fun of the fair” expresses the sense of excitement that a traveling fun fair generates. An opportunity to let your hair down. A readiness to enjoy the moment. And a willingness to embrace new experiences. This phrase has set the framework for and given the name to Design Bar 2016.

In a time when parallel trends are increasing in number and speed, we have become consumers of not only of actual objects and physical rooms, but also of digital venders and photographs. Andreas Martin-Löf Arkitekter, a firm which designs conceptual housing projects for new production, is located in the middle of this new picture-world and reality.

Quotes from Andreas Martin-Löf:

“Massproductions understated and elegant furniture collections cleverly and knowingly flirt with time and form, making them a perfect fit for this year’s design bar.”

“Our design for the Design Bar and the Design Talks area is a conscious mix of current trends. With a humorous approach we have selected the theme from blogs and accounts that we follow on Instagram. It is our hope and belief that this combination will create an evocative, cozy atmosphere that is miles away from hard wooden chairs and Scandinavian simplicity.”

About Andreas Martin-Löf Arkitekter:

Andreas Martin-Löf graduated with a degree in architecture in 2007 from KTH Royal Institute of Technology and since 2008 has run the firm Andreas Martin-Löf Arkitekter. Having studied at the University College of Arts, Crafts and Design’s Institution for Interior Architecture, he combines architecture with expert knowledge of interior architecture and product design. The architecture firm currently spans a wide range of projects, from the design of lamps (including in-house production) via advanced conversions and pent-house projects to Sweden’s currently most talked-about system for quick, prefabricated construction of homes. Many of the firm’s projects have garnered considerable attention, and its clients include Absolut, Continental Apartments, Genova Property Group, IKEA/BoKlok, Junior Living, Monocle, Oscar Properties and Svenska Bostäder.

About the Design Bar:

The Design Bar has earlier been created by among others the architecture firm Marge, the Front design group, design duo BrobergRidderstråle, the Save our Souls duo, the Camp Site design collective, Jonas Wagell, Katrin Greiling, Lina Nordqvist, Daniel Rybakken Jens Fager/Tommy Myllymäki and, last year, Mattias Stenberg.

Stockholm Furniture & Light Fair will be held on February 9-13, 2016 at Stockholmsmässan.

Press contact

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