Stockholm Design Week
24.02.05–11
In February 2024, Stockholm Design Week invites the international design industry to a city buzzing with events, exhibitions and open showrooms. Coinciding with Stockholm Furniture Fair, the design week welcomes professionals, industry insiders and the public from all over the world to participate in design events, launches and exhibitions in the city – to meet, share insights and network. Our aim is to push the Scandinavian design industry forward and to make design engage both professionals and enthusiasts alike.
In the 2023 February edition of Stockholm Design Week, more than 100 furniture brands, design studios and cultural venues participated and made Stockholm the center of Scandinavian design. The Stockholm Design Week interactive app had over 5,400 active users during the week.
Stockholm Design Week is organized by Stockholm Furniture Fair. Stockholm Furniture Fair is the world’s largest platform for Scandinavian design, and a gathering force for the design industry. As a marketplace it provides an unparalleled business opportunity for exhibitors and attract professional visitors from over 100 countries. With a strong focus on business, the fair targets architects, interior decorators, designers and buyers worldwide.

Exhibitors at Stockholm Furniture Fair receives a half price discount on the Stockholm Design Week participating cost.
Offer

SDW-app

Stockholm Design Week visitors use the Stockholm Design Week app to easily navigate between events, exhibitions and activities that take place during the week.

Everyone signed to participate in Stockholm Design Week will be listed in our interactive app. It includes an overview of all exhibitions, showrooms and events taking place in the city, as well as a day-to-day listing of events. For the industry as well as the public, the app is the go-to place for information about all activities during the week.

Signage

We offer physical Stockholm Design Week signs at each showroom/exhibition to ensure your visibility. We cater for the delivery and pick up of the sign.
Cost

Established companies

- Listing in the SDW-app
- Physical signage at showroom/event
- A digital package including the SDW logotype to promote your presence

SEK 19,950

Exhibitors at Stockholm Furniture Fair receive a half price discount on the Stockholm Design Week participating cost.

Design studios*, restaurants and museums/cultural institutions

("If it's a branded activity/launch with a commercial brand in the studio, the brand will need to sign individually for full price.

- Listing in the SDW-app
- Physical signage at showroom/event
- A digital package including the SDW logotype to promote your presence

SEK 2950

FOR INFORMATION AND BOOKING CONTACT: sales.sdw@stockholsmassan.se

ALL PRICES ARE IN SEK AND EXCL VAT
Add-ons/

- Instagram carousel ad (in-feed, 3 slides, in SDW manner) + story (1 image or video) on @stockholmdesignweek (25,700 followers) SEK 20,000
- Instagram carousel ad (in-feed, 3 slides, in SDW manner) on @stockholmdesignweek (25,700 followers) SEK 12,000
- Instagram story (1 image or video) on @stockholmdesignweek (25,700 followers) SEK 5,000
- Extra visibility in the SDW app as an "highlighted event" SEK 5,000
- Extra visibility in the SDW app with a banner SEK 10,000
- Banner in newsletter to both Stockholm Furniture Fair's and Stockholm Design Week's visitors (53,000 recipients) SEK 10,000

Limited number of slots available. Contact us for more information and prices.
We are looking forward to your participation in Stockholm Design Week 2023. To make sure that you utilize all our platforms please read through this list of deliverables of which material you need to submit. Please contact us if you have any questions.

- Profile image / Landscape format / .jpg or .png
- Contact information / Links to website and social channels (e.g., Facebook, Instagram)
- Short descriptive text about your brand
- Event information (event name, date, opening hours)

Please start by filling out the events & showroom information here.

Contact stockholmdesignweek@stockholmsmassan.se if you have any questions.
Scandinavian design authority since 1951.
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