

SDW
23

23.03.27

Stockholm
Design Week
23.09.05–09

Stockholm Design Week Pop-Up September 5-9, 2023

Stockholm Design Week returns with a pop-up September edition in 2023. Inviting professionals as well as enthusiasts, the autumn pop-up provides a platform to network, launch news and discuss ideas together. It serves as an intimate gathering with an emphasise on knowledge sharing.

The September pop-up edition offers a program with talks, exhibitions, open studios and showrooms. During the five days gathering, Stockholm Furniture Fair will preview news for the 2024 fair in February. Visitors can use the Stockholm Design Week app to easily navigate between events, exhibitions and activities that take place during the week.

In the 2023 February edition of Stockholm Design Week more than 100 furniture brands, design studios and museums participated and made Stockholm the center of Scandinavian Design. Our interactive app had over 5,400 active users during the week.

Offer

Social Media

Everyone signed in to participate in Stockholm Design Week will be included in our communication on our Instagram account @stockholmdesignweek (24,300 followers). We create attention around Stockholm Design Week together and push events and happenings around the city.

Feel free to share your SDW posts in social media with the hashtag #stockholmdesignweek and @stockholmdesignweek.

SDW app and signage

Everyone signed in to participate in Stockholm Design Week will be listed in our interactive Stockholm Design Week 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. We also offer physical signs at each exhibition to ensure your visibility. We cater for the delivery and pick up of the sign.

Presence in Stockholm Design Week's press program

The press program is a list of all press activities that takes place in Stockholm during Stockholm Design Week September 2023. The program is set up by Stockholm Design Week and will be sent out to approximately 2000 journalists/editors, Swedish and international.

Cost: 2 000 SEK

Information needed:

- What kind of press activity is this?
(Press launch/press breakfast/press lunch or other)
- Short information about what will be on show
(A new collection or product/an exhibition or other? Maximum 250 characters/3 sentences)
- Names and titles of representatives from the brand as well as designers that will take part in the press activity.
- Date and time
- Address
- RSVP-address / Email address to contact person
- Is the activity possible to sign up for, or for invited only?

Established companies

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

SEK 15 900

Design Studios

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

SEK 1900

Add-ons

- Native sponsored Instagram carousel ad
@stockholmdesignweek (24,300 followers) (in-feed, 3 slides, in SDW manner)
SEK 10 000

- Sponsored Instagram story on @stockholmdesignweek or @stockholmfurnfair (77,000 followers)
SEK 4000 / 6000

- Native sponsored Instagram carousel ad
@stockholmdesignweek (in-feed, 3 slides, in SDW manner) +
3 sponsored Instagram stories on @stockholmdesignweek
SEK 20 000

- Extra visibility in the SDW app as an "highlighted event"
SEK 1000

- Extra visibility in the SDW app with a banner
SEK 10 000

- Banner in newsletter (53,000 recipients)
SEK 15 000

FOR INFORMATION AND BOOKING CONTACT:
SALES.SDW@STOCKHOLMSMASSAN.SE

FOR QUESTIONS REGARDING PRESS CONTACT:
PRESS@STOCKHOLMSMASSAN.SE

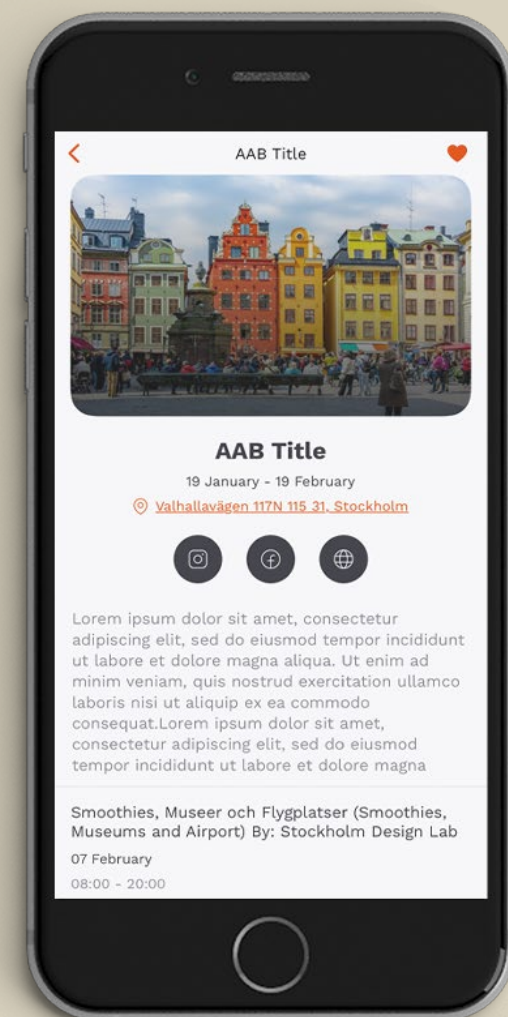
ALL PRICES ARE IN SEK AND EXCL VAT

Deliverables Stockholm Design Week

We are looking forward to your participation in Stockholm Design Week 2023. To make sure that you make use of all our platforms please read through this list of deliverables of which material you need to submit.

Please start by filling out the events & showroom information [here](#).

Contact stockholmdesignweek@stockholmsmassan.se if you have any questions.



- Profile image / Landscape format / .jpg or .png
- Contact information / Links to website and social channels (eg Facebook, Instagram)
- Short descriptive text about your brand
- Event information (eventname, date, opening hours)
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Scandinavian design authority since 1951.

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125 80 STOCKHOLM
VISITOR ADDRESS:
MÄSSVÄGEN 1 ÄLVSJÖ

WEBSITE:
STOCKHOLMDESIGNWEEK.COM

INSTAGRAM:
[@STOCKHOLMDESIGNWEEK](https://www.instagram.com/STOCKHOLMDESIGNWEEK)

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CONTACT

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