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-- FOR IMMEDIATE RELEASE --

Surround Yourself with Swedish Style:
17 Swedish Designers
A Special Exhibition at the American Swedish Historical Museum
Opening Sunday, September 18th, 2011 4:30pm-6pm
On View September 18, 2011 thru January 29th, 2012



PIA AMSELL, CARINA SETH ANDERSSON, MONICA FÖRSTER, LOTTA KÜHLHORN, PIA TÖRNELL, EVA SCHILDT, ULRIKA MÄRTENSSON, LENA BERGSTRÖM, CAMILLA DIEDRICH, SARA SZYBER, ANNA VON SCHEWEN, ANNA LERINDER, NINA JOBS, BARBRO WESSLANDER, ANNA KRAITZ, FRONT, ANKI GNEIB

Since the 1950s, Scandinavian design has been celebrated throughout the world for pioneering functionalism, streamlined aesthetics, and relative affordability. Historically, Swedish design has been a largely male-dominated realm. However, in recent years an increasing number of women choosing the design profession have brought greater diversity to the field.

Early in their careers, all seventeen participating designers exhibited at Gallery Pascale, Stockholm's first gallery devoted exclusively to design. This exhibition—based on gallery founder Pascale Cottard-Olsson's book, *17 Swedish Designers*—displays their recent work. Talented women of the same generation, they share a common worldview, displaying an impressive versatility, a fearless desire to experiment, as well as determination and dedication in turning visions into reality. The exhibition consists of three to ten products from each of the seventeen designers. The works range from small items, such as porcelain and glass to larger ones such as textiles and furniture.



The exhibition opens on Sunday, September 18th with a reception and refreshments from 4:30pm to 6pm. The opening is free with museum admission. It will be on view through January 29, 2012. *Design Dialogues*, special exhibit programming taking place on October 19th and November 17th, includes lectures and tours related to contemporary Scandinavian design. Call 215-389-1776, email info@americanswedish.org or visit www.americanswedish.org for more information

The American Swedish Historical Museum is located in FDR Park at 1900 Pattison Avenue in South Philadelphia, five blocks west of the Sports Complex. The Museum is easily accessible from Route 95 or 76 and has free parking. For those taking public transportation, the Broad Street subway AT&T station, or SEPTA's Route 17 bus is within walking distance of the Museum.

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