



# Konsthantverk

Konsthantverkarna is Scandinavia's oldest and largest craft collective and is celebrating 60 years of operation this year. Past and present members of Konsthantverkarna are the who's who of contemporary Swedish craft, whose work had a massive influence on today's Scandinavian design.

Konsthantverk has always been the foundation of art and modern design, but within these 60 years the meaning of "konsthantverk" as gradually changed and evolved to the point, where the border between these genres are disappearing again.

We will bring Konsthantverkarna back to its roots at Birger Jarlsgatan and build a bridge from where it all began to where "konsthantverk" stands now. Selected renowned designers of Konsthantverkarna and design icons from today will exhibit their work to show the vast diversity and influence of konsthantverk.



The passage way of Östermalm station just below Birger Jarls Gatan is very few meters away from where Konstantverkarna used to showcase their artists. This exhibition would allow Konstantverkarna to return to its root at its anniversary and to touch a vast amount of people. Its prime spot at one of the busiest commuter stations of Stockholm will allow us a maximum of exposure and is a perfect location for this new concept combining art/design and new technology.

The showcase will take place from April 19-29 and will be featured at Stockholm's ever growing Kulturnatten, with 60000 attendees last year.

We will promote this exhibition throughout the national and international press, design blogs, and social media.





The exhibition will take place in the display windows of the passage way below Birger Jarls Gatan. In order to frame the windows and connect it as a whole, we plan to run white, removable floor tape criss-cross the area. The use of the latest modern technology helps us to push the boundaries even further by creating an exciting mixture of tradition and technology.



Information about the exhibition and its designers will be available through a website and an app, which will enable pass-byers to scan the OCR code at the window and receive information straight on their smart phones.

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