



# SOUTHERN SWEDEN DESIGN DAYS

*For* **partners &**  
**sponsors** *2021*



# *A new* **international** **design event** *in Malmö*

***Southern Sweden Design Days invites visitors from all over the world to experience the best the creative southern Swedish design region has to offer.***

On 27–30 May 2021, the city is filled with exhibitions, seminars, networking events and festivities in a variety of locations.

Southern Sweden Design Days 2021 is a new annual event that highlights and builds knowledge about design – focusing on sustainability, collaboration, development and innovation.





**Open to all**  
— **free admission.**







COLLABORATION  
DEVELOPMENT  
INNOVATION  
**SUSTAINABILITY**  
**COLLABORATION**  
**DEVELOPMENT**  
**INNOVATION**  
SUSTAINABILITY  
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SUSTAINABILITY  
COLLABORATION  
DEVELOPMENT  
INNOVATION  
SUSTAINABILITY

*Southern Sweden Design Days is  
organised by **Form/Design Center**  
– the main venue for **architecture,  
design and craft** in southern Sweden.*





THEME  
THEME  
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THEME

1 + 1 = 3

***The theme for Southern Sweden Design Days 2021 is “1 + 1 = 3”.***

This year's theme encourages collaborations and cross-fertilisation with the aim of highlighting the region's openness. The theme can be seen as a symbol of synergy and sustainability – to solve existing and future challenges there is a need to collaborate, innovate and bring new equations to the table.

The theme is open to interpretation and can involve a meeting between materials or techniques that form a new whole, combining various expressions and styles in an innovative manner, or encouraging different industries or disciplines to merge.

*Design + Science*

*Handmade + Mass Production*

*Tradition + Development*

*Conceptual + Commercial*

*National + International*

EXAMPLES

# MAIN LOCATION

Exhibitions, seminars and networking events will take place all over the city.

Southern Sweden Design Days also has a main location – the engine shed in Kirseberg – where designers, collectives, universities and innovative companies will exhibit side by side. The former railway workshop was the second largest workplace in Malmö in the 1930s and the tradition, story and original traits of the premises live on in version 2.0, where it serves as a vibrant cultural and craft centre. Kirseberg will also be the venue for the inaugural party, the press lounge, lectures, workshops etc.

*Exhibition space at the main location is included in certain partnership levels, see pages 14–15.*



# TARGET GROUPS

## VISITORS AND PRESS

Southern Sweden Design Days is aimed at a design-interested public as well as professional visitors and is open and free to all. With a train ride only 40 minutes from Copenhagen, Malmö is a central hub for creativity, sustainability and culture. Southern Sweden Design Days invites local and international journalists, photographers and bloggers.

## PARTICIPANTS

Participants are active in design, architecture and craft:

- Individual practitioners, offices, studios and collectives
- Producers and companies active in the field of design
- Colleges and universities, cultural institutions, industry organisations and associations

*Practitioners who are not based in southern Sweden are also welcome to participate.*

## Participants and visitors

### EXPECTED DEVELOPMENT

YEAR	PARTICIPANTS	EVENTS	VISITORS 4 days
1	150-200	75	8,000
5	200-300	125	50,000
10	600-800	175	150,000
20	1,200-1,500	350	250,000







# COMMUNICATION & MARKETING

Southern Sweden Design Days' programme and participants will be communicated through our own (and the participants' and our partners') networks and outlets; websites, social media, press releases, newsletters, city dressings, publications, maps, giveaways, advertising etc.

Press trips for selected international design journalists and influencers are arranged together with partners.

## Reach

### EXPECTED DEVELOPMENT

#### **Southern Sweden Design Days' outlets**

YEAR	WEBSITE SSDD page views	FACEBOOK SSDD followers	INSTAGRAM SSDD followers
1	15,000	1,000	2,000
5	150,000	10,000	15,000
10	450,000	25,000	40,000
20	750,000	45,000	65,000

#### **Including network/partner outlets**

YEAR	FACEBOOK followers	INSTAGRAM followers	LINKEDIN followers
1	200,000+	200,000+	300,000+



# *BECOME A* **PARTNER**

***Join us in establishing southern Sweden  
as a creative, innovative and forward-  
looking region.***

As a partner to Southern Sweden Design Days your organisation will be given a valuable platform with positive affiliations, many interesting encounters as well as broad exposure to new and existing target groups in a high-profile design context.

Reach out with your proposition, improve your customer relations, find business partners and recruit new talent.

Outlined on the following pages is the partnership structure for Southern Sweden Design Days.

# BECOME A PARTNER

**COST: SEK 100,000–300,000**

## ***Main partner***

*Main partner* is the highest partnership level. The contribution is mainly cash based. The partnership will enable a range of possibilities for engagement, communication, exposure and relations. As a *Main partner* you will of course receive industry exclusivity at this partnership level.

**COST: SEK 50,000**

## ***Official partner***

As an *Official partner* you will receive various possibilities for engagement, communication, exposure and relations. The contribution is mainly cash based.

**COST: IN KIND**

## ***Educational partner***

An *Educational partner* will in the role of a university, college or other educational institution contribute by highlighting young talent and the latest in science in order to reinforce Southern Sweden Design Days' focus on knowledge dissemination. The contribution is in kind and will for example consist of working hours, materials, equipment, venues and a physical presence during the event.



# BECOME A PARTNER

**COST: IN KIND**

## ***Strategic partner***

As a *Strategic partner* you will make a strategic and qualitative contribution that will support a positive and lasting progression of the event and in doing so strengthen the cultural and creative industries. The contribution can for example consist of press trips, business development activities for participants and promotion in relevant networks.

**COST: IN KIND**

## ***Official supplier***

As an *Official supplier* you will receive various possibilities for engagement, communication, exposure and relations. You will contribute with products and services relevant to the event. An *Official supplier* will receive industry exclusivity in the partnership structure.

**COST: IN KIND**

## ***Media partner***

As an official *Media partner* you will receive access to qualitative and in-depth content in relation with the participants. Your contribution will consist of media coverage and thus help Southern Sweden Design Days reach a local, national and international audience.

# PARTNER STRUCTURE

## WHAT YOU WILL RECEIVE AS A PARTNER

<b>Association</b>	<b>Main partner</b>	<b>Official partner</b>	<b>Educational partner</b>	<b>Strategic partner</b>	<b>Official supplier</b>	<b>Media partner</b>
<b>IMMATERIAL RIGHTS</b>						
Industry exclusivity.	x				x	
Rights to the title <i>Main partner</i> to Southern Sweden Design Days.	x					
Rights to the title <i>Partner</i> to Southern Sweden Design Days.	x	x	x	x	x	x
Rights to use Southern Sweden Design Days' name and logo in your own marketing throughout the year.	x	x	x	x	x	x
<b>Communication &amp; exposure</b>						
<b>PROMOTIONAL MATERIAL</b>						
Exposure with logo on printed programme/map.	x	x	x	x	x	
Exposure with logo on promotional material, e.g. tote bags, t-shirts.	x					
<b>CITY DRESSING MALMÖ</b>						
Exposure with logo on highway billboards: – E6 Svågertorp (20,000 vehicles/day) – E65 Jägersro (32,000 vehicles/day) – Bulltofta (24,000 vehicles/day) – E22 Sege interchange (55,000 vehicles/day) – Lorensborgsgatan (11,000 vehicles/day)	x					
Exposure with logo on digital screens in city tunnel train stations: – Triangeln South – Triangeln North – Malmö C – Malmö C Anna Lindhs plats – Hyllie South	x					
Exposure with logo on 35 Clear Channel digital Play Adshel displays on bus shelters across the city.	x					
Exposure with logo on banners hanging above the following locations: – Storgatan – Södertull	x					
<b>MAIN LOCATION</b>						
Exposure with logo on major signage for main location.	x	x				
<b>DIGITAL OUTLETS</b>						
<b>Website</b>						
Exposure with logo in footer of Southern Sweden Design Days' website.	x					
Exposure with logo and partnership level on partnership page of Southern Sweden Design Days' website.	x	x	x	x	x	x
Possibility for a presentation on a dedicated partnership sub-page of Southern Sweden Design Days' website.	x	x	x	x	x	x
Exposure with logo on Form/Design Center's website, on a sub-page about Southern Sweden Design Days.	x	x	x	x	x	x

[Read more](#) →



# PARTNER STRUCTURE

	<b>Main partner</b>	<b>Official partner</b>	<b>Educational partner</b>	<b>Strategic partner</b>	<b>Official supplier</b>	<b>Media partner</b>
Possibility for own event item on Southern Sweden Design Days' website.	x	x	x	x		
<b>Social media (Facebook, Instagram)</b>						
Mention with name + partnership level + account tag in every post on Southern Sweden Design Days' social media accounts.	x	x	x	x	x	x
Mention with name + partnership level + account tag in every post on Form/Design Center's social media accounts regarding Southern Sweden Design Days.	x	x	x	x	x	x
Possibility for sponsored partner posts towards specific target groups.	x					
<b>Newsletter</b>						
Exposure with logo in Form/Design Center's newsletter/mailings regarding Southern Sweden Design Days.	x	x	x	x	x	x
<b>Press release</b>						
Exposure with logo in Form/Design Center's press releases regarding Southern Sweden Design Days.	x	x	x	x	x	x
<b>Relations &amp; Events</b>						
<b>RIGHTS TO ACTIVITIES &amp; RELATIONS</b>						
Space at the Main location to arrange activities. Costs related to the activity itself and its arrangement are not included.	50 sqm	20 sqm	40 sqm	10 sqm	10 sqm	15 sqm
Possibility for a guided preview of the event (limited amount).	x	x				x
Possibility to invite guests to a guided tour of Southern Sweden Design Days.	15 guests	10 guests				
Possibility to participate in the launch party.	x	x	x	x	x	x
Possibility to invite guests to the launch party (limited amount).	x	x	x	x	x	x
Right to participate at 1-2 networking events with sponsors/partners (incl. 2 guests).	x	x	x	x	x	x

# Benchmarking design events

## NATIONAL

### Malmö Garden Show 2019

Existed for: 9 years (2011)  
Event days: 3  
Number of visitors: 60,000  
Visitors per day: 20,000  
Followers Instagram: 1,500  
Followers Facebook: 6,500

### Det Goda Livet 2019 (Interior design fair, Höganäs)

Existed for: 1 year (2019)  
Event days: 3  
Number of exhibitors: 50  
Number of visitors: 8,000  
Visitors per day: 2,700

### Stockholm Furniture & Light Fair 2019

Existed for: 18 years (2002)  
Event days: 5  
Number of visitors: 40,000  
Visitors per day: 8,000  
Followers Instagram: 63,700  
Followers Facebook: 25,600

### Stockholm Design Week 2019

Existed for: 18 years (2002)  
Event days: 7  
Number of events: 200  
Followers Instagram: 6,500  
Followers Facebook: 10,600

## INTERNATIONAL

### 3daysofdesign 2019 (Copenhagen)

Existed for: 8 years (2012)  
Event days: 3  
Number of events: 150  
Followers Instagram: 17,800  
Followers Facebook: 4,100

### CHART 2019 (Copenhagen)

Existed for: 8 years (2013)  
Event days: 3  
Followers Instagram: 20,000  
Followers Facebook: 7,900

### Barcelona Design Week 2019

Existed for: 14 years (2006)  
Event days: 9  
Number of visitors: 67,000  
Visitors per day: 7,500  
Followers Instagram: 5,300  
Followers Facebook: 19,700

### Czech Design Week 2018

Existed for: 5 years (2014)  
Event days: 4  
Followers Facebook: 2,200

### DesignMarch Reykjavik 2019

Existed for: 11 years (2009)  
Event days: 5  
Number of designers: approx. 200  
Number of event: 94  
Followers Instagram: 6,400  
Followers Facebook: 7,400

### Dutch Design Week 2019

Existed for: 22 years (1998)  
Event days: 9  
Number of designers: 2,600  
Number of visitors: 350,000  
Visitors per day: 39,000  
Followers Instagram: 92,000  
Followers Facebook: 64,000  
Website, page views: 2,500,000

### Lodz Design Festival 2019 (Poland)


Existed for: 13 years (2007)  
Event days: 6  
Number of designers: 35,000  
Visitors per day: 5,800  
Followers Facebook: 57,400

### London Design Fair 2019

Existed for: 13 years (2007)  
Event days: 4  
Number of exhibitors: 550  
Number of visitors: 29,000  
Visitors per day: 7,250  
Followers Instagram: 89,600  
Followers Facebook: 14,000

### London Design Festival 2019

Existed for: 17 years (2003)  
Event days: 9  
Number of events: 300  
Number of exhibitors: 2,000  
Number of visitors: 588,000  
Visitors per day: 65,300  
Followers Instagram: 290,000  
Followers Facebook: 158,500  
Website, page views: 1,544,325



# Form Design Center /

Southern Sweden Design Days is organised by **Form/Design Center** – a meeting point for architecture, design och craft in Malmö.

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