

# PRESS RELEASE

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## “HAPPY CAMPERS” A COLLABORATIVE EXHIBITION WITH SWEDISH DESIGN GROUPS

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### PARTICIPANTS:

DEFYRA

RESEARCH AND DEVELOPMENT

UGLYCUTE

WE WORK IN A FRAGILE MATERIAL

Curated by Fredrik Helander, Johanna Lenander and Brett Littman

May 22 - 23, Skylight Studios

Press Preview Sunday May 21, 7 pm

“Happy Campers” is an interactive exhibition/workshop that features some of Sweden’s most exciting young design groups. The show coincides with the ICFF fair and is a part of the off-site Mobile Living exhibition at Skylight studios. “Happy Campers” offers an interesting alternative to traditional design exhibitions. Instead of promoting finished products, it is a creative experiment that will grow and evolve during three days.

Four young collaborative design groups from Sweden: defyra, Research and Development, Uglycute and We Work In A Fragile Material, will build their installations and lead workshops on site with the help of the public. They will create a metaphorical ‘camp ground’ and explore issues of collaboration, social interaction, the Swedish relationship to nature, and mobile living. Visitors will participate in the growth of a 13 feet troll, stuff hot dog pillows by the yard and spend a virtual day in the Stockholm archipelago.

Items and videos from the exhibition will be on view and for sale at Salvor Kiosk store in NYC May 23 through August. [www.salvorkiosk.com](http://www.salvorkiosk.com)

Sponsors: IASPIS, Swedish Institute, Consulate General of Sweden

Happy Campers is part of Mobile Living. Curated by David Shearer and Miguel Calvo. Organized by Exhibitions International and International Design Network Foundation. Sponsored by Toyota/Scion.

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Skylight Studios  
275 Hudson St. (at Spring St.)  
New York, NY 10012

Sunday May 21  
Press Preview 7 pm  
Opening Reception 8 - 11

### Monday May 22

Open 10 am - 6 pm  
11 - 12.30 workshop Uglycute  
1 - 2. 30 workshop Research and Development  
3 - 4. 30 workshop We Work In A Fragile Material

### Tuesday May 23

Open 10 am - 6 pm  
1 - 2.30 workshop defyra  
3 - 5 “Campfire Discussion”, an informal talk with invited guests about the economics of collaboration

### Participants

DEFYRA

The design group defyra was founded in 2002 by Anna Lång, Lena Thak Karlsson, Sanna Haverinen and Anna Hjert. All members attended Beckmans School of Design 1998-2001. defyra work collectively together on independent design projects that are not commissioned, as well as with commissioned products such as porcelain and glass, textile, wallpaper and furniture. Besides the product related design work, they also take on assignments like exhibition design, curating, set design, lecturing, work-shop organizing and teaching. Since their inception, defyra has participated in a large number of exhibitions. While many of these were held in Sweden, the majority were international events in countries such as Japan, UK, Italy, Germany and South Korea. [www.defyra.nu](http://www.defyra.nu)

UGLYCUTE

Uglycute is a design group working to complicate the concept of design by looking at it as a complex web of style, politics, economy, materials, art and

craft. Since Uglycute believes that all types of form, regardless of origin, has an implicit meaning, the group aims to explore them from a social and political perspective.

Uglycute write articles, edit the “Katzenjammer” magazine, lecture and produce interiors and furniture. The members are Markus Degerman and Jonas Nobel, artists, Andreas Nobel, designer and Fredrik Stenberg, architect. [www.uglycute.com](http://www.uglycute.com)

### RESEARCH AND DEVELOPMENT

Research and Development is a design office working with graphic design and exhibitions. Their clients include leading art and cultural institutions in Sweden. The group participates frequently in exhibitions in Sweden as well as abroad, the latest one in Paris at Palais de Tokyo, site de creation contemporaine, where they initiated and realized the project “An Alternative guide to Palais de Tokyo”. Research and Development frequently gives lectures at Swedish art and design schools.

[www.researchanddevelopment.se](http://www.researchanddevelopment.se)

### WE WORK IN A FRAGILE MATERIAL

WWIAFM is a group of ten designers who work primarily with ceramics and glass: Andrea Djerf, Frida Fjellman, Gabriella Höglin, Jakob Robertsson, Linus Ersson, Ludvig Löfgren, Maria Boij, Pontus Lindvall, Sara Isaksson From and Åsa Jungnelius. WWIAFM incorporates ten different attitudes towards craft and its related fields, which the group considers to be stuff, objects, words, tchotchkes, techniques, opinions and methods. WWIAFM work together on projects, and for each project they elect a different project manager within the group, a different theme and a different context. They get together to work and exchange knowledge. They do this because craft is fun and interesting and because it’s better to be ten than one.

[www.weworkinafragilematerial.com](http://www.weworkinafragilematerial.com)