



UNIVERSITY OF GOTHENBURG
SCHOOL OF DESIGN AND CRAFTS

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1 February 2010

PRESS RELEASE AND INVITATION TO PRESS PREVIEW/BUN FIGHT
HDK – School of Design and Crafts, University of Gothenburg



PLAY WITH HDK AT THE FURNITURE FAIR

How do you ignite the thrill of playing, through furniture design? HIDE & SEEK is an exhibition of playful and flirtatious design objects birthed by master students from the Design Programme and the new specialization Child Culture Design at HDK- the School of Design and Crafts, University of Gothenburg. The 9th - 13th of February, students are hiding out in the stand V01:10 at Stockholm Furniture Fair. Do you like to play? Seek them out at the fair.

Welcome to the press preview and bun fight for Hide & Seek:

Time: Tuesday 9 February, at 2 pm

Place: Stand V01:10 at Stockholm Furniture Fair

You will meet:

- **Katti Hoflin**, from Swedish Children's TV programmes as "Bolibomba" and "Bullen" at SVT, now in charge of child culture at Kulturhuset in Stockholm
- **Design students from HDK** will present their project "Hide & Seek"

We also give you: a bun fight in the stand

Titled after the ubiquitous children's game, the students' collection circles the lighter side of life; the novel, the quirky, the curious, the dreamy, and the daring. Teleport back to a place where things were not that structured. Where objects didn't dictate what they should or should not be. Where the clouds become whales and the dining room table could as well be a ship. As grown-ups, our collected experiences frame our imagination. As children, our minds lacked borders. The students' design process has been exploring the freedom of mind of being a child. Thirteen individual pieces of furniture, in which imagination and play have been made core function are presented.

One of the furniture pieces is a rug, meant for adults and children to play together on.

- Just the simple act of sitting down on the ground creates a sense of playfulness, says *Eva-Johanna Sandberg*. My rug is inspired by landscape topography and scale variation; by the view you get looking down from an airplane, combined with the zoomed in image of moss.

Even though playing is a joyful business - most of the time, children's play is followed by mess. *Lina Lagström* asks:

- Could a table encourage children to pick up after playing? We have all longed for a magical "cleaning button". That wish inspired me to create a "stow-away-storage" for toys, making the cleaning fun with a slide joyride for the toys.

Not all the pieces in the stand will be meant for children, though. The Bojagi stool is a witty furniture with historical references. The Bojagi is a Korean wrapping cloth, that in past times often were used as a wardrobe or storage unit. *Yoonji Kim* has taken up that tradition, and added her own twists: with a stool as undercarriage, and prints on the Bojagi cloth, surprise elements and flexible use creates the playful experience.

APPLICATION FOR THE PRESS PREVIEW AND BUN FIGHT, PLEASE CONTACT:

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PRESS PICTURES CAN BE DOWN LOADED AT:

<http://www.hdk.gu.se/en/aktuellt/press/play-hdk-furniture-fair>

Photos in this press release by: Christian Strömqvist

From left: Tian Tang, Eva Johanna Sandberg, Niclas Andersson, Jenny Palmborg and Lina Lagström

FOR MORE INFO ABOUT THE DESIGN PROGRAMME AND CHILD CULTURE DESIGN:

Design Programme, MA-level/second cycle:

<http://www.hdk.gu.se/en/programmes-courses/design/design-second-cycle/ma-level>

Child Culture Design, MA-level/second cycle:

<http://www.hdk.gu.se/en/programmes-courses/design/child-culture-design-second-cycle/ma-level>

This press release is written by the design student Sara Stiber, in cooperation with Jessica Glanzelius.

Kind regards

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