

## Media notes

### HRH Princess Birgitta of Sweden - Patron of Swedish Style New Zealand

Will be in attendance for the week

HRH Princess Birgitta is the sister of HM King Carl XVI Gustaf. She holds a masters degree in physical education and has a keen interest in golf, sponsoring her own tournament "the Princess Birgitta Trophy" every year in Mallorca.

HRH Princess Birgitta also has a keen interest in design, like her late uncle the famous designer Prince Sigvard Bernadotte.



As a frequent traveller for various charities and as Patron for the Royal Swedish Hong Kong Society, she often visits the Asian region, but this will be her first time in New Zealand.

### Ambassador of Sweden - HE Karin Ehnbom-Palmquist

Will be in attendance throughout October

Mrs Karin Ehnbom-Palmquist was appointed Ambassador of Sweden to Australia and New Zealand in 2003. She and her husband Lars have two children, Sofia and Daniel who both have studied in Canberra.

During her posting, the Ambassador has hosted such Swedish Dignitaries as the Swedish Prime Minister, HRH Crown Princess Victoria, Their Majesties King Carl XVI Gustaf and Queen Silvia, the Swedish Foreign Minister and numerous Parliamentary Ministers.



Mrs Ehnbom-Palmquist was responsible for bringing Swedish Style 2005 (the largest Sweden promotion in Australia ever) to Sydney and Melbourne during two weeks in March 2005.

## Keynote Performer – Lill Lindfors

Lill Lindfors is one of Scandinavia's most versatile and beloved entertainers. She has had a 45 year successful career as a singer, actress, composer and lyricist. With her warmth and plenty of humour she creates a unique bond with her audience.

Several of her TV shows won prizes at the Montreux television festival. Lill has recorded more than 40 albums and covered a studio wall with gold records. "Du är den ende", Swedish version of "Forbidden games" was one of her greatest hits. Others were Musik skall byggas utav glädje (My joy is building bricks of music) and Långtans samba (I am near you).



Brazil has inspired her musical choice a lot, which has led her to being a protectress of two orphanages outside Sao Paulo. Lill has also composed music for a family musical, Alexander and the Peacock, based on a book by Brazilian author Lygia Bojunga, played at the Royal Dramatic Theatre in Stockholm.

In 1998 Lill was appointed Sweden's first national Ambassador to the UNICEF. She is also one of the key members of the 1.6 million club, informing the public about women's health issues in an objective way.

In 2001 she was awarded a Royal medal for her contribution to Swedish culture.

Lill Lindfors will be performing at the Concert and also at the Gala Dinner and she will be accompanied by her guitarist, Mats Norrefalk.

[www.lill-lindfors.nu](http://www.lill-lindfors.nu)

## Mats Norrefalk - Guitarist, composer and arranger

Mats Norrefalk was born in Stockholm. He studied music at Malmö University of Music and at the prestigious Berklee College of Music in Boston, USA. He is an assistant professor at Örebro University of Music where he teaches the guitar.

Mats has worked on and off with Lill Lindfors in various constellations since 1993, including duo and symphony orchestras. Recently, Lill Lindfors has joined Mats on tour with Mats Norrefalk Trio.



Apart from his work with Lill Lindfors, Mats is a recording artist whose diverse work ranges from the "Four hands" acoustic guitar duo, to a collaboration featuring church organ with the electric guitar. He has appeared on television, radio and he has also toured abroad.

### Alexandra Charles - MC at the Gala Dinner

Many Swedes know Alexandra Charles primarily as a driving and successful night club entrepreneur. Nowadays she dedicates herself totally to women's issues, being the Chairman and founder of the 1.6 million club, initiated by her in 1998.



The club owes its name to the fact that there are about 1.6 million women in Sweden over the age of 45 and Alexandra and the club give their support and attention to them and all other women. Alexandra and the club work primarily with women's health issues, informing the public about women's health issues in an objective way. They also work on attracting public attention and influence public opinion on other women's issues, such as same rights and same possibilities for women in the labour market.

This club is sponsoring a free ticket to Swedish Style New Zealand for one of its members. For more information on the Club and why Ms Charles formed it, go to

[www.1.6miljonerklubben.com/en/om-klubben/alexandra](http://www.1.6miljonerklubben.com/en/om-klubben/alexandra)

### Björn Rietz – Guest speaker at the Design Symposium Copywriter and Creative Director

Björn Rietz is regarded as one of the top advertising creatives in Scandinavia and one of the most highly awarded creatives in the world.



He founded the advertising agency Paradiset in Stockholm in 1990, and won the worldwide account for Diesel Jeans, which involved advertising for 78 countries. A year later Paradiset joined the world wide advertising network of DDB. The Diesel Jeans campaigns ran for more than a decade and helped move Diesel from a \$50 million per year to a \$500 million per year company and winning more awards than any other fashion brand ever.

In Sweden, Paradiset DDB was voted Agency of the Year several times and they have won the Grand Prix at Cannes Lions twice, as well as a large number of other international and national awards.

Björn was Executive Creative Director of DDB Melbourne and Vice Chairman of DDB Australia between 2003-2005. Since 2005 he is linked to DDB Stockholm as an advisor to the Management on a consulting basis.

Recently Björn Rietz has taken on a few assignments helping performing and recording artists designing their brand strategy bringing his skills into the world of music.

## Anders Breitholtz – Guest speaker at the Design Symposium Strategist and Designer - Materializing ideas

Award winning designer Anders Breitholtz has a background in Business Management as well as Industrial Design. Anders has held a number of lectures, both nationally and internationally on creativity and innovation. He participated as keynote speaker in Swedish Style in Australia in Melbourne and Sydney in 2005, where he presented his award-winning project of Future Meeting Rooms, giving his ideas on how designers can help making the office a more human friendly and creative place to be in.



Since then Anders Breitholtz has been part of creating Råvara / Raw which acts as a platform between the industry and creators: Mixing art, design, architecture with industry and business. With offices in Gothenburg and Amsterdam the five employees work with 120 companies from 14 countries stretching from automotive to medicine. They see their company as an art-project hoping to create the best workplace ever – a place where ideas materialize.

They have been renowned in a numerous international medias such as Wallpaper, ID-magazine, DI-EGO to name a few and taken part in over 30 exhibitions in Sweden and abroad.

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