

Quality of Life – the Design of Swedish Innovations

Exhibition from 20 October to 7 November 2008 at
AUT St Paul Street Gallery 1



Quality of Life - the design of Swedish Innovations is an exhibition about contemporary Swedish innovations with focus on design. Today, conscious design is an important factor in the creation of new products, and for this reason designers are often involved from the hatching of the first idea to the finished product.

The exhibition presents some 30 products, from simple but ingenious objects to advanced, pioneering technology. A number of innovations played an important part in the emergence of modern Sweden. To make an innovation into a reality takes knowledge, creativity and the ability to predict a user's needs. Many innovations are known to the public as consumer products which have helped to make our everyday lives simpler and easier. By highlighting Swedish industrial design and Swedish technology, together with medical and pharmaceutical advances, the exhibition shows the significance of innovations as cultural and social phenomena.

Quality of Life is first and foremost a cultural initiative and shows a range of products to provide as multi-faceted an image of Sweden as possible. All the products have a powerful design and technology profile. High-tech, ergonomics, environmental awareness, problem-solving in the design process, visions and creativity have been key ideas in the choice of objects for the exhibition. All products are in current production.



An opportunity to interview the exhibition expert will be given during 2 hours before the official opening of the exhibition series on Monday 20 at 3-5pm or it can be arranged by email on beforehand. Website: www.swedishstyle.co.nz.

For further details contact:

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This exhibition is a part of the Swedish Style New Zealand event initiated by the Embassy of Sweden. Other events of Swedish Style New Zealand include symposia on subjects that are highly relevant for both Sweden and New Zealand, Swedish cuisine, music, literature and films and the event hosts a number well-renowned guests from Sweden including the patron of the event, HRH Princess Birgitta of Sweden. For more information see the website www.swedishstyle.co.nz.