



**Main Location**  
**Lokstallarna**  
**22-25/5 2025**





# MAIN LOCATION **MAIN LOCATION** MAIN LOCATION

***22–25 May 2025, the fifth edition of Southern Sweden Design Days takes place – a new international design festival in Malmö. The festival’s ‘Main location’ is held at Lokstallarna, Kirseberg.***

Lokstallarna in Kirseberg has a strong personality and history. In the 1930s, the old railway workshops were Malmö’s second largest workplace. Today, the local premises have been given new life and serves as a vibrant culture and crafts center.

In 2024, Lokstallarna’s 6,000 sqm were filled with large exhibitions featuring a vibrant mix of individual practitioners, design collectives, furniture manufacturers, universities, and other industry players. Visitors could also participate in a food workshop, a design workshop for children and youth, and a live studio with seminars and panel discussions. Southern Sweden Design Days’ main venue attracts an average of 10,000 visits over the four festival days.





*More than 6 000  
sqm show space*











# WHY PARTICIPATE?

***Southern Sweden Design Days invites participants from all over the world to become part of the region's welcoming atmosphere! The design festival is annually visited by the general public as well as professional visitors.***

Southern Sweden Design Days is an excellent platform to strengthen existing relationships and make new contacts. Network with colleagues, representatives from commerce, academia and the cultural sector, collaborative partners and people who inspire you. The event is not primarily commercial, but through exposure and networking this event provides great business opportunities.

As a participant at Main location, your work will be actively drawn to the attention of our media partners. The program will be marketed through our own as well as our partners' networks and channels: website, social media, newsletters, advertising, city dressing, printed matter, maps, giveaways, etc.





# *EXHIBIT AT THE* **MAIN LOCATION**

Lokstallarna in Kirseberg hosts selected exhibitions connected to this year's theme, "ECHO," and SSDD's overarching focus areas: Sustainability, Collaboration, Development, and Innovation. We welcome design studios, design collectives, as well as larger companies and organizations to apply for an exhibition space at Lokstallarna.

There are two types of exhibition spaces – Corridor Exhibition Space and Podium Exhibition Space. This year, we are also introducing the option to apply for a smaller podium area (10 sqm). See the price list on pages 15-23 for more information.









# SSDD **STUDIO**

**Visitors have the opportunity to attend panel discussions, seminars and workshops in SSDD Studio.**

As a participant, you can apply to arrange a seminar, panel discussion or workshop in the studio live in front of an audience during the festival days.

*Please note - In order for the event to reach a national as well as international audience, English will be the official language for all formats unless anything else is stated.*









# SSDD **JUNIOR**

***SSDD Junior is Southern Sweden Design Days concept aimed at children and young people.***

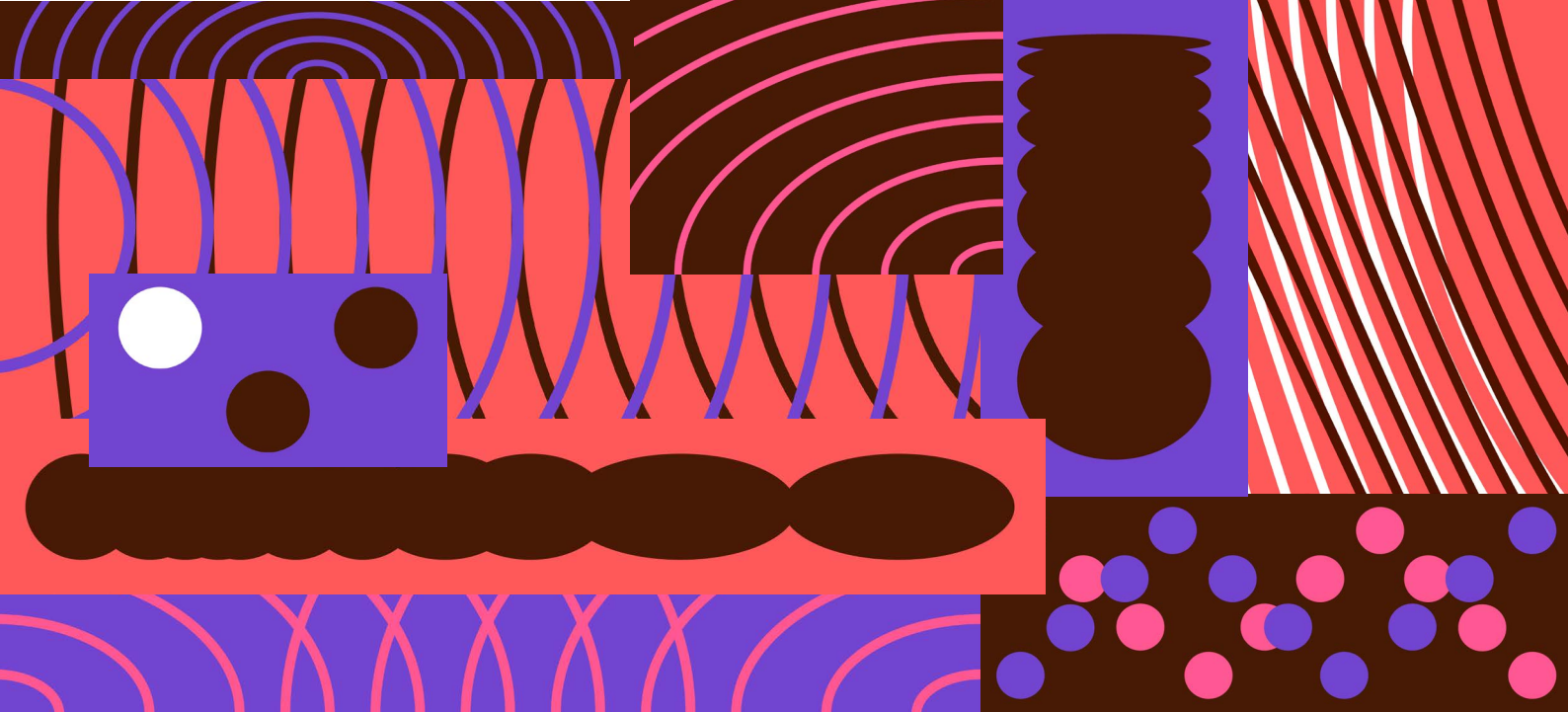
With the aim of sparking interest in design and stimulating creative creation, children can take part in various activities in our workshop space at Main location.

As a participant you can apply to arrange a workshop for children in SSDD Junior.









# *THEME* 2025

# **ECHO**

***The theme ECHO encourages exploration of the dynamic relationship between the past, present, and future.***

Like an echo, design is not isolated—it resonates, evolves, and influences its surroundings. Every design solution creates ripples, impacting both the environments it exists in and the people who interact with it.

An echo is a reminder that every action leaves a trace, every design leaves a mark, and every creation leaves an imprint, affecting what comes next. The theme ECHO emphasizes the importance of the process – design as an iterative journey. Like an echo that grows with each reflection, design unfolds step by step, with each decision building on the previous one.

The theme is about interconnection – how design relies on interaction. Like sound relies on surfaces to bounce off, design often depends on interaction, response, and collaboration









# **PRACTICAL** **INFORMATION**

## ***Do you want to exhibit and participate in the program at Lokstallarna during Southern Sweden Design Days?***

Register to participate in Southern Sweden Design Days no later than **15 January 2025** at [southernswedendesigndays.com](https://southernswedendesigndays.com). Here you fill in whether you want to participate with an exhibition, a program activity in SSDD Studio or a workshop in SSDD Junior.

**Please note!** If you are going to participate with an exhibition, you need to submit a supplementary application in a separate web form on the website (deadline 15 January 2025).



## EXHIBITIONS INDOORS

Inside the old railway workshop there is room for several large exhibitions. The total exhibition area is more than 6 000 m<sup>2</sup>. Everything from small design studios to large companies or organisations have the opportunity to exhibit with an exhibition space from 50 m<sup>2</sup> and up.

### EXHIBITION SPACE

There are two types of exhibition space: **exhibition space in the corridor** or **exhibition space on a podium**.

### PRICE

The cost to exhibit on Main location is based on which category the participant belongs to:

## EXHIBITION SPACE IN CORRIDOR

In the corridor, exhibitors can choose any form and area starting from 50 sqm and up.

### Participant Small:

- Individual practitioner/Studio/Company (1–3 employees)
- Design collective (collaboration between two or more practitioners/studios)

**8 000 SEK\* excl. VAT**

### Participant Large:

- Company/Organisation (4+ employees)

**18 000 SEK\* excl. VAT**

### Participant Educational and cultural organisations:

- Educational and cultural organizations

**15 000 SEK\* excl. VAT**

*\*Includes any size area (at least 50 m<sup>2</sup>) and electricity. Note! Exhibition architecture, walls, podiums, lighting\*\*, suspension and wifi are not included.*

*\*\*The premises have a large amount of light, which means that it is a bright, natural exhibitor environment during the day.*

CATEGORY	SIZE	PRICE	INCLUDING
PARTICIPANT SMALL	50+ m <sup>2</sup>	7 500 SEK excl. VAT	1 electrical outlet
PARTICIPANT LARGE	50+ m <sup>2</sup>	18 000 SEK excl. VAT	1 electrical outlet
PARTICIPANT EDUCATIONAL/ CULTURAL ORG.	50+ m <sup>2</sup>	15 000 SEK excl. VAT	1 electrical outlet





*Exhibition space*  
**in corridor**





## **EXHIBITION SPACE ON PODIUM — NEW THIS YEAR, OPTION TO BOOK A SMALLER AREA**

This year, we are also introducing the option to apply for a smaller area on a podium (10 sqm). A podium is approximately 50 sqm (2.20 x 24m) and can accommodate up to 5 smaller exhibitions/program items..

## **EXHIBITION SPACE FULL PODIUM (50+ SQM)**

### **Participant Small:**

- Individual practitioner/Studio/Company (1–3 employees)
- Design collective (collaboration between two or more practitioners/studios)

**8 000 SEK\* excl. VAT**

### **Participant Large:**

- Company/Organisation (4+ employees)

**18 000 SEK\* excl. VAT**

### **Participant Educational and cultural organisations:**

- Educational and cultural organizations

**15 000 SEK\* excl. VAT**

*\* Full podium: We paint the podiums in a color of your choice, with Alcro as the sponsor.*

*\*\*Includes any size area (at least 50 m2) and electricity. Note! Exhibition architecture, walls, podiums, lighting\*\*, suspension and wifi are not included.*

*\*\*\*The premises have a large amount of light, which means that it is a bright, natural exhibitor environment during the day.*

<b>CATEGORY</b>	<b>SIZE</b>	<b>PRICE</b>	<b>INCLUDING</b>
<b>PARTICIPANT SMALL</b>	50+ m <sup>2</sup>	7 500 SEK excl. VAT	1 electrical outlet
<b>PARTICIPANT LARGE</b>	50+ m <sup>2</sup>	18 000 SEK excl. VAT	1 electrical outlet
<b>PARTICIPANT EDUCATIONAL/ CULTURAL ORG.</b>	50+ m <sup>2</sup>	15 000 SEK excl. VAT	1 electrical outlet



## **EXHIBITION SPACE — PART OF PODIUM (10 SQM)**

### **Participant Small:**

- Individual practitioner/Studio/Company (1–3 employees)
- Design collective (collaboration between two or more practitioners/studios)

**3 500 SEK\* excl. VAT**

### **Participant Large:**

- Company/Organisation (4+ employees)

**10 000 SEK\* excl. VAT**

### **Participant Educational and cultural organisations:**

- Educational and cultural organizations

**8 500 SEK\* excl. VAT**

*\* Part of podium: Podium color is not optional. The podium will be painted in a neutral color.*

*\*\* Note! Exhibition architecture, walls, podiums, lighting, suspension and wifi are not included.*

*\*\*\*The premises have a large amount of light, which means that it is a bright, natural exhibitor environment during the day.*

<b>CATEGORY</b>	<b>SIZE</b>	<b>PRICE</b>	<b>INCLUDING</b>
<b>PARTICIPANT SMALL</b>	50+ m <sup>2</sup>	3 500 SEK excl. VAT	1 electrical outlet
<b>PARTICIPANT LARGE</b>	50+ m <sup>2</sup>	10 000 SEK excl. VAT	1 electrical outlet
<b>PARTICIPANT EDUCATIONAL/ CULTURAL ORG.</b>	50+ m <sup>2</sup>	8 500 SEK excl. VAT	1 electrical outlet







*Exhibition space*  
on **podium**





## EXHIBITIONS OUTDOORS

There is also space for large exhibitions outside Lokstallarna. Everything from small design studios to large companies or organizations have the opportunity to exhibit in an area from 25sqm and up. The desired area is stated in the application on the website. Allocated area will be announced upon confirmation of participation at Lokstallarna.

### PRICE

The cost to exhibit on Main location is based on which category the participant belongs to:

#### **Small:**

- Individual practitioner/Studio/Company (1–3 employees)
- Design collective (collaboration between two or more practitioners/studios)

**5 000 SEK\* excl. VAT**

#### **Large:**

- Company/Organisation (4+ employees)

**12 500 SEK\* excl. VAT**

#### **Educational and cultural organisations:**

**10 000 SEK\* excl. VAT**

*\*Includes area (specify desired size in the application, at least 25 sqm) and electricity point upon request. Note! Exhibition architecture, walls, podiums, lighting and wifi are not included.*

CATEGORY	SIZE	PRICE	INCLUDING
PARTICIPANT SMALL	25+ m <sup>2</sup>	5 000 SEK excl. VAT	Power outlet on request
PARTICIPANT LARGE	25+ m <sup>2</sup>	12 500 SEK excl. VAT	Power outlet on request
PARTICIPANT EDUCATIONAL/ CULTURAL ORG.	25+ m <sup>2</sup>	10 000 SEK excl. VAT	Power outlet on request





*Exhibition space*  
**outdoors**





## SSDD STUDIO

Host a panel discussion, seminar or workshop in SSDD Studio, live in front of an audience at Main location.

### PRICE

The cost to participate in SSDD Studio is based on which category the participant belongs to:

#### **Participant Small:**

- Individual practitioner/Studio/Company (1–3 employees)
- Design collective (collaboration between two or more practitioners/studios)

**2 500 SEK\* excl. VAT**

#### **Participant Large:**

- Company/Organisation (4+ employees)

**6 500 SEK\* excl. VAT**

#### **Participant Educational and cultural organisations:**

- Utbildnings- och kulturorganisationer

**5 000 SEK\* excl. VAT**

*\*Maximum 30 mins*

CATEGORY	LENGTH	PRICE
PARTICIPANT SMALL	max 30 mins	2 500 SEK excl. VAT
PARTICIPANT LARGE	max 30 mins	6 500 SEK excl. VAT
PARTICIPANT EDUCATIONAL/ CULTURAL ORG.	max 30 mins	5 000 SEK excl. VAT





# PRACTICAL INFORMATION

## **SSDD JUNIOR**

SSDD Junior is Southern Sweden Design Days' concept aimed at children and young people. At Lokstallarna there will be a creative drop-in workshop area for children.

If you want to arrange a workshop in SSDD Junior, apply to participate in Southern Sweden Design Days and describe your idea in the form. The number of places is limited and the selection is made by a panel.

## **PRICE**

To arrange a workshop in SSDD Junior there are no additional costs apart from SSDD's registration fee.





## **EQUIPMENT**

### **ELECTRICITY**

1 power source (2300W, 230V, 10A) included. Three-phase power is available on request for an extra cost.

### **LIGHTNING INDOORS**

The premises offer a large amount of light and the event takes place at the end of May, which means that the exhibitions will be presented in a bright environment during the day. With experience from last year's festival, the majority of exhibits were presented without additional lighting. If lighting is desired to enhance the exhibition, please contact Ann Isler for questions, guidance and quotation via our partner Eurosound, [ann@formdesigncenter.com](mailto:ann@formdesigncenter.com)

### **INTERNET / WIFI**

Wi-Fi is not available. If internet connection is desired, we recommend purchasing a mobile internet. Contact an internet supplier to get the solution that suits you.

### **WASTE**

Participants are responsible for their own waste disposal. This also applies to leftover material from exhibitors and may not be deposited in containers outside the exhibition building.

### **WAREHOUSE AND STORAGE**

There will be a dedicated area for storing packaging.

### **TOILETS**

Toilets are situated in direct connection to the exhibition hall.

### **SECURITY**

Day and night security is included 22-25 May.

### **INSURANCE**

The organiser is not liable for any damage due to theft or vandalism. Every participant is responsible for their own insurance. We therefore highly recommend to take out an exhibition insurance.



# PRACTICAL INFORMATION

## OFFICIAL OPENING HOURS

During Southern Sweden Design Days 22–25 May, Main location is open daily **11.00–18.00**. Throughout the opening hours, exhibitors must be present at their space.

## ENTRY AND ACCREDITATION

Visitors pay admission to Main Location. Participants receive between 3–10 accreditations depending on exhibition category.

**Small:** 1-3 accreditations

**Large:** 4-6 accreditations

**Educational and cultural org.:** 7-10 accreditations

## CATERING

At Lokstallarna, our food and beverage supplier is Matverkstaden. Food and drinks for your exhibition space can be ordered through Matverkstaden, no later than one week before the event takes place. Information regarding prices and the menu will be provided as the event approaches.

## IMAGES/ VIDEO DOCUMENTATION

Would you like still images or video documentation of your exhibition? Our partner in-discourse, located next to the exhibition hall, has been our collaborator since 2021 and can offer services ranging from product photography and video documentation to audio documentation/podcasts. For bookings, prices, and inquiries, please contact: [alexis@in-discourse.com](mailto:alexis@in-discourse.com).

## ASSEMBLY & DISASSEMBLY

ASSEMBLY		DISASSEMBLY	
Mon 20 May	8.30–18.00	Sun 26 May	18.30–20.00
Tue 21 May	8.30–18.00	Mon 27 May	8.30–20.00
Wed 22 May	8.30–18.00		





Form  
Design  
Center /

***Southern Sweden Design Days is organised by Form/Design Center – a meeting place for architecture, design and crafts in Malmö.***

## **CONTACT**

### **Terese Alstin**

Strategic manager, Form/Design Center

terese@formdesigncenter.com

+46 (0)40-664 51 59

### **Ann Isler**

Project manager, Form/Design Center

ann@formdesigncenter.com

+46 (0)40-643 79 42

### **[southernswedendesigndays.com](http://southernswedendesigndays.com)**

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