

PRESS INFORMATION, 2010-02-04

## *Facts on the Swedish exhibition*

At the exhibition at the Swedish pavilion, visitors will be able to find out all about one of the most innovative countries in the world. How come Sweden has become the small country with the major companies and the famous brands? And how have Swedes have succeeded in combining economic growth, social welfare and eco-awareness?

Visitors will be able to acquaint themselves with the Swedish spirit of innovation, Swedish values and the culture which creates innovations and world-leading ideas – where cooperation, playfulness, creativity and participation are all vital ingredients.

At the exhibition, visitors will be able to tag along in a playful way on a journey from Swedish environmental problems and solutions to everyday life and innovations in the towns and cities of Sweden. Sweden wants to make people both laugh and pause for thought, and at the same time we also want to ask visitors to become part of our spirit of innovation.

The exhibition, covering a total area of 1 500 sq m, comprises five rooms over two floors. Every room has its own clear theme, which in turn links to a description of the power of Swedish innovation.

Around 16 000 visitors are expected to visit the Swedish exhibition every day.

### **Entrance area**

The visit begins right at the entrance, where guests can see the inviting architecture of the pavilion in an area protected from the rain and the sun. While queuing, visitors will be able to see pictures of the three people who inspired the exhibition: Erik Feng from Ericsson, Victoria Karlsson from Volvo and Pippi Longstocking from Villa Villekulla. These inspirational people, who also appear in the exhibition, explain and emphasise the most interesting points for the three main target groups: decision-makers, young city dwellers and families.

### **Room A – Swedish Atmosphere Entry Hall**

To enter the exhibition, visitors go up to the first floor by stairs or escalator. They enter the first room of the exhibition, which is stark contrast to the hustle and bustle of the queue area. This is where visitors are welcomed to Sweden. Beautiful photos, sound, lighting and cool air creates a real sense of Sweden. The pictures show Swedes, Swedish cities and Swedish countryside. Visitors themselves can select the photos they want to view on large cylinders, so influencing the character of the room.

### **Room B – The Hall of Environmental Challenges**

In the Hall of Environmental Challenges, we explain that Sweden has its own experience of environmental impact and environmental problems, and we make no secret of that. It is thanks to these problems that we have been able to come up with ideas for development of good, sustainable solutions. Visitors can listen to an explanation which uses real examples of water, forestry and waste management, for instance, where we have made the transition from environmental alerts to solutions.

With the aid of specially produced exhibition sound and dramatic lighting, the room changes while the description is being given, from the downsides of the environmental problems of yesterday to our present recipes for success.

The three inspirational figures for the exhibition (Erik, Victoria and Pippi) greet visitors from signs in the room. They emphasise the message in the room by aiming at their respective target groups.

### **Room C – The Room for Solutions**

Moving via the glazed walkway between room B and room C, visitors pass from problem to solution. The Room for Solutions provides appropriate responses to any questions the public may have had on seeing the previous room. Examples of important solutions to environmental problems in respect of water purification and sanitation, waste disposal, construction and energy are presented here: Atlas Copco's silent drilling rig, SKF's energy-efficient ball bearings and Alfa Laval's heat exchangers, for example. We demonstrate how the desire of us all for better welfare has to be underpinned by society's infrastructure and solutions which make the best possible use of our resources.

On the walls are pictures and colourful graphics which fill in the gaps in the description of how Sweden has dealt with the primary environmental issues.

In the middle of the room, a kitchen stands proud from floor to ceiling. This kitchen symbolises the production unit in the home, the place where we can all make a difference through the things we do to implement smart, sustainable everyday solutions.

Swedish “pepparkakor”, or ginger biscuits, are available for visitors to enjoy in the kitchen. Children can play and find things out in their own kitchen, with Pippi Longstocking on hand to encourage them to come up with creative solutions.

To move on to the next room, visitors can choose between using the stairs and taking the slightly faster option – a large slide disappearing down into the floor.

### **Room D – Spirit of Innovation Hall**

Visitors leave the Room for Solutions with their thoughts on the background to Swedish progress. In the Spirit of Innovation Hall, we present a reasoning which may explain how Sweden has managed to create major brands and to become one of the most innovative societies in the world.

The answer: our *Spirit of Innovation*, based on cooperation, participation and respect for each and every person.

Via the slide through the ceiling from the floor above and a number of luminous swings, we show that Swedish cultures has close links between playfulness and the ability to be creative and innovative.

Light boxes hang from the wall and ceiling, just like a starry sky, showing pictures of innovations that have become reality thanks to our *Spirit of Innovation*. We want to pay homage to these discoveries so important to Mankind!

### **Room E – Innovative Society**

The last room of the exhibition emphasises innovative Swedish society where prominent cities and regions explain all about their most exciting future innovation projects.

Visitors are invited to maintain contact and relations with Sweden. There are robots on hand to accept visitors' business cards.

Visitors can watch the activities taking place on the innovation stage and are encouraged to ask the mechanical choir to sing and interpret everyone's hopes and dreams for the sustainable innovations of the future.

When visitors leave the exhibition, hundreds of woollen mittens, all knitted by Swedes, will wave bye-bye to them as a soft and warm “thanks - and see you again”.

### **People and companies behind the exhibition at the Swedish pavilion:**

Springtime, Futurniture, Tengbom and Eastwei Relations: general project management, concept, content and design, focus group testing in China.

Mediatec: AV supplier

Ambrosius: exhibition constructor

Susanne Skog-Myrén: sound artist

Ulf Rollof: artist responsible for the slide

Teenage Engineering: Absolut Choire

Monica Förster: Cloud as set design in the Hall of Environmental Challenges

Alexander Lervik: shining swings in the Spirit of Innovation Hall

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