

The Swedish pavilion logo

Spirit of Innovation as a creative symbol for two nations

The Swedish pavilion logo breathes discovery. Or, if you like, the theme of the Swedish pavilion – *Spirit of Innovation*. It depicts a multicolored cross made of various stripes that change color at the very end.

The cross subtly mimics the Swedish flag and also reminds us of the Swedish pavilion and its four cube-like structures seen from above. The logo could be seen as a plus sign, reminding us of the many synergies that flow from collaboration between people and nations, and between urban and rural areas. It also recalls the extra benefits we get from sustainable development and an eco-friendly urban society.

The logo colors symbolize a bright future and wide-ranging ideas. Here, the yellow and red of the Chinese flag sit alongside the yellow and blue of the Swedish flag. The green reflects the importance of combining elements so they can develop together.

While the logo's bright colors could represent the straightforward style of traditional Chinese folklore culture, its stylistically pure shape brings modern Scandinavian design to mind. Together they create a symbol for two creative countries benefiting from cooperation. As Swedish and Chinese paths cross, future innovations start to grow.

ABOUT THE LOGO

The logo was designed by Futurniture, a Swedish communications agency founded in 1993 and with a staff of 43 working in advertising, web, events and exhibitions.