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Press release

THE SWEDISH COMMITTEE FOR EXPO 2010 IN SHANGHAI

Swedish design competition with Chinese Spirit of Innovation

Young design students at Tongji University Design and Innovation Institute in Shanghai are to join a competition hosted by the Swedish Committee for Expo 2010 to design some of the products on sale in the Swedish pavilion store.

The Swedish pavilion at World Expo 2010 in Shanghai will be a celebration of innovation and creativity. Drawing on inspiration from the pavilion logo and the Swedish theme – *Spirit of Innovation* – the students will work closely on the designs with Swedish companies and (the University College of Arts, Craft and Design in Stockholm). The products will span different price classes.

Annika Rembe, Commissioner General for Sweden's World Expo 2010 Committee, said: "We believe that collaboration between China and Sweden is a great way to develop our creativity and broaden our horizons. We want the *Spirit of Innovation* to be a source of inspiration for new ideas and products."

The designs will reflect the values showcased in the Swedish pavilion to produce durable solutions for everyday life based on:

- Sustainable materials,
- Green energy solutions
- Innovative spirit and inventiveness
- Pleasurable and creative

The competition, to run from November-January, will see students receive design training from experts at well-known Swedish companies. Swedish mentors will be on hand to

support the students in their work. Tongji University will then submit the 30 best products to a jury of design industry representatives from Sweden and China.

Professor Dong Qi, Vice President of Tongji University, said: “We’re looking forward to this partnership with Sweden and are hoping to see many creative suggestions that capture the best elements of Swedish and Chinese culture in an interesting mix that attracts visitors to the Swedish pavilion.”

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Images and the press release can be downloaded from www.expo2010.se