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**PRATT MANHATTAN GALLERY PRESENTS EXHIBITION OF  
INNOVATIVE DESIGNS FROM SWEDEN'S BIGGEST DESIGN AWARD COMPETITION  
"Practical Makes Perfect: Design in the Age of Obama"; Panel Discussion to Serve as Exhibition  
Kick-Off on June 18 with Opening Reception Directly Following**

"Design S: Swedish Design Award"

June 18 – August 5, 2009

Pratt Manhattan Gallery

144 West 14<sup>th</sup> Street, 2<sup>nd</sup> Floor

Gallery Hours: Tuesday – Saturday, 11 a.m. to 6 p.m.

Panel Discussion: 4 p.m. Thursday, June 18

Opening Reception: 6–8 p.m. Thursday, June 18

NEW YORK, N.Y. June 2, 2009 – Pratt Manhattan Gallery will present "Design S: Swedish Design Award," an exhibition that features 19 shortlisted entries to Sweden's biggest design award competition, with a focus on design for sustainability issues including climate, the environment, the welfare of society, and the long-term quality of life. The exhibition will open with a panel discussion moderated by design critic and curator Julie Lasky at 4 p.m. on June 18, followed by an opening reception from 6 – 8 p.m. The exhibition, which is free and open to the public, will continue through August 5, 2009.

"Design S: Swedish Design Award" features the most innovative Swedish furniture, lighting, science, fashion, and transportation designs as organized by Svensk Form, the Swedish Society of Crafts and Design; The Swedish Industrial Design Foundation; and The Advertising Association of Sweden. The exhibition is made possible in part by leading European intellectual property firm Albihns, The Consulate General of Sweden, and Saab Automobile.

The Design S:Swedish Design Award singles out successful designs and rewards creative solutions to problems. The aim of the award is to present a picture of today's broad Swedish design expertise and to highlight the ability that Swedish design has to give added value to people, companies, and organizations. Each individual submission for the award was assessed based on the problems faced by companies and organizations, the final solution, and how design expertise contributed to the result. Particular importance was placed on a holistic approach to sustainability.

Participating designers and design firms are Tobias Berneth, Michael Bihain, Anna Bonnevier, Stefan Borselius, Ilse Crawford, Björn Dahlström, Folkform, Jonas Hultqvist Design, James Irvine, Kollektivet, Jean-Marie Massaud, POC Sweden, Propeller, Claesson Koivisto Rune, Sandellsandberg, Stockholm Design Lab, Syntes Studio, Tonium och No Picnic, Gunilla Lagerheim Ullberg.

The panel discussion, titled "Practical Makes Perfect: Design in the Age of Obama," will be moderated by Lasky and will include panelists Per Bornstein, architect, Bornstein arkitekter and "Design S" juror; Katherine Nelson, editor, *Metropolitan Home*; and Robert Langhorn, visiting assistant professor, Industrial Design, Pratt Institute.

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The 2008 award's 19 nominations constitute a selection that has been methodically drawn from an extensive body of more than 200 submissions. Of the shortlisted entries to the 2008 Design S:Swedish Design Award, a jury of design experts chose to single out the 10 with the symbol of the award, a Design S.

Svensk Form, the Swedish Society of Crafts and Design, is a not-for-profit membership association mandated by the Swedish government to promote Swedish design at an international level.

SVID, the Swedish Industrial Design Foundation, works to make companies, organizations, and public bodies aware of the importance of design as a competitive tool and to encourage them to integrate design methodology into their activities. Another task of the foundation is to support educational and research efforts in the design field in order to increase knowledge about design.

The Advertising Association of Sweden is an industry organization for all kinds of consultants in the communications field in areas such as advertising, public relations, design, event management, direct marketing, digital communications, the media, and action marketing. The association inspires and trains its members so they can do better business for both their clients and themselves.

For more information, please call 212.647.7778 or email [exhibits@pratt.edu](mailto:exhibits@pratt.edu). Podcasts are available at [www.pratt.edu/exhibitions](http://www.pratt.edu/exhibitions). Follow Pratt Manhattan Gallery on Facebook by searching "Pratt Manhattan Gallery" and follow Pratt Exhibitions on Twitter at "PrattGallery."

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**About Pratt Institute:**

Founded in 1887, Pratt Institute ([www.pratt.edu](http://www.pratt.edu)) is the largest independent college of art and design in the northeastern United States, offering undergraduate and graduate degree programs in the schools of architecture, art and design, information and library science, and liberal arts and sciences. Pratt is located on 25 landscaped acres in the Clinton Hill section of Brooklyn and has a Manhattan campus in a renovated eight-story building on West 14th Street in Chelsea.

**About Pratt Manhattan Gallery:**

Pratt Manhattan Gallery is a public art gallery affiliated with Pratt Institute. The goals of the gallery are to present significant, innovative, and intellectually challenging work in the fields of art, architecture, fashion, and design from around the world and to provide a range of educational initiatives to help viewers relate contemporary art to their lives in a meaningful way.