

FOR THE MOMENT

SWEDEN | CREATIVITY | INNOVATION

Paola Maria participates in a unique design exhibition during Sweden's Presidency in Europe

2009 have by the European Commission announced as the year of "Innovation and creativity". Within this framework Sweden is showing a unique exhibition with participators such as Brio, Koenigsegg, Källemo, Paola Maria, TreTorn, Sony Ericsson to mention but a few.

The Exhibition will present projects and products from selected base of innovative and creative companies that have there platform in the south of Sweden.

The Southern region of Sweden "Skåne" have for a long time profiled it as a dynamic region when it comes to work with questions regarding innovation and creativity.

The vision of the Exhibition is to show a mix of innovations and projects from the south of Sweden from a design, architecture and new media perspective. We want to show good examples and Paola Maria's participation is a good example showing how creativity can be used to create added values and profitability in the mother wear segment. There are more than 45 companies represented in the exhibition.

The Exhibition FOR THE MOMENT is showing the creative progress that starts from our cultural heritage in the industrial evolution to innovative environments that reflects the importance of dialog and collaborations in between people and companies using culture and innovation as a main carrier. The technique used for the exhibition is unique. It is a combined virtual, digital and interactive experience that will bring all visiting a new experience that is mind blowing.

The design exhibition FOR THE MOMENT will be shown at;

The Architect Museum in **Stockholm** the 3rd of December.

Palladium in **Malmö** the 9th of December.

Mirano in **Brussels** the 17th of December

FOR THE MOMENT is a collaboration between SVID (Stiftelsen Svensk Industridesign), MMSS (Moving Media Southern Sweden), Form & Design Center and produced by Superlativo. The exhibition is supported by EU funds and Region Skåne.

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