

COBE
IN
TOKYO



CREATIVE GBG IN TOKYO

GBGイベントは、Gothenburgの芸術家達が東京に向けて彼らの作品を発信させる事を基調としています。Cafe PauseはGBGのクリエイター等による様々なインスタレーションや、PauseTalkのスペシャルエディションに関するも総合的に支持しています。尚、このイベントはGBG Creative Indexのイントロダクションともなっています

住所

171-0022
東京都豊島区南池袋2-14-12 1F
Phone: 03-5950-6117
Fax: 03-5950-6180
最寄り駅: 池袋駅(西武東出口)

期間

10月29日から11月8日
月曜～土曜日
12:00-23:00
日曜日
12:00-22:00

レセプション／オープニングパーティー
11月5日 20:00-(PauseTalkのスペシャルエディションを含む)

www.creativegbg.com

Creative GBG plans on giving Tokyo a taste of what Gothenburg's creative community is all about. Cafe Pause will host various installations from GBG creators & companies, and also include a special edition of PauseTalk. The event will also present the first phase of the GBG Creative Index project, set to document creativity in the city.

WHERE:

Cafe Pause
2-14-12-1F Minami-Ikebukuro
Toshima-ku, Tokyo
171-0022

PHONE: 03-5950-6117

FAX: 03-5950-6180

STATION: Ikebukuro (Seibu East Exit)

When:

October 29-November 8

Open 12:00-23:00 daily

12:00-22:00 on Sunday

RECEPTION/OPENING PARTY:

November 5, at 20:00 (include a special edition of PauseTalk)

CREDITS

Creative GBG in Tokyo is produced by Next Century Modern with the financial support from Göteborg & Co, ADA, Kanter & Karlsson and the participating people and companies. And with the kind support from Swedish Style in Tokyo, HDK, Göteborg University, Legends of Skandinavia, Cafe Pause and Jean Snow.

INITIATOR & PROJECT MANAGER:

Jesper Larsson

TOKYO CO-ORDINATOR:

Jean Snow

CATALOGUE DESIGN BY:

Nicklas Hultman

CATALOGUE PRODUCTION BY:

Nicklas & Jesper

WEB & ADDITIONAL DESIGN:

Next Century Modern

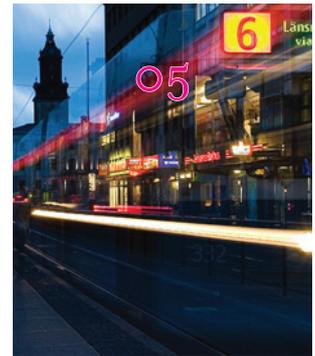
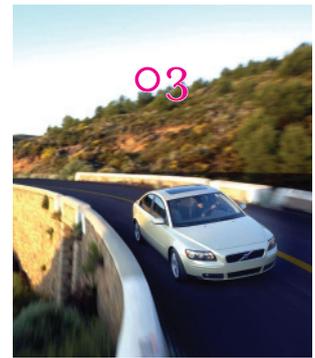
BACKGROUND PHOTO BY:

Magnus Petersson

THANKS TO:

Matilda Lindvall, Dr. Ossian Stiernstrand, Linda Kanter, Noriko Honma, Kenneth Hagås, Joachim Bergström, Yuko, Yuki, Evelina Wahlqvist, Christoffer Berg, Service-Ola, Rong Guan, Embee, Nils Krogh, Frida Sjöstam, Axel Freij, Benny Cambrant, Jens Larsson.





- 01 | Map | Gothenburg in EU
- 02 | Evelina Wahlqvist
- 03 | Industry | VOLVO
- 04 | Ship | OSTINDIEFARAREN
- 05 | Tram #6
- 06 | Art | RÖDA STEN
- 07 | Industry | HASSSELBLAD
- 08 | Music | JENS LEKMAN

GOTHENBURG & CREATIVITY - an introduction

"A community of creatives is turning Sweden's second city, Gothenburg, into one of Europe's coolest towns" wrote Stephen Metcalf in a recent New York Times article. I find that there is something about second cities... a particular intrinsic characteristic that may pave way in two very opposite directions. A second city either accepts living in the shadow of the first city, or decides to build solar cells to make creative use of the sunbeams that fall onto its surface.

Gothenburg isn't just any second city to me. It is the city where I've chosen to live for many years. It is also the city where I'm taking the point of departure for my research on creativity. So... why Gothenburg, then? The simple answer is: Gothenburg keeps on surprising me.

Its people keep on surprising me. The people I read about in historical documents as well as the people I meet today. The story of Gothenburg is really a story about people. While the crown jewels, the national government and the grandiose national institutions were always reserved for the capital of Sweden, the Gothenburg atmosphere instead gave room to the visions, dreams and ideas of its people.

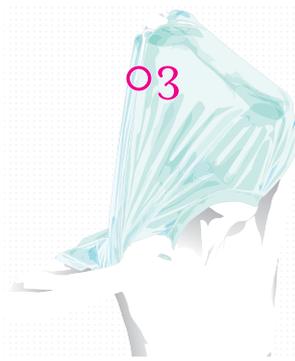
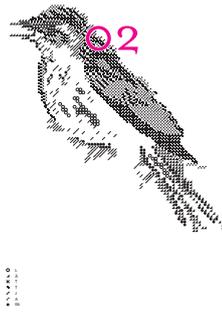
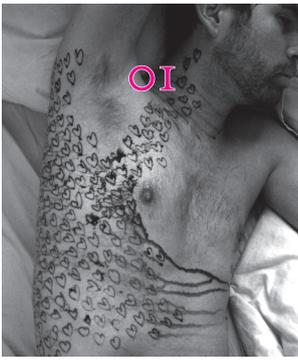
With the big harbour as an important wheel of the city, Gothenburg took early part in the globalisation processes with its strong connections to remote parts of the world – particularly famous are the early relations with Asia. Curiosity and openness to new things and new people have been the platform for innovative meetings

– meetings with the external world as well as meetings within the city. Within the city, the co-existence and interaction of different actors have been evident for a long time: capital meets knowledge, industry meets art, traditional meets creative, old meets young...

In their respective initiating processes, the university was labelled as radical, the industries as innovative, and the music scene as underground... I'm thinking that what they all have in common is passion. Passion for ideas. What Creative GBG is presenting to you is the latest thing that Gothenburg has to offer. We can't yet know for sure how this phenomenon will be labelled in the future. What we do know is that it is new, interesting and – once again – passionate. It is a network of young creative people that work on realising realistic as well as seemingly unrealistic ideas. Designers, architects, photographers, artists...

Borderless in mind but placed in Gothenburg, they are now also stretching physical borders travelling to visit – and connect with – you. With Creative GBG, some of the solar cells of Gothenburg are being turned in your direction. I warmly recommend that you take the opportunity to meet some of the people and creative forces of Gothenburg. Let the Creative GBG light of inspiration shine on you.

EVELINA WAHLQVIST, researcher on creativity,
School of Business, Economics and Law, Göteborg University.



- 01 | Client | Kaiserin Magazine
- 02 | Client | Club 7Sins
- 03 | Client | NOISE Festival
- 04 | Client | NOISE Festival
- 05 | Client | Kaiserin Magazine
- 06 | Solo exhibition
- 07 | Client | Kaiserin Magazine
- 08 | Nicklas
- 09 | Office | Top floor



NICKLAS HULTMAN | Graphic design & art

Tel | +46 704 35 76 35 E-mail | info@nicklas-h.se Website | www.nicklas-h.se

Nicklas Hultmanはクラフィックデザイン、イラスト、アートな写真。展示会のカタログのデザインを手がけ、イラスト、写真、ポスターを展示する。

DESCRIBE WHO YOU ARE AND WHAT YOU DO IN A FEW CONCENTRATED SENTENCES. I do graphic Design, illustration and arty photo.

WHAT MAKES YOU UNIQUE WITHIN YOUR FIELD? I have the privilege to be able to do almost only the things I love, therefore the result often get very unique.

DESCRIBE A REGULAR DAY FOR YOU? I walk with my dog Nico to the office that is at a top floor in the "creative area" of Gothenburg.

WHAT'S YOUR FAVORITE GADGET/THING? My collection of Ghetto blasters.

WHO/WHAT INSPIRES YOU? www and magazines

WHO IS YOUR CLIENTS? Fashion brands, record labels, stores and

people that want arty things.

WHICH OF YOUR PROJECTS ARE YOU MOST SATISFIED WITH AND WHY?

The graduation catalogue for Borås Textilhögskola that I did last spring. It's totally black and all fonts are in dark blue, 7pt, so it's very very difficult to read it, but it looks fantastic. And every chapter has a unique image that I made with one and a half meter of threads.

WHAT KIND OF MUSIC DO YOU LISTEN TO WHILE YOU WORK? Lastfm.com

WHAT IS CREATIVITY TO YOU? Doing whatever I want to do.

HOW AND WHEN ARE YOU CREATIVE? Almost all the time, everywhere is a Kodac moment.

WHAT MAKES GOTHENBURG A CREATIVE CITY? It's easy to get collaboration partners and it's easy to exhibit your work.

ANY GENERAL TIPS REGARDING CRE-

ATIVITY? Don't stop and don't hesitate.

WHAT ARE YOUR MOTIVATIONS FOR CREATING? Staying alive.

WHAT'S THE BEST THING ABOUT GOTHENBURG? It's friendly.

FAVORITE PLACE IN GOTHENBURG AND WHY? The cafe/pub/club PUBLIK, it has the best atmosphere in town.

WHY SHOULD PEOPLE VISIT GOTHENBURG? People should go everywhere.

WHAT SHOULD ONE DO WHEN VISITING GOTHENBURG? Take a night swim at Salthomlen.

DESCRIBE YOUR PARTICIPATION IN THE TOKYO EXHIBITION. I made this catalogue and some illustrations and photos are placed on a shelf at the cafe.

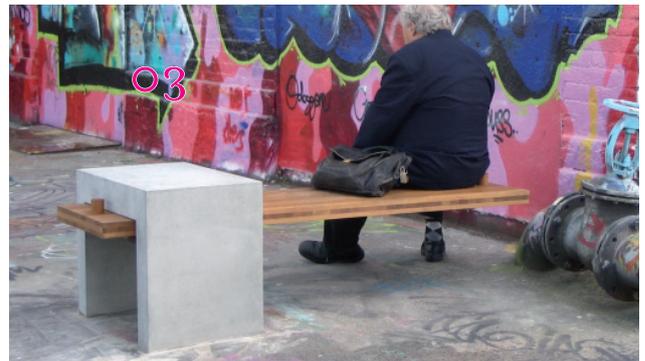
WHAT IS YOUR RELATIONSHIP TO TOKYO? In every book I read, in every magazine I get from Tokyo, the city always looks fantas-

tic. I love fantastic things.

WHAT WOULD YOU LIKE TO COME OUT OF THE EXHIBITION IN TOKYO? I do graphic Design, illustration and arty photo.

WHICH OF YOUR CREATIONS WOULD YOU LIKE TO BE SOLD OR DISTRIBUTED IN TOKYO, AND WHY THAT/THOSE CREATION(S)? Some of my posters.

WHAT DO YOU HOPE TO SHARE WITH PEOPLE? Feelings



- 01 | Product | B01
- 02 | Client | ABSOLUT ICEBAR
- 03 | Product | B02
- 04 | Client | ABSOLUT ICEBAR
- 05 | Jens



JENS THOMS IVARSSON | Designer
 Tel | +46 708 842689 E-mail | jens@thomsandnilsson.com Website | www.thomsandnilsson.com

Jens Thoms IvarssonはThoms & Nilssonを四代目彫刻家のMats Nilssonと共に経営している。彼らの目標は周りを取り囲むものを経験に変え、人々を笑顔にさせることを目標としている。

DESCRIBE WHO YOU ARE AND WHAT YOU DO IN A FEW CONCENTRATED SENTENCES. I am a designer who is about to turn 35. I run the company Thoms & Nilsson together with my friend Mats Nilsson, who is a fourth generation stone sculptor. Our goal is to make people smile by transforming our surroundings into experiences.

WHAT MAKES YOU UNIQUE WITHIN YOUR FIELD? I work with unique natural materials from Sweden. Such as diabas stone, ice and magnetite. I use the material as a starting point in what I do and try to bring out the features in the material, always trying to

add something that makes you react in a positive way.

DESCRIBE A REGULAR DAY FOR YOU? The first two or three minutes are always spend deleting offers for bigger genitals... After this procedure I usually spend a few hours in front of the computer. Usually my work is visualizing my ideas so I can communicate them with involved people. I also use the good old pen and paper a lot. In the end of a project I also do the actual sculpting or building myself, of course together with other skilled craftsmen.

WHAT'S YOUR FOCUS NOW? Stone, ice and magnetite. And Kiruna, in the very north of Sweden.

WHAT ARE YOU MOST PROUD OF? That I have the guts to believe in myself.

WHAT DID YOU DO PRIOR TO YOUR CURRENT OCCUPATION? Stonemason, fireman, bricklayer, taxi

driver, bouncer, boxing coach, truck driver, tour manager, teacher.

WHEN DID YOU LAUNCH YOUR COMPANY? WHAT INSPIRED YOU TO DO SO? 2002. I was on tour with the Swedish rock band Hardcore Superstar. I saw that they just did what they loved to do, playing music. I love designing things.

WHO ARE YOUR CLIENTS? Icehotel, Mitsubishi, Chalmers, Absolut Vodka, Brand Design Center, Choice Hotels, First Hotels, Astra Zeneca, Röda Sten, Liseberg amusement park, Ire Möbel, architects, landscape architects...

WHICH OF YOUR PRODUCTS/PROJECTS ARE YOU MOST SATISFIED WITH AND WHY? I think that would be the mood bench, B02. I managed to capture a social behavior and use it in a positive way in a product.

WHAT IS YOUR MISSION? To make people smile.

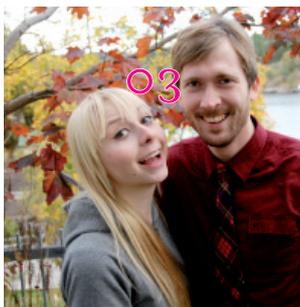
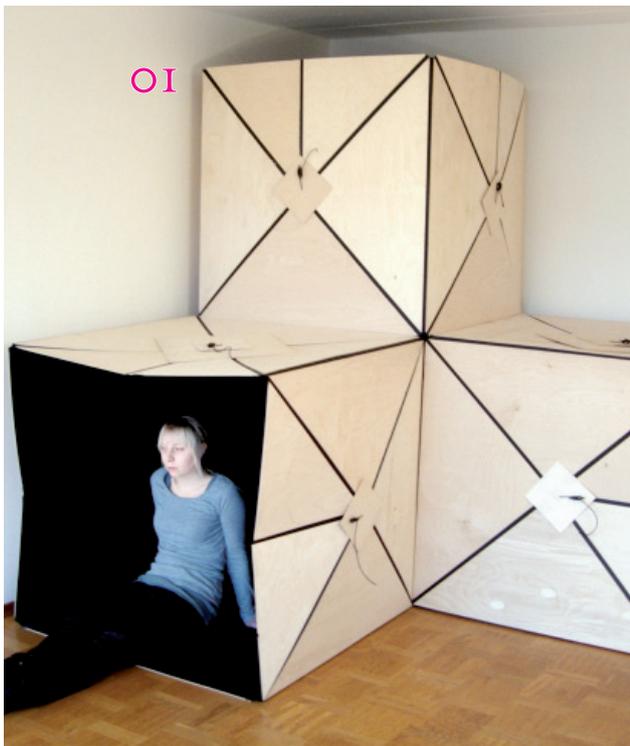
WHAT IS CREATIVITY TO YOU? To find solutions or opportunities.

HOW AND WHEN ARE YOU CREATIVE? When I can get deep into the core of an idea or a problem. Usually when I'm in bed and totally relaxed.

WHAT MAKES GOTHENBURG A CREATIVE CITY? Because here it is alright to "fail." It is a cozy atmosphere where there is more warmth than sharp elbows...

FAVORITE PLACE IN GOTHENBURG AND WHY? Depends on the mood, but Röda Sten fits any kind of mood.

DESCRIBE YOUR PARTICIPATION IN THE TOKYO EXHIBITION. I will show models of two of Thoms & Nilssons products.



01 | Relax inside *Tyko*, why not fill *Tyko* with cushions, sit back comfortably and watch a movie?

02 | Illustration from the *Hiragana ABC*. Salary men in Tokyo subway.

03 | Ronron: Julia Landgren and Felix Holgers

04 | *Hiragana ABC*



RONRON | Designers

Tel | +46 736 895922 E-mail | julia.landgren@ronron.se Website | www.ronron.se

Ronronは総合研究と世界的なデザイン研究所。デザインの領域はグラフィック、プロダクトデザイン、空間や建築的環境、緑化の構成、都市問題など。カフェで壁面のインスタレーションを行う。

DESCRIBE WHO YOU ARE AND WHAT YOU DO IN A FEW CONCENTRATED SENTENCES. We are ronron, a multidisciplinary and global design laboratory. Our design fields include graphic solutions, product design, spatial and architectural environments, green structures and urban issues.

WHAT MAKES YOU UNIQUE WITHIN YOUR FIELD? We turn frail things into a personality. We love new challenges, and believe in a unique solution for all our missions.

DESCRIBE A REGULAR DAY FOR YOU? Hard work, lots of discussions, good food, and heaps of Swedish "Fika" breaks that help make the creativity flow.

HOW DID YOU GET STARTED? We met at HDK, School of Design and Crafts in Gothenburg 2002. We got along great together and went off on our first project in New York 2003.

WHAT'S YOUR FOCUS NOW? Right now we focus on interiors, furniture, wallpaper, and graphic design.

WHO/WHAT INSPIRES YOU? Cultural differences, odd things, reality, and simple life.

WHAT MAKES GOTHENBURG A CREATIVE CITY? Perfectly sized, a big city with a small town feel. Plenty of easily accessed culture events. Exceptional for creatives.

ANY GENERAL TIPS REGARDING CREATIVITY? Keep on searching for your thing, focus on what inspires you and makes you feel great, and never ever give up.

WHAT'S THE BEST THING ABOUT GOTHENBURG? It holds multicultural inhabitants with welcoming minds. The people are laid-back and friendly, you feel easily at home when you are in Gothenburg. Things are easily accessed; it's walking distance to everything in the city.

FAVORITE PLACE IN GOTHENBURG AND WHY? We get the ronron magic going over a cup of hot chocolate at Café Publik at Andra Långgatan, where we also had our first workspace.

DESCRIBE YOUR PARTICIPATION IN THE TOKYO EXHIBITION. We will show the graphic world of ronron.

WHAT IS YOUR RELATIONSHIP TO TOKYO? We both lived in Japan and we both loved it. Tokyo is for ronron a great inspirational source and we will always return.

WHAT WOULD YOU LIKE TO COME OUT OF THE EXHIBITION IN TOKYO? Fruitful relationships and new collaborations.

WHO IN JAPAN WOULD YOU LIKE TO COLLABORATE WITH? Ronron is open to any collaboration in any design field. But a dream we'd love to come true is to design someone's residence in Tokyo.



elvineTM

DANIEL MÄND | Fashion Designer

Tel | +46 31 556960 E-mail | daniel@elvine.se Website | www.elvine.see

Elvineは無邪気な行動の為の洗練された服。秋冬キャンペーンは音楽家のChristoffer Berg a.k.a HIRDの独身最後の晩のパーティーに撮影された。ストリートコレクションの試供品を展示する。

DESCRIBE WHO YOU ARE AND WHAT YOU DO IN A FEW CONCENTRATED SENTENCES. Daniel Mänd, 31 years old, the founder of Elvine, head designer and also grandchild of the original Elvine herself.

WHAT MAKES YOU UNIQUE WITHIN YOUR FIELD? I always deliver the best sensational collections with a sophisticated look spiced with some unsophisticated behavior.

DESCRIBE A REGULAR DAY FOR YOU? A lot of business meetings mixed with creative work, and at the same time trying to be the best family father for my two children Saga and Elliot.

HOW DID YOU GET STARTED? With a lot of ideas, paper, pens, and Illustrator.

WHAT'S YOUR FOCUS NOW? To be proud of what you have.

WHAT ARE YOU MOST PROUD OF? Elvine and my family.

WHAT DO YOU LIKE MOST ABOUT YOUR JOB? To inspire and give the happy and familiar Elvine spirit to people around us.

WHAT'S YOUR FAVORITE GADGET/THING? My "Egg" chair by Arne Jacobsen.

WHAT DID YOU DO PRIOR TO YOUR CURRENT OCCUPATION? Graffiti artist and designer.

WHO/WHAT INSPIRES YOU? My friends.

WHAT IS CREATIVITY TO YOU? To make something that someone can be happy about.

WHAT MAKES GOTHENBURG A CREATIVE CITY? A wonderful city that knows the world is more

than Gothenburg/Sweden, and is not afraid of new collaborations with people, cities, or "happenings". The successful and famous companies, artists, or creators are out in the open and you can grab a beer with them without feeling strange. We have positive competition and that brings lot of creativity and a fantastic atmosphere into the city.

WHAT'S THE BEST THING ABOUT GOTHENBURG? Friendly atmosphere, always something "going on," and the placement by the ocean.

DESCRIBE YOUR PARTICIPATION IN THE TOKYO EXHIBITION. We are showcasing two full sets of clothes, one mens and one womens. I want to share a little bit of Gothenburg with Tokyo and present Elvine to the Japanese market.

WHAT IS YOUR RELATIONSHIP TO TOKYO? Always want to go there.

WHAT WOULD YOU LIKE TO COME OUT OF THE EXHIBITION IN TOKYO? Make the presence of Elvine and Gothenburg a little bigger on the map.

OI | Elvine's autumn campaign was shot during the real bachelor party for artist hird a.k.a Christoffer Berg. They simply dressed up everybody involved in Elvine clothes, surprised Christoffer and brought along a photographer to document the whole event.



01



02



03

DANIEL GRIZELJ | Photographer
 Tel | +46(0)733 14 07 52 E-mail | info@danielgrizelj.com
 Website | www.danielgrizelj.com

Daniel Grizeljは写真家で、光、構図、アイデアに力を入れている。

DESCRIBE WHO YOU ARE AND WHAT YOU DO IN A FEW CONCENTRATED SENTENCES. My name is Daniel Grizelj and I work as a photographer.

WHAT MAKES YOU UNIQUE WITHIN YOUR FIELD? I put a lot of effort in lighting, composition and ideas.

DESCRIBE A REGULAR DAY FOR YOU? The days are not the same everyday, it's very diverse.

WHAT MAKES GOTHENBURG A CREATIVE CITY? Gothenburg is good for creativity because it's relaxed, so you can easily connect with people which are eager to create.

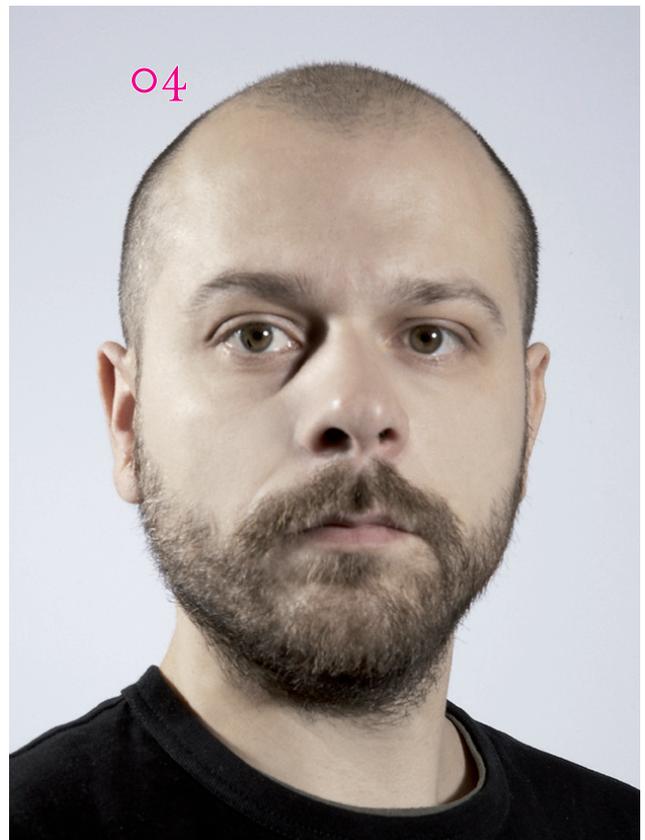
WHAT'S THE BEST THING ABOUT GOTHENBURG? People are open and want to help, so in my case as a photographer its quite easy

to get hold of locations and props for a shot. Not needing to spend a lot of money on it.

DESCRIBE YOUR PARTICIPATION IN THE TOKYO EXHIBITION.

Showing three images and helping out with other types of photography.

- 01 | Photo | Insight #1
- 02 | Photo | Room #4
- 03 | Photo | Insight #7
- 04 | Daniel



04



01



02



03

01 | Client | PEACOCK
 02 | Andreas, Johan & Co
 03 | Office

OLSSONLYCKEFORS

JOHAN OLSSON & ANDREAS LYCKEFORS | Architects

Tel | +46 31-203062 E-mail | info@olssonlyckefors.se Website | www.olssonlyckefors.se

OlssonLyckefors Architects はデザイン、建築、都市計画の領域で活躍している。強く長持ちするアイデンティティや空間を作り、夢をかなえる。カフェではインスタレーションを行う。

DESCRIBE WHO YOU ARE AND WHAT YOU DO IN A FEW CONCENTRATED SENTENCES. OlssonLyckefors Architects. We work in the fields of design, architecture, and urban planning. We build strong and lasting identities, spaces, and ... We make dreams come true!

WHAT MAKES YOU UNIQUE WITHIN YOUR FIELD? We involve our clients in the creative process. First, we create a common ground from where we build identities through dialog. Upon that, we use design and architecture as brand-building structures. In the end, we strive to reach challenging proposals derived from one clear idea.

HOW DID YOU GET STARTED? We started when we were commissioned to do Victoria Arena, a lifestyle shopping venue in Gothenburg

WHAT ARE YOU MOST PROUD OF? Pita! A fast food restaurant. We helped our clients to create a healthy fast food restaurant chain. The original brief was just an ordinary falafel joint but ended up as an expanding restaurant concept.

WHAT DID YOU DO PRIOR TO YOUR CURRENT OCCUPATION? Worked at OMA, Office for Metropolitan Architecture, Rem Koolhaas.

WHAT OTHER ARTISTS OR MOVEMENTS INFORM YOUR WORK?

Right now I attend kreatör+, a national course in entrepreneurship. Sponsored by KK-stiftelsen, beckmans, ADA, Konstfack, among others

WHAT IS YOUR MISSION? To ap-

ply human values and ecological thinking in working with design and architecture.

WHERE DO YOU SEE YOURSELF IN 10 YEARS? Working on a global scale, hopefully including Japan.

WHAT IS CREATIVITY TO YOU? Creativity is uniting knowledge with information. It is developing an idea to produce.

HOW AND WHEN ARE YOU CREATIVE? You are creative all day long, you just tag it differently. Sometimes as entrepreneur, sometimes as artist.

WHAT MAKES GÖTEBORG A CREATIVE CITY? Göteborg is Brave. Göteborg is Human. Göteborg has Self-distance.

ANY GENERAL TIPS REGARDING CREATIVITY? Consider what you know and what you can find out.

WHO IN JAPAN WOULD YOU LIKE

TO COLLABORATE WITH? Shigeru Ban.

WHICH OF YOUR CREATIONS WOULD YOU LIKE TO BE SOLD OR DISTRIBUTED IN TOKYO, AND WHY THAT/THOSE CREATION(S)?

I believe Peacock would be interesting, considering we've used a romantic image of Tokyo as a conceptual reference in creating the concept. It would be nice to see what it would be like at the original site.

WHAT DO YOU HOPE TO SHARE WITH PEOPLE? Ideas for the future.

WHAT DO YOU FIND VISUALLY STIMULATING RIGHT NOW? Mathematics.

WHERE DO YOU THINK IS TODAY'S AVANT-GARDE? Trying to be 100% today.

FAVORITE WEBSITE? www.universaleverything.com



01



02



03



04

- 01 | Shoe | LOWRIDER
- 02 | Shoe | DAMIAN
- 03 | Doves & shoe box
- 04 | Christoffer
- 05 | Shoe | KOI

ROKIN®

CHRISTOFFER BRATTIN | Shoe Designer

Tel | +46 31 424500 E-mail | info@rokinfootwear.com Website | www.rokinfootwear.com

Rokin Footwearは伝統的な紳士靴に新しい形態を提供する。Tommy Hilfiger Shoes EuropeのヘッドデザイナーでもあったChristoffer Brattinによりスウェーデンでデザインされ、ヨーロッパで自然素材のみで製造されている。2007秋冬コレクションと2008春夏コレクションのハイライトを含む靴の展示を行う。

DESCRIBE WHO YOU ARE AND WHAT YOU DO IN A FEW CONCENTRATED SENTENCES. I'm Christoffer Brattin, the founder and designer of Rokin Footwear.

WHAT DO YOU LIKE MOST ABOUT YOUR JOB? Since footwear is my passion it's probably the shoes that I like most about my job, however, the freedom of being self-employed isn't too bad either.

WHAT DID YOU DO PRIOR TO YOUR CURRENT OCCUPATION? I worked as the head designer for Tommy

Hilfiger Footwear Europa.

WHAT IS CREATIVITY TO YOU? A person that can deliver not just one good idea but multiple ideas is creative, according to me.

FAVORITE PLACE IN GÖTEBORG AND WHY? My favorite place in Göteborg is Utby, simply because it's one of the best places in Sweden for rock climbing. From early spring to late fall you'll probably see me there pushing my limits on the crags.

WHAT IS YOUR RELATIONSHIP TO TOKYO? I've done a wholecar (both sides) in Tokyo once.

FAVORITE WEBSITE AND WHY? www.rokinfootwear.com – why not!



05



01



02



03



04



05



06

01 | Exhibition | FAIR FASHION
photo by Daniel Grizelj
02-04 | Product | DEMINWEAR
photos by Pontus Johansson
05 | Annika in India
06 | Worker Rukmani



ANNIKA AXELSSON & KARIN STENMAR | Clothing entrepreneurs
Tel | +46 31 123884 E-mail | info@demcollective.com Website | www.demcollective.com

DEM Collectiveは環境や人を搾取することなく、商品を作る事は可能だという事を証明する会社である。彼らのブランドのDEMINwearの服の展示を行い、カフェのスタッフも着用している。

DESCRIBE WHO YOU ARE AND WHAT YOU DO IN A FEW CONCENTRATED SENTENCES. DEM Collective AB was founded in 2003, its mission to introduce a new concept in clothing design and production. The basic idea is to combine ecology, ethics and quality with good design, a unique concept that produces high-fashion garments using only environmentally-friendly and fair-traded raw materials. People and the environment are treated with great respect throughout the production chain, from cotton field to fin-

ished garment, and this is of the utmost importance.

WHAT MAKES YOU UNIQUE WITHIN YOUR FIELD? Our clothes are produced in our own factories, enabling us to ensure good, fair conditions every step of the way. Our materials are dyed without the use of hazardous chemicals, thereby saving the environment and protecting the health of production staff. This, combined with a designers touch makes our brand good, in all parts. DEM is one of the few brands in the world that works with total transparency.

DESCRIBE A REGULAR DAY FOR YOU? Describe a regular day for you? DEM has a multitude of "regular days." As our office is located in our show room/shop/boutique in central Gothenburg our days are a mix of phone calls, meet-

ings, emails, close encounters with customers, designers and friends. Other days are spent abroad. We visit the cotton fields, our factories, meeting new partners and getting input from people and places all over the world.

HOW DID YOU GET STARTED? Karin needed a good looking and well produced t-shirt for promotion purpose; she organized different music clubs in Gothenburg. Annika had the knowledge about the garment industry and how people and environment suffered. We new there were a demand for fair produced t-shirts but a lack of the products on the market. So we started up our own production company to make the t-shirts we wanted. Our customers, who buy t-shirts, are music

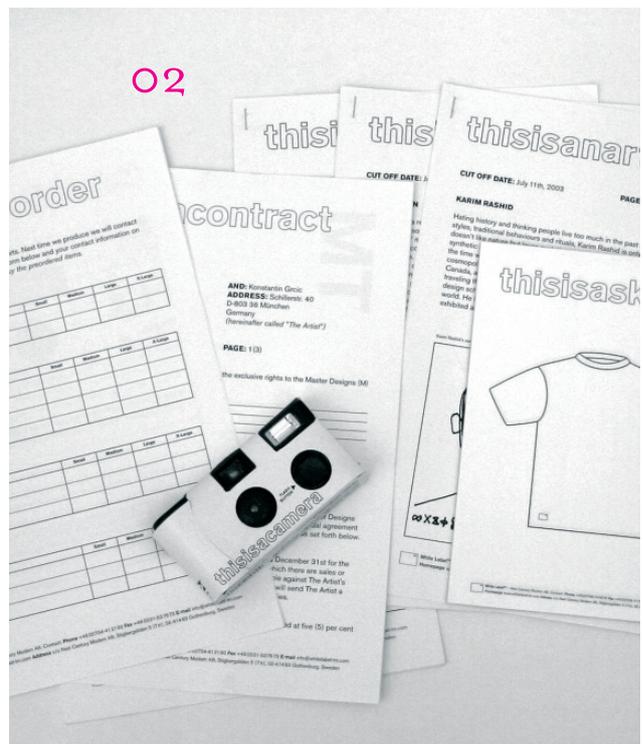
groups, political parties and NGOs. The fashion line has retailers in many places and different countries.

WHAT'S THE BEST THING ABOUT GOTHENBURG? The harbor, says Annika who bought a boat recently. The sky, says Karin, you can actually see it from everywhere.

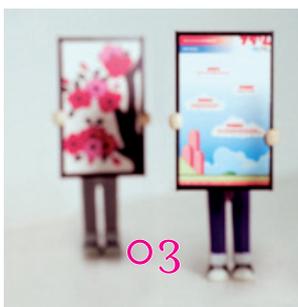
DESCRIBE YOUR PARTICIPATION IN THE TOKYO EXHIBITION. Jesper Larsson is representing us, we are very happy and proud about that. We are exhibiting some of our clothes and have also dressed the staff at the cafe. Japan is an interesting place – a lot of what's going on in the world seem to stem from there. We'd love to come soon!



01



02



03



04



05

- 01 | Client | BDC
- 02 | Project | WHITE LABEL™
- 03 | Festival | TOKYO STYLE IN GOTHENBURG
- 04 | Event | PECHA KUCHA GBG
- 05 | Jesper Larsson

Next Century Modern

JESPER LARSSON | Creative communicator

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Next Century Modernはコミュニケーション、ブランディング、あらゆるメディアを通じたマーケティングを行う総合研究のデザインユニット。このイベントのプロデューサーである。

DESCRIBE WHO YOU ARE AND WHAT YOU DO IN A FEW CONCENTRATED SENTENCES. We are a multidisciplinary design unit dedicated to communication, branding and marketing through any media. We have over the years also taken on the roles as festival producers, exhibition organizers, fashion brand developers, online shop owners, store clerks, and are running Pecha Kucha in Gothenburg.

WHAT MAKES YOU UNIQUE WITHIN YOUR FIELD? Everybody is unique and so are we. Also, we try to keep an open mind and don't let such trivial things as titles limit us.

DESCRIBE A REGULAR DAY FOR YOU? Work, eat, work, coffee, work, dinner, work, sleep. But most days are highly irregular.

HOW DID YOU GET STARTED? We started this little online t-shirt store called teefactory.com out of our student rooms. It got totally over-hyped since we didn't actually sell that many shirts, but it gave us the opportunity to go to Gothenburg and meet investors. So we did and got stuck. And the online t-shirt shop? We had a break-in, where they stole all our fresh 2K shirts and our own exclusive brand White Label. We have yet to recover from that blow.

WHAT ARE YOU MOST PROUD OF? Personally, that without money and experience, I managed to produce and project manage a big festival called Tokyo Style in Gothenburg back in 2004,

which broke the attendance record at our main venue (10 000+ people) with a budget (the size of a normal violin concert). As a company, that we have believed in ourselves through the hard times and not fallen for tempting job offers, and are making a living out of doing fun things.

WHO/WHAT INSPIRES YOU? Sunshine, smiling faces, Christian Pallin, artist G-Per, girls, nature, Canadian Jean Snow, and other cute things.

WHAT IS CREATIVITY TO YOU? Being an adult child.

WHAT MAKES GOTHENBURG A CREATIVE CITY? It's full of creative people. It's as simple as that.

ANY GENERAL TIPS REGARDING CREATIVITY? Take your hands off the computer for a while.

WHAT ARE YOUR MOTIVATIONS FOR CREATING? If I didn't I think my

head would explode.

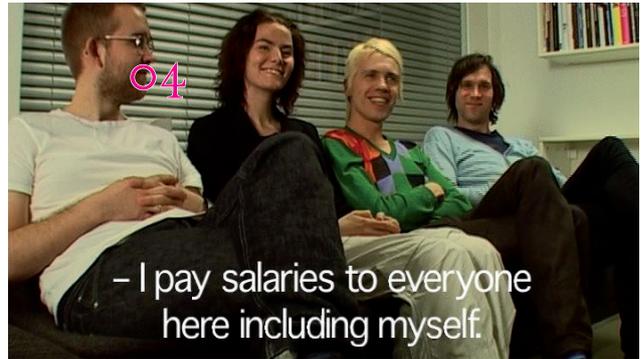
WHAT'S THE BEST THING ABOUT GOTHENBURG? Let's say Gothenburg is a football field, a perfectly sized football field. You get the overview but there is still enough room to play. And you know and trust your co-players so you can easily pass the ball to them if you don't want to dribble alone. And when somebody scores you can celebrate together.

DESCRIBE YOUR PARTICIPATION IN THE TOKYO EXHIBITION. I'm the boss.

WHAT IS YOUR RELATIONSHIP TO TOKYO? I want to marry Tokyo. It's the love of my life.

WHO IN JAPAN WOULD YOU LIKE TO COLLABORATE WITH? I want to collaborate with musician Cubismo Grafico again!

WHERE DO YOU SEE YOURSELF IN 10 YEARS? Still acting like I'm 19.



01 & 02 | *New Business* is a series of animations about three friends starting a company together. Images are made in Illustrator and the animation work in After Effects. At this point I have made four episodes of the series.

03 | *Night Train* is a clay animation about a female student who

travels with the night train from Gothenburg to Umeå to see her brother at the hospital. On the train she meets a philosopher and some military guys. Collaboration between Lars Nilsson and Andreas Korsár.

04 | *Talent Community* is an ongoing documentary project about cultural entrepreneurs

and freelance collectives in Gothenburg.

05 | Lars



LARS NILSSON | Visual Artist

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Lars Nilssonはビデオとアニメーションを主に活動しているビジュアルアーティスト。芸術学校で教え、Goteborgsposten紙に文化批評をに掲載している。ヨーテボリのクリエイティブ団体のドキュメンタリーを放映する

DESCRIBE WHO YOU ARE AND WHAT YOU DO IN A FEW CONCENTRATED SENTENCES. I am a visual artist working mainly with narrative video and animation. I also teach at an art school and write cultural critique for Göteborgsposten, Gothenburg daily paper.

HOW DID YOU GET STARTED? I just started.

WHAT'S YOUR FOCUS NOW? I'm doing a short film about an unemployed filmmaker who is forced by the unemployment office to take a job far away from home. If not, he will be cut of from the unemployment benefits (a-kassa).

WHAT OTHER ARTISTS OR MOVEMENTS INFORM YOUR

WORK? The Simpsons, Werner Herzog, Swedish Radio P1.

WHO IS YOUR CLIENTS? Wedding couple's, magazines, galleries.

WHICH OF YOUR PRODUCTS/PROJECTS ARE YOU MOST SATISFIED WITH AND WHY? My last video documentary called *Amateurs* (or *Dilettantes*), about a Swedish old school communist who is angry about cultural workers cheating with the welfare system.

WHAT KIND OF MUSIC DO YOU LISTEN TO WHILE YOU WORK? Embassy, Booty Luv, Ashley Beedle bla bla.

WHAT IS YOUR MISSION? To be a good comrade.

HOW AND WHEN ARE YOU CREATIVE? Not very often. I just work every day and sometimes I come up with a decent idea.

WHAT MAKES GOTHENBURG A CREATIVE CITY? For me Gothenburg life is cosy and comfortable rather than super hectic and

exciting. I think some people are more creative in this kind of environment. It is still enough interesting people living here to exchange ideas with.

ANY GENERAL TIPS REGARDING CREATIVITY? Don't be afraid to copy your idols.

FAVORITE PLACE IN GOTHENBURG AND WHY? The archipelago.

WHY SHOULD PEOPLE VISIT GOTHENBURG? To see friends.

WHAT SHOULD ONE DO WHEN VISITING GOTHENBURG? Go to see collection of "The Gothenburg Colorists" at the Art Museum. Especially Ragnar Sandberg's paintings.

WHAT DOES A PERSON COMING TO GOTHENBURG NEED TO KNOW? I've been to Tokyo twice and I want to come back as soon as possible. Most of all I enjoy Japanese graphic design and characters. I also have some Japanese friends that I would like to see again.

What would you like to come out of the exhibition in Tokyo? More cultural exchange between Tokyo and Gothenburg in the future.

WHO IN JAPAN WOULD YOU LIKE TO COLLABORATE WITH? Devil-robots and The Wonderful Design Works.

WHAT DO YOU HOPE TO SHARE WITH PEOPLE? In the exhibition I will show a documentary about three Gothenburg creative collectives. From looking at the film, the Japanese audience can get an idea of how Swedish, middle class, creative types, think about economy, friendship and freedom.

WHAT DO YOU THINK IS VISUALLY STIMULATING RIGHT NOW? Saiman Chow's work.

WHERE DO YOU THINK IS TODAY'S AVANT-GARDE? The idea of the avant garde died in the 60's.



PERMANENT VACATION

PERMANENT VACATION | Fashion Brand

Tel | +46 707 29 57 03 E-mail | info@permanentvacation.se Website | www.permanentvacation.se

Permanent Vacationは新の美を専門にするファッションブランド。Amanda LindellとAlexandra Blomの信頼できる本物の商品を作るという主張を持つ二人によって構成されている。2007年秋冬コレクションからの展示を行う。

WHAT'S THE BEST THING ABOUT GOTHENBURG? Our working studio and our friends.

DESCRIBE YOUR PARTICIPATION IN THE TOKYO EXHIBITION. We will exhibit two dresses from our A/W 07 collection and photos from our S/S 2008 collection.

DESCRIBE WHO YOU ARE AND WHAT YOU DO IN A FEW CONCENTRATED SENTENCES. We are friends and we like clothes, so we do clothes together, nothing pretentious, but we do think that the clothes we do happen to be unique and especially beautiful and comfortable.

WHAT MAKES YOU UNIQUE WITHIN YOUR FIELD? Us, as individuals.

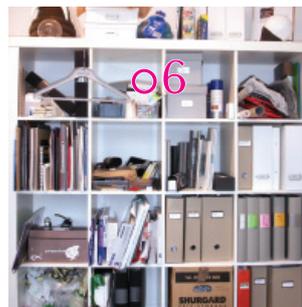
DESCRIBE A REGULAR DAY FOR YOU? We work differently almost everyday. We try to be at the office before lunch and go home when we feel like it, whether it's 5pm or 10 pm.

01-05 | S/S 2008 collection

06 | Amanda & Alexandra

07-09 | S/S 2008 collection





- 01 | Knitted Suit | Hold Me Pocket
- 02 | Knitting Business man
- 03 | Lamp
- 04 | Thermostat
- 05 | Kanter & Karlsson
- 06 | Office

KANTER & KARLSSON | Design office

Tel | +46 704 570982 / +46 735 622313 E-mail | info@kanterkarlsson.se Website | www.kanterkarlsson.se

Kanter & Karlsson はヨーテボリが本拠のプロダクトデザインを専門とするデザインオフィス。芸術、技術、経済をデザインの過程に取り込み、計画的で維持のできる結果を得ている。

DESCRIBE WHO YOU ARE AND WHAT YOU DO IN A FEW CONCENTRATED SENTENCES. We are a Gothenburg-based design office, specialized in product design, integrating art, technology and economics in our design process to obtain strategic and sustainable results.

WHAT MAKES YOU UNIQUE WITHIN YOUR FIELD? An ability to convert visions into practice, adding not only practical, emotional, intellectual user values, but poetic values to create products that in themselves are unique and will last.

DESCRIBE A REGULAR DAY FOR YOU? A short walk to the office, starting with coffee, checking email and reading newspapers, then suddenly lunch, followed by a last effort in trying to do what was set to be done before walking home for preparing dinner.

WHO/WHAT INSPIRES YOU? Daily oddities and people solving a problem in the most unexpected way, or thinking in a logic, but truly different way than yourself.

WHAT IS YOUR MISSION? Our mission is to make good products, creating companies that will last and prosper, helping reflective consumers living a more sustainable life a little more happily.

WHAT MAKES GOTHENBURG A CREATIVE CITY? The growing

confidence of its inhabitants and their ability to adapt to a constantly changing surrounding. Using their wits and entrepreneurship has proven to be a successful way of dealing with major social structural changes in the past, and will do so in the future.

ANY GENERAL TIPS REGARDING CREATIVITY? Creativity is the ability to re-think, cross breeding experiences and knowledge, thinking backwards and upside down.

WHAT ARE YOUR MOTIVATIONS FOR CREATING? Make things better through adding emotional and reflective values.

WHAT'S THE BEST THING ABOUT GOTHENBURG? The harbor and the idea and concept of a harbor.

WHAT SHOULD ONE DO WHEN VISITING GOTHENBURG? Get out in the archipelago, eat fish and sea food, and visit Systembolaget to experience one of many Swedish oddities.

WHAT DOES A PERSON COMING TO GOTHENBURG NEED TO KNOW? We are a friendly little town, so don't be scared off by the never ending woods and lakes when arriving at the airport.

DESCRIBE YOUR PARTICIPATION IN THE TOKYO EXHIBITION. We support the project financially. We saw a great opportunity to support a great initiative, and bringing people and ideas together is always a great idea.



- 01 | HDK | Lars Engman
- 02 | HDK | Building
- 03 | ADA | Event Henrik Vibskov

HDK - the school of design and crafts

The School of Design and Crafts is usually called HDK, an abbreviation of the Swedish name. HDK started in 1848, so our origin is rooted in a long tradition. Many of Sweden's established and professional artists, craftsmen and designers have studied here. And many of our present students are people you'll be noticing in the future.

The characteristic HDK student is curious, has artistic talent and the courage to question. At HDK they are encouraged to combine creativity with responsibility, the will to conquer professional skills and to combine them with social engagement. They are also given the chance to deepen their knowledge and at the same time get an understanding of complex entireties. At HDK future designers, craftsmen, artists and teachers in visual arts gather in the same building as doctoral students. In the city centre of Göteborg, a stone's throw from the mainstreet, Avenyn.

At HDK you'll find educational university programmes which are unique in Scandinavia: Our new multidisciplinary Design Programmes are the only ones of their kind and there are few equivalents to our programmes in Applied Art, with their specialisations in Ceramic Art, Textile Art and Jewellery Art and Design.

Many of the creators exhibiting at Creative GBG in Tokyo are former HDK students.

www.hdk.gu.se

ADA - association for design and advertising

ADA is a network for creators in the Gothenburg Region. Focusing on design and marketing communication ADA will increase competence, strengthen cooperation and increase growth. The overall goal is to position the region's creative strength on the national and international markets.

ADA does so by initiating meetings where creators can share knowledge, competence and visions for today and the future, education, research and projects that bring together and include wider groups of participants.

ADA believes in collective strength. One aim of many participants within ADA's target group is to be conscious of each other and work with the same vision.

ADA is the creators' organisation, standing for a people-centred outlook and for development through consultation and understanding of needs and initiatives. The activities and processes include both higher education and research.

ADA began within the frame work of the Knowledge Foundation's (KK-stiftelsen) program for the creative industries and the project owner is Business Region Göteborg.

www.adasweden.se

CLOSING THOUGHTS

I wish I was two. Think how much I could do. Sort of double up, I guess. And no more last minute stress. I would get things done and maybe be able to catch some of that shy Swedish sun. I wish I was two. So that when one of me is dumb enough to miss the flight to Japan, the other one can simply stick to the original plan. But I'm not two, so there isn't much I can do, except work harder to sort out the mess. Oh, I love to hate this last minute stress.

JESPER LARSSON & JESPER LARSSON,
photographed by Daniel Grizelj at Cafe Publik

