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ANNOUNCEMENT

Swedish design group Front is the 2010 recipient of the Torsten and Wanja Söderberg Award

The Röhsska Museum's jury for the Torsten and Wanja Söderberg Award, funded by the Torsten and Ragnar Söderberg Foundations, has unanimously resolved to award the SEK 1,000,000 prize to Swedish design group Front.

The jury's motivation:

The 2010 Torsten and Wanja Söderberg Prize has been awarded to Sofia Lagerkvist, Charlotte von der Lancken and Anna Lindgren, who make up the Front design group.

Innovation and creativity are a few of the criteria for the award and were especially significant when naming this year's prize-winners.

Industrial design group Front acts in a genuine collaboration in which no objects or ideas can be distinguished from the collective. That collaboration is fundamental to their designs is quite obvious.

Front's designs have often been created in collaboration with a variety of complementary experts, such as artisans and industrial manufacturers, but also with more unexpected ones, like magicians or historians.

Historic expertise coupled with a thorough knowledge of today's most essential design tools – the digital – creates new conditions with new materials.

The jury sees a flow of innovative processes in the group's production.

Front works as an entity in which all members of the group participates in the design process, from the original idea to end product. The end product often tells the viewer a story about the process. Objects like *Horse Lamp*, a life-size horse with a lampshade on its head, and *Pig Tray*, a pig that forms the framework of a table, are already well-known. With a fascination for magic, Front creates seemingly impossible designs that defy the laws of nature.

Pictures and a detailed presentation of Front can be obtained under:

<http://www.designmuseum.se/press/twsp10/press.htm>

Also see: www.frontdesign.se

This award was established in 1992 by the Torsten and Ragnar Söderberg Foundations, commemorating the Torsten and Wanja Söderberg spouses. The prize was first awarded in 1994 on Torsten Söderberg's 100th birthday.

The award helps to develop collegial collaborations in the Nordic countries and augments fundamental Nordic values in design, fashion and crafts.

The award is administrated by the Röhsska Museum, and the winners are able to present their work in a separate exhibition at the museum from 6 November 2010 through January 2011.

The prize will be awarded at a ceremony in Gothenburg on 5 November 2010.

The SEK 1,000,000 prize is the highest in the world; it is determined by a jury and awarded annually.

The jury consists of representatives from the five Nordic countries: Museum Director Bodil Busk Laursen, Danish Museum of Art & Design, Copenhagen, Denmark; Director of Design and Craft Widar Halén, National Museum, Oslo, Norway; former museum director Jarno Peltonen, Helsinki, Finland; Museum Director Harpa Þórsdóttir, Hönnunarsafn Íslands Museum of Design and Applied Art, Reykjavik, Iceland; Dr. Thomas Söderberg, Torsten and Ragnar Söderberg Foundations; and the jury's chairman, Museum Director Ted Hesselbom, Röhsska Museum, Gothenburg, Sweden.

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