

PRESS RELEASE

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“Creative GBG in Tokyo” plans on giving Tokyo a taste of what Gothenburg’s creative community is all about.



INFORMATION

CREATIVE GBG IN TOKYO

Where:

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

Station: Ikebukuro (Seibu East Exit)

Tel: +81 3-5950-6117

Web: www.creativegbg.com

When:

During Tokyo Design Week
October 29 - November 8
Open daily 12.00-23.00,
Sundays 12.00-22.00.

Workshop:

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

Entrance:

Free

PARTNERS GÖTEBORG

Next Century Modern
ADA
Kanter & Karlsson
HDK
Göteborg & Co
Handelshögskolan

PARTNERS TOKYO

Swedish Style in Tokyo
Cafe Pause
Jean Snow
Legends of Scandinavia

FROM GOTHENBURG WITH LOVE FOR TOKYO

Creative GBG in Tokyo plans on giving Tokyo a taste of what Gothenburg's creative community is all about. During Tokyo Design Week, twelve creators and companies from Gothenburg, Sweden, will participate in an exhibition in Tokyo (October 29 to November 8) with the mission to market themselves and the city.

"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, and Creative GBG in Tokyo's initiator and project manager Jesper Larsson agrees. "Gothenburg has a great creative community. I've guided several international journalists who are all happily surprised by what Gothenburg has to offer within the different creative fields."

GOTHENBURG CREATORS IN TOKYO

During Tokyo Design Week a wide range of works from Gothenburg creatives and companies will be exhibited for a Japanese audience at Cafe Pause in Ikebukuro: fashion from Permanent Vacation, Elvine, Dem Collective and the shoe brand Rokin, graphic design from Nicklas Hultman and Methams Pool, photography by Daniel Grizelj, design by Jens Thoms Ivarsson and Ronron, architecture by OlssonLyckefors, and a documentary movie by artist Lars Nilsson.

MORE THAN AN EXHIBITION

Beyond the installations, Swedish food will also be served at the cafe, with music from Gothenburg artists streaming out of the speakers, and during one evening (November 5) creators from Gothenburg will be able to present themselves and share experiences with Tokyo creatives. An exhibition catalog profiling Gothenburg and the creators will also be produced and handed out for free.

FREE AND OPEN FOR EVERYONE

"The exhibition is independently produced by me and my company Next Century Modern, and due to support from The City of Gothenburg, ADA, Kanter & Karlsson, Cafe Pause, Jean Snow and the participating creators & companies we managed to keep it free and open for everyone," says Jesper, "so there is no reason NOT to go"

WWW.CREATIVEGBG.COM

CONTACT & MORE INFORMATION

For further information, press material or interview, please contact:

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Press material for each of the participating creators and companies can be found on our website. Look for the "press pics" link under each headline. www.creativegbg.com