

Press release 18.11.08

Deltasand and Moon Sand selected for world tour

The Exhibition, Swedish Seeds (Svenska Små Frön), is a collaboration project between the Swedish Institute and Swedish Design. Swedish Seedlings is part of a programme that works to protect children's rights to a safe upbringing in which play is a key factor. The Delta of Sweden products, Deltasand™ and Moon Sand™, are presented at the exhibition. Swedish Seedlings is on display at the Centro de Diseño Portobelo in Bogotá, Colombia, from 4-26 November.

The design exhibition Swedish Seedlings presents specially-selected products from a wide range of companies. These companies manufacture products designed specifically for children that range from safety products and aids for physically-challenged children, to stimulating toys and pedagogic products.

Deltasand, a sculptable lightweight sand from Delta of Sweden, has generated interest and was chosen as one of the selected products. This lightweight sand is used in its baked form in the exhibition, and its properties allow the designer to move the sculpture. The characteristics can be described as porous sandstone which make it easy to sculpt, and to keep, the resulting sculpture.

There are many satellite activities in connection with the exhibition, and some of Sweden's foremost design experts are participating in seminars in Bogotá. Lectures include the crucial importance of play in child development, and the emergence of Sweden as the leader within child safety. Visiting children can enjoy the Swedish children's books and play section. In the play section, the children can try Moon Sand and enjoy real sand-play in different colours.

From Colombia, the Swedish Seedlings exhibition moves to Mexico City for an exhibition in January-February. Other cities that have shown an interest in the exhibition are Los Angeles, New York, Washington, Madrid and Berlin.

--- End ---



For further information contact:

Harriet Lindau, CEO Delta of Sweden
Tel. +46 (0)35 101600
harriet@deltaofsweden.com

For photo material contact:

Ingela Karlsson, Graphical Designer
Tel +46 (0)35 101600
ingela@deltaofsweden.com

For further information about the Exhibition Swedish Seedlings go to www.si.se or for information on the current exhibition go to www.semillasuecas.com.

ADDRESS:
Delta of Sweden AB
Gjutaregatan 10C
SE-302 60 Halmstad
SWEDEN

TEL:
+46(0)35 10 16 00

FAX:
+46(0)35 10 16 16

INTERNET:
www.deltaofsweden.com

E-MAIL:
info@deltaofsweden.com

BANK GIRO SERVICE:
5958-4623

REG.NO:
556523-0629

VAT.NO:
SE556523062901