

The Iggesund Design Experience 2016

22-26 August 2016



As a designer you want to be an expert in materials, knowing how they can be used and how you can get the most out of them. Today it is also crucial to understand how materials differ from one another from a sustainability standpoint and how your design can minimize the strain on the environment.

Igesund Paperboard, the proud maker of two of the world's leading paperboard brands Invercote and Incada, will invite 20 designers to participate in a unique learning experience. If you are one of them, you will get to explore the Swedish forest in person to learn and understand more about the way they function and are managed. You will also see how paperboard is made to better understand the difference between paper and paperboard as well as between paperboard and paperboard. And most importantly, we hope you discover that paperboard can raise your creativity to new heights and be a better choice from a sustainability point of view.

At the Iggesund Design Experience you will be able to discuss sustainable design and material selection and also question experts in such fields as forest and water management and food safety in packaging. You will return home with new insights as to how you can make your designs stand out from the crowd not only graphically but also from a sustainability perspective.

We usually receive significantly more applications to participate in the Iggesund Design Experience than we can accommodate. That and our wish to ensure a diversified group of participants who can learn from one another – not just from Iggesund, makes us use a

short list of factors like design specialty and geographic location when we grant participation. If you are amongst the selected designers, we will welcome you to Sweden on Monday 22 August 2016. We will pick you up at the Stockholm Arlanda Airport and be your host for four days filled with experiences of nature, paperboard insights and lively discussions about design and sustainability – all together with other designers from around the world.

When the Iggesund Design Experience ends early on the 26th of August, we will bring you back to Arlanda Airport or, should you like to spend a couple of more days in Sweden at your own expense, we can also bring you to the city center of Stockholm. If so, we can recommend both accommodation and activities.

The Iggesund Design Experience (22-26 August 2016) is completely free of charge for those who get selected to participate. (You only pay for your own travelling to and from Stockholm Arlanda Airport.) You invest your time and in return, we give you some unforgettable days in the heart of Sweden.

Apply to be one of the designers invited to this unique event! We promise you will gain experience and knowledge that are out of the ordinary and give your design an even greater competitive edge in the future. The Iggesund Design Experience is part of the Iggesund Academy that in various ways inspires and exchanges sustainability and paperboard knowledge with different kinds of stakeholders such as customers, brand owners, designers and students.

For more information, please contact:

Staffan Sjöberg
Responsible for the Iggesund Design Experience
staffan.sjoberg@iggesund.com