



www.fabric-forest.se

PRESSRELEASE

FABRIC FOREST AT PARIS DESIGN MONTH TO PROMOTE SUSTAINABLE SWEDISH DESIGN

Fabric Forest joins other leading Swedish companies in promoting alternative and renewable materials for the interior design segment.

PARIS, FRANCE, SEPT 3, 2021

Every September Paris hosts Design and Fashion Month, which begins with Paris Design Week. This year's event coincides with the fiftieth anniversary of the Swedish Institute's establishment in Paris, and over thirty Swedish fashion and design firms will do their part to help commemorate the occasion and to communicate both the Swedish Design Movement and the innovations being offered by Swedish companies. As part of these efforts, Fabric Forest will join Swedish Wood to highlight wood as a competitive, eco-friendly, and sustainable material.

Swedish Wood has teamed up with Architects Sweden to construct a pavilion, "Le Pavillon Hexagonal", on the grounds of the Swedish Institute's Culture House in Paris. The pavilion, built of Swedish fir, will stand in the grounds the entire month as a symbol of international friendship and dialogue and to communicate the importance of reaching global climate goals. This building shows very clearly the obvious advantages of wood as a construction and design material in order to help create a more sustainable society.

"The majority of raw materials for the furniture and interior design segment are produced using finite resources and processes that are harmful to the environment," says Tor Ahlbom, Marketing Manager at Fabric Forest. "If we are to reverse that trend, we must find more sustainable methods and better ways to utilize renewable resources. The materials and products that we at Fabric Forest are developing represent a major step in that direction. The yarn in our fabrics is made entirely of paper from Swedish wood. Our process results in a very small carbon footprint, low water usage, and level of chemical pollutants that is among the lowest in the entire textile industry."



www.fabric-forest.se

Fabric Forest products, designed by the award-winning Swedish designer Marie Louise Hellgren from Heart-earth Lab, can be seen in the Pavilion, as well as the Culture House's Living Room and Strindberg Room. Two lighting installations are featured, one in the Pavilion made from Fabric Forest's knitted fabric, and another in the Strindberg Room using a transparent knitted fabric. In the Living Room of the Culture House, Fabric Forest fabrics are used in the "For Rest" daybed and in a carpet, "Woodland", both found in a harmonious atmosphere inspired by the Swedish Forest.

"Our proprietary textile production techniques, using only renewable materials, address one of the most challenging environmental issues of our time, the negative impact of fabric and textile production," continues Ahlbom. "At Fabric Forest, we are doing our part to create sustainable and planet-friendly fabrics and products for the interior design and fashion segments. Our goal, as ambitious as it may be, is to be the Tesla of the textile industry and to help create a better future for all."

The Pavilion will be open from September 11 to October 3 and is open to the public.

ABOUT FABRIC FOREST

Fabric Forest develops and produces textiles and fabrics from Swedish paper and is a part of Svenskt Konstsilke AB (SKS). SKS was established in 1918 and is a privately held company based in Borås, Sverige, with production facilities in Europe, Mexico, and China. SKS is a world leader in the production of high-performance yarn and is constantly striving to introduce new innovations and methods to its industry.

FOR MORE INFORMATION, CONTACT:

tor.ahlbom@fabric-forest.se

+46(0)703707001

www.fabric-forest.se