

SCANDINAVIAN DESIGN EMBASSY 2026 – WOULD YOU BE INTERESTED IN PARTICIPATING?

Following the success of the 2025 pilot, the Scandinavian Design Embassy is now planning for 2026. The pilot events have taken place in New York and Paris, with the final one in Tokyo taking place next week. The plan for next year is to expand the concept with up to nine events at Nordic embassies in key markets across Europe, the United States, and Asia.

Building on the success of the Finnish Design Embassy, active since 2022 organizing 23 events with over 50 companies around the world, the concept now has expanded to include neighbouring countries Sweden, Norway, Iceland and Denmark — creating a unified Scandinavian front for design.

This is a brand new export promotion initiative, developed in collaboration with companies. In order to move forward with the planning for next year, we are launching an Open Call to gauge interest among Nordic design companies.

Why?

Scandinavian Design Embassy events offer Nordic design companies an exceptionally efficient way to support their export activities. With a modest investment, participants gain high international visibility, valuable professional contacts, and concrete commercial results.

Who can participate?

Each one-day event at a Nordic embassy is aimed at small and medium-sized companies with design in the focus from all five Nordic countries. At least six companies will participate in each event.

Some events will be held in connection with major design weeks, while others will take place as independent occasions. The concept and content of each event will be developed in collaboration with the participating companies.

Preliminary 2026 locations and schedule

February – *Stockholm*

March – *Berlin*

April – *Oslo*

May – *New York*

June – *Copenhagen*

September – *Paris*

September – *London*

September – *Helsinki*

November – *Tokyo*

How can your company participate?

If your company — or you as a designer — are interested in participating in one or more of the above locations, please get in touch soon to secure your spot. We'll be happy to share more details about the concept, schedule, and practical arrangements.

What does the Scandinavian Design Embassy offer?

The SDE team manages the overall coordination, collaboration with embassies, and local network connections.

We provide companies with:

- Project management support
- PR and communications services
- Event planning and production
- Visual identity and presentation design

SDE is responsible for implementation, visibility, and coordination. The project is led by *Päivi Balomenos*, who has extensive experience producing international design export events and strong insight into the best design PR agencies in target markets.

Participation fee: €2,900 / company

(Travel and product transportation costs are not included.)

While we cannot guarantee that all proposed locations will be confirmed, if there is strong interest, we will aim to hold as many events as possible.

Apologies for using English. This newsletter is shared with all the Nordic countries, and using English enables us to reach everyone equally.

Please express your interest latest by Tuesday, 2 December, so we can plan the next steps:

Project Manager

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Why Scandinavian Design?

Scandinavian design remains a globally recognized and respected brand. Since its rise in the 1950s, the concept has been explored through research, exhibitions, and marketing. At its heart lie the ideals of democratic design — simplicity, functionality, and accessibility — which continue to influence both Nordic and international design today. The term Scandinavian design embraces the shared design values of Denmark, Finland, Iceland, Norway and Sweden.