

SFF
SDW

09—12.02.27
08—14.02.27

STOCKHOLM FURNITURE FAIR
STOCKHOLM DESIGN WEEK

Welcome to
Stockholm in
February 2027!

SFF
SDW



Stockholm
Furniture Fair

DRIVING FORCE



SFF

Primarily business-driven

- Primarily aimed at industry professionals – particularly interior architects, buyers, decision-makers and retailers.
- Participants include both established and emerging brands from Sweden and abroad, covering everything from furniture, lighting, and textiles to acoustic solutions, architectural details, and material innovations, alongside young designers and design schools.
- A platform for business opportunities and valuable connections, new ideas and innovation, knowledge sharing and inspiration – with a strong focus on innovation and sustainability.

SDW

Primarily brand building

- Targets both the design-interested public and the industry – everyone is welcome!
- Participants represent a broad audience within design and culture: players from various design disciplines as well as cultural institutions, organizations, restaurants, shops, and other creative enterprises.
- Exhibitions, open showrooms, and evening and weekend activities with parties, networking, and meetings – a dynamic week that brings people together and celebrates design.

Stockholm
Furniture Fair
09—12.02.27

Scandinavian
design authority
since 1951.

A gathering force –

Since 1951, we have brought together leading design brands, designers, architects, buyers and decision-makers from all over the world for a week of news, knowledge sharing, networking, and business in Stockholm. Welcome to the world's leading meeting place for Scandinavian design.

Three focus areas at SFF 2027

1

Business opportunities

An efficient and curated marketplace where the industry comes together under one roof to build valuable relationships and business opportunities. For 2027, SFF will focus even more on business-driven activities and enhanced networking tools.

2

Innovation

A new focus on innovation is being introduced – materials, processes, methods, and collaborations with research and related industries – something that visitors have strongly requested.

3

Scandinavian design and lifestyle

The platform will now be further developed to strengthen its role as an international point of reference. SFF will showcase what defines and drives Scandinavian design today—shaped by sustainability, functionality, and a progressive way of living. Scandinavian design, culture, and way of life will shape everything, from content to the overall experience.

Exhibitor categories

- Furniture
- Lighting
- Textiles
- Flooring / Surfaces
- Acoustic solutions
- Innovation: material, tech, circularity, production
- Kitchen / Bath
- Architectural details
- Fixed furnishings / Architectural elements
- Furniture components
- Unique objects
- Interior details
- Emerging designers and schools



Top-priority visitor target groups

- Interior Architects
- Decision Makers
- Buyers (Private & Public Sector)
- Retailers

Other visitor target groups

- Press / Media
- Architects
(residential, landscape, planning)
- Decorators / Stylists / Set Designers
- Designers
(lighting, furniture, product, industrial)
- Retail, Restaurant and
Hospitality Professionals
- Project Developers / Real Estate
Companies
- Government-Run Organizations
- Construction and Installation
consultants
- Co-Working Spaces
- Entrepreneurs / Construction
Companies
- Property Management
- Manufacturers / Subcontractors
- Academia / Researchers
- Sustainability / Circular Economy
Professionals
- Design-interested general public
(limited access)

Activities to reach prioritized visitor target groups

Examples of activities:

- International architect and buyer program.
- Expanded collaboration with Architects Sweden and international architectural organizations to engage their members.. **NEW**
- Targeted postal mailings to selected architectural offices with invitations and tailored communication. **NEW**
- Partnership with bus and train companies to provide architect buses and trains from other parts of Sweden. **NEW**
- Coordination with bus companies for pick-ups from selected retailer offices. **NEW**
- External architect-focused events held on-site in parallel with SFF. **NEW**
- Strong focus on decision-makers and buyers on the VIP list. **NEW**
- Activities tailored for primary visitor target groups with targeted invitations. **NEW**
- Proactive, personal engagement with decision-makers at major Nordic companies. **NEW**
- Proactive, personal engagement with public sector buyers and Swedish and international retailer offices. **NEW**
- Specific discount codes for selected groups. **NEW**

SFF Features —



Design bar: Inga Sempé.



Guest of Honour: Snøhetta.



Guest Creative: Patricia Urquiola.



SFF Talks & Industry Talks.



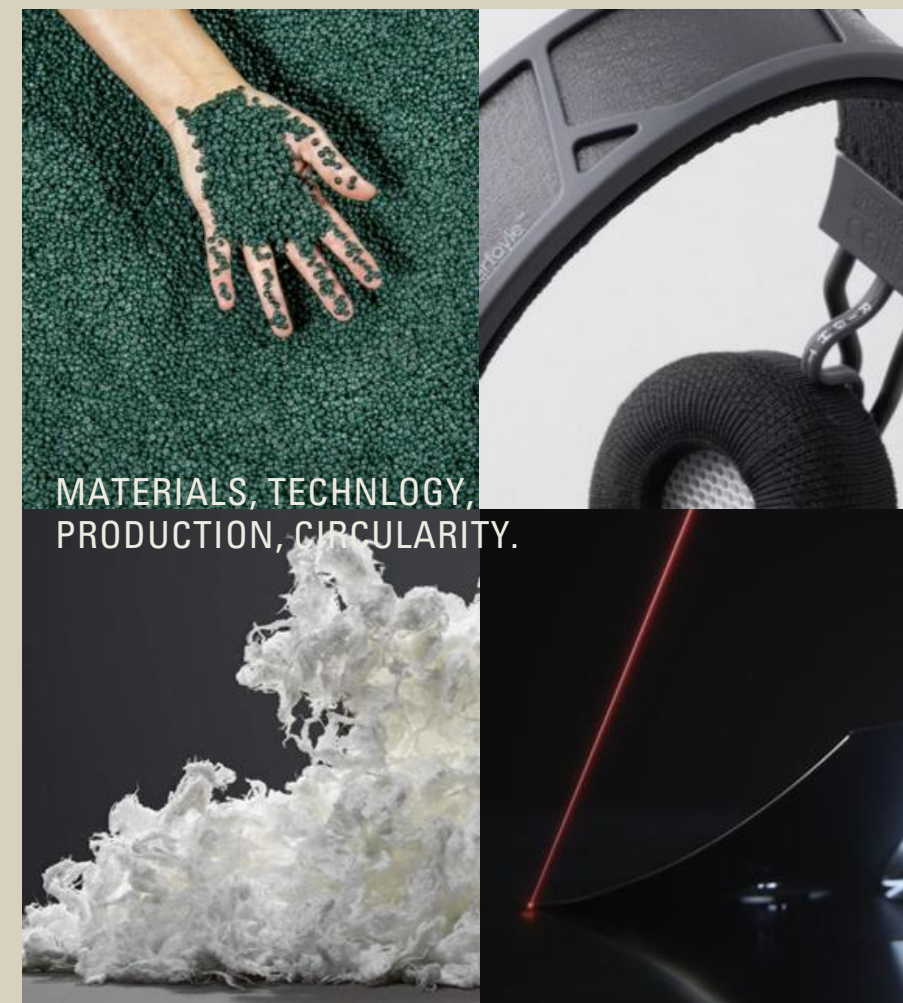
Greenhouse & New Ventures.



Press breakfast and program.



Architects- and buyers program.



Scandinavian Innovation.



Business Lounge.



Walks & Talks.

Encourages innovative thinking

Exhibition space rather than traditional stand

Ahead of SFF 2027, we want to encourage innovative thinking – with a greater focus on creative, sustainable, and forward-looking ways to present content rather than on extensive stand constructions. Together, we create a new experience for our visitors – while also reducing waste and costs.

Collaborations and shared spaces

We welcome collaborations and joint solutions, where multiple participants share space and create value together.

Guidelines and regulations for constructions

To make the platform more sustainable and cost-efficient, we are also reviewing guidelines and regulations that limit the scale of constructions.



Facts & figures
Stockholm
Furniture Fair 2025

Visitors
February 2025
15 502



5 PRIMARY REASONS TO VISIT SFF

1. Discover new products and innovations
2. Stay up to date with market trends
3. Engage in knowledge exchange
4. Expand and strengthen networks
5. Find inspiration

TOP 10 VISITING COUNTRIES

- | | |
|------------|--------------|
| 1. Sweden | 6. Denmark |
| 2. Finland | 7. Italy |
| 3. Norway | 8. Poland |
| 4. Germany | 9. Lithuania |
| 5. UK | 10. US |

Visitors from
87
countries.

PURCHASING AUTHORITY

82% Of the visitors have purchasing authority

64% Attended the fair to explore new products and innovations, and engage in knowledge exchange.

TOP 3 JOB FUNCTIONS

1. Architect
2. Interior designer
3. Buyer



10 EXHIBITIONS & DESIGN BARS

55 TALKS, PANELS & WALKS & TALKS

Exhibitors
February 2025
251

PRESS

453 accredited journalists

For 2025, Stockholm Furniture Fair expanded its tailored trips for international architects and buyers, hosting 100 key professionals from countries including Switzerland, the US and Japan. This year, the fair also hosted international journalists from leading publications such as Domus, Interni, Ideat, AD Magazine, Architectural Digest, Architectural Record, OnOffice, Wallpaper, Yatzer, Hypebeast, Pin-Up Magazine, Elle Decoration, and Bo Bedre, among others.

SOCIAL MEDIA / MARKETING

- | | |
|--|--|
|  85.9K Instagram |  +700 Press clippings |
|  400K Page views*
<small>*Feb-25</small> |  50K Subscribers |

See you in February 2027.



STOCKHOLM FURNITURE FAIR

450 accredited journalists in 2025—

PIN-UP Magazine, Architectural Record, Architectural Digest, Sight Unseen, Diseño Interior, Elle Décor (ES), La Vanguardia, Thisispaper, Schoner Whonen, Elle Decoration (FR), Ideat, AMC Architecture, Yatzer, Domus, Interni, Living Corriere, Business of Fashion, Hypebeast, On Office, Financial Times, Wallpaper*, Mix Magazine, Dezeen, Disegno, Wallpaper* China, Kunst/Arkitektur & Design, Bo Bedre, Avotakka, Asun, Elle decoration (NO), Interior Magasinet, D2, Dagens Nyheter, Dagens Industri, Residence, Vogue Scandinavia, Elle Decoration (SWE) amongst many.



Price and participation

Start package — 8 590 SEK

Includes:

- Registration Fee
- Company profile Online
- Stockholmsmässans group insurance for exhibitors
- Exhibitor badges, unlimited
- Power outlet 230V/10A, unit
- Booth floor cleaning before opening day
- Handling of goods and empty packaging
- Unlimited entry tickets until January 8, thereafter 50% discount
- Lead Mate-license, 1 unit
- Environmental fee

Price exhibition space

Companies with turnover over 4 milj SEK – 1 990 SEK/sqm

Companies with turnover under 4 milj SEK – 995 SEK/sqm

Early-Bird Discount

100 SEK discount/sqm until 31st May 2026

Co-exhibitor Fee

— 6 495 SEK

If you want to exhibit together with another company, the main exhibitor, you pay a co-exhibitor fee. As a co-exhibitor, you receive the same services and are marketed in the same way as the main exhibitor.

All prices exkl. VAT

Make the most

Stockholm Design Week February 8-14 2027

Stockholm Design Week is organized by SFF to activate and engage players across various design disciplines—as well as cultural institutions, organizations, restaurants, shops, and other creative businesses in the city. All participants and events are listed day by day in the SDW app. Participants of SFF receive a discount on SDW participation.

Press program

SFF summarizes participants' press activities at the fair in a press program, which is sent to approximately 2,100 Swedish and international journalists and editors. The press program is also available in the fair's press room.

Partnership

We work with various types of partnerships and collaborations. Contact us if you are interested.

Digital Screens

Book a spot on one of our strategically placed digital screens inside and/or outside the venue. Contact us if you are interested.

Social Media

All exhibitors at Stockholm Furniture Fair receive a social media kit with materials to use on their own channels. Together, we create visibility for the platform. There is also an option for paid exposure in SFF's channels.

- Image carousel or Reel (3 images, or video max 20 sec) + story on @sthlmfurnfair (85,900 followers), SEK 45,000
- Story (1 image or video max 20 sec) on @sthlmfurnfair (85,900 followers), SEK 10,000
- Banner in newsletter (35,000 subscribers), SEK 10,000

The number of available spots is limited. Contact us for more information.

Project team



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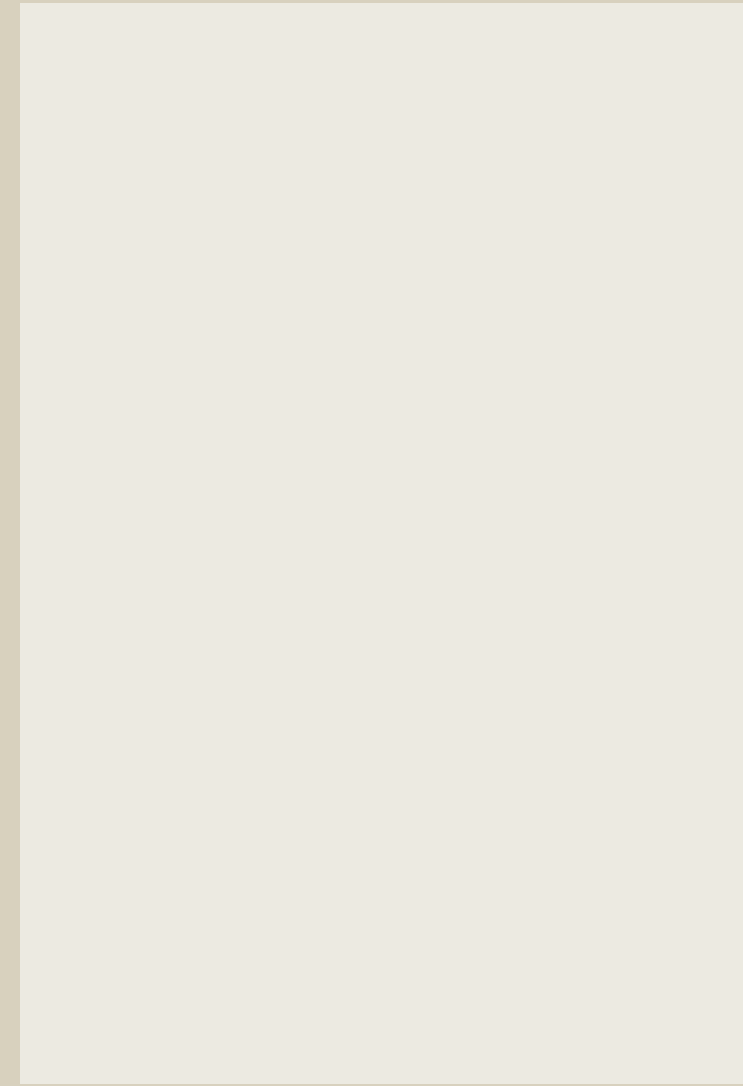
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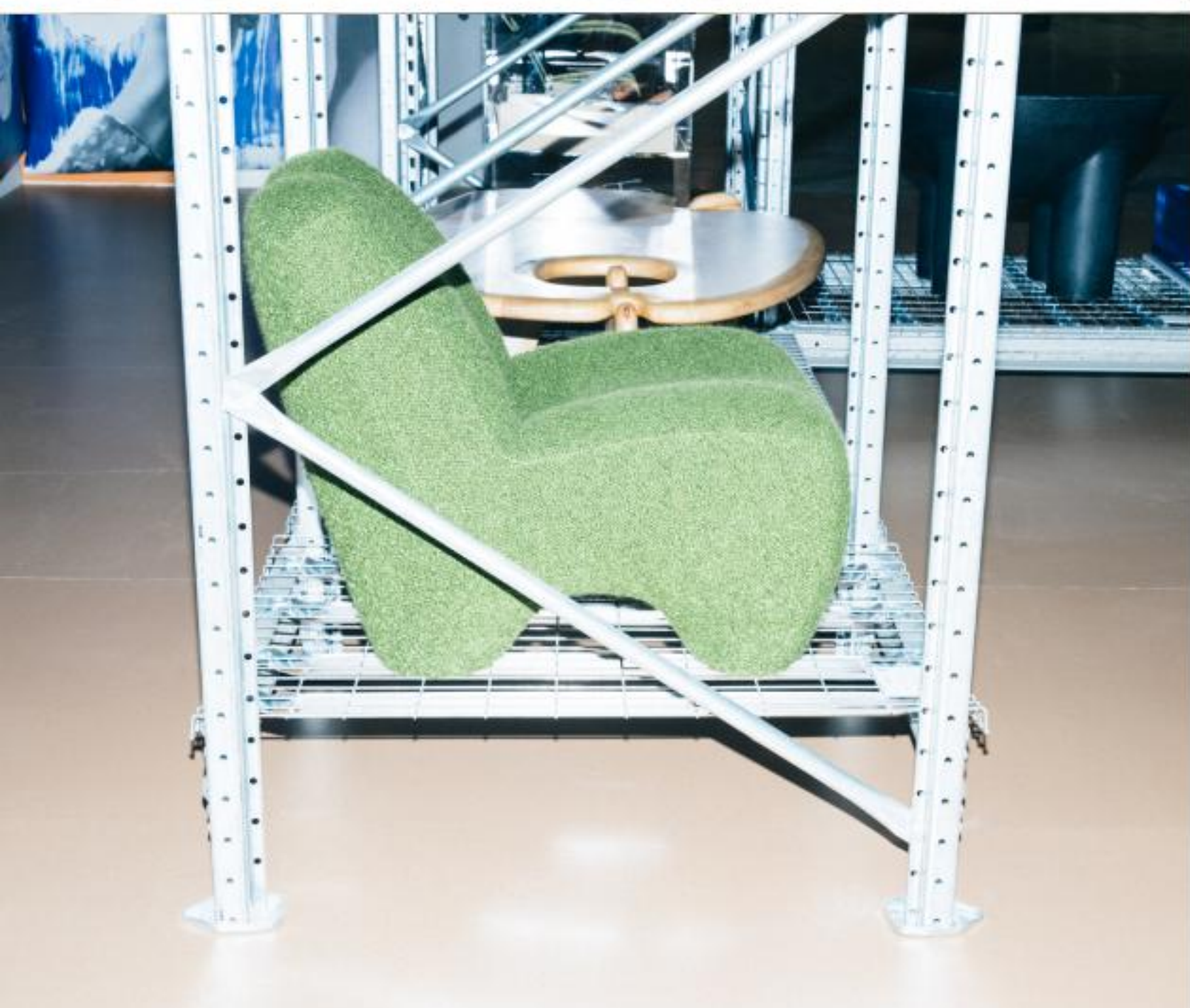
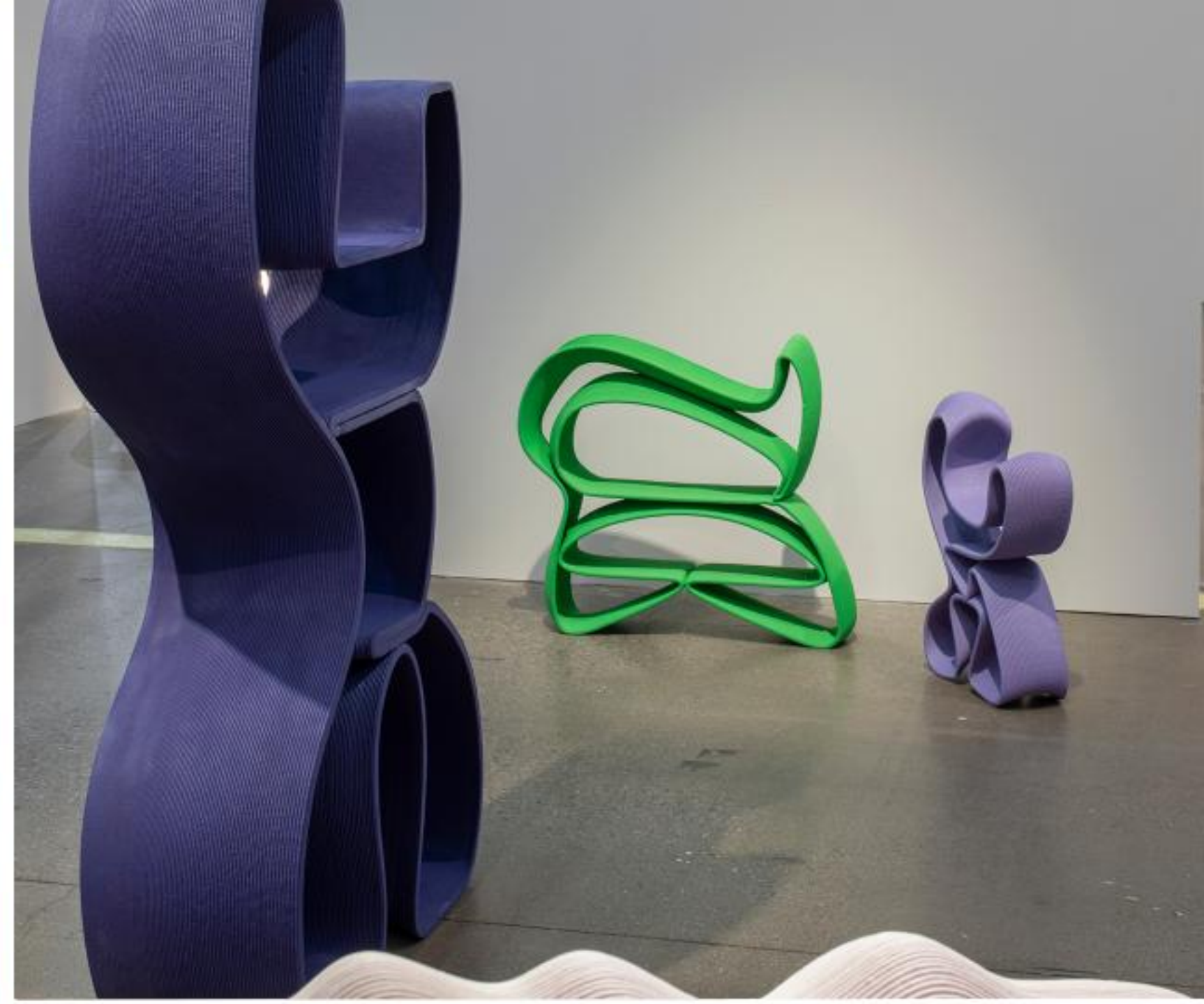
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Stockholm Furniture Fair is a curated marketplace for Scandinavian design. Rooted in Sweden's progressive mindset, with quality and sustainability at the core, we present what's next.

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[FURNITUREFAIR](https://www.furniturefair.se)
[@STOCKHOLMSMASSAN.SE](https://www.furniturefair.se)

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