# PRESS RELEASE

**Winners of Editors’ Choice 2016 – Stockholm Furniture & Light Fair´s new award**

**Best Product**

Product: Alto
Designer: Dirk Winkel

Producer: Wästberg

*Motivation: 'I am very happy to invite you to the launch of my latest work, the 'w164 Alto' for Wästberg, at the Stockholm Furniture & Light Fair 2016’, says this young designer from Berlin on his web site.*

*Indeed we are also happy about Dirk Winkel’s original designs.*

*Again he creates a new lamp - the w164 Alto, not referring to the Finnish designer, but to the Italian word ‘Alto' meaning ‘high’. In other words; a new type of uplighter - for the company Wästberg, already in its 10 years existence.*

*The pole houses a sophisticated 10.000 lumen, multidirectional, LED technique, giving a very even and super-wide-angle light distribution. The top disc of the base is a large dimming wheel which also includes the switch.*

**Best Stand**

Producer: Foscarini, stand B09:27

Designer: Pietro Ferruccio Laviani

*Motivation: Designer Pietro Ferruccio Laviani created for Foscarini a hidden area, that somehow pulls the visitor from the chaos of the fair into a red cave. The intimate and calm space lets the visitor experience different perspective of lights and gives you a completely different experience at the fair.*

**Rising Star**

Designer: BEY, Norway

*Motivation: BEY presented a consequent collection of different objects - from lamps to stools to mirrors - which all play with the same topic: To irritate your view and make you look twice.*

*Maybe the kind of mysteriousness the two young women’s eclectic work lays in the fact that east meets west, meaning a young woman from Beijing teaming up with a one woman from west Sweden opening a studio in Bergen, Norway.*

A statuette designed by Lisa Hilland and produced by Kullaro was given to each winner.

The 2016 Editors' Choice Jury consisted of three editors-in-chief: Marcus Fairs from Dezeen; Adeline Seidel from Stylepark and Walter Bettens from DAMn magazine.

*For more information, please visit* [*www.stockholmfurniturefair.com*](http://www.stockholmfurniturefair.com/) *or contact*:

Cecilia Nyberg, Project Area Manager, tel +46 8-749 43 86, cecilia.nyberg@stockholmsmassan.se

Lotta Signeul, Press Officer, tel +46 749 43 36, lotta.signeul@stockholmsmassan.se

*Stockholm Furniture & Light Fair is the world’s largest meeting place for Scandinavian furniture and lighting design.* *Domestic and international visitors will find the most comprehensive selection of Scandinavian furniture, office furnishings, design, textiles, lighting and other interior furnishings for both homes and public spaces.* *Stockholm Furniture & Light Fair runs in parallel with Stockholm Design Week.* [*www.stockholmdesignweek.com*](http://www.stockholmdesignweek.com)