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PRESS RELEASE

Business meets culture through development partnership.

This is a project that will spearhead the development of business and culture through innovation and partnership. The Röhsska Museum and First Hotel Avalon aim to promote dynamic co-operation, mutual business benefits and creative excellence.

The Röhsska Museum fashion and design collections will join forces with Hotel Avalon's pleasurable platform in a new, surprising and inspiring way. By bringing together the various competencies of business and culture, both organizations are able to draw attention to the other in unexpected ways, thus offering our visitors new and stimulating value.

First Hotel Avalon will benefit from theoretical knowledge and interactive elements that will strengthen the already strong designer concept. Furniture will be labeled, guests and staff will be offered tours and their extensive art and design collection will be documented.

Items from the Röhsska Museum collections will be on display at the hotel.

At the Röhsska Museum, the partnership will be highlighted in a new exhibition of architectural designs and prototypes from the area around Kungssportsplatsen and First Hotel Avalon. The exhibition "Imperfekt–Presens–Futurum" will open on May 12. Information about the possibility to try, for example, a chair of the same design at the Avalon is attached to the exhibits.

Design tours and workshops will be offered to hotel customers.

The first step is now to educate staff at the Avalon about the designer environment in which they work and how furniture reflects the period in which it is made. A design workshop, led by Ted Hesselbom, head of the Röhsska Museum, will start on February 23. It is followed by a training course on the subject of how to be a good host. Jan Gunnarsson, public speaker and author of a book on the subject, will be talking about basic values and sharing his thoughts on the ethos of looking after your customers.

First Hotel Avalon is Sweden's first Feng Shui hotel and one of seven members of the Design Hotels group in Sweden. Membership assures excellent design, individuality and experience.

The Röhsska Museum is Sweden's museum for design, fashion and applied arts, a traditional museum with a young and innovative mind. Textiles, furniture, glass, china, fashion and design have been collected from the very start, and today, works by leading contemporary designers are continuously added to our collections.

The Röhsska Museum

www.designmuseum.se

First Hotel Avalon

www.avalonhotel.se

For more information, please contact:

Ted Hesselbom, museichef

Phone: +46 313683150

Mail: ted.Hesselbom@kultur.goteborg.se

Torbjörn L. Johansson, CEO Avalon Hotel

Phone: +46 337990045, Mobile: +46 705127700

Mail: torbjorn@srub.se