1.) Introduction
2.) Sweden quiz
3.) Discussion
4.) Swedish environment
5.) Discussion
4.) Swedish culture
5.) Discussion
WHO AM I?

- First name: Evelina
- Family name: Tufvesson
- Occupation: Textile designer
- Employer: Toyota Boshoku - car interior maker
- Interests: Culture ---> Design --> Fabrics and Patterns

2002 Graduate from high school, Art program
Internships Preparing Schools Work
2007-2011 BA Textile design, Swedish School of Textiles
Exchange studies Internships
2012 Move to Japan

10 years from high school to first “real” job = normal !?
Please introduce yourselves shortly

Tell me your name and something you love
WHY JAPAN?
Scandinavia & Japan
*A love story*

Design

Architecture

Light
Spacious
Simple

Harajuku inspiration

Fashion

Swedish “copy”

which is which?

Swedish patterns
Which country is Sweden?
Can you guess these base facts about Sweden?

1.) What kind of Government style does Sweden have?
2.) What is the main language?
3.) What is the second most spoken language?
4.) Which is the main religion?
5.) What is the capital called?
6.) What currency do we have?
7.) Which country is the biggest, Sweden or Japan?
8.) How big is the Swedish population?
9.) Which side do we drive on?
Answers

1.) Unitary parliamentary & constitutional monarchy
2.) Mother tongue is Swedish
3.) Second most spoken language is Finnish
4.) The main religion is Christianity (Protestant)
5.) The capital is Stockholm
6.) We use the Swedish Krona
7.) Sweden is a little bigger than Japan
8.) About 9 million people inhabitants
9.) We drive on the right side
Sweden | Japan
---|---
Area: 450,000 km² | Area: 380,000 km²
Population 9.6 million | Population 128 million
Density 21/km² | Density 337/km²

Sweden is a little bigger than Japan
But the population is similar to Tokyo’s

The northern part makes 60% of the country

Most people live in the south of Sweden
Please ask me something

Q&A TIME
1.) Introduction

2.) Sweden quiz

3.) Discussion

4.) Swedish environment

5.) Discussion

4.) Swedish culture

5.) Discussion
What do you know about Sweden?

QUIZ TIME

Cooperate in groups
Powerful people
CAN YOU GUESS WHO IS WHO?

1.) Founder of Ikea
2.) The King of Sweden
3.) Design Manager at H&M
4.) The next king/queen
5.) The Prime minister
6.) Owner of H&M
7.) The richest man
A. The King of Sweden

B. Design Manager at H&M

C. Owner of H&M

D. The Prime minister

E. The next Queen

F. Founder of Ikea

G. The richest man
Connect the athlete with their sport

1.) Alpine skier
2.) Ice hockey player
3.) Golf player
4.) Soccer player
5.) Cross country skier
Answers

F = 1.) Alpine skier
D & E = 2.) Ice hockey player
B = 3.) Golf player
A = 4.) Soccer player
C = 5.) Cross country skier
Can you name these artists?
Answers

Abba

Robyn

The Cardigans

Lykke Li

Avicii

Meja

Yohio

Ace of Base

Icona Pop

Eagle Eye Cherry
<table>
<thead>
<tr>
<th>Connect artists with hit songs</th>
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</thead>
<tbody>
<tr>
<td>A) Abba</td>
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<tr>
<td>B) Robyn</td>
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<tr>
<td>C) The Cardigans</td>
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<tr>
<td>D) Lykke Li</td>
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<td>E) Roxette</td>
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<td>F) Aviici</td>
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</tr>
<tr>
<td>J) Ace of Base</td>
</tr>
<tr>
<td>K) Icona Pop</td>
</tr>
</tbody>
</table>
Correct answers

1.) It must have been love
2.) Love fool
3.) I love it
4.) The sign
5.) Saved tonight
6.) I follow rivers
7.) Dancing on my own
8.) The winner takes it all
9.) It’s all ‘bout the money
10.) Wake me up
11.) Heartbreak hotel

A) Abba
B) Robyn
C) The Cardigans
D) Lykke Li
E) Roxette
F) Avicii
G) Meja
H) Yohio
I) Eagle Eye Cherry
J) Ace of Base
K) Icona Pop
Tell me what you know about Sweden

- 9.6 million people in Sweden
- #1 exporter of music per GDP
- 100,000 Swedish moose hunted every year
- 91°C from highest to lowest temperature
- 85% of Swedes live in cities
- SEK spent daily by average tourist
BREAK TIME
1.) Introduction
2.) Sweden quiz
3.) Discussion
4.) Swedish environment
5.) Discussion
4.) Swedish culture
5.) Discussion
What is your image of the Swedish nature?
A lot of space & nature

More than half of the country is covered with forest

Lakes & Sea

Mountains

Midnight sun and northern lights

Mild climate

In Stockholm, daylight lasts for more than 18 hours in late June but only around 6 hours in late December

Fields
Most people live in the cities or towns

How & where we live

Most houses has a private or shared garden

Suburbs

Apartments with commune garden

Private house with garden
The Right of Public Access

is unique and the most important base for recreation in Sweden, providing the possibility for each and everyone to visit somebody else's land, to take a bath in and to travel by boat on somebody else's waters, and to pick the wild flowers, mushrooms and berries.
Very **high** energy consumption: 16 MWh per person/a year (2008):
Reason: cold climate & industries

...but...

**Low** carbon dioxide emissions (2007):
5.6 ton per person/a year
Reason: energy production

Energy sources (2009):
- 50% from **other**
- 11% from **other**
- 37% from **other**
- 2% from **other**
Eco awareness

“The environment friendly party” became the 2nd largest party in the Swedish votation for the European parliament two weeks ago.

Easy to find eco-friendly foods

Sales rates 12% up for ecological food 2013

Energy effective housing

Vegetarians

New study: Every 10th Swede don’t eat meat

Decreasing driving
Example of topics:

Do you have any questions?  
Do you disagree on something? 
Are japanese people eco aware? How?  
What is similar/wierd compared to Japan?
1.) Introduction
2.) Sweden quiz
3.) Discussion
4.) Swedish environment
5.) Discussion

4.) **Swedish culture**
5.) Discussion
Main Holidays

Christmas & New Year
Midsummer (non christian event)
Easter
Traditional & festive foods

Sweden does not have a strong food culture

We like to eat a little bit of everything

Todays’ eating habits
Food related traditions

+ Quality time with colleagues and family
+ Stress reducing activities
+ More effective at work?

The swedish coffee break

- We become more fat (Almost 50% of the population are overweight)
- Less effective at work?
QUIZ

The average swede

1.) How many cups of coffee per day do we drink?
2.) What is the most common car (brand/model/color)?
3.) During which season are most weddings being held?
4.) How many kilos of candy does a Swede eat per year?
5.) What is the most typical “cozy friday” dinner right now?
1.) About 4 cups a day (top rating)

2.) Volvo V70

3.) During summer

4.) 17 kg sweets/person a year!!

5.) Tex Mex food
1.) Introduction
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4.) Swedish culture
5.) Discussion

Example of topics;
What did you find interesting during this seminar?
Do you disagree on something?
Do you find any similarities to Japan?
Good and bad points compared to Japan?
Thank you for today