

Aritco exhibits limited-edition DesignWall and hosts Third Age panel discussion at Design London



Award-winning Swedish lift company Aritco will present a new DesignWall called [Geometric](#) for its fully customizable Aritco HomeLift at [Design London](#) from 21st until 24th September. It will also host a talk at the fair at 2pm on Wednesday 21st September examining how innovative design can transform the home to support an ageing population.

Geometric is the result of a collaboration between Alexander Lervik, one of Sweden's top designers, and young graphic artist Evelina Kroon and has been produced as a limited edition of just fifty units.

Lervik developed the original concept behind Aritco's home lift in 2016, using light and the latest technology to make it adaptable to modern ways of living and the smart homes of the future. Aritco already offers a range of nine DesignWalls with a Scandinavian aesthetic, but the company commissioned Lervik to create a new design for its most exclusive clients. As he thrives on collaborations with other creatives from different disciplines, he sought out Kroon who had already established a distinctive aesthetic which draws on graphic patterns from wallpapers and prints from the 1960s and early 1970s.

Kroon began the design process with a wood fibre board layered with tape and different materials to create repeat patterns. She then sent a series of six sketches over to Lervik who developed the pattern further by adding in circular shapes and creating a digital file. They shared and modified the design several times before settling on a final version in a range of colourways. Aritco then selected one colourway and sent it to specialist production company Stockholm Print who manufactured the bespoke glass wall.

Aritco's panel discussion at Design London, *Redefining the Home for the Third Age*, will examine how designers and architects can ensure that houses can cater for an ageing population. By 2050, over two billion people in the world, or one in five of us, will be aged 60 or over, and 'third agers' will have huge spending power.

David Schill, Marketing Director of Aritco Lift, will be joined by Colum Lowe, Director of the Design Age Institute, who specializes in this field. The third panellist, Kyle Scorgie, Project Head at PriestmanGoode, will offer a unique perspective from the transport sector which has been focused on improving mobility and comfort for an older demographic for decades. The talk will be moderated by design writer and curator Riya Patel.

A two-page intelligence report compiled by innovations platform [Springwise](#) will be available to accompany the talk and stimulate further discussion around this often-neglected topic.



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EDITORS' NOTES

ABOUT ARITCO

Swedish lift company Aritco was founded in 1995 as a manufacturer of lifts for homes, schools, offices and retail stores that mix efficiency with aesthetics. The company's products are recognized for their Scandinavian design, innovation, sustainability and reliability.

Aritco lifts have been installed in more than 40,000 buildings and private homes around the world. In 2016 the company launched the all-new Aritco HomeLift, taking residential accessibility to a new level.



PRESS RELEASE

The Aritco HomeLift was Winner of Red Dot Product Award 2017 and won a Gold Medal at the European Product Design Awards. It was also nominated for Best Domestic Design at Wallpaper* Design Awards, was a finalist for the Stora Design Priset (Great Design Prize) 2017 and was one of five finalists for the Grand Award of Design by Teknikföretagen and Svensk Form.

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