



Design is music... Europeans United

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För Borås – European Connections for the Future

The Design „För Borås“ by Elise Esser pays homage to the textile history of the Swedish city Borås which is still known for textiles. Old buildings and the city coat of arms, two scissors, remind of the cultural heritage of the city. The children's outfit „Small Borås“ combines traditional Swedish craftsmanship with narrative design codes: Floor patterns from Borås are integrated into the product language to make the textile history of this city visible. The Sweater is divided into two pieces and held together by the visualised classic composition „Für Elise“ by the German Ludwig van Beethoven, by design codes, which are the result of the transmission of the music. Music connects: the product and us! The colours blue and yellow represents at the one hand the culture of Sweden, Swedish flag, as well as the European Union: It symbolise the mind of Europe United!

Traditional handcrafts are connected with modern and sustainable techniques, in using environmentally friendly materials, but also the idea of children to convey the idea of sustainability playful. This is also the intention of the textile outdoor sample, which Esser designed in this circumstance in a cross disciplinary way: oversized yarn bobbins, made of bamboo can be used by the children for stacking and playing and also be integrated into the environment through greening. The Design „För Borås“ by Elise Esser is connecting people of different cultures and represents European cultural value.

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