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-- FOR IMMEDIATE RELEASE --

Experience the classic look of
Swedish Mid-Century Modern Design
The Enduring Designs of Josef Frank
At the American Swedish Historical Museum
Opening Sunday, September 22, 2013 at 4:30pm
On view thru Spring 2014



The American Swedish Historical Museum is pleased to announce the opening of *The Enduring Designs of Josef Frank*, a travelling exhibition that comes to us from the classic Stockholm interiors firm, Svenskt Tenn.

Austrian-born designer and architect Josef Frank (1885–1967) was a leading pioneer of Swedish Modern design, and many of Frank's timeless textile designs and furnishings remain in production today. Unlike the severe approach to modernism taken by many of his contemporaries, Frank emphasized comfort and informality, producing fanciful designs inspired by nature. Frank's lavish use of bright, bold colors and floral patterns quickly became popular with a host of Swedish designers and clientele.

The exhibition will open on Sunday, September 22 at 4:30pm. A gallery talk will be given by Museum Curator, Carrie Hogan, and light refreshments will be served. As an added bonus, the first 150 guests will receive a coupon for Siggis *filmjöl*, a popular Scandinavian dairy product similar to yogurt (available in stores such as Target, Whole Foods, and Wegman's). Plus, guests who register in advance will be entered into a drawing to win an original Josef Frank designed pillow, courtesy of Svenskt Tenn. Free with museum admission, register by phone or online, or pay at the door.

Call 215-389-1776, email info@americanswedish.org or visit www.americanswedish.org for more information. The American Swedish Historical Museum is located in FDR Park at 1900 Pattison Avenue in South Philadelphia, five blocks west of the Sports Complex. The Museum is easily accessible from Route 95 or 76 and has free parking. For those taking public transportation, the Broad Street subway AT&T station, or SEPTA's Route 17 bus is within walking distance of the Museum.

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