

June 4th, 2014

Emotions determine the winner in unique auction by Kosta Boda

Art glass worth more than 25 000 euro to be auctioned off. Do you have more emotions than money? Then you are not alone, which is why, on June 18th, Kosta Boda will be hosting the world's first art auction based on emotions in Stockholm, Sweden. The bidders' emotional reactions to the pieces will be measured using biometric sensors, and the three people who feel the strongest will each win one of three art glass pieces worth in total more than 25 000 euro.

The auction, at which you can only pay with your emotions, aims to highlight the unique pieces of art glass created by Kosta Boda's designers in Sweden. It also makes Kosta Boda's most unique pieces available to people who normally would not be able to buy them.

The auction takes place at the So Stockholm gallery on June 18th and is open to everyone.

– It is amazing that we can use this technology to give the person who expresses the strongest feelings for the piece the possibility to actually own it, says Jenny Sundqvist, Director of Marketing and Product Development at Orrefors Kosta Boda AB.

The bidders will have their emotional reaction to the objects analyzed with the help of biometric sensors, a proven technology used in cognitive science and neuropsychology. The sensors transform each bidder's emotions into an "emotional bid". The highest bid will win the auction.

Three of Kosta Boda's most noted designers have created the pieces for the auction and the art is worth more than 25 000 euro. Both the art pieces and the names of the artists are being kept secret until the auction is closed in order to minimize the risk of manipulation.

One of the designers makes the following comment about the project:

– It is exciting to see art being sold at an auction where the currency is emotions rather than money. It opens up to a lot of interesting questions such as what art is worth and who should have the possibility to own it. I hope that the person who wins will feel that it was worth every single heartbeat.

Follow the auction live and read more **at auctionbasedonemotions.com** and **#kostabodaauction**

For more information about the auction, please contact:

*Jenny Sundqvist, Director of Marketing and Product Development, Orrefors Kosta Boda AB,
E-mail jenny.sundqvist@orrefors.se, Phone: +46 (0)478 34 619*

*Sarah Andersson, Marketing Communications Manager, Orrefors Kosta Boda AB,
E-mail: sarah.andersson@orrefors.se, Phone: +46 (0)478 34 560.*

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The auction will take place on June 18th 2014 between 11:00 – 20:00 at the So Stockholm gallery in Kungsträdgården in the centre of Stockholm.



Security during the auction is provided by Kali Sikaran, <http://kalisikaran.com>.
For further information, please contact johan.skallberg@kalisikaran.com

Orrefors Kosta Boda AB is a design company in the Swedish province of Småland that designs and makes high-quality utility glassware and art glass. We develop, produce and sell a wide range of utility and art glass for private and public use under the brands Orrefors and Kosta Boda. We are the largest glassworks group in the Nordic countries with a history dating all the way back to 1742.

The glasswork in Kosta constitute the heart of our business. Genuine glasswork environment close to the craftsmanship and the designers. At our glasswork we also run extensive tourism and events operations that attract more than one million visitors each year.

Since 2005, Orrefors Kosta Boda AB has been part of New Wave Group, which works with several brands in the consumer and corporate market in the areas of sport, leisure, furnishings and gifts. New Wave Group is listed on the NASDAQ OMX Stockholm exchange.

www.kostaboda.com