# PRESS RELEASE

**International guests at Formex**

*This fall’s Formex, August 21-24, has an international flair. For example, 150 years of diplomatic ties between**Sweden and Japan will be celebrated with an exhibition on Japanese design and craftsmanship. The U.S. trend analyst Lilly Berelovich will also hold a seminar at the fair*.

**Textile designs from Tokyo**

The exhibition Japan at Formex consists of three parts and is curated by designer and handweaver Åsa Pärson. **The first part is a mix of high-tech, tradition and craftsmanship.** Japanese textile designer ***Keiji Otani,* the creator behind La+h, will come from Tokyo.** Keiji Otani has also worked for Reiko Sudo, who is considered to be one of the textile industry's major names, with customers like Issey Miyake and other fashion brands. **He creates textiles produced in Japan using techniques and production processes typical for the country.**

*KIN* is another part of the exhibition. Kin, as in family, gathers a group of artists, all from Japan, who now have established themselves in Sweden. Their links between Japan and Sweden are expressed in objects, production techniques and thoughts surrounding form and craftsmanship.

The third and final part, *ORIYASAN*, displays ikkat fabrics from Kyozo Shimogawa’s family company Oriyasan, all in natural indigo.

On stage at Formex, Petra Holmberg, the curator of the Japan collections at the Museum of Far Eastern Antiquities, will hold a lecture.

**Trend lecturer from New York**

The fair will also host entrepreneur *Lilly Berelovich,* founder and head of the digital interactive trend bureau FS Creative (fashionsnoops.com). Under her leadership, FS delivers a culture-to-product perspective that inspires innovation rooted in the current global trends.

Her trend seminar at Formex is entitled “The Future of Living Spaces” and will highlight the coming seasons’ most important influences for interiors, colors, materials and design. The lecture will be held in English and attendance is limited. The lecture is a collaboration with ColourHouse Scandinavia. More information is available at [www.formex.se](http://www.formex.se).

**Guest Creator from London**

As previously announced, British *Abigail Ahern* has been invited as Formex Guest Creator to create an installation in the Entrance Hall.

Formex will be held on August 21-24 at Stockholmsmässan.

For more information, please visit [www.formex.se](http://www.formex.se/press/pressreleases/sm/2015/8/www.formex.se) or contact:  
Christina Olsson, +46 8 749 44 28, [christina.olsson@stockholmsmassan.se](mailto:christina.olsson@stockholmsmassan.se)

Lotta Ahlvar, +46 8 749 41 52, [lotta.ahlvar@stockholmsmassan.se](mailto:lotta.ahlvar@stockholmsmassan.se)

Formex is arranged by Stockholmsmässan and takes place twice a year. It is the leading Nordic meeting place for new products, business opportunities, trends, knowledge and inspiration in the interiors industry. Formex welcomes 850 exhibitors, 23,000 trade visitors and more than 650 media representatives.