2018

# PRESS RELEASE

Ten things you absolutely won’t want to miss at [Formex](http://www.formex.se), January 17-20

*Formex, which will be held January 17-20, 2018, is the kick-off for the spring season in the interior design industry. Visitors can listen to many interesting speakers, such as one of the world’s leading trend forecasters, Li Edelkoort, and lifestyle trend expert and researcher Mads Arlien-Søborg. This year’s Formex Formidable design award will be presented at Wednesday’s press breakfast.*

[**Li Edelkoort**](http://www.formex.se/at-formex/whats-on/li?sc_lang=en)Exclusive seminar in which she presents the season’s most important influences for the interiors industry and discusses how digitalization, sustainability and consumption patterns are affecting us in an increasingly complex world.

**[Formex Trends](http://www.formex.se/at-formex/whats-on/trender?sc_lang=en)**

Formex presents the season’s general trends - *heritage, purity, sensation -* determined in collaboration with [Swedish Fashion Council](http://www.swedishfashioncouncil.se/). [**Entrance Hall - Layout**](http://www.formex.se/at-formex/whats-on/layout?sc_lang=en)Designer and exhibition architect Synnöve Mork has created an exhibition together with three artists: Cilla Ramnek*,* Saša Antić and Tina Hellberg.  
  
[**Beskow Café**](http://www.formex.se/at-formex/whats-on/elsa-beskow?sc_lang=en)For the 100th anniversary of Aunt Green, Aunt Brown and Aunt Lavender, Bonnier Brands is recreating a wonderful fairy tale world with the help of [Joann Tan Studio](http://www.joanntanstudio.com/).

[**Man Kind Bar**](http://www.formex.se/at-formex/whats-on/man-kind-bar?sc_lang=en)An increasing number of interior design products are being designed for the strong purchasing power of men. Formex will have an exhibition for the first time that exclusively targets the design-interested male consumer.

[**Uminova eXpression**](http://www.formex.se/at-formex/whats-on/uminova-expression?sc_lang=en)  
Ten talented students together with local producers in Umeå have been given the opportunity to take their design from idea to prototype to finished product. The products will be displayed at Formex.  
  
[**Icelandic Design**](http://www.formex.se/at-formex/whats-on/icelandic-design?sc_lang=en)New collaboration with [Iceland Design Centre](http://www.icelanddesign.is/ICELANDDESIGNCENTRE/) presenting five selected Icelandic companies and the most exciting trends within Icelandic design.

[**Livsstycket's 25th anniversary**](http://www.livstycket.se/01.start/start_eng.htm) - Livstycket is a contemporary knowledge and design center in Tensta, Stockholm, in which women from all around the world participate. It will display a selection of its production from the past 25 years.

[**Formex program**](http://www.formex.se/program?sc_lang=en)Leila Lindholm, Johan Jureskog, Mads Arlien-Söborg, Jan Rundgren and others offer inspiration and talk about trends, material and digitalization.

[**Workshop**](http://www.formex.se/at-formex/whats-on/work-shop?sc_lang=en)In collaboration with the creative duo, [Visualisterna](http://visualisterna.se/), Formex is designing a workshop where visitors will be able to create their own still lifes and document them.

*For more information, visit* [*www.formex.se*](http://www.formex.se) *or contact*:

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*On Wednesday, January 17, the largest interiors fair in the Nordics will open its doors for the 108th time; this time with the theme “A World of Shapes”. Shapes form the foundation of this spring’s theme and, with colors such as sunny yellow, coral, terracotta and grassy green, create a vibrant palette.*