# PRESS RELEASE

**The spring season starts at Formex**

***This spring we want to design our interiors with a personal touch and a lot of color as well as with warmth and artistic sensitivity.*** *On January 20-23 Formex opens the* ***season for the interior design industry at Stockholmsmässan. This spring's trend theme, Nordic Kicks, offers "Something old, something new, something borrowed, something blue, something given".***

**Formex is**the Nordic region's largest **trade fair for interior design and gifts. The interior design industry gathers here to do business, see the latest trends, be inspired and mingle.**

**In total more than 820** exhibitors participate in an area totaling around 30,000 sqm*.*

**Highlights at this spring’s Formex:**

**Constant change and transformation at Formex in the theme exhibition**

At Stockholmsmässan's Entrance Hall, Formex's trend theme, Nordic Kicks, is presented in an exhibition designed by Oddbirds. Through their exhibition they would like to form creative processes that are mobile, alive and permanent for the duration of the exhibition. The set-up consists of three environments, and next to each permanent exhibition Oddbirds has invited different creators to come and create freely within a given theme. The exhibition will primarily focus on geometric games, the beauty of smallness, Japan meets modernism, the Swedish cultural heritage and handicraft, material combinations, artistry and in motion. EH:05

**Formex Formidable Design Award**

At the Formex press breakfast on January 20, 2016, the winners of Formex Formidable will be announced – including both the jury's selection and the honorable mention, People's Choice, who is voted by the general public. The award celebrates objects that combine typical contemporary design with an intrinsic quality and that entice people to use them. Roughly 20 products are nominated by a jury that consists of trend expert Stefan Nilsson, editor of Sköna hem, Dan Gordan, architecture and design critic Annica Kvint, Kajsa Falck-Torlegård from Formex, and designer Alexander Lervik.

**Wonderful blend of interior design and food**

Nordic Kicks, Formex's Trend Restaurant, offers visitors a unique design and culinary experience.

Stylist Jan Rundgren interprets the season's trends and the menu has been selected in collaboration with Thomas Andreasson, chef at Mässrestauranger. Famous chef Tina Nordström also makes a guest appearance. This is the first time a guest chef will compose a dish specifically for Formex. B16:43

**Desire to experiment at Young Designers**

This spring's platform at Formex for new talents consists of 21 selected participants in different categories. Several experimental and innovative products are presented here, including handicrafts in iron mesh, design with emotional functionality and shaped, sustainable soap.

**Tribute to textile designer Gunila Axén**
Gunila Axén is a textile designer. She has previously been a member of 10-gruppen and a professor of textile design at the University College of Arts, Crafts and Design in Stockholm. *Clouds*, which was her first pattern as a new graduate from Beckmans, was purchased in 1966 by Borås Wäfverier. In 2016, both the pattern and Gunila's career as a designer turn 50[.](https://sv.wikipedia.org/wiki/Gunila_Ax%C3%A9n#cite_note-1). This event will be celebrated with an exhibition that also serves as the Formex café and seminar area. The exhibition was designed and compiled by Ann Charlotte Ridderstolpe. A32:3

Opening hours: Wednesday 9:30AM-7:00PM, Thursday 9:30AM-7:00PM, Friday 9:30AM-6:00PM, Saturday 9:30AM-5:00PM.

*For more information, please visit*[*www.formex.se*](http://www.formex.se/press/pressreleases/sm/2015/8/www.formex.se)*or contact:*
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*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 850 media representatives.*