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# PRESS RELEASE

Step into Elsa Beskow’s fabulous world at Formex

*For the 100th anniversary of Aunt Green, Aunt Brown and Aunt Lavender, Bonnier Brands is creating the wonderful fairy tale world imagined by the mother of Swedish children’s books, Elsa Beskow. The exhibition is a collaboration with internationally renowned* [*JoAnn Tan Studio*](http://www.joanntanstudio.com/)*.*

This year we celebrate the 100th anniversary of the first book about Aunt Green, Aunt Brown, Aunt Lavender and Uncle Blue. Bonnier Brands, the agency that manages the rights to Elsa Beskow’s images and fairy tale treasures, is celebrating this milestone with an exhibition in her honor. The inspiration exhibition is a collaboration with internationally renowned JoAnn Tan Studio. The studio’s clients include NK, Hermès, Fendi and the Nordic Museum, and Creative Director JoAnn Tann is known as one of the fashion world's most appreciated and well-known visual creators.

“We consider it to be a dream project to be able to work with artistic material and transform a 100-year-old fairy tale into a visual installation with the reverence it is due. Our goal is for every visitor to be able to truly experience Elsa Beskow’s magical world,” says Cilla Winbladh at Joann Tan Studio.

This is the third time Bonnier Brands is exhibiting at Formex, and this time it is visualizing the anniversary exhibition featuring Beskow’s beloved aunts. At the exhibition, visitors can enjoy a classic selection of cookies in Aunt Lavender’s salon, peek into Aunt Brown’s kitchen and relax in Aunt Green’s garden.

“When we decided to do this, we also decided to do it right. We really want visitors to step into Elsa Beskow’s world,” says Christian Wallin from Bonnier Brands.

“It is so much fun to be able to offer our visitors an inspiration exhibition designed by world-famous JoAnn Tan Studio. Being able to highlight some of our Swedish design treasures is fantastic, and this definitely includes Elsa Beskow and her books,” says Christina Olsson, Event Manager for Formex.

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

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Formex is organized by Stockholmsmässan and takes place twice a year. Formex 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 industry visitors and over 850 media representatives.