#

May 25

# PRESS RELEASE

**Away from conventions and preconceptions**

*The architectural firm Codesign has been given the assignment to create the Theme Exhibition at the interior design fair Formex, based on this autumns trend theme Nordic Me. With its concept Breaking Through Convention, Codesign interprets the theme by looking at stereotypical preconceptions about the Nordic region.*

The Formex trend theme, Nordic Me, focuses on awareness - how we want to live and how we make our choices. Other key words are heritage and nature. As consumers, we are involved on all fronts, and interest in interaction creates ripple effects in all areas of our lifestyle.

The thematic exhibition originates in the shapes and phenomena found in Nordic nature, drawing inspiration from mountains, oceans, Northern Lights, ice and snow formations and rolling landscapes.

“At one side of the installation, the visitor is invited to partake of conventionally Nordic colors and shapes. The other side is exotic and in the middle the two expressions converge in a definition of Nordic Me. We want to take visitors far away from convention and preconceptions,” says Sanna Gebeyehu, concept developer at Codesign.

Codesign = Together
“We are Sweden’s fastest growing architectural firm. We are convinced that cooperation creates the best results, and we therefore complete our projects together with carpenters, producers, managers and in particular our customers. Together, we discover how we can make people happier, smarter and better. There, in that sense, we find our drive and energy. It is as simple as that.”

Formex will be held on August 24-27, 2016 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](http://www.formex.se/press/pressreleases/sm/2015/8/christina.olsson%40stockholmsmassan.se)
Catarina Oscarsson +46 8 749 43 66,[catarina.oscarsson@stockholmsmassan.se](http://www.formex.se/press/pressreleases/sm/2015/8/catarina.oscarsson%40stockholmsmassan.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 interior design industry. Formex welcomes 900 exhibitors, 24,000 trade visitors and more than 850 media representatives.*