# PRESS RELEASE

**The Winner of the Design Award Formex Formidable 2015 is**

**Emma Fällman Studio**

***The jury-selected award Formex Formidable 2015*** *has been won by Emma Fällman for the expressive graphic design of her luxurious silk scarves.* ***The People’s Choice, which is voted for by the general public, has been won by the IPA beer glass from Orrefors designed by Erika Lagerbielke.***

**Formex Formidable 2015**

Item: Silk scarves

Designer: Emma Fällman

Company: Emma Fällman Studio

*The Jury’s motivation: Emma Fällman’s Totem Tiger stands for strength, bravery and beauty.* *And her Cockatoo represents positive change.* *This is young Swedish design with an attitude. Imagery that exudes both urban tattoos and folk art in an exciting cavalcade of patterns.* *It awakens the tiger within us.*

Emma Fällman was born and raised in Kåge in Northern Västerbotten. She graduated from Berghs School of Communication in Stockholm in 2013. Emma has specialized in illustration since then. With a fascination for details, she creates all her illustrations by hand in pencil. She uses them in turn to create patterns to be applied to fabrics, wallpapers and scarves made of the finest silk. She’s also studied at The Scandinavian School for Stage Designers, and has worked extensively in films, advertising and the theater. www.emmafallman.se

“Winning Formex Formidable is an honor and wonderful recognition. It means such a lot to get this accolade when you are just starting out, as I am. It motivates and encourages me to dare to concentrate on my in-house design,” says Emma Fällman.

**The People’s Choice**

Item: IPA Beer Glass

Designer: Erika Lagerbielke

Company: Orrefors

The popular *Beer* range of beer glasses, specially designed for Ale, Pilsner and Lager, has been expanded this year to include a unique glass – IPA.

The 2015 Jury consists of Stefan Nilsson, trend expert, Dan Gordan, Editor of *Sköna Hem*, architecture and design critic Annica Kvint, Kajsa Falck-Torlegård, Formex and designer Alexander Lervik.

The competition consists of 20 nominated items and to qualify for nomination the product must have been exhibited at Formex during the spring or fall of 2015. It must be new for that year, judged for its design merit and capture the spirit of the times. The winners are on display in the Entrance Hall EH:04.

*To find out more, please visit* [*www.formex.se*](http://www.formex.se) *or contact:*

Christina Olsson, +46 8 749 44 28, [christina.olsson@stockholmsmassan.se](mailto:christina.olsson@stockholmsmassan.se),

Catarina Oscarsson +46 8 749 43 66, [catarina.oscarsson@stockholmsmassan.se](mailto:catarina.oscarsson@stockholmsmassan.se)

Formex is arranged by Stockholmsmässan and takes place twice a year. The Fair is the Nordic region’s leading meeting place for new products, business opportunities, trends, knowledge and inspiration in interior design. Formex welcomes 850 exhibitors, 23,000 trade visitors and more than 850 media representatives.