**Formex senses a new beginning and picks the theme “Fresh” for its spring exhibition**

**A new age and a new season await us. Winter darkness makes us long for a new beginning, the first warm rays of spring sunshine, and the sense of hope and life that daylight brings. Formex, which will be held at Stockholmsmässan on 17-20 January 2013, is launching the theme “Fresh” this spring.**

“This season’s “Fresh” theme reflects a new, modern and bright feeling. It’s simplicity with a strong element of design and a dominant trend that reflects both the rebirth in nature and our need of a fresh start after a long winter,” explains Formex Event Manager Chicie Lindgren.

Pure wood surfaces, rattan and other simple, natural materials make up the framework for this spring’s theme, and patterned fabrics with an artistic touch provide an invigorating splash of color. Water-color effects achieved by dipping, spraying, batik-coloring or painting in sweeping brush strokes in spontaneous patterns will be great favorites in a look that is simplistic yet sophisticated, pared down but sill romantic. The season’s crisp color theme plays with the sorbet palette: pink, sunny yellow and sky blue are blended with a base of white tints, brown earth hues and matt metals such as gold and copper.

Formex is a classic meeting place for the interiors industry and an exhibition that many people feel has developed into the ultimate Nordic trendsetter. Twice a year, buyers, designers, journalists and bloggers come together to see what the new season has to offer in the way of products and trends.

“Over 850 exhibitors will be gearing up to show us their spring collections and, with a packed program of seminars, trendspotting and inspirational exhibitions, there isn’t much that Formex, the Nordic region’s leading meeting place for the interiors industry, doesn’t have,” Chicie Lindgren maintains.

During Formex on 17-20 January 2013 the winners of Formex Formidable will be announced – a design award that encourages interesting, qualitative and contemporary design. Two winners will be chosen: one by a jury of experts consisting of Stefan Nilsson, Trendgruppen and Jury Foreman, designer Monika Förster, Professor of the History of Design & Crafts Kerstin Wickman, as well as Dan Gordan, Editor of *Sköna Hem* magazine. The other winner will be the “People’s Choice” and everyone who wants to can influence the result by voting for their favorite – voting will be open until 31/12 on [the Formex website](http://www.formex.se/hem/formex-formidable-2012---arets-stora-tavling-for-inredningsdesign). You will also find images of all the nominated products there.

**Three details that epitomize this season’s “Fresh” theme:**

Fresh flowers to provide a budding freshness in every home.

Vases and pots in all shapes and sizes are among this season’s key products.

Textiles with water-color effects – simplistic, romantic and poetical designs feature prominently this spring. Flowered fabrics and wallpapers – ethereal, romantic and poetic designs feature prominently this spring.

To find out more, please visit [www.formex.se](http://www.formex.se/) or contact Ida Mlowe, Press Officer, [ida.mlowe@stockholmsmassan.se](mailto:ida.mlowe@stockholmsmassan.se) or +46 8 749 44 13