# PRESS RELEASE

**Geometric games, tactile surfaces and constant motion at Formex**

*Nordic Kicks is the spring theme at Formex, the Nordic region’s largest* ***trade fair for interior design and gifts. The theme*** *will be presented in an inspirational exhibition that has been designed by the design group, Oddbirds. The exhibition contains three spatial environments that have been inspired in part by geometric games, churches and* *display windows.*

The interior and design studio Oddbirds has been given the assignment to interpret Nordic Kicks, the theme at Formex, in an exhibition located on Stockholmsmässan’s entrance hall. Their goal is to create an exhibition that feels alive, is mobile and, ultimately, inspires others.

“In our design we will focus on the flow of creativity and what inspires us the most. This makes the choice rather simple. We want to build an exhibition that is constantly undergoing change and transformation. We want to form creative processes that are mobile, alive and permanent for the duration of the exhibition. This means that it is our ambition to design an area around the theme that has three sections and all of these sections are both permanent and mobile. Next to every permanent section we will invite different designers who will be given complete creative freedom within a specific theme,” says Camilla Bredin, Oddbirds.

The thematic exhibition will highlight primarily geometric games, collections, tactile surfaces, the beauty of smallness, Japan meets modernism, the Swedish cultural heritage and handicraft, the artistic and material combinations.

Oddbirds is a creative interior and design studio. Their assignments vary, although they all have a common denominator - visual decor. Oddbirds designs the interior of, for example, hotels and restaurants, builds exhibition stands, styles for photographic shoots and coordinates events. The members of the team also often work as creative leaders in different contexts.

Formex will be held on January 20-23, 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:*
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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.*