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**Cosy Minimalism at Formex**

**This autumn’s trend theme at Formex exudes austere and modern retro, mixed with an aesthetic that radiates a congenial, timeless and relaxed elegance - Cosy Minimalism. Warmth, harmony and balance are the catchwords for the season.**

The trend theme “Cosy Minimalism” draws on influences from the simple and natural elements of both Nordic and Japanese design and architecture. The focus is on a warm, comfortable and congenial mood.

“At this autumn’s Formex we will be paying tribute to the eternal beauty of timeless natural materials and meticulous handicrafts. With disasters and conflicts increasing around the world we seek security in a simple, cozy home environment that exudes warmth, companionship and care,” says Chicie Lindgren, project manager, Formex.

Cosy Minimalism is dominated by timeless materials such as rough, wood surfaces, leather, suede, flax, wool and terracotta – robust natural materials that will stand the test of time and simply become more beautiful as the years pass.

The basis for the design expression is elegant, reserved and sculptural, with a masculine feel. A minimalistic aesthetic that is the exact opposite of showy and ostentatious. The austere and minimalist is softened and given a warm, cozy feel with the aid of attractive, tactile materials such as knitted and soft, structured textiles in patchwork and layered designs. Classic masculine check patterns combined with graphic stripes and geometric, ethnic motifs. You will find updated versions of tweed and tartan.

The prevailing color scheme is a warm and sophisticated palette. The base consists of saturated earth tones and beige tones inspired by wood and leather, complemented by wonderful, warm red shades and a selection of brighter colors inspired by vegetable plots. The metallic shimmer of copper in a variety of forms is the most interesting accent for the season.

Formex will take place on 1-4 September 2011 at Stockholmsmässan. Formex is the meeting place for news, business opportunities, trends, knowledge and inspiration. The fair takes place twice a year, attracting 850 exhibitors, 25,000 professional visitors and 800 media representatives.

For more information, visit [www.formex.se](http://www.formex.se) or contact Lotta Signeul, Press Officer, [lotta.signeul@stockholmsmassan.se](mailto:lotta.signeul@stockholmsmassan.se) or +46 (0)8-749 43 79.