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# PRESS RELEASE

**Considerable international interest in Formex**

*Several of Europe’s leading design and interiors magazines will be coming to Formex interior design fair which will be held August 23-26, including Wallpaper (UK), Frame (NL), ELLE Deco (NL) and Schöner Wohnen (G).*

For the past ten years, Formex has been arranging a press program for international journalists. The journalists receive a tailored program consisting of interesting study visits at some of Sweden’s leading designers and an introduction to current design brands. They also spend a full day at the Formex fair and participate in the award ceremony for Formex Nova, which names the Nordic designer of the year. This year, 17 journalists from eight European countries will be participating.

“We have seen a steadily growing interest among foreign press for Nordic design. We are very proud that such prestigious design magazines are choosing to come and cover what is happening at our fair,” says Christina Olsson, Project Area Manager for Formex.

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*Formex is organized by Stockholmsmässan and takes place twice a year. Formex is the leading Nordic meeting place for new products, business opportunities, trends, knowledge and inspiration in the interiors industry. Formex welcomes 900 exhibitors, 23,000 trade visitors and more than 850 media representatives.*