September 13, 2017

# PRESS RELEASE

# This year’s Formex Nova winner recognized in London

# *Qian Jiang - winner of the Formex Nova 2017 design award - has been invited by design studio FUWL, Form Us With Love, to participate in Prototypa at Somerset House in London in parallel with the London Design Festival, September 18 - 24, 2017*.

Qian Jiang was selected to participate in a workshop and display his design at Prototypa, a seven-day series of lectures, workshops and exhibitions arranged by Swedish design studio FUWL.

“We think it is fantastic that Formex Nova is getting attention outside of the Nordic region. Qian Jiang is a worthy Nova-winner who is now gaining recognition. We look forward to following his development in the future,” says Christina Olsson, Project Area Manager for Formex Nova.

Prototypa is part of Design Frontiers, an independent group exhibition at Somerset House in London featuring approximately 30 designers. Prototypa is arranged in cooperation with Visit Sweden, Swedish Design Moves and the Swedish Embassy in London.

More about Qian Jiang at [www.studiodejawu.com](http://www.studiodejawu.com)

**Formex Nova Award**
Formex established *NOVA – Nordic Designer of the Year* in 2011 to promote Nordic design created by a still relatively unknown designer working in the Nordic interior design industry. The 2017 jury consisted of Lotta Lewenhaupt, journalist and author; Kerstin Wickman, professor in design history; Ewa Kumlin, President of Svensk Form; and Anders Färdig, founder and CEO of Design House Stockholm. The 2017 guest jury member was designer Mattias Stenberg.

Previous Formex Nova winners include Hanna Hedman and Simon Klenell, Sweden, 2011; Mari Isopahkala, Finland, 2012; Mattias Stenberg, Sweden, 2013; Line Depping, Denmark, 2014; Erik Olovsson & Kyuhyung Cho, Sweden, 2015; and Nick Ross, Sweden, 2016.

To find out more, visit www.formex.se or contact:

Christina Olsson, +46 8 749 44 28, christina.olsson@stockholmsmassan.se

Lotta Ahlvar, +46 8 749 41 52, lotta.ahlvar@stockholmsmassan.se

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.