# PRESS RELEASE

**Humanistic modernism in Nordic Kicks**

*This spring’s theme at the Formex interior design and gifts exhibition, Nordic Kicks, approaches our design heritage from several new angles. We design our interiors with a personal touch and a lot of color as well as with warmth and artistic sensitivity. The trend theme can be summarized by the phrase, "something old, something new, something borrowed, something blue, something given".*

In Nordic Kicks we are co-creators. We quickly absorb new impressions and influences and use them to shape a modern expression. The interior design can be straight and box-like or curved like a circle, and we play with basic Modernism designs. The strong spheres in our interiors form exclamation marks, and the geometric shapes become signs and symbols. Despite the distinct forms and colors, the expression is soft. Characteristic of this trend is the contrast between the strong basic designs and the soft appearance.

A fresh start for freedom in the improvised, drip painting as a naturaldevelopment of the focus on marble from earlier seasons and playful approaches to the Memphis Group. Inspiration is also drawn from the east. Japanese traditions meet the 20th century humanistic modernism and our Swedish welfare state.

Craftsmanship continues to be an influence. The artistic qualities raise the level and technological innovations lead the way forward. And it is also about high and low materials in a symbiotic relationship. Tactile surfaces on textiles and careful consideration for the material, wood with golden tones, natural stone and marble, cork, natural tan leather, terracotta and metals - imprinted, etched, oxidized and processed.

The blue color is so close to the heart of many Scandinavians, from Dalecarlian Blue, the blue hour at sunset, to the sea that embraces us and the ”Flow Blue” porcelain.

Formex will be held on January 20-23, 2016, at Stockholmsmässan.

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Christina Olsson, +46 8 749 44 28,[christina.olsson@stockholmsmassan.se](http://www.formex.se/press/pressreleases/sm/2015/8/christina.olsson@stockholmsmassan.se)  
Catarina Oscarsson +46 8 749 43 66,[catarina.oscarsson@stockholmsmassan.se](http://www.formex.se/press/pressreleases/sm/2015/8/catarina.oscarsson@stockholmsmassan.se)  
  
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.