24 October 2013

# PRESS RELEASE

**Day Dream – Contemplation and Creativity at Formex**

**Day Dream, this spring’s trend theme at Formex on 15 – 18 January 2014, paves the way for a more contemplative outlook on reality. By noticing the beauty all around us, we open ourselves to creativity and commitment.**

* “In today’s society, with its ever-increasing transparency, you need genuine commitment to achieve your goals. By noticing the beauty all around us, we open ourselves to creativity and admit a more poetic reality. A contemplative outlook liberates our imagination and our dreams; it’s when we listen to them we discover our commitment,” says new Formex Event Manager Christina Olsson.

This spring’s trend theme Day Dream represents all that’s simple, lightly floating, functional yet poetic. The shapes are pure, minimalistic and sculptural with rounded edges – the tightly structured is softened. There are also many quilted, fluffy and huggable elements – cuddly is the new black!

The dream-inducing landscape is colored using a palette of combinations. Pastels are teamed with clear neutral colors, harmonizing shades of pink with some contrasting explosive color that’s disturbingly eye-catching and various pastel colors with a strong accent color to cheer things up.

Materials consist of powder matte fabrics, sheer and transparent or perforated surfaces. There are also new, unexpected encounters between glossy, lacquered, glass, ceramics, white marble and pale woods.

To find out more, please visit [www.formex.se](http://www.formex.se) or contact:

Mathias Fock, Press Coordinator, mathias.fock@stockholmsmassan.se +46 8 749 43 36.

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 850 exhibitors, more than 23,000 trade visitors and 850 media representatives.