# PRESS RELEASE

**Tribute to textile designer Gunila Axén and a Japanese dying technique at Formex**

*January 20-23, 2016, marks the kick-off for the spring season in the interior design and gifts industry at the trade fair Formex. Visitors will be able to try their hand at shibori - a Japanese coloring technique - and browse through an exhibition dedicated to textile designer, Gunila Axén.*

**Tribute to textile designer Gunila Axén**

Gunila Axén is a textile designer, a previous member of Ten Swedish Designers / [10-gruppen](https://sv.wikipedia.org/wiki/10-gruppen_%28konstgrupp%29) and a former professor of textile design at the University College of Arts, Crafts and Design in Stockholm. *Clouds*, which was her first pattern as a new graduate from Beckmans, was purchased in 1966 by Borås Wäfverier. In 2016, both the pattern and Gunila's career as a designer turn 50[.](https://sv.wikipedia.org/wiki/Gunila_Ax%C3%A9n#cite_note-1). This event will be celebrated with an exhibition that also serves as the Formex café and seminar area. The exhibition is designed and compiled by Ann Charlotte Ridderstolpe. A32:30

**Craft Dying Lab workshop**

At the Craft Dying Lab, the Friends of Handicraft / Handarbetets Vänner demonstrates the art of shibori. Shibori is a Japanese dying technique that creates different patterns by tying and dipping the fabric. Fashion designer Oscar De La Renta has used this technique in his garments. Shibori is also used as a method for applying patterns to interior textiles in order to give items such as pillows and towels a unique expression. At the Craft Dying Lab, visitors will be able to test-dye fabric together with experts from Handarbetets Vänner. B17:10

**Crafts Center**

Many of the members of Konsthantverkscentrum (the Arts and Crafts Center) have their own small-scale production, which contributes to a more resource-conscious and sustainable society. It is the way that craftsmanship maintains the tradition of small-scale, unique and highly individual items that makes it so authentic. The exhibition showcases the meticulous and thoughtful work of craft artists active in Sweden. B08:54

**Specially designed Moomin Café**

For the first time ever a Moomin Café will be designed at Formex. Visitors will be able to enjoy a cup of delicious Moomin coffee in a unique environment and also be one of the 500 people who each day will receive a Moomin mug from Arabia. At the Moomin stand, visitors can learn about the history of the mug, from Tove Jansson's first, hand-painted mugs in the 1950s to this year's special issue for the Keep Sweden Tidy Foundation.

Moomin Café B13:21. Moomin stand and the history of the mug: B13:11

*For more information, please visit* [*www.formex.se*](http://www.formex.se/) *or contact:*

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*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.*