**Stockholm xx-05-2011**

**Formex focuses on Nordic design**

**This autumn's Formex will include several new features focusing on Nordic design: the event will have a new “Nordic Area” product zone, a new annual exhibition by Nordic designers and a newly-established award “Årets kvinnliga designer” (Female designer of the year).**

“Formex is expanding, we are now the biggest interior design exhibition in the Nordic region, twice as big as our Nordic counterparts. It’s essential that we continue to strive to be a place where visitors can find the latest products and gain inspiration. Therefore we want to focus even more on design and highlight the fact that Formex is unique – around 2/3 of the area in Hall B is taken up by products from young talents and the latest within innovative design and handicrafts,” says Chicie Lindgren, project manager, Formex.

**New product area in Hall B: Nordic Area**, divided into three sections, *Design, Craft* and *Young.*

**New exhibition:** a display will be created in the design section of the Nordic Area. A display by Swedish female designers will be presented in autumn in collaboration with Gallery Pascale. It will feature the product with which the designer made their name and one or two new products. The curator is Sara Szyber.

**New stage in Hall B:** Formex will gain an additional stage in the Young Design Café. It will offer more niche and in-depth knowledge than the Big Stage in the buffet area. The assignment of designing Young Design Café always goes to a young unestablished designer.

**New award: Female designer of the year**

Formex is establishing a new design award for female designers, to be given out every autumn. The award will go to a designer and not a producer as with the Formex Formidable award. The jury consists of Lotta Lewenhaupt, journalist, Kerstin Wickman, professor of design and handicraft history at the University College of Arts, Craft and Design, and Gunilla Allard, designer.

Formex will take place on 1-4 September 2011 at Stockholmsmässan. Formex is the meeting place for news, business opportunities, trends, knowledge and inspiration. The exhibition takes place twice a year, attracting 850 exhibitors, 25,000 trade visitors and 800 media representatives.

For more information, visit [www.formex.se](http://www.formex.se) or contact Lotta Signeul, Press Officer, [lotta.signeul@stockholmsmassan.se](mailto:lotta.signeul@stockholmsmassan.se) or +46 (0)8-749 43 79.