**Stockholm, 05-24-2011**

**Think tank for interior design**

**The Formex theme exhibition invites visitors into a store, a meeting place for exchange of ideas relating to interior design. It is cozy and minimalist, with a focus on store design.**

In the Stockholmsmässan entrance hall designer Synnöve Mork is putting together an exhibition, in the form of a store, based around the autumn trend theme of **Cosy Minimalism**. The store will be made up of various rooms, representing all areas of the home.

“When I got the commission to design an exhibition on this theme I wanted to create a store, a think tank, an inspirational area for everyone who comes to Formex. The exhibition will serve as a meeting place where visitors can exchange ideas about interior design; what should I do here or there or what do I have room for, what color should I incorporate and so on,” says Synnöve Mork.

The store/exhibition is entitled **Rum Ram Rim och Reson (Room Scope Rhyme and Reason)**. Room signifies area, spatial aspects and volume. Scope signifies certain limitations, but also content in a completely natural setting. Rhyme is for children in the form of songs, jingles and humor. Reason stands for common sense and environmental thinking. The idea is for visitors to wander from room to room and gain inspiration from the various spatial elements, which are filled with new products from exhibitors. Furniture, textiles and design features will adorn the walls, hang from the ceiling or take center stage…

“The exhibition will be an easy interaction of cozy and minimalist. The materials are important for both exteriors and interiors, rough cut, airy and stitched. The lighting is important, highly dramatic or small scale. Hopefully an idea or two will inspire new store concepts. Visitors should view the exhibition as an ideas bank, from which they can obtain both information and inspiration,” explains Synnöve.

Formex will take place on September 1-4, 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.