# August 17, 2015

# PRESSMEDDELANDE

**The House Cat Festival at Formex**

*The interior design fair Formex, August 19-22, is arranging The House Cat Festival to celebrate and explore Nordic craftsmanship. During four days, artisans from every corner of Sweden will be on hand to show us how to bind baskets, embroider, carve wood and weave.*

The House Cat Festival is next to the exhibition “The House Cat”, which is designed by the architect firm Codesign.

* We wanted to add an activity space to the exhibition, where leading artisans open up and demonstrate their skills. By arranging a separate festival, we want to celebrate craftsmanship, says Sanna Gebeyehu from Codesign.

**Participants:**

**Carina Hedin – Basket weaving**

*“I weave baskets, which is mankind’s oldest handicraft.*

*I weave baskets because I am fascinated by the fact that there are still no machines that can handle this natural material. I primarily use wicker for my work, but also sometimes willow and juniper. I have incorporated modern materials in some baskets, for example steel-wire.”* [www.linneforskorgar.se](http://www.linneforskorgar.se)

**Felix Wink – wood, leather, etc.**

*“I think it is exciting to work as a craftsman on a conceptual level. To test genuine, old know-how and materials and find new combinations that can reach a new audience. This interests me because I believe our lives are enriched by creating and surrounding ourselves with handicraft.”* [www.felixwink.se](http://www.felixwink.se/)

**Anna Wengdin – Embroidery**

*I embroider free handed on wool. Lush and colorful. Naive and straggly. I am inspired by the folk expression of craftsmanship, and I introduce my embroidery into new contexts. Linking history with the present feels important, making crafts and the art of creating them fun and interesting - even in the future. I love my way of embroidering!* [www.facebook.com/anna.wengdin](http://www.facebook.com/anna.wengdin)

**Maria Högberg - Mixed media**

*“I search in the forest. I explore the flea markets. I spy on the beach and dig in the sand. I find stories. Cones and lingonberry leaves meet oyster shells from Bohuslän. A paper strip torn out of a book is attached to a twig found on an island just outside Luleå. That’s where I was born and bred - in the north of Sweden. But now I’ve lived and worked in Stockholm for many years.”* [www.gupp.se](http://www.gupp.se)

**Niklas Karlsson – Wood**

*“When we threw away the old farmer’s society, we also threw away the beautifully carved wooden surfaces. I want to bring chopping and whittling back into craftsmanship, but also into our everyday lives and everyday items.*

*The all-purpose baking and serving spoons have been whittled from fresh birch in a studio in Järvsö with nothing more than a handful of simple cutting tools.”* [www.ahardslojdlife.se](http://www.ahardslojdlife.se)

**Eva Bryntesson & Lisa Järnberg - Straw**

*“It is important to keep the Dalsland tradition of working with straw alive! With simple materials, rye straw, thread, scissors and a needle, it is possible to create beautiful everyday items and ethereal decorations. The straw lives its own life and always guarantees exciting experiences!”* [www.halmenshus.com](http://www.halmenshus.com)

**Monica Hallén - Textile**

*“I find my material among the stored, the forgotten, the hidden. It is reborn to be used once again. The best of the best is flaunted in baptism gowns, in true folklore. While rag carpets hide their tired, faded memories in checks and stripes...”* [www.saterglantan.se](http://www.saterglantan.se)

**Eva-Maria Lemker & Helén Magnusson**

*“We create and take care of green interiors in public areas in all of Sweden. We are driven by our love of nature. Our handiwork requires a large dose of creativity, a sixth sense for quality and knowledge about plants – abilities and experiences we have gained and gathered since 1915.”*

[www.hasselbyblommor.se](http://www.hasselbyblommor.se)

**Schedule:**

**Wednesday Aug. 19:**

**10AM-1PM**

Felix Wink

Niklas Karlsson

Eva Bryntesson & Lisa Järnberg

Carina Hedin

Maria Högberg

Eva-Maria Lemker & Helén Magnusson

**1PM-4PM**

Felix Wink

Niklas Karlsson

Eva Bryntesson & Lisa Järnberg

Monica Hallén

Carina Hedin

Maria Högberg

Eva-Maria Lemker & Helén Magnusson

**Thursday Aug. 20:**

**10AM-1PM**

Monica Hallén

Felix Wink

Eva Bryntesson & Lisa Järnberg

Carina Hedin

Maria Högberg

Eva-Maria Lemker & Helén Magnusson

**1PM-4PM**

Maria Högberg

Eva-Maria Lemker & Helén Magnusson

**Friday Aug. 21:**

**10AM-1PM**

Monica Hallén

Anna Wengdin

Carina Hedin

Maria Högberg

Eva-Maria Lemker & Helén Magnusson

**1PM-4PM**

Anna Wengdin

Carina Hedin

Maria Högberg

Eva-Maria Lemker & Helén Magnusson

**Saturday Aug. 22:**

**10AM-1PM**

Monica Hallén

Carina Hedin

Maria Högberg

**1PM-4PM**

Niklas Karlsson

Carina Hedin

Maria Högberg

The House Cat Festival is made in cooperation with Hemslöjdens förlag and Svensk Slöjd. Hemslöjdens förlag is located in stand B01:05 [www.hemslojdensforlag.se](http://www.hemslojdensforlag.se).

Other partners include Packoplock, Hässelby Blommor, Bengt & Lotta and Handarbetets Vänner.

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

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Formex, August 19-22, 2015 is arranged 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 900 exhibitors, 23,000 trade visitors and more than 850 media representatives.