# PRESS RELEASE

**Formex is the place to be**

*Nordic design is growing in popularity and demand. This was clearly evident at Formex,* ***an interior design and gifts fair,*** *which closed its doors this past weekend. It was the largest spring-Formex* ***yet in terms of surface area.***

**The cold weather may have had a firm grip on Stockholm last week, but inside Formex, spring was in the air as the interior design and gifts industry gathered at Stockholmsmässan to make their spring purchases and see the latest trends. In total around 820** exhibitors participated, covering an area of just over 30,000 sqm. **The fair got in total 25,294 visitors, of which** 2,039 **were** from **other** countries. The largest visitor countries are Finland, Norway, Great Britain, Denmark and Germany. The number of visitors from Great Britain increased by an impressive 47% compared to last spring's Formex.

“The interest in Nordic design is continuing to grow internationally. A number of international visitors said that they specifically chose Formex over other international fairs so they could come and see what interests them most right now - what is happening in Nordic design. It is here things are happening!” says Christina Olsson, Event Manager for Formex.

**This year's theme, Nordic Kicks, focused on our design heritage combined with new perspectives and was reflected in the fair's offerings. The trend theme, summarized by the phrase “something old, something new, something borrowed, something blue, something given”, was represented in all of the halls.**

**“Blue was the dominant colour and we clearly saw a raised awareness in terms of production. More and more producers are opting for local production,” continues** Christina Olsson.

Another trend that could be seen were the many exciting and interesting collaborations. Established companies are choosing to work with well-known designers and personalities.

The next Formex will be held on August 24-27, 2016 at Stockholmsmässan.

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

Christina Olsson, +46 8 749 44 28, christina.olsson@stockholmsmassan.se,

Catarina Oscarsson +46 8 749 43 66, catarina.oscarsson@stockholmsmassan.se

Formex is arranged by Stockholmsmässan and takes place twice a year. The Fair is the Nordic region’s leading meeting place for new products, business opportunities, trends, knowledge and inspiration in interior design. Formex welcomes 850 exhibitors, 23,000 trade visitors and more than 850 media representatives.