#

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# PRESS RELEASE

**Formex - filled with inspiration and design**

*At Fomrex, the largest meeting place for nordic interior and design, January 18-21, 2017, visitors are treated to several design experiences. For example, the winner of Formex Formidable, an annual design award, will be announced and the rug as an object of art and design will be highlighted in its own exhibition.*

**Which product can be named the winner of****Formex Formidable?**

The award goes to the best product from the previous year, and the selection includes all of the new products introduced at Formex in 2016. Twelve products were nominated by a jury, and at the fair in January the winner selected by the jury will be announced as well as the “People's Choice”, the product that received the most votes on Formex’s website.

Formex Formidable celebrates interesting, qualitative and contemporary design.

The 2016 jury includes Synnöve Mork, designer; Dan Gordan, Editor of *Sköna Hem*; Kerstin Wickman, Professor of the History of Design and Crafts; Johan Carpner, designer, and Kajsa Falck-Torlegård, Formex.

Last year’s Formex Formidable winner was Emma Fällman and her printed textiles. [www.emmafallman.se](http://www.emmafallman.se/)

**For so much more than walking – the rug as an object of art and design**

This exhibition shines a spotlight on the rug from a different perspective than as a mere interior detail.

“Rugs have decorated both walls and floors for a very long time - up until the mid-1900s. In more modern times, floor rugs have been used primarily to muffle sound and their artistic value has increasingly diminished. For the past few years ‘everyone’ has been talking about rugs, both in Sweden and abroad,” says Anette Mörner, curator for the exhibition.

The aim of the exhibition is to display rugs that have different artistic expressions in terms of their material, technique and pattern. The rugs in the exhibition have been made by architects, artists and designers.

**Sashiko – decorative stitching and functional embroidery**

Sashiko, which was developed in the 600s and 700s in Japan,is both a decorative reinforcement stitching and functional embroidery. In the exhibition at Formex, fashionable interpretations of traditional Sashiko patterns from northern Japan meet Sashiko patterns created by 28 Scandinavian designers. The exhibition was previously on display at Sweden’s embassy in Tokyo in the fall of 2016.

Formex will take place on January 18-21, 2017, 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. It is the leading Nordic meeting place for new products, business opportunities, trends, knowledge and inspiration in the interiors industry. Formex welcomes 900 exhibitors, 24,000 trade visitors and more than 850 media representatives.*