21 January 2015

# PRESS RELEASE

**Spring Sensations at Formex**

*Stockholmsmässan’s exhibition halls were positively effervescent with spring sensations when Formex, the Nordic region’s largest meeting place for interior design, got underway last week on 14-17 January. Over a four-day period, the interiors and gift industry gathered to make spring purchases, meet and take a look at the latest trends.*

* “Spring was well and truly in the air at the Fair. All the positive energy was amazing! The halls were thronged with people overjoyed to see the start of the season, deals were made; people were interacting and getting inspiration. We were also struck by the great number of people attending our seminars. We’ve made a concerted effort to widen the scope, such as including more business-oriented talks touching on financial, legal and similar issues. The knowledge part of Formex is definitely something we want to develop even further,” notes Christina Olsson, Event Manager of Formex.

829 exhibitors from 19 countries took part in this spring’s Formex. The Fair attracted 24,730 visits, which is an increase compared to the previous spring. The largest visitor countries are Finland, Norway, Denmark and Germany.

The Formex Formidable 2014 design award was won by the Accent thermos from Sagaform, designed by Gustav Hallén, and the general public voted to give the People’s Choice award to the Åkerlapp linen collection produced by Växbo Lin in collaboration with Note Design Studio.

One very obvious trend is that Fair visitors are keen to share their experiences with others. Formex’s social media presence has seen a significant increase. This is especially noticeable on Instagram, where the number of followers has increased by 60% since the beginning of the year and 10,000 images were uploaded under #formex.

The lecture introducing this year’s four key trends can be viewed on the Formex blog at <http://formexmagazine.se/> , as well as Studio Formex’s reports and features from the Fair.

The next Formex takes place on 19 – 22 August 2015.

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

Christina Olsson, +46 8 749 44 28, [christina.olsson@stockholmsmassan.se](mailto:christina.olsson@stockholmsmassan.se),

Catarina Oscarsson +46 8 749 43 66, [catarina.oscarsson@stockholmsmassan.se](mailto:catarina.oscarsson@stockholmsmassan.se)

*Formex is organized by Stockholmsmässan and takes place twice a year.* *The Fair is the leading Nordic meeting place for new products, business opportunities, trends, knowledge and inspiration in the interiors industry.* *Formex welcomes more than 800 exhibitors, 24,000 trade visitors and almost 900 media representatives*.