# PRESS RELEASE

**Codesign creates an architectural inspiration-exhibition at Formex**

*The architecture firm Codesign will create the entrance hall exhibition based on Nordic Essence, the theme of this fall’s Formex interior design and gifts exhibition. The concept uses the Nordic craft traditions, lifestyles and architecture as a point of departure and has been given the working name, Huskatten (Housecat).*

“Nordic Essence is about a single cohesive idea that encompasses everything from building facades to everyday items and interior design details. It was therefore a natural and inspirational choice to work together with Codesign to interpret this fall's theme. We are excited to see how they portray the theme and inspire our visitors from an architectural perspective,” says Christina Olsson, Event Manager for Formex.

The exhibition approaches what is currently considered Nordic from new angles. Which influences from other countries have we embraced and today consider to be our own?

“Good architecture is about inclusion, and this is something we focus on in all of our projects, and Huskatten in particular. Our work here creates a new relationship between craftsmanship, art and exhibition,” says Sanna Gebeyehu, Concept developer at Codesign.

The traditional [“Gävle goat”](http://en.wikipedia.org/wiki/G%C3%A4vle_goat), a giant version of a traditional Swedish Yule Goat figure made of straw, plays a central role in Codesign's interpretation of the theme *Nordic Essence*, as part of a traditional Nordic home but primarily as inspiration. The goat's construction and material, straw, is very important for this year's project.

“Straw can be viewed as a forgotten building material that was previously much more prevalent. It also ties the Nordic countries together,” says Sanna Gebeyehu.

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

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Formex 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 850 exhibitors, 23,000 trade visitors and more than 850 media representatives.