# PRESS RELEASE

**Formex Nova in Swedish design initiative in Milan**

*Formex Nova will be part of the Swedish presence at Salone del Mobile/Fuorisalone in Milan on April 17-22, 2018. Qian Jiang, the winner of Formex Nova 2017, will participate in an exhibition*

*arranged by Swedish Design Moves, a program sponsored by the government to strengthen Sweden as a design country.*

The Formex Nova 2017 winner - Qian Jiang - will participate in the exhibition entitled *HEMMA - stories of home*, which offers glimpses of a home with a twist. The concept was created by Joyn Studio, the work of which includes the interior of Frantzén in Stockholm, a restaurant that recently received three Michelin stars*.*

“We believe it’s important to bring some attention to Formex Nova outside of the Nordic countries since, today, a talented designer such as Qian Jiang could have the entire world as a workplace,” says Lotta Ahlvar, Operational Event Manager at Formex.

The exhibition is managed by Visit Sweden, and among the participants there are among others:

Articles/ Asplund / Astrid / Beckmans College of Design / Blå Station / Bolon / Cake / Carpe Diem Beds / Dahl Agenturer / David Design / Design House Stockholm / Falu Rödfärg / Friends of Handicraft / Färg&Blanche / Gemla / HDK Academy of Design and Crafts with support from Region Västra Götaland/ Hikki / Hope / John Sterner / Korbo / Källemo / Lammhults / Ludvig Svensson / Marrakech Design / No Early Birds / Nola / Pholc / RIAN Designmuseum with support from Region Halland / Rörstrand / Studio Dejawu with support from Formex Nova / Studio Mutant / Tre Sekel / Urbanears / Zero

**The Formex Nova award**
Formex established the Formex Nova award – Nordic Designer of the Year in 2011, to promote high-quality Nordic design created by a still relatively unknown designer working in the Nordic interior design industry.

Previous Formex Nova winners include Hanna Hedman and Simon Klenell, Sweden, 2011, Mari Isopahkala, Finland, 2012, Mattias Stenberg, Sweden, 2013, Line Depping, Denmark, 2014, Erik Olovsson & Kyuhyung Cho, Sweden 2015 and Nick Ross, Sweden 2016

For more information, please visit [www.formex.se](http://www.formex.se/press/pressreleases/sm/2015/8/www.formex.se) or contact:
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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 850 exhibitors, 23,000 trade visitors and more than 850 media representatives.