# PRESS RELEASE

# Formex scholarship to students from Beckmans College of Design

*Design and interiors fair Formex has established a design scholarship that will be given to a new graduate from Beckmans College of Design. The aim is to create visibility in the industry for as of yet unestablished designers who through the fair are given the opportunity to come into contact with buyers and the media. The scholarship includes a monetary award, a free stand and marketing at Formex.*

The first recipient of the scholarship is **Maria Chifflet** and her product Gro. The jury’s motivation reads:

# *Smart, attractive and excellent. A design that is excellent from a climate and sustainability perspective as well as from a health and lifestyle perspective. Formex believes that Gro by Maria Chifflet will be appreciated by many on the market who want to grow their own food in their kitchen.*

“We want to bring to the forefront interesting design solutions, processes or products that have that little extra something, particularly if they have a sustainability focus,” says Christina Olsson, Project Area Manager at Formex.

The Gro device combines form and function to provide a modular system of cultivation for indoor urban living. Gro is best suited to small plants like herbs and salads. The system works just as well in the public domain as at home in an apartment. The hydroponic system facilitates maintenance of the plants and makes the product space-efficient. Thanks to LED lighting, the plants are not dependent on daylight. The idea is to give the user insight into just how much time, water and light hours are needed to transform seeds into an edible plant.

**The fair in August will also offer an additional area for designers of tomorrow in the curated collective exhibition *Design Students Selected.* This area will exhibit the work of twelve design students who have recently graduated from schools such as University College of Arts, Crafts and Design, Beckmans College of Design, Carl Malmsten Furniture Studies, the Swedish School of Textiles in Borås and Handicrafts and Design at Linköping University. This year’s** exhibition highlights in particular sustainability, re-use and innovative projects or objects that lift the area of interior design.

Formex takes place August 21-24 at Stockholmsmässan.

For more information visit [*www.formex.se*](http://www.formex.se/) or contact:  
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<http://www.mynewsdesk.com/se/beckmans_designhogskola/images/maria-chifflet-gro-1314560>

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.