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# PRESS RELEASE

**Spring trends at Formex**

*In a sculptural environment in the entrance hall at Stockholmsmässan, the spring trends Nordic Neat, Nordic Essence, Nordic Motion and Nordic Folk will be displayed at Formex interior design and gifts fair on January 14 - 17, 2015.*

The trends are revealed in an exhibition designed by interior stylist Saša Antić and stylist and set designer Niklas Hansen.The setting consists of four major exhibition areas, evocative of spatial sculptures.

“The trends seem visual, poetic and playful at the same time. This year's overall theme makes it possible to work with different techniques and media. We will not work with environments in the traditional way, but will instead use the exhibition areas lengthwise, diagonally, and in height and width.”

* Saša Antić and Niklas Hansen.

The spring trends are developed by Lotta Ahlvar in collaboration with the Swedish Fashion Council. The trends are compiled in a trend guide with a color chart - Formex Lifestyle.

At Formex Lotta Ahlvar also gives lectures connected to the trends.

**Nordic Neat**

The Fair’s overall trend is all about orderliness, with the right thing at the right place. We have abandoned the bright and fresh in favor of a color scale with fresh shades of red and turquoise, mixed with cream, beige and brown. It looks neat when we celebrate the very ordinary. The esthete will get to it with style and choose the new smart materials with great care.

**Nordic Essence**

New innovative materials have found a home on drawing tables, including bio-based materials composed of industrial byproducts are mixed into various composites. They may look like plastics, ceramics, porcelain and synthetic fibres, but are made from soybean curd, coffee, coconut or egg shells. Waste becomes new material and is recycled.

**Nordic Motion**

It's all about creativity and humor. The sporty lifestyle is also reflected in interior design in the form of sharp accents, clever solutions with rubber bands, springs, velcro and color – color – color! To give products a unique color is an easy way to give them identity. Wild mixing and matching is the rule rather than the exception.

**Nordic Folk**

The Nordic folkloric tradition is a source of inspiration for many designers. Design language and creativity of former times clash with unexpected techniques and odd combinations of materials, as a new generation of designers borrows from the craft, and traditional craftsmanship is freshly blended with the thoroughly modern, creating new expressions.

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. The Fair is the Nordic region’s leading meeting place for new products, business opportunities, trends, knowledge and inspiration in interior design. Formex welcomes 850 exhibitors, 23,000 trade visitors and more than 850 media representatives.