#

25 November 2014

# PRESS RELEASE

# New generation of designers in Young Designers at Formex

*Many of today's established designers made their breakthrough exhibiting at Young Designers, Formex's platform for young, up-and-coming designers.* *Participants in the spring edition, January 14-17, 2015, will include Eduards Accessories, MÚK and Maria Sandberg Textiles for the first time.*

Cecilia Eduards is an architect based in Gothenburg. She is the brain and heart behind Eduards Accessories, designing leather bags and accessories inspired by the Swedish crafts and building traditions. Eduards Accessories first collection, Näver, is a contemporary interpretation of traditional Nordic birch bark weaving.

I am working from models in my basement studio and sew all the prototypes by hand with traditional leatherworking techniques. In close cooperation with the Småländ manufacturer, the products reach their finished form. To have ethically fair production is a matter of course; only vegetable-tanned leather is used and all products are manufactured in Sweden by experienced leather artisans.

* Cecilia Eduards

MÚK was launched in 2012 by Mattias Chrisander and Patrick Iu. They work primarily with lighting, furniture and everyday products. MÚK is inspired by the manufacturing methods, materials, and how the different materials’ properties can be used in new contexts. The products for the home and public space are thus designed in material meetings in conjunction with the the function having control.

 By leveraging our furniture-making and interaction design expertise in combination with product design, we work broadly to achieve our goals. At the fair, we hope to hear new opinions about our products and create many new contacts, both with interested design friends and potential manufacturers.

* Mattias Chrisander and Patrick Iu

Maria Sandberg was trained in textile design at the Swedish School of Textiles in Borås and the School of Design and Crafts at the University of Gothenburg. She has worked in India with hand-knotted and woven carpets as well as designing a carpet collection for Åhléns.She finds her inspiration in ancient craft techniques, Oriental rugs, ecology, science and future visions and creates narratives in her patterns. At Young Designers, Sandberg is showing items including the Antarctica-Arctica blanket, from the PANGAEA collection, manufactured in Sweden in 100% wool.

I have chosen to produce this collection in Sweden, where my aim from the beginning was to make patterns from different locations on Earth with distinctive and important nature and animal life, and then donate a portion of the sales proceeds to selected WWF programs in these regions.

* Maria Sandberg

Products that have not yet been produced by an established company are submitted in application for Young Designers. Each designer is allowed three exhibits in the area, but each must be of a new item. Adjacent to Young Designers is the Next Step exhibition, for those who have come a little farther along in establishing their name in the industry. Young Designers is being organized for the fourteenth time and Next Step for the tenth time.

Lisa Bengtsson, Malin Lundmark, Form for you, Sofia Hagelin, Sebastian Kjersén, Kristoffer Fagerström, Simon Key Bertman and Johan Lindsten are some of today's established designers who started their careers at Young Designers.

**Young Designers Spring 2015:**

|  |  |
| --- | --- |
| [Aderelles, www.aderelles.com](http://www.aderelles.com/) |  |
| [Aparentment, www.aparentment.com](http://www.aparentment.com/) |  |
| [Björk & Tjärn, www.lindatengvall.se](http://www.lindatengvall.se/) |  |
| [Camilla Edfors Art and Design, www.camillaedfors.se](http://www.camillaedfors.se/) |
| Charlie Torsdotter |  |  |  |
| [Diket Konceptbyrå, www.diket.se](http://www.diket.se/) |  |
| [Eduards accessories, www.eduardsaccessories.se](http://www.eduardsaccessories.se/) |
| EmmaKisstina Illustration, www.emmakisstina.com |
| [Eva Holfve/ Mönsterverket, www.monsterverket.se](http://www.monsterverket.se/) |
| [Havsglas Sverige, www.havsglas.se](http://www.havsglas.se/) |  |
| [Highway Design, www.highwaydesign.fi](http://www.highwaydesign.fi/) |  |
| [Johanna B, www.johannab.se](http://www.johannab.se/) |  |  |
| [LisaLisa, www.lisalisa.se](http://www.lisalisa.se/) |  |  |
| Lomonto, www.lomonto.com |  |  |
| [Malin Signahl, www.malin.signahl.blogspot.se](http://www.malin.signahl.blogspot.se/) |
| Maria Sandberg Textiles, [www.mariasandberg.com](http://www.mariasandberg.com) |
| [MÚK, www.mukdesign.se](http://www.mukdesign.se/)  |  |  |
| [Mumbaistockholm, www.mumbaistockholm.com](http://www.mumbaistockholm.com/) |
| [Mönsterkollektivet Fyran, www.fyran.fi](http://www.fyran.fi/) |  |
| Nothing Can Go Wrng, [www.nothingcangowrng.com](http://www.nothingcangowrng.com) [Sara Björne, www.sarabjorne.com](http://www.sarabjorne.com/) |  |
| [SILO, www.silo-design.dk](http://www.silo-design.dk/) |  |  |
| Vera Novis  |  |  |  |

For more information visit [www.formex.se](http://www.formex.se) or contact:

Christina Olsson, +46 8 749 44 28, christina.olsson@stockholmsmassan.se,

Lotta Signeul, +46 8 749 43 36, lotta.signeul@stockholmsmassan.se

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, 24 000 trade visitors and 950 media representatives.