#

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# PRESS RELEASE

**The Accent thermos by Sagaform is the winner of the design award Formex Formidable 2014**

*Formex Formidable is an annual design award to encourage and reward interesting, qualitative and contemporary design. The winner of the juried Formex Formidable 2014 is the Accent thermos from Sagaform, designed by Gustav Hallén.* *The honorary award,* *People's Choice, for the product that receives the most votes from the general public, goes to Åkerlapp a collection of linen in cooperation between Växbo Lin and Note Design Studio.*

**Formex Formidable 2014**

Object: The Accent thermos

Designer: Gustav Hallén

Company: Sagaform

Stand: B02:31

The motivation of the jury: The details make the difference. Industrial designer Gustav Hallén focuses on the handle and cork – and the large design company has a new take on the coffee pot. It is beautifully made and ergonomically correct. The Accent thermos from Sagaform wins the Formex Formidable 2014 award.

**People's Choice**

Object: Åkerlapp

Designer: Note Design Studio

Company: Växbo Lin

Stand: B04:31

Åkerlapp is a limited edition collection of linen in cooperation between Växbo Lin and Note Design Studio. Åkerlapp is inspired by the farming society´s habit to make do and mend. Note has created an opportunity for the classic and premium quality Swedish linen producer Växbo Lin to reuse the second sorting in the in the traditional linen manufacturing.

The winners are presented in an exhibition in the Entrance Hall, **EH:10**

The expert jury consists of Stefan Nilsson, Head of the Jury, Trend Expert, Dan Gordan, Editor for Sköna Hem, Kerstin Wickman, Professor of Arts, Anna Kraitz, designer and Kajsa Falck-Torlegård, Formex.

The competition includes 20 nominees objects and to be nominated the product must have been exhibited at Formex spring or autumn 2014. The product has to be new for the year and must be of qualitative and contemporary design.

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 exhibition is the Nordic region’s leading 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.