#

January 8, 2015

# PRESS RELEASE

**Highlights at This Spring’s Formex**

*Wednesday 14 January sees the start of Formex, the Nordic region’s largest trade fair for interior design and gifts. The entire industry converges on Stockholmsmässan to make spring purchases and take a look at the latest trends at the fair, which lasts for four days and features 829 exhibitors***.**

**Five Must-See Highlights:**

**Trend Exhibition**

An exhibition in Stockholmsmässan’s Entrance Hall that showcases this spring’s trends: Nordic Neat, Nordic Essence, Nordic Motion and Nordic Folk. The Trend Exhibition has been designed by interior stylist Saša Antić and stylist/set designer Niklas Hansen. The trends have been developed by Lotta Ahlvar in collaboration with the Swedish Fashion Council. They’ve also been compiled in the Formex Lifestyle trend guide.

**EH:03**

**The ‘Nordic Eat’ Pop-up Restaurant**

Formex’s temporary pop-up restaurant is a combination of exhibition and restaurant where the food takes center stage with the interior design. It’s the brainchild of designer Jan Rundgren. The restaurant will only exist during the four days of the trade fair and is overwhelmingly influenced by this spring’s Nordic Neat trend theme. It’s evident everywhere from the interior design and composition of the menu to how the food is prepared and served on the plate. Chef Thomas Andreasson from Mässrestauranger has created the menu. **B:18:41**

**Young Designers**

See the design stars of tomorrow in the Young Designers zone, Formex’s platform for young, up-and-coming designers, which is being arranged for the fourteenth time. Adjacent to Young Designers is Next Step, a showcase for exhibitors who are rapidly making a name for themselves in the industry. See the full list of this spring’s participants here.

**B12:43 – B16:45**

**Stockholm’s Best Semla**

Bakeries and pastry shops from the Stockholm area will be competing at Formex to see who makes the best semla. The design, taste and quality of each semla will be assessed by a Jury consisting of baker Håkan Johansson, World Champion in Baking 2014, pastry chef and cook book author Elisabeth Johansson, food writer and cook book author Anna K Sjögren, and Tom Sjöstedt, Chef of the Year 2008, Lilla Ego restaurant. Wednesday 14 January 2015, start 10:00, Award Ceremony 14:00, **B15:21**

**Winner of Formex Formidable 2014**

Formex Formidable is an annual design award to encourage and reward interesting, qualitative and contemporary design. The winner is presented in the Entrance Hall, along with the People’s Choice, the product that receives the most votes from the general public. **EH:10**

Opening hours: Wednesday 09:30-19:00, Thursday 09:30-19:00, Friday 09:30-18:00 and Saturday 09:30-17:00

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. Formex is the leading Nordic meeting place for new products, business opportunities, trends, knowledge and inspiration in the interiors industry. Formex welcomes 850 exhibitors, 24,000 trade visitors and 950 media representatives.