

PRESSRELEASE

Superfamily

FORMEX 1–4 September B17:39



With the concept of Superfamily we want to create a platform for various projects with the goal to make it an ever-changing forum where we can realize new ideas depending on the members' skills and interests. Superfamily might as well be an exhibition, a film, an art project or a book and will be an ongoing design process on different themes then presented in an inspiring way and in new contexts. At Formex on 1-4 September three designers will show their individual projects on the theme of light.

Thomas Malmberg

My goal is to design beautiful, exciting and unique products that inspire others but where the function always has priority. The design is often characterized by a graphic expression combined with unexpected and innovative solutions. The projects have a conceptual character, where it's not just about surface and shape, I want the product to have a place in a larger context.

www.thomasmalmberg.com

Micke Åstrand

I'm obsessed with ideas. An idea can be born out of a material's properties, an idea sometimes one, like a miracle! An idea can come from a need, or out of a problem a problem to be solved! Ideas that have realized or portrayed in any way. This is fantastic and incredibly pleasure. It feels like a mission.

www.totalform.se

Camilla Bergqvist

As a graphic designer I work with flat surfaces that has the outline distributed between image and text. Based on the graphic thinking, i examine what happens when the form developed into three-dimensional!. In both processes it's about texture, line changes, directions, rhythm and color.

www.fcb.nu