



# FORMICA TRENDS™

LIMITLESS IDÉAS WITH SURFACE MATERIALS FROM FORMICA / NO 1 2007



what shape  
does creativity  
take?

Artic  
S1641



Winterhaze  
S2211



Formica® Solid Surfacing - new range available in February.



# Contents

## FORMICA TRENDS™ 1/2007

- 4 / Unleash your creativity!**
- 8 / A house for the daring.**
- 12 / In the limelight!**
- 16 / Timeless originality.**
- 18 / Room for personal expression.**
- 20 / An interior that reflects the merchant's world.**



### The best qualities of laminate!

Welcome to Formica Trends 2007! The past year has been an especially intensive one for us. We exhibited at the Stockholm Furniture Fair in February and the Interior Design Fair in Helsinki in May. We also exhibited in May at the furniture fair in Moscow. Formica Europe was restructured in August and in October we participated in the Woodworking Fair in Lahti. And in November it was time for the ZOW fair in Moscow for suppliers to the furniture industry.

I believe the new organisational structure will allow us to serve our industrial customers, architects and designers better than ever. Our operations will be streamlined and the collections will become more coordinated and extensive, even as availability is improved.

This autumn we have been getting ready to launch the new Formica Collection in Finland, scheduled for early 2007. The new collection will bring splendid new colours, designs and finishes as well as completely new products. The new collection is a major step forward. The greatest changes will be to the fantasy, woodgrain and DecoMetal laminates. The ColorCore high-performance through-colour surfacing material is a useful new product for spaces subjected to extremely harsh wear. Today's fashionable glossy surfaces also have a place in our new collection, which includes a broad selection of them. We have lined up a number of shows early in the year throughout Finland, where you will have the opportunity to discover Formica Collection.

This issue of Formica Trends highlights objects that show off the excellent characteristics of laminate in addition to design and versatility. When you purchase Formica laminate, you can be sure of getting durable material that is easy to handle, presents no maintenance problems and is reasonably priced and efficient. Formica laminate is the economical choice. Exterior façade panels withstand wind and weather and are easily combined with other materials. In addition, we tell you about designing your own patterns with Formica Impress. The only limit is your creativity.

We will be presenting our extensive collection and the excellent characteristics of laminate at several trade fairs in 2007, starting at the Stockholm Furniture Fair on February 7-11, 2007. We'll see you there!

Hans Lindegård  
President, Formica Northern Europe





## **Unleash your creativity!**

Mads Lützen is an architect who goes with the creative flow. He thinks outside the box and sets his mind free. Designing this holiday home with trellises and mullions forming a web-like surface of Formica Exterior is a good example. What creativity!





When Mads Lützen was a student at the School of Architecture a couple of years ago, friends asked whether he would like to help fix up their dilapidated summer cottage outside Copenhagen. He agreed and started to draw. His thoughts took a sudden U-turn. What if he designed an entirely new house?

“The architect’s job is to look at what the clients want from another angle. To give them more than they realised they wanted. So, I designed a new house instead and showed the drawings to my friends,” says Mads and laughs. And they liked the idea straight away. The old house was torn down and the new one built on the same site.

### **Stargazing from bed**

“The holiday home is 70 square metres, has three rooms and sleeps six. The main room in the middle has windows that spread light and life throughout the house. The bedrooms were designed so that people can watch the stars while lying in bed. In addition to skylights, the family wanted trellises for ivy on the façade and mullioned windows. I let my imagination run away with me and interpreted the trellises and mullions as a web-like surface over the entire house. I covered the façade in laminate, a material that draws you into innovative form and function...and sparks a piquant curiosity in the observer. A sense of excitement and expectation.”

### **Keeps on looking good, year after year**

“I wanted an easy-care façade, so I chose Formica Exterior, which is both maintenance-free and waterproof,” Mads explains. “Laminate has excellent weather and UV characteristics. It is durable, scratch-resistant and looks good year after year. It’s also cheaper than aluminium, for instance. I wanted the interior to feel like a holiday home, so I chose wood, but I also wanted to do something unusual, so I covered the entire main room in particle board.”

Nothing is impossible when you set new challenges for yourself. Something that started out as a refurbishment became an entirely new house on Mads Lützen’s drawing board. The house turned out to be everything the clients hoped for, but with Mads’ special perspective on their wishes. That’s how it goes when you unleash your creativity!

## A house for the daring.

Pinc House Delight 66 is a new leisure concept unlike anything else. Smarter, more attractive, more fun. And completely maintenance-free. The façade is covered in Formica Exterior.

“Pinc House Delight 66 is more like a product or a modern living concept than a house in the conventional sense of the word,” says Johan Lionell at Pinc House. “We used an entirely new production technique to successfully combine modern design with new materials and radical solutions. The leisure home is built entirely in the factory and is delivered by lorry, complete with interior fittings, furnishings, kitchen, bathroom and an open fireplace, and is then assembled on site. In only a few days, it’s ready to move in! The house is 62 square metres, sleeps six and features open spaces, large windows and a built-in deck. Elegant, practical and roomy. The design profile is high to offer the daring something far above the ordinary. The interiors were specially designed for the project. The backsplash of Formica Impress for instance lends an exhilarating graphic expression to the kitchen.”



*Backsplash of Formica Impress.*

“Pinc House Delight 66 is made of maintenance-free materials,” continues Johan. “The entire façade is covered in Formica Exterior. You never have to repaint, never have to scrape. The only thing you have to do is wash the façade now and then, like you wash a car. The laminate is UV-tested and weather and windproof. It is scratch-resistant and very durable. Pinc House Delight 66 is a house for people who want to spend their holidays doing something other than maintaining the house. A leisure home for people who simply want...leisure.”



Pino House  
Delight

66

## A balcony rainbow.

A rainbow is shining over the Kopparstaven block in Kalhäll. When the balconies on the old building from the 1950s rusted, WSP Arkitektur was commissioned to improve their appearance.

“The project was difficult in terms of construction and finances,” says Anders Lidström, who headed up the commission at WSP Arkitektur, along with Helena Björkander and Alexander Marek. “The contractor came up with the idea of cutting the old base 10 cm from the façade and attaching the new base with steel pins, then anchoring it on the wall with a stainless steel console. A layer of supplementary insulation had been added in the 70s under the corrugated white metal façade. We wanted to give the building a new face and started toying with the idea of a colour wash in Formica laminate, a rainbow feeling. Laminate is a good material that is hardly affected by weather and wind.”

“We found a beautiful colour scale in the Formica catalogue that would pop and make the drab metal façade fade into the background. We chose four base colours: blue, green, terracotta and beige. We then chose four shades ranging from dark to light for each base colour. We used the darker shades for the first balconies at the bottom, then moved up tone-by-tone to the lightest shades at the top. To achieve an even more exciting expression for the long, curved façade, we created a rhythmic balance of the vertical colour placements along the length. The result was a very beautiful play of colour that transformed the architecture of the building into something new and affirmative for the people who live there.”

*Architect: WSP Arkitektur, Stockholm, Sweden.  
Project Manager: HSB Järfälla, Stockholm, Sweden.  
Builder: SWECO BLOCO, Stockholm, Sweden.  
Manufacture: TBO Haglinds, Arboga, Sweden.*





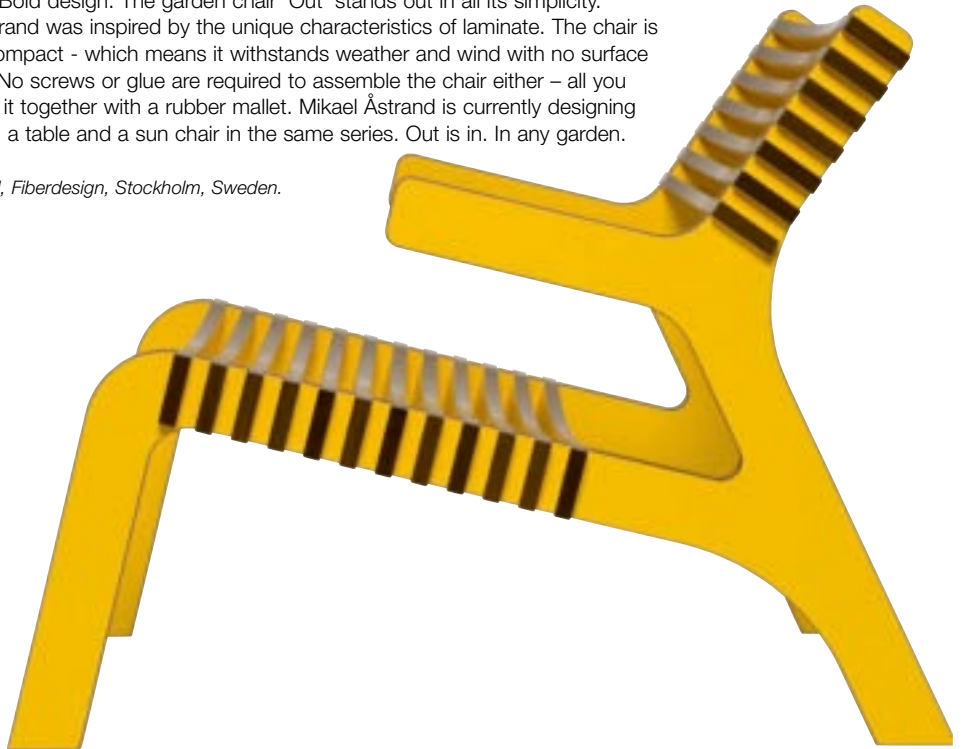
# in the limelight!

## FORMICA TRENDS

### Out is in.

Simple, clean lines. Bold design. The garden chair 'Out' stands out in all its simplicity. Designer Mikael Åstrand was inspired by the unique characteristics of laminate. The chair is made of Formica Compact - which means it withstands weather and wind with no surface treatment required. No screws or glue are required to assemble the chair either - all you have to do is knock it together with a rubber mallet. Mikael Åstrand is currently designing a two-seater bench, a table and a sun chair in the same series. Out is in. In any garden.

*Design: Mikael Åstrand, Fiberdesign, Stockholm, Sweden.*



### Magazines in the Rack.

That was the name of the exhibition co-arranged by Beckmans College of Design and the Swedish Magazine Publishers Association in 2005. Fredrik Paulsen's contribution was this eye-catching magazine rack in Formica Compact. The rack has a lively design reminiscent of a tree. Wouldn't it be wonderful to have a whole forest of them in the children's section of a library...or as a decorative element in a public waiting room or hotel lobby, or as a design detail in the home? The possibilities are endless.

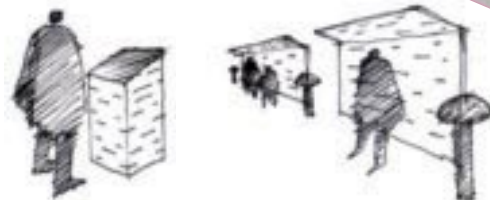


*Design: Fredrik Paulsen, Beckmans College of Design, Stockholm, Sweden.*

### Chairs, tables and the Northern Lights.

Umeå, Sweden, is the city of birch trees. As Johan Björkholm set about doing his degree project in interior design at the University College of Arts, Crafts and Design, he wanted to reinforce that image. Johan thinks birches are most beautiful in the spring when they leaf out and shimmer in pale green, but that the trunk is the most characteristic part of the tree. It has a graphic expression that can be stylised in interiors without becoming too much of a set-piece. To get that across, Johan looked at various materials and found a technique for milling Formica Compact that worked well with the design. Milling grooves through the white surface reveals the black core and results in a tactile, structured surface. The stylised birch design can be used on fixed furnishings and interior details... expressiveness in the glow of the Northern Lights.

*Design: Johan Björkholm, University College of Arts, Crafts and Design, Stockholm, Sweden.*



# FORMICA TRENDS

in the limelight!

## A colourful café chair.

Who wouldn't enjoy a hot cup of java in this comfy café chair? Interior and furniture designer Mattias Ljunggren played with the expressiveness and durable characteristics of the laminate. Form and function go hand-in-hand. The space-saving chair works beautifully in cafés and restaurants as well as in the garden or on the balcony.

*Design: Mattias Ljunggren, Stockholm, Sweden.  
Manufacture: Berga Form AB, Ängelholm, Sweden.*



## Inspiring showroom in Gothenburg!

Formica has opened the doors to its new showroom in Gothenburg, Sweden. The exhibition is on view at Studio L6, a meeting place for everyone who works with form and design. Come in and be inspired by Formica's wide range of decorative surface materials and pick up samples and brochures. Studio L6 is open weekdays from 11 till 4. The address is Lasarettsgatan 6 and the phone number is +46 31 13 83 90. Welcome!

## Recycling station in full bloom.

It has to be easy to recycle cans and bottles. No unnecessary waiting. No hassle. But recycling stations are rarely found in inspiring settings. That was something Östenssons Livs, a grocery store in Vadstena, Sweden, kept in mind when they decorated the entire station with a floral pattern in Formica Impress. From floor to ceiling. What a welcoming sight for customers! And the hardwearing surface is easy for store personnel to keep clean – all they have to do is wipe the laminate with a damp cloth if it gets sticky.

*Photo: Lisa Jansén Nestorson, Skärhamn, Sweden.  
Digital prints: Svanströms Repro Center AB, Malmö, Sweden.  
Installation: Orvar Ek, Borensberg, Sweden.*



## FORMICA TRENDS

### Creative students.

Stockholm Design Week is the world's biggest meeting place for Nordic design with the Stockholm Furniture Fair, the Northern Light Fair and various design activities all over Stockholm. Design students at Sydväst Polytechnic in Åbo, Finland have been showing their work at the Stockholm Furniture Fair for years and 2006 was no exception.

Twelve students exhibited, eight of them in partnership with Formica. The goal was to show innovative ways of using laminate in bathroom settings. Here are their creations!



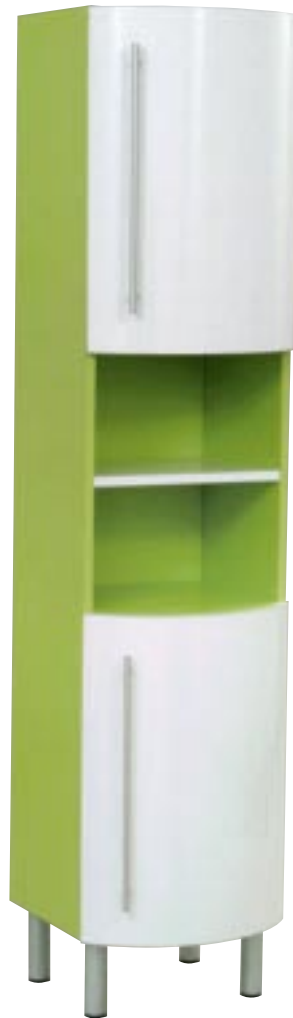
#### In the Middle

"In the Middle is a trendy bathroom furnishing piece that stands out from the crowd. It is entirely round and is meant to be placed in the middle of the room so it can be used from all sides. The piece holds a basin and mixer tap and is intended for public lavatories in places like restaurants, hotels and nightclubs.

I used Formica Compact laminate, a waterproof, easy-clean material.

The solid laminate is also very heavy, which helped ensure stability," explains designer Linda Järvinen.

*Design and manufacture: Linda Järvinen, Sydväst Polytechnic, Åbo, Finland.*



#### The Rainbow

"The Rainbow is a storage piece for humid spaces like bathrooms," explains designer Janina Mattsson. "It is made of MDF with happy colours in Formica laminate. The colour combination is bold and the curved doors give an innovative feel. It was a tremendous challenge to make my own product a reality!"

*Design and manufacture: Janina Mattsson, Sydväst Polytechnic, Åbo, Finland.*

#### MoiZ

"MoiZ is a practical and personal storage piece with two doors that open upwards," says designer Alexandra Munkberg. There are narrow glass insets on the outside of the door where pictures, patterns or photographs can be placed to personalise the bathroom. Between the doors, a module that can be pulled out and replaced lends colour and verve to the piece. The cupboard is made of MDF board and Formica laminate."

*Design and manufacture: Alexandra Munkberg, Sydväst Polytechnic, Åbo, Finland.*



# FORMICA TRENDS

in the limelight!



## Limewall

“Limewall is an unusual shower wall with smart storage in a waterproof solution,” says designer Sara Lindvall. “The product has an oval niche for shampoo and conditioner on the shower side. Wet towels can be hung to dry on the outside and extra towels and other bathroom accessories can be stored inside. Maximum storage that takes up minimum space! The shower wall is made of 10 mm Formica Compact.”

*Design and manufacture: Sara Lindvall, Sydväst Polytechnic, Åbo, Finland.*

## Nexuz

“Nexuz is mainly meant as a table for the bathroom, but it can also be used as a coffee table. The piece is streamlined and has futuristic elements. The energy-saving LED lights in the acrylic tubes give off a soft glow that also functions as base lighting. I am fascinated by lighting because it is such an important element in our everyday lives and has a positive impact on our health,” says designer Tomas Ahlroos. “In addition to the moisture resistance of Formica laminate, the easy-clean surface is a major advantage.”

*Design and manufacture: Tomas Ahlroos, Sydväst Polytechnic, Åbo, Finland.*



## Hide and Seek

“Hide and Seek is a minimalist piece,” says designer Jessica Williamsson. “The bathroom is always full of bottles and jars, towels and other objects. I wanted to hide all the clutter in a smart storage piece and let the surface speak for itself. There are two pull-out shelves in the middle with anchor hooks at the bottom to hang towels on. The shelf at the top is for larger items like the blow dryer. I used 10 mm Formica Compact in a reference that resembles wenge wood. Since bathrooms are often done in light colours, a dark wood structure can add warmth and depth to the room.”

*Design and manufacture: Jessica Williamsson, Sydväst Polytechnic, Åbo, Finland.*



## Timeless originality.

The cupboard doors are blooming in designer Rosie Stahlin's home, in her own peony design executed in Formica Impress.

"I got the idea as we were about to remodel the kitchen," says Rosie Stahlin. "I wanted to express myself and create an original feeling. I had VirrVarr in mind and all the tradition it represents...but I wanted to use the laminate in a whole new way. I love the peonies in my allotment garden, so I designed a lively floral pattern in green and pink. A lot of people are afraid of strong colours and explosive shapes. They think 'timeless' means calm and neutral. I think the opposite. Interiors have to be unique enough and personal enough that you can live with them for years. The cupboard doors would work equally well in modern or traditional kitchens. They keep their looks forever and make me happy every day."



*Design: Rosie Stahlin, Stockholm, Sweden.  
Manufacture: Ahlstrands snickeri, Hågersten, Sweden.*



## Signalling corporate identity.



Trend Micro is a global developer and seller of antivirus systems. When the company moved into their new offices in the Stockholm World Trade Center, they saw an opportunity to communicate their image in a more conscious way.

“One thing they wanted was to be able to see customers in their offices, so they wanted a design that signals Trend Micro,” says Petra Olsson, an architect with M.E.R Solution. “The kitchen is the heart of it all, a natural gathering place for ad hoc meetings. Red is the corporate colour and a big part of the identity. The atmosphere is fast-paced, and the HQ is in Japan. That got our creative juices flowing. One idea was a backsplash showing Tokyo by night in Formica Impress, set off by red lacquer cupboards. That kicked up the pulse in the kitchen and symbolised the Trend Micro dynamic. We chose Formica laminate for its intrinsic, intriguing value. And it is highly resistant to wear and moisture. The design stands out and gives Trend Micro an identity. Something to remember after a visit.”

*Architect: M.E.R. Solution AB, Stockholm, Sweden.  
Manufacture: Grötlingbo Möbelfabrik, Havdhem, Sweden.*





## Room for personal expression.

Tellus is a new lunch restaurant in the former Ericsson telephone factory on Telefonplan in Stockholm. Technical industry has been replaced by creative industry and the entire area sizzles with fresh thinking and progressive ideas. This is a place where architecture, art and design meet.

“An artistic floral pattern is a recurring theme in the interior at Tellus,” says Wivian Eidsaunet, interior designer at Murman Arkitekter. “We wanted to stand out and create a stage for the trend-conscious people constantly on the move around here. The pattern recurs in various sizes on walls, the buffet table, chairs and trays, in a stunningly graphic design in black and white. Serving counters and the buffet table were specially designed for the project to create a personal expression for the restaurant. All components of the interior work together. We wanted to highlight the overall feeling, intensify the experience and create delight for all the senses.”

“Formica Impress gave us creative freedom. We could create our own design! We played with the stylised picture of a flower in an artistic and freely permissive way. The floral pattern works well with laminate and gives it the precise, streamlined feeling we wanted to create. In terms of both expression and durability. We wanted an economical, tough material that is easy to clean and very durable. The restaurant is big and there are a lot of calm oases, so the space is not overwhelmed by the contrasts and bold design. So far, none of our guests have been scared off by the pattern,” Wivian concludes with a smile.





## An interior that reflects the merchant's world.

ICA is one of the largest and most well-known grocery chains in Sweden. In autumn 2005, ICA moved its head office to Solna Business Park, a former industrial area converted into a modern office and commercial centre. TEArk won the commission to design the interior of the new office. The only condition was to create an environment that *is* ICA.

“We wanted the interior to reflect the merchant’s world,” begins Cecilia Andreasson, interior designer at TEArk. “The design idiom and materials would be taken from everyday life in the grocery store. We used a recurring pattern of bar codes in several places in the office, for instance, on floors, walls and glass features. We even used a bar code pattern on the laminate cupboard doors. The doors can be seen from many vantage points in the office and they partition off the aisles, so we wanted to give them a special expression. Formica Impress let us transfer our creative ideas to a beautiful decorative surface and create the design we wanted.”

“The desks are also made of laminte,” continues Cecilia. “The electricpowered height-adjustable desks have tops made of Formica Compact. We wanted a durable, easy-care material with the simple expression typical of a grocery store. The laminate let us express ourselves conceptually and enhance the ICA image.”





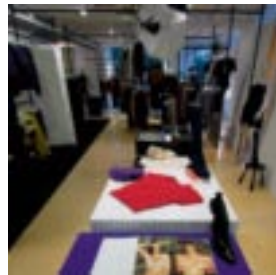


## Image sells.

Acne Jeans has created its own identity. The company wanted to convey its fashion-conscious attitude when it set about decorating the new boutique on Norrmalmstorg in Stockholm. Once again the commission went to Koncept, the design firm that has been working with Acne boutiques since the beginning.

“We wanted to test the boundaries and communicate the image of Acne Studio as a creative environment,” says Nils Nilsson, managing director of Koncept. “The interior has a graphic, complex look featuring dynamic contrasts. The display tables of Formica

laminates have a tough and durable surface, which is key in the retail setting. Formica Impress meant we could design our own patterns to enhance Acne’s image. We could be utterly free in our creative thinking!”



# Chemtop<sup>2</sup>, the laminate with reinforced chemical resistance.

Chemtop<sup>2</sup> is an advanced laminate that is highly resistant to chemicals. The specially treated finish is perfect for environments subjected to the trials of acids, alkalines, corrosive salts and other aggressive substances.

## Labs and clinics

Chemtop<sup>2</sup> is used primarily in chemical and medical labs, photo labs, dentists' offices and clinics. The laminate can be used horizontally or vertically on exposed surfaces like countertops and desktops, bars, cupboards, wall panels, backsplashes and partitions.

## Design that lasts

The laminate is available in six versions, as postformable laminate and Compact laminate, 16 or 19 mm thick. The design is clean and simple to fit a wide range of settings. Chemtop<sup>2</sup> is a cost-effective and extremely durable material that requires little maintenance. Surfaces are easy to clean with a damp cloth or mild cleaning product.



Chemtop<sup>2</sup>  
Advanced Chemical Resistance

### Sweden:

Formica Skandinavien AB  
Florettgatan 22  
SE-254 67 Helsingborg  
Tel: +46 42 38 48 00  
Fax: +46 42 38 48 20

### Norway:

Formica Norge AS  
Fekjan 13 A  
Postboks 81  
NO-1378 Nesbru  
Tel: +47 66 98 48 00  
Fax: +47 66 98 03 58

### Denmark:

Formica Danmark A/S  
Florettgatan 22  
SE-254 67 Helsingborg  
Tel: +46 42 38 48 00  
Fax: +46 42 38 48 20

### Finland:

Formica IKI Oy  
FI-359 90 Kolho  
Tel: +358 3 580 001  
Fax: +358 3 531 6020



[www.formica.eu.com](http://www.formica.eu.com)

Formica and the Formica logo are registered trademarks.