

ambiente
trends
24+

messe frankfurt

Appreciation of the familiar and the new.

In a rapidly changing world, the question of how we want to live today is increasingly being asked. The **Ambiente Trends 24+** create a positive approach to future challenges – and in doing so, take up major developments and distil them into three distinct themes.

AURA OF PROGRESS_visionary+elemental consciously picks up on perceived uncertainties and counters them with an unusual combination of seemingly contradictory elements. Force of nature meets futurism, archaism meets hyper-innovation. It is an interior theme that arouses our interest in visionary ideas but also grounds us at the same time.

QUALITY OF SILENCE_pure+familiar emphasises in particular the desire for calm and clarity. Familiar things appear here in unusual perspectives and simple materials receive a new appreciation. This holistic interior theme has a purist and soothing effect. **SPIRIT OF CRAFT_bold+poetical** brings the diversity of craft skills into focus and puts them together in expressive combinations. Sophisticated colours, rediscovered materials and objects with a unique character create living spaces of artistic radiance. All **Ambiente Trends 24+** are united by their unusual focus on materials – whether rediscovered, reinvented or extravagantly combined. The three interior themes open up contemporary perspectives on the question of how we want to live today. As an important barometer for the consumer goods sector, they pick up on relevant trends and needs in contemporary design and make them tangible to the wider public. Many designers and manufacturers are already thinking along the lines of possible change. Circular design, careful use of resources, rediscoveries from the archives and new innovations are expressions of this responsible attitude. We want to look positively towards the future while preserving that which is precious.

AURA OF PROGRESS visionary + elemental QUALITY OF SILENCE pure + familiar SPIRIT OF CRAFT bold + poetical



AURA OF PROGRESS AURA

visionary + elemental

Visionary aura.

In uncertain times, we turn our gaze towards the future – a prospect both fascinating and worrying. Equally intense is the desire for orientation and a reactivation of our **early nature**.

AURA OF PROGRESS_visionary+elemental reconciles these seemingly contradictory movements in a **fascinating** interplay of opposites. **Elemental force** meets **futurism**, and **archaic** elements combine with **hyper-innovative** technology. This process results in objects, materials and textures that appear almost **magical**. The normal space-time continuum seems momentarily suspended. **AURA OF PROGRESS** sharpens our interest in **progressive** approaches. An interior theme that appeals to the body, mind and emotions in an **elemental** way, that inspires our own imagination and that grounds us in the same moment.



AURA OF PROGRESS

visionary + elemental

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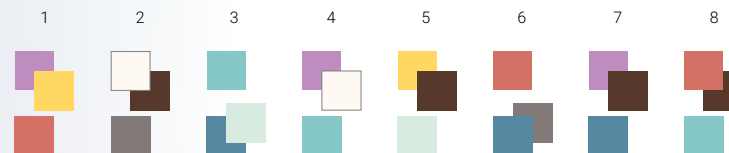
Colours

In the radiant and vibrant colour palette of **AURA OF PROGRESS**, the digital world appears to merge with the physical. Bright tones dominate the picture. The aura of progress can also be clearly felt here. Colour gradients, airbrush effects, glassy-transparent and blurry colours strengthen this effect. In combination with innovative materials, this creates **illusory** impressions, ghostly colour effects and **otherworldly** brilliance.

Nine colours with eight micro-colour themes allow for individual focal points that can be altered and reinterpreted throughout the year. The warm component features an artificial **violet**, an intense **solar yellow** and a glowing **lava**. Here is where technology meets the **force of nature**. A shimmering **cloud tone** as well as deep **grey** and dark **earth tones** characterise the neutral component. These are **archaic** shades that seem born out of the shadows and evoke associations with the rocky, the rough and the **elemental**. In the cool component, light-flooded nuances such as **aqua** and **mineral** tones can be found in different depths and gradations and include a colour that brings to mind the **deep sea**.



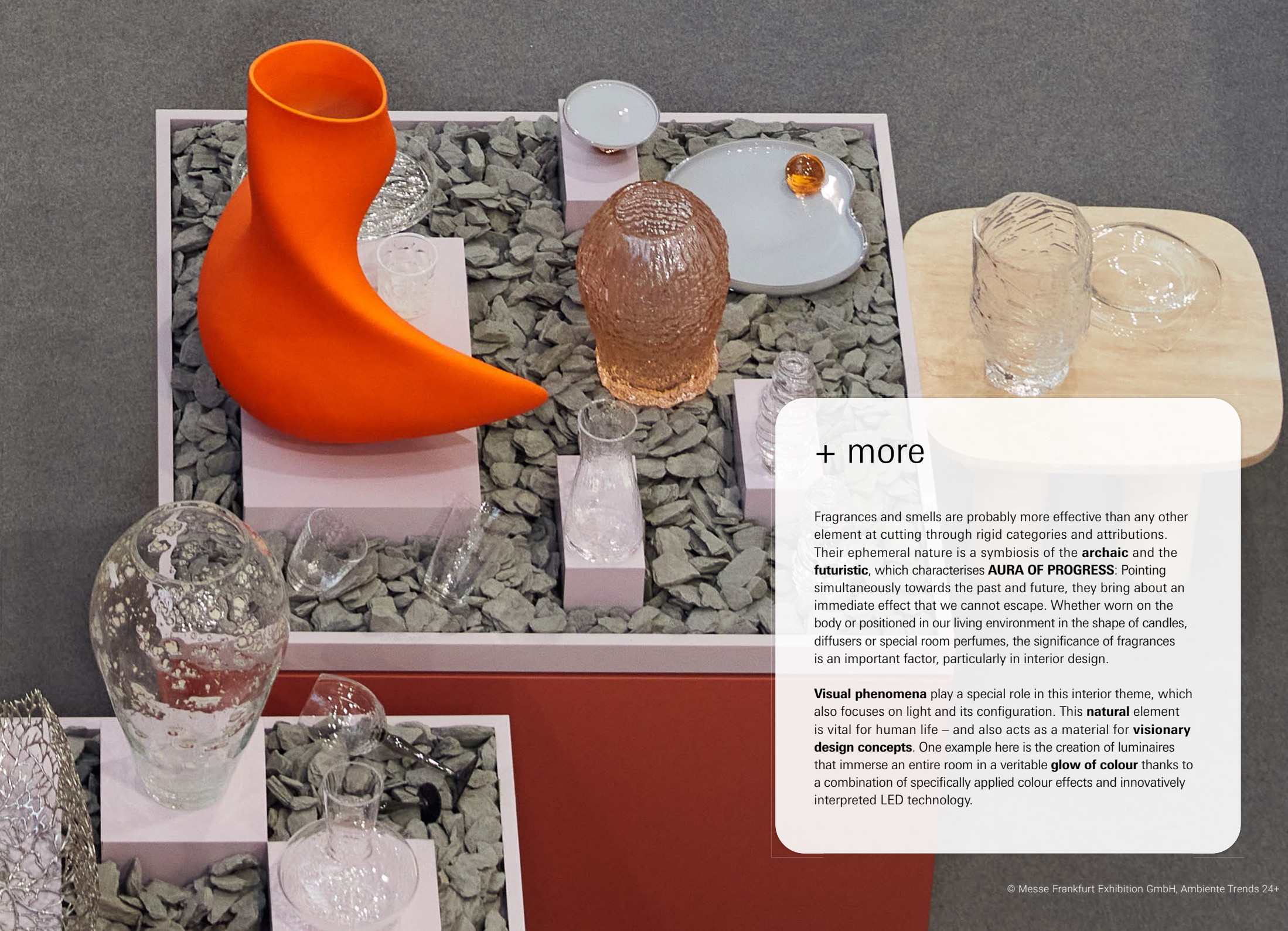
8 micro-colour themes



Materials

Raw aesthetics and **hyper-innovation** combine in **AURA OF PROGRESS** to create an inexhaustible wealth of manifestations and design possibilities. Intensive **material research** flows into these **new approaches**, as does the rediscovery of **elementally strong** materials. Wood, steel and stone, as well as shapes borrowed from nature, are deliberately brought together with **futuristic** elements. Digital and AI-supported design processes meet traditional craft methods. The results are not only **fascinating** and novel but, in many cases, sustainable too.

Traditional manufacturing processes are completely rethought using technical innovations, and unimagined beauty opens up in familiar materials: **Rough** and **uneven** surfaces have been deliberately chosen. Traces of **aged materials** flow into the surface design. Even rust can serve here as inspiration for an out-of-the-ordinary pattern. At the same time, there are **magical surfaces** with reflections, iridescent finishes, luminous colour gradients and mirage effects that appear like portals into another world.



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Fragrances and smells are probably more effective than any other element at cutting through rigid categories and attributions. Their ephemeral nature is a symbiosis of the **archaic** and the **futuristic**, which characterises **AURA OF PROGRESS**. Pointing simultaneously towards the past and future, they bring about an immediate effect that we cannot escape. Whether worn on the body or positioned in our living environment in the shape of candles, diffusers or special room perfumes, the significance of fragrances is an important factor, particularly in interior design.

Visual phenomena play a special role in this interior theme, which also focuses on light and its configuration. This **natural** element is vital for human life – and also acts as a material for **visionary design concepts**. One example here is the creation of luminaires that immerse an entire room in a veritable **glow of colour** thanks to a combination of specifically applied colour effects and innovatively interpreted LED technology.

CE QUALITY OF SILENCE

ar pure + familiar pure + fa

Luxury of stillness.

QUALITY OF SILENCE_pure+familiar reinterprets the theme of **holistic** living. **Purist** and **soothing, human** and **sustainable**. It gently casts its eye on **unconventional** design concepts that lend previously undreamed-of significance to the **familiar**. An unhurried interior theme that works completely **naturally**. **QUALITY OF SILENCE** focuses on the growing desire for **well-being**. Positive, **honest** colours and **simple** materials create a living environment that allows us to experience **warmth, tranquillity** and **comfort** as true luxury. The interplay of all elements conveys a harmonious sense of **balance**. Welcome to the quiet zone.

QUALITY OF SILENCE

pure + familiar



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QUALITY OF SILENCE

pure + familiar



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QUALITY OF SILENCE

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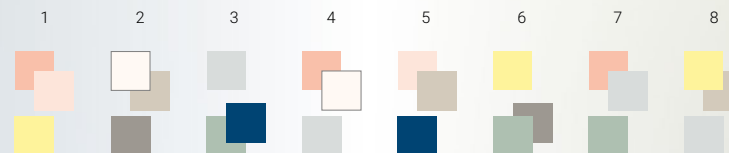
Colours

Mild, positive colours are at the heart of **QUALITY OF SILENCE**. Soft, subtly mixed nuances appear as if illuminated by the sun, while the shaded tones present themselves in a **restrained** and **natural** way. Many colours reflect the **honest**, simple and often unusual raw and organic materials that are the focus of **QUALITY OF SILENCE**. Natural material colours, sunlit pastels and lightened tones are characteristic of this palette, which exudes **warmth** and **calm** as well as **lightness**.

Nine colours with eight micro-colour themes allow for diverse designs that can be transformed continually throughout the year. The warm component includes a soft **terracotta**, a rosy blonde **wood** and a sunlit **straw yellow**. The neutral shades include a matt, **soft** eggshell ecru as well as a light and darker **sand tone**. In the cool component there is a subtle **mist tone**, a shaded **blue** and a natural **sage**.



8 micro-colour themes



Materials

In **QUALITY OF SILENCE**, **familiar** materials appear released from their original context. Eggshells, for example, serve as the starting point for **unusual** designs that tell their own stories. As far as possible, everything is recycled – not just wood but leaves and bark too. Discarded paper fibres are turned into handmade, high-quality paper. **Simple**, completely **unassuming** and **unconventional** resources from everyday life are often given new **meaning** in this way.

Transformation is fundamentally understood at **QUALITY OF SILENCE**. Many designers think beyond the individual product and develop **circular design** concepts. New materials such as compostable bioplastics already have the possibility of **reuse**. This **appreciation** for existing raw materials and the pursuit of a liveable, **human** future are reflected in the overall design.



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These days we want to surround ourselves with things that are designed not only sensibly and sustainably, but that also create an **emotional** connection. Interior objects with a distinctly **sculptural** quality address this desire. The boundaries between design and art are fluid here, which is why many designers intentionally speak of **everyday sculptures**. It is not uncommon for these to be in the form of one-off creations or individually worked objects with an **authentic** personality that are intended to enrich our living environment. Figurative elements can be found here as well as artfully simple abstractions.

QUALITY OF SILENCE allows us to discover the special in the **basic**. At its core are the **aesthetics of everyday life** as well as the enjoyment and appreciation of the moment. **Sensitively** designed products turn **simple** rituals such as tea drinking into moments of **stillness** and mindfulness. Time and chance are also increasingly incorporated as criteria in the design process. Some materials cannot be produced artificially, but must first be found, picked up or collected. Others need time to become what they are. Here, **slowness** and leisure are deliberately incorporated into the design process. **Irregularities** and traces of workmanship bear witness to the **history of a product's creation** and give it an individual spirit.

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poetical bold + poetical bo

New compositions.

SPIRIT OF CRAFT_bold+poetical brings together diverse influences in a **bold** and **poetic** manner. Craft skills combine with a modern aesthetic, a clear personal touch and durability. The boundaries between **rediscovery** and **reinvention** are blurred. **Expressive compositions** with strong contrasts and products with a **one-off character** come together in **unexpected** ways. New approaches to design challenge prevailing ideas about **beauty** and **value**. We appreciate the precious and preserve the important. **Striking shapes, bold** combinations and a **sophisticated colour palette** create a living environment of **artistic** radiance. A celebration of **difference**.

SPIRIT OF CRAFT

bold + poetical

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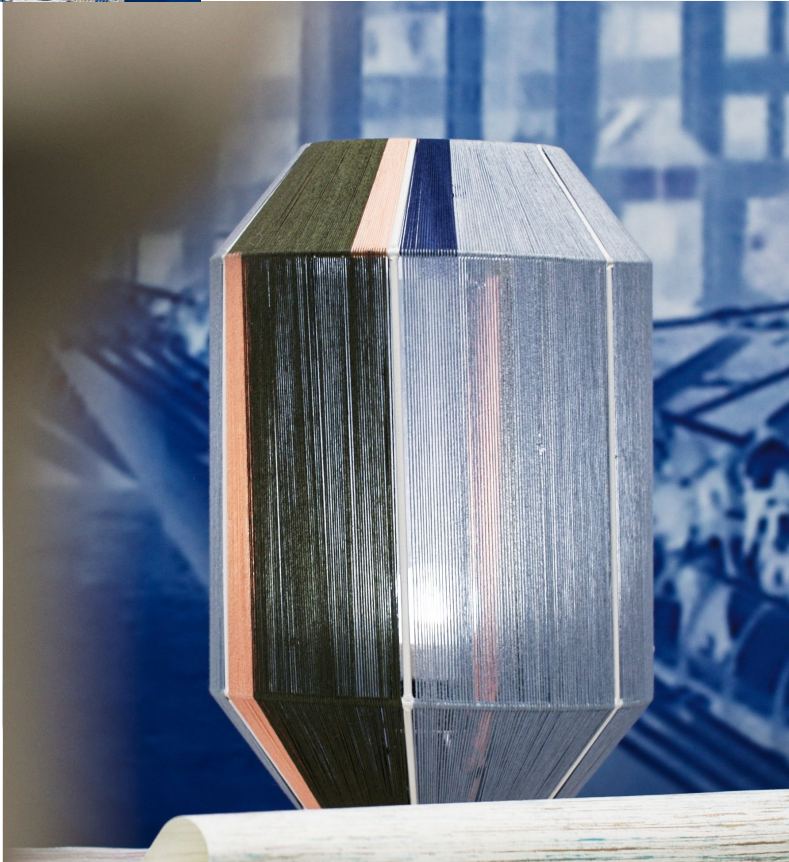


SPIRIT OF CRAFT

bold + poetical



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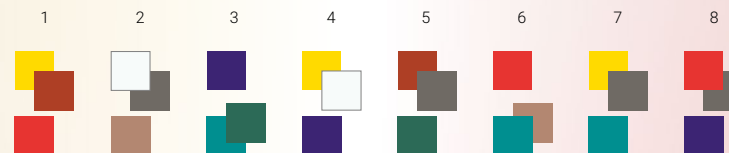
Colours

A free artistic spirit also flows through the colourful palette of **SPIRIT OF CRAFT**. Colour and motif designs appear both intuitive and masterfully **bold**. Charismatic colours support the artistic objects, handcrafted products and flamboyant room designs. **Sophisticated colours** play a special role in this interior theme, which presents extravagant, **artistic** and pictorial colour designs.

Nine colours with eight micro-colour themes enable exciting compositions with strong contrasts. The warm component features honey-yellow **amber**, copper-brown **brandy** and an intense **chilli**. The neutral shades include light, bright and dark **greys** as well as **sepia**, which, depending on interpretation, may remind us of wood but can also convey vintage appeal. In the cool component, decorative **lapis lazuli**, deep **glass green** as well as dark **turquoise** can be found.



8 micro-colour themes



Materials

In **SPIRIT OF CRAFT**, different aesthetic concepts are combined to create **expressive new compositions**. This includes not only the materials but also the structures and patterns. Diverse **craft skills** and almost forgotten materials and techniques give rise to objects with a quite **unique style** – for example, the combination of **copper** and hot **enamel** where the glass-like powder coating lends the material a striking look with **amazing** colours and **unpredictable** shades. Vintage pieces and motifs from manufacturers' archives are also **rediscovered** and **artfully** transformed into new designs.

Ceramic is a key material with unimagined design possibilities. It is clear from the products themselves that their designers are also artists, e.g. sculptors or painters. Three-dimensional colour and intentional contrasts between clarity of form and **extravagant** coloured glazes are characteristic of an idiosyncratic yet **indulgent** approach to traditional **craft skills**. The results are unmistakable objects that are appreciated and treated as an **art form** in their own right.



The **artistic and unconventional** use of materials, colours and textures is also reflected in **home textiles** and **dining**. Tableware and glassware appear as genuine **one-off pieces**. Hand-painted motifs and hand-worked textures emphasise their **unique character**. Picturesque colours and unusual shapes enter into a sensual dialogue on the dining table. Textiles and rugs are reminiscent of **objets d'art** with elaborate **handicraft techniques**, **self-confident** patterns and wide-area appliqués making the products appear like large-format graphics, collages and reliefs.

In uncertain times, products and interior design ideas with a **flexible** character are increasingly appreciated. In addition to the **type of use**, designers are now also thinking about future material options as well as various possibilities for positioning in our living spaces. Here they convey their own new ideas of value and beauty: What is **valuable** is what is durable without being static because it adapts constantly to our changing living conditions in new and unconventional ways.

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Stilbüro bora.herke.palmisano



annetta palmisano

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From Italy to Japan, the experts from **Stilbüro bora.herke.palmisano** were on the road this year tracking down relevant trends that will shape design and creation over the coming seasons. Their research is based on numerous visits to studios and conversations with creatives and producers as well as their keen sense for the moods that are currently driving us. From these precise observations and analyses, stilbüro bora.herke.palmisano has developed three distinct interior themes. In our current uncertain times, the search was not for passing fashions: Instead, the **Ambiente Trends 24+** pick up on important developments and refine each one individually. Particular focal points this year are an unusual use of materials and colours, innovative technologies, elemental components, a sustainable ethos, alternative materials and the diversity of craft skills. All interior themes are united by a conciliatory perspective that preserves the familiar and welcomes the future.

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