

NEW TIMES

We experienced two very special years - 24 months with many restrictions but also new positive insights. We will never forget this time. Everything revolved around distance. The so-called Social Distancing was actually a Human Distancing. And we learned a lot about ourselves in the process. The retreat from a stimulus-flooded world forced up on us by the pandemic has recalibrated our senses to the subtleties of our living environment. At the same time our vision is widening, and we are once again more open to fresh stimuli from outside. We begin to enliven the microcosms we have established for ourselves, with curiosity through new elements from the awakening world around us. Rediscovering our relationship with nature and human beings is becoming a great mission, says Sascha Kostros, Head of Décor Management.

And of course, it starts in our homes. Here we decelerate and naturally transfer this awareness to our entire environment. Sustainability has always been an issue, but suddenly it's becoming a vital maxim. To achieve this, we are returning to nature and revisiting old rituals from the past, which we are reviving through technologies of tomorrow.

People are creating new realities for themselves that are indistinguishable from reality. The metaverse moves into our homes and brings us new experiences. At the same time, our emotional world is celebrating a renaissance and we are rediscovering the beauty of romance - only in modern terms.

Welcome to our new impress designs and trends with a variety of exciting colors and textures that our design experts have tracked down all over the world.



ECOTROPOLIS

This trend is inspired by planet saving, conceptual inventions and the megatrend of urbanization. As we focus on regenerative, circular design and waste management processes, an appreciation of irregular patterning and bold color combinations emerge in a nod to the joyful home.

Reclaimed waste products bring decoration and color to urban environments as pockets of vibrant nuances and unique textures appear alongside natural surfaces.

The global lockdowns highlighted how many people, particularly in urban areas, are missing out on green space. There will be a need to democratize nature and reframe eco narratives from wholesome and country, to accessible for all. Digital nature provides a substitute for people who have limited access to the outdoors, to escape from the concrete jungle. Small green innovations appear in the home as householders seek to create a little Eden of their own. A rise in at-home micro farming echoes a new urban resilience to tackle food wastage and to be better prepared to endure future crises.

Consumers become more willing to 'do what they can' in terms of saving the planet and these increasingly conscious choices lead to a home full of interesting textures and materials. Organic finishes juxtapose with slick shapes and vibrant color applications for a bold, contemporary look full of impact and storytelling possibilities.





Evolene Oak

Cracks created by the power of nature, distinctive knots, and a deep brushing underline the rusticity of this decor.

Undoubtedly, Evolene Oak evokes warm feelings due to its authentic, natural, and more rustic style. The decor appears generous and open with the heart pieces placed in the middle. The fine pores perfectly balance the opposing nature power and thus create this new and pleasant look.

Evolene Oak sends a hidden meaning for taking a break from the pace of life to explore what it is like when you do not watch the clock.

REFRAMING RITUALS

This trend sees consumers seek lightness and healing after an extended period of uncertainty. Home environments will become safe and healing spaces, with the 'smart home' further permeating product development and 'invisible design' engaging and delighting each of the senses.

Consumers who once sought to conceal their emotions, are now identifying and processing them to accelerate their physical, emotional and mental healing. A newfound sensitivity forms, from awareness of their vulnerability, coupled with a desire to showcase their fully authentic selves to the world. Therefore, householders seek places they truly feel safe and understood. Interiors foster a new gentleness, harnessing calming aesthetics, genderless design, fluid and flowing shapes, therapeutic color and soothing textures. Materials play with transparency which evoke a sense of cocooning and softness.

A quest for healing sees more people carve out time for introspection through guided journaling practices and the cathartic act of letter writing. This calls for quiet nooks within the home to

escape to. With intimacy central to this story, a thoroughly human-centered approach to design emerges; where furniture and products are optimized to bring us together and nurture relationships. Tête-à-tête seating configurations support deep and meaningful conversations.



Bloomington Oak

The Bloomington Oak decor is very well described in its original naturalness with a modern touch. This reproduction of the material is a decor with an all-over look. Deeply brushed, and still with a play of color and somewhat darker core areas, Bloomington Oak has a soft-rustic character. The small, natural knots are mostly located in the heart of the various planks and are well integrated with their surroundings. The modern touch is made possible by a very subtle, light glaze which is the main reason for these soft, pastel colors.

HYBRID REALITIES

This trend is all about stimulating and invigorating spaces. The rise of digitalization, the opening up of digital real estate and interiors in the 'Metaverse' is allowing consumers to immerse themselves in exciting other-worldly realms, creating a taste for multi-sensory environments that promote escapism with the help of immersive art and technology.

Between pandemic implications and political or economic tensions around the world, anxiety and stress levels are at an all-time high. Early adopters are turning to smart tech solutions to

boost the mood, maximize focus and calm emotions. It's no longer simply about quieting the mind but embracing scientific advancements to maximize it's potential and shift states in the real world. Digital layers, holograms and light projections transform environments into transcendent spaces. Transparency play, lighting accents and stratified colors bring new dimensions.

There is an increased craving for feeling energized by multi-sensory environments. Taking a break from the daily grind, people immerse themselves in virtual reality spheres and mixed reality gaming.



Echoing this, products and furniture blur the lines between digital and physical realms. Eye-tricking and mind-bending design embraces the unpredictable and caters to the growing desire for the unexpected and unusual.

Optical illusions, glitch effects and wavy constructions give impressions of movement and inspire surface pattern, while acid accents add a dose of energy and light, instantly lifting the mood. Bold and stimulating design are key for this trend, born from a growing appetite for unusual scents and flavor explosions, as well as the worldwide rise in escaping into digital worlds. With consumers looking to shift their minds and induce hyperreal, euphoric sensations, we'll increasingly see virtual reality blending into environments.





Pompeu Slate

Pompeu Slate is reminiscent of a volcanic eruption with its immense and engaging appearance. The large-format slate design is a special feature for a shooter due to its non-directional all-over orientation. The color system makes it possible to realize the appearance from variegated slate to classic black slate with many nuances. Pompeu Slate can also offer a look with patina and thus more like a metal. Thus, the decor is an eye-catcher in many different styles and plays the role of diverse materialities very well.

MODERN ROMANTICS

This new trend celebrates the rebirth of culture, appreciating Renaissance-inspired arts and classics with a modern twist.

After a cloudy period, there is an increased awareness of the importance of art in daily life. Consumers seek new beginnings and find joy in drawing inspiration from phases of the past to inspire the now. Classic designs are rebooted with contemporary form and styling. This focus influences product directions and sees a sort of still-life aesthetic emerge.

Interiors are adorned with generously draped fabrics. Carefully curated still-life displays are paired with decorative textiles. Dark woods, deep veined marble and onyx add a romantic tone to living spaces. Graceful architecture and sculptural forms inspire shapes for furniture and decorative elements.

Muted colors enjoy a Renaissance serving an expression of wealth and opulence in interiors. This shift can be translated into a commercial win for more traditional markets and a conceptual opportunity for more early adopter consumers. Deep, refined brown tones set against warmed neutrals build confidence and experience throughout the palette.

Bold and stimulating design are key for this trend, born from a growing appetite for unusual scents and flavor explosions.





Anet Oak

Anet Oak combines cosiness and mysteriousness due to its subtle color gradients, different nuances of various shades of grey, which look like a delicate glaze. These shades reinforce the impression of the pleasant sense of darkness.

Anet Oak moves to the perception of black reinvented that black no longer necessarily means black. Ultra-dark aubergines and navy shades are emerging which create a deeper sensation than a flat black color.



REIMAGINED RURAL

A more grounded pace of life and deeper connection to the natural world are blended with new product and design innovations in this reimagined rural trend.



As an 'always on' work culture is increasingly rejected by consumers, the resurgence of recreation and slow travel is set to continue into 2023 and beyond. Consumers seek mindful and meaningful adventure travel to recalibrate their mindset from work-induced stress, burnout and 24/7 online availability.

The trend for bringing the outdoors in has dominated for a number of years, but now we're beginning to feel this reverse. After an extended period of staying inside, bringing the indoors out and fully engaging in nature becomes the focus.

To embrace the outdoor lifestyle, consumers favor the essentials and eliminate the superfluous; functionality and durability drives the design direction. Products need to be versatile and materials need to be weather-resistant to cater to this new kind of indoor-outdoor lifestyle.

Interiors are brimming with natural textures and materials. New sustainable fibres come to the fore including nettle paper, vegan soy and mycelium. Recreational activities, such as hiking, bird watching and foraging, impact the home as utilitarian design details adorn furniture and product design. Foraged and grown materials become desired decorative additions.





Fläming Oak

The Fläming Oak decor captures a typical and modern style of the region, which is where the name comes from.

Generously grown oak material, not too deeply brushed and then finished with great attention to detail with a glaze to emphasize color nuances and natural details, served as a template here. Small knots are well distributed throughout the decor. The Fläming Oak colors decor offers a color spectrum from light to dark and that too in an all-over look.