

# Yearning and Nostalgia

inspire Ambiente Trends 2015

Ambiente February 2015 show in Frankfurt would be inspired by feelings of yearning and nostalgia. That feeling of 'Sehnsucht' (yearning) is the source of inspiration for the consumer-goods industry in the coming season: dreams, idealised images, personal belongings and emotions - for consumers, yearning has an increasingly important role to play when it comes to shaping their own lifestyle.

## Clarity + lightness: design in all its simplicity

Pure and simple, with a touch of the romantic, this style provides a feeling of freedom and lightness. Light blue, lime



green and gentle wood tones harmonise with unobtrusive nuances of white and grey. Fine materials and delicate designs are sensitively combined: anything that is overloaded and exaggerated is alien to this poetic trend. A love of simple design goes hand in hand with the refined elegance of the

materials and surfaces: moving structures typify this look with fine reliefs, open work and fine-mesh weaves. Textiles nostalgically interpreted to include pleats, tucks and lace match up with fine wood grains and romantic blossoms and tendrils. To match this soft colour palette comes fragile glass - finely chased, frosted or with a metallic coating and a cool sheen.

## Craft + culture: living tradition

A return to one's roots leads to a greater appreciation of traditional materials, forms and processes of manufacture. Experimental mixes provide the theme for the fusion of cultures and the blending of traditional and modern production techniques. Carpet and textile art, ceramics, basket weaving, artistic paintwork and unusual haptics are the inspiration behind the imaginative design. Irregularities and deliberate imperfections reveal themselves in intense shades of

camomile yellow, tourmaline, claret, indigo and rust-brown. Vivid blends and gradients of colour are further enhanced by powerful brushstroke designs. These are joined by expressive textiles set with fringes and a striking woven look, vivid embroideries with abstract graphical patterns and a folkloristic touch, as well as carpets with tufted textile surfaces with varying pile depths. Porous, sandy ceramics, strongly grained woods and materials such as sisal, raffia, rattan and canvas emphasise the affinity with nature.

## History + elegance: exquisite luxury

Citations from history and luxurious materials are the starting point for modern designs that are full of elegance and passion. The urge to explore the world of fantasy and mysticism is celebrated in shades of dark mahogany, midnight blue and caviar black, with rosé, shimmering pearl and a glittering bronze providing theatrical colour accents. The finest materials with sensuous surfaces and a decorative patina provide that touch of opulence and glamour artistically staged and combined with high-tech equipment. The interplay of materials and textures is exquisite: Highly polished, veined marble joins up with dark varnished wood. Impressive are the finely faceted metals or geometric relief motifs. Along with cast iron or aluminium with the look of cast iron, the spotlight is on copper, bronze, brass and chrome, either in a high-gloss, matt or hammered finish. Wooden panelling in a traditional look turns out in fact to be thermo-shaped jersey laminate. The luxury look is rounded off with traditionally figured porcelain, soft leather, velvet and chenille.

## Humour + curiosity: a note of carefree optimism

The playful insouciance of childhood is the inspiration behind this optimistic design trend which greets everyday life with a smile. A bold farrago of colours such as mint, orange, rosé, nougat and graphite joins up with unusual materials and a straightforward variety of forms. The design credo is 'humour', with unorthodox solutions providing surprises of a very special kind: A look of spontaneity for all those with a penchant for the offbeat, the outlandish and the scurrilous. Moving multi-colour effects rub shoulders with monochrome surfaces in matt or high-gloss. Mirror foil and iridescent surfaces form a contrast with dull rubber, silicone, fleece, foam and recycled plastic. As an expression of joie de vivre, motifs, lettering and graffiti receive a generous amount of space. ■

# Pantone names Marsala colour of the year



Pantone added that Marsala is a natural fit for the kitchen and dining room-making it ideal for tabletop, small appliances and linens throughout the home. The hue will be especially prominent in striping and floral patterns found in printed placemats, dinnerware, bedding and throws.



Pantone has announced Marsala, a naturally robust and earthy wine red, as the Color of the Year for 2015. "Much like the fortified wine that gives Marsala its name, this tasteful hue embodies the satisfying richness of a fulfilling meal, while its grounding red-brown roots emanate a sophisticated, natural earthiness," said Leatrice Eiseman, executive director of the Pantone Color Institute. "This hearty, yet stylish tone is universally appealing and translates easily to fashion, beauty, industrial design, home furnishings and interiors."



Complex and full-bodied without overpowering, Marsala provides a unifying element for interior spaces, Pantone said. Marsala's plush characteristics are enhanced when the color is applied to textured surfaces, making it an ideal choice for rugs and upholstered living room furniture.

With the ever-growing popularity of floral prints and striping, variations of this hue is expected to undoubtedly carry into men's and women's clothing throughout next year. Marsala is also a popular choice for jewelry and fashion accessories, including handbags, hats, footwear and the burgeoning market of wearable technology.

This highly varietal shade combines dramatically with neutrals, including warmer taupes and grays. Because of its burnished undertones, sultry Marsala is highly compatible with amber, umber and golden yellows, greens in both turquoise and teal, and blues in the more vibrant range.

A rich contrasting color, Marsala is ideal for use in graphic design and packaging. Eye-catching, but not overwhelming or bright, consumers are immediately drawn to the hue, making it an alluring shade at point-of-purchase. As packaging becomes increasingly more artistic, Marsala will be a natural fit for both high- and low-tech materials, including on-shelf periodicals as well as printed assets, like calendars and stationery. ■

