

NEW FRONTIERS

style trend 2019

Value trend: *Re-Construct*

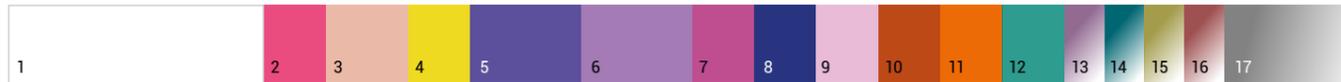
The approaching tsunami of technology will totally change our world. Our 'analogue' homes are rapidly becoming 'smart'. This influx of technology is aimed at providing the user with infinite convenience. Our environment will automatically anticipate our behaviour and our needs. This will create a healthy and comfortable living environment. The focus is on a healthy balance between body and mind. To be able to participate in this technological wave, smart solutions will have to be applied effectively, this includes the plants in our immediate surroundings.

INDOOR

Partly as a result of this development a fresh, bright and sometimes futuristic look will be created in the interior. Transparent materials with unusual colour gradations, metallic finishes and iridescent surface structures give the interior a sense of unprecedented technological innovation. Powerful, technical yet friendly. The new materials in particular give the feeling that the interior is equipped with all the latest technological gadgets. There are also *smart* solutions, e.g. in the form of plant pots that provide you with information about the plant through the aid of an app.

The energetic radiance of greenery combined with technological gadgets must ensure that plants remain a contemporary product; a product that is essential for a healthy balance between body and mind. This means that flowers and plants must look fresh and bright, but above all, 'lean'. The extensive use of white combined with purple and lilac helps with this. An gradient effect on the flower or leaves provide the exciting sensation that this trend requires.

INDOOR Colour chart and colour balance in Pantone®



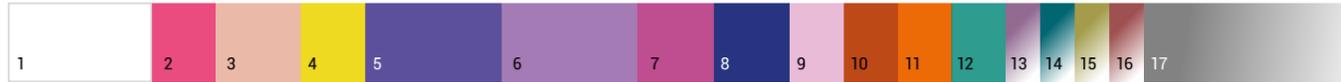
1. white C 2. 1915 C 3. 7415 C 4. 604 C 5. 2096 C 6. 2577 7. 2061 C 8. Blue 072 C 9. 671 C 10. 1525 C 11. 1505 C 12. 327 C 13. 8101 C metallic 14. 8761 C metallic 15. 8363 C metallic 16. 8860 C metallic 17. 8400 C metallic

OUTDOOR

The futuristic look is also crucial for the garden. High-tech and nature alternate. *Smart gardens* are making their appearance. Many technical solutions that make our lives easier and that are starting to be taken for granted in the interior are making their way out into the garden. To reflect the *smart* technology experience visually, transparent and semi-

transparent materials are used creating a disconcerting kind of depth effect. Reflective materials and products with an oil or iridescent effect reinforce the surreal look. White, purple and lilac as the basis for flowering plants lend the right effect. Shrubs and unusual plants with distinctive foliage are added as accents.

OUTDOOR Colour chart and colour balance in Pantone®



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PRODUCT INGREDIENTS INDOOR & OUTDOOR

Shapes

Sleek geometric shapes or futuristic shapes. The shapes are less important than the material.

Colours

The colour chart runs from cool pastel shades through to strong bright colours. The cool metallic colours as accents also play an important role. The base to be used is white with silver and shades of purple. The colours are often used in a transition from light to dark.

Materials

Plastic materials and glass from matt to transparent are dominant here. As well as metal or metal finishes on other materials such as glass, ceramics and textiles.

Patterns

The patterns consist of gradient effects, graphic line structures and linear perspective drawings.



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NEW FRONTIERS INDOOR

OUTDOOR NEW FRONTIERS



Exciting ombre

Great interest in green products

Exciting interplay between transparent and semi-transparent



Depth effects

Interesting metallic and iridescent effects

