

Experimental:

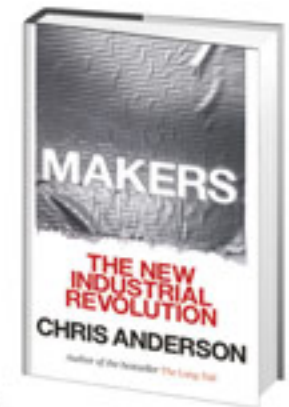
That's the design avant-garde from Wallpaper to FORM Magazine from behance to designboom! – Digital – tech-friendly – Connected - Empowerment of the end user – Radical - inventive – courageous - Personality – testing new paths – digital natives – pushing boundaries and paving the way for consumer modern to come (filter down or trickle down effects)

DIY – 'Home factory'

Upcycling, hacking, industry independence movement, new craft (craftiness), digitability – open source - interactive – none-hierarchic crowd rule - Fablab, mass customization, partly 'Rediscovered Heroes' - Self-reliance – full control/no advertising bullshit – Inventor - regaining power over creations & products we use – from blackbox ('Lack of visibility', Dulux) to clear box – small scale manufacture – super local – Beauty of imperfection - "The more society advances, the more we want to keep things simple." (Dulux) – 'CRAFTS AND TRADES ARE THE MOTOR BEHIND MANY NEW SMALL BUSINESSES' (Dulux) - The simplest form of DIY is home cooking & baking - urban gardening -



instructables

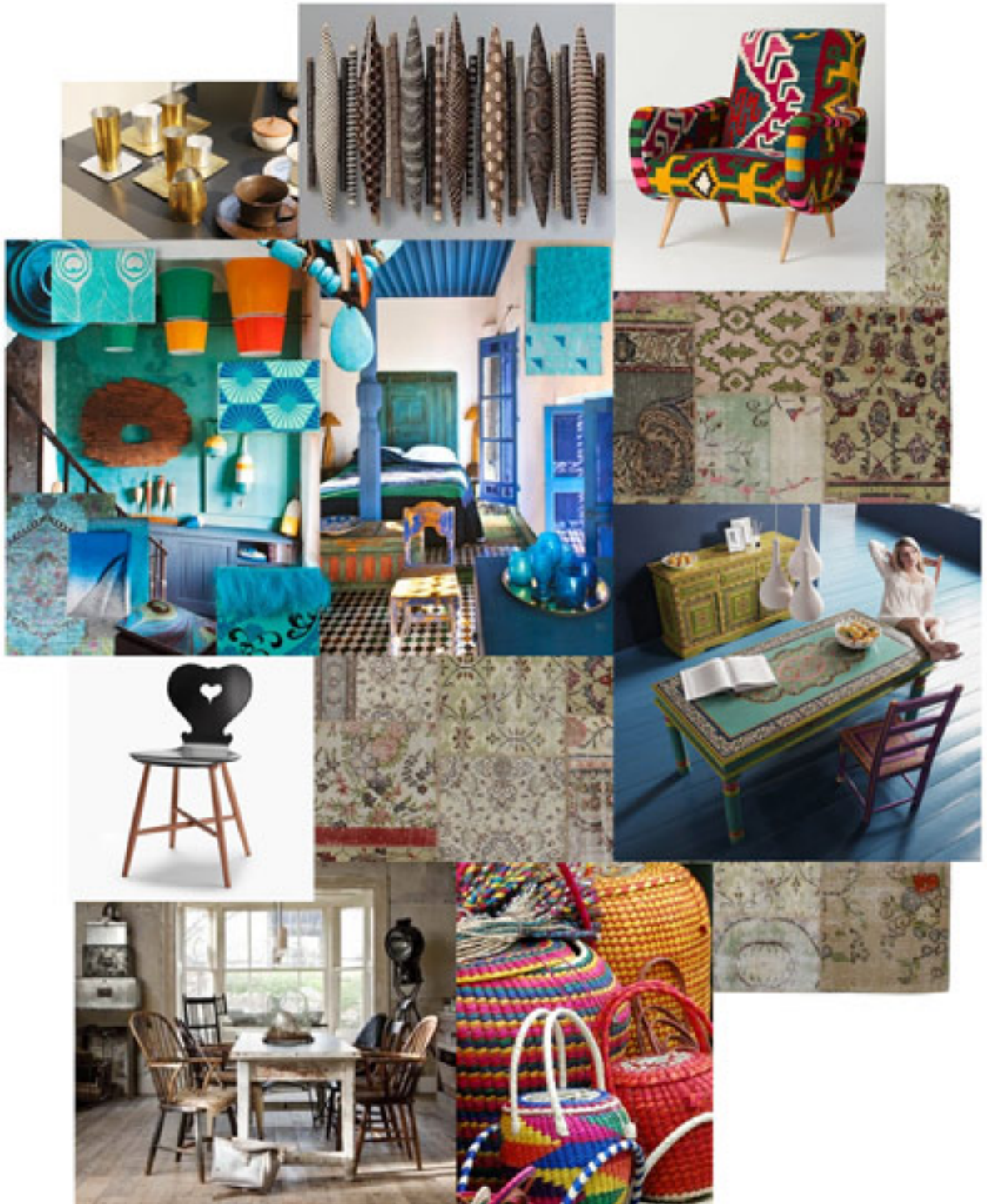


Nostalgia

aka. 'Historic delight' – Revalue and reminisce (local or global) heritage & traditional culture - Find grounding in consistency and the known - Looking or longing for a slower pace in today's fast and complex society – Romantic notion or romanticisation of the 'simpler or better' past and less complicated times - Knowing the roots and heritage of things – Honouring longevity and quality of old values, things, techniques and (partly) condemn modern 'throw-away'-mentality – Valuing old crafts (even if it sometimes only the look) – Preserving or Rediscovering treasures with or from history – Collecting – Creating an oasis of tranquillity and calmness – Sensual – Comfort – 'Neue Wohnlichkeit' – Patina/ Aura/ signs of time are sought after qualities – Imperfection might even be staged and recreated – partly objects and environments are made look shabby/distressed/ washed out on purpose, others value only the genuine aged and combine it with modern objects – Ornament valued as sign for mastership in a craft, link to history or for its formal richness (in contrast to plain and cold modernism) rather than as a sign of luxury or wealth. – Well and some people just like old stuff.

Ethnic Explorer:

Characterized/ hallmarked by objects from local and international folklore and objects from native tribes - often in an eclectic mix with contemporary products. - Very colourful, crafty and natural in its appearance. Imperfections and signs of being hand-made are appreciated. Not only are the used colours, patterns and textures appealing in themselves, but they also carry a notion of nostalgia to a less complicated life (in unity with nature) and sometimes the longing for the exotic. (Users might have collected individual objects in the countries of origin and link them to personal travel experiences, however often these interiors are clearly themed rather than an arbitrary collection of travel memorabilia. These uses appear to be less conservative, but more open to new and different cultural experiences. This includes: 'Alpine folk (D) 'Cabin Fever' (USA), 'Nouveau Navajo (USA), Marrakech Express', 'Mexicana', 'African Tribal', Asian traditional (to a certain extend) – Keywords: 'Tribal' – Colourful - vitality/ joie de vivre (Lebensfreude) - Patch work with unusual combinations/ Pattern clashing (mix-and-match) however preferred are relative geometric patterns (This overlaps with a trend only described in US blogs mentioning an Art Deco Revival which uses partly similar shapes and patterns, but also Tropicana and jungle motives, however more glamorous and urban = german: mondäne) – Textiles – Exotic – Pre-Industrial flair – longing for far-away-land – eclectic hunter and gatherer – (in some areas) Horn & Endless – Cultural openness – Contra position towards modern consumerism

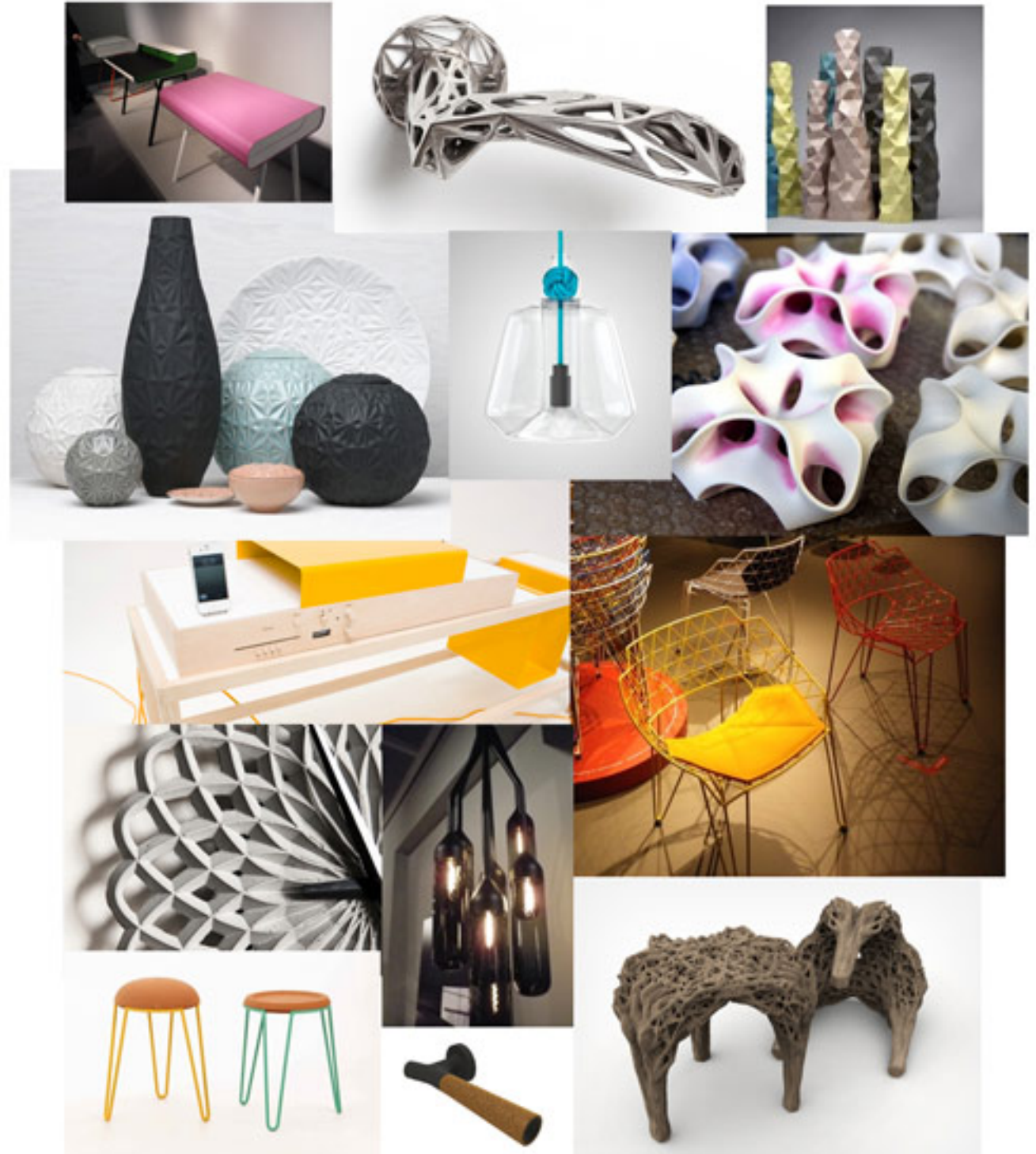


Experimental:

That's the design avant-garde from Wallpaper to FORM Magazine from behance to designboom! – Digital – tech-friendly – Connected - Empowerment of the end user – Radical - inventive – courageous - Personality – testing new paths – digital natives – pushing boundaries and paving the way for consumer modern to come (filter down or trickle down effects)

Design Experimentalist:

Smart and playful – complexity with ease – interactive - Incl. Neo Geo – Low-Res/fractal – Computer breeds – Parametric form generation & planed chaos – Originality and newness - Colourful but subtle – Mass customization/Nowism* – Sampling/Remixing/Morphing – Hard edges – Matt finishes – wire frames & wire frame citations – challenging status quo – less use of citations (see Gaga Baroque) and rather minimal (Mantra: less is more) – Trying to find innovative ways to apply the newest production methods and materials.

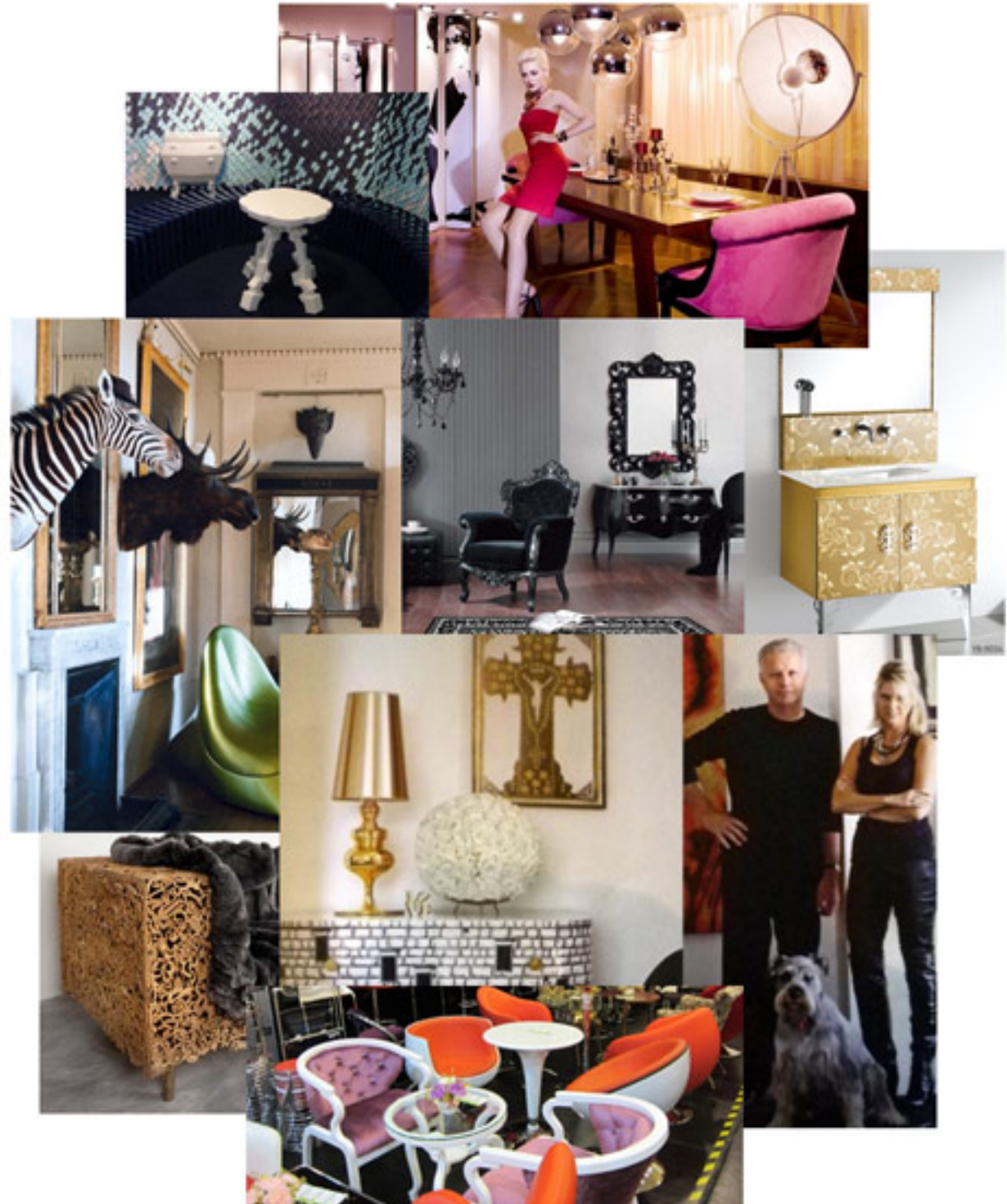


Experimental:

That's the design avant-garde from Wallpaper to FORM Magazine from behance to designboom! – Digital – tech-friendly – Connected - Empowerment of the end user – Radical - inventive – courageous - Personality – testing new paths – digital natives – pushing boundaries and paving the way for consumer modern to come (filter down or trickle down effects)

incl. 'New Baroque' and 'Nuevo Rich' - Loud, colourful, artificial, eccentric, fun (Hedonist), plastic universe, post-modern, borderline-taste (from Bretz to Kartell) - Kamin Rashid & Co (partly even Starck) – Opulence – Neuvo Riche – Luxury lovers (luxusliebhaber) – from fantasy to fantastic - Rebellion

Gaga Baroque



Kinder

- Boys: 5-11 Mirrors parents attitude towards interior styles
- Girls: 5-11 Mirrors parents attitude towards interior styles
- Pre-School: under 5 - Mirrors the parents attitude towards interior styles
- Young teens: Teenager experimenting and exploring their own personality and style



Neutral:

Modern – Clean – reduced or minimal amount of ornamentation and a feeling of clarity – - calm - tranquillity - placid – versatile because it is not loud and eccentric

Nature:

With a major part of our lives happening in artificial environments and with artificial products society tends to develop a desire for the real, natural, clean and untreated/unmodified. With a growing concern for the nature as a vulnerable habitat and resource sustainability is not a fashionable word anymore, but goes without saying. For some it is a lifestyle for others just a trend. For the first group looking natural is not enough, the product has to prove the ground. For the second it can be rather an (still artificial) reminder on natural materials and finishes. Even though the romantic backwards looking vintage styles are also partly influenced by this movement here we refer to the nature trend as modern, simple, even avant-garde, but warmer, genuine and somehow craftier (man-made). – Lighter untreated woods including ply woods, cork, stone, concrete, wool, felt, woven objects, green walls, nature inspired forms (like tree branches) – very limited use of ornament and patterns as well as colour-painted surfaces - Keywords: Honesty/ Real/ sustainable/ - healthy living – pure essence – back to the roots – uncovered, untreated & uncoated - easy living – soft contemporary – solid wood - eco/sustainable or just 'un-artificial' - 'Neue Wohnlichkeit' (Schoener Wohnen) – Harmony – Felt/Wicker/Cork – rough or raw finish – craft citations – re-discovering gardening – tactile experiences – accepting imperfections as part of nature – quality before quantity.

"Finding Comfort in Art & Nature - Some beauty has the power to move us deeply, and speak to us on levels we cannot put into words." (Dulux)

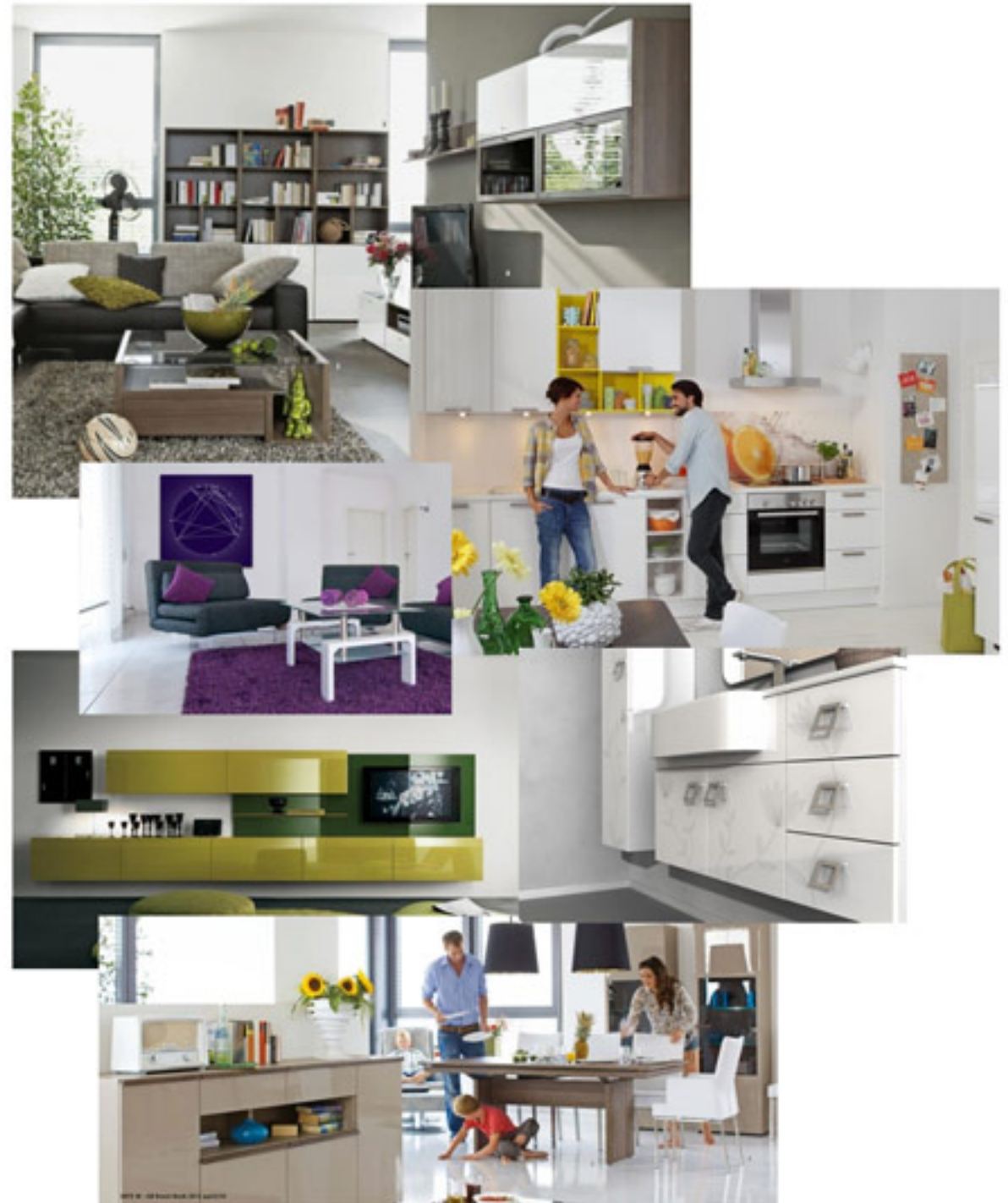


Neutral:

Modern – Clean – reduced or minimal amount of ornamentation and a feeling of clarity – - calm - tranquillity - placid – versatile because it is not loud and eccentric

Consumer Functionalism:

The classic modern became main stream now as it slowly filtered down from the high-end and avant-garde markets into the middle class and even low-cost mainstream areas. This shows how a wider part of society (at least in Europe) becomes more and more design conscious and aware. The classic modern square and plane products in this segment are perfected for ease of manufacture and low price. However, at the first glance they look sleek, contemporary and modern. The line between mainstream and design elite gets finer and is defined by details rather than bold gestures. Keywords: Bauspar modern* - Filtered down modernity on hardware or mid-price furniture store level - safe way to be contemporary - 'Gelsenkirchen Baroque' gets replaced by Bauhaus derivatives – Claim: 'Wohnwand' statt Schrankwand – basically the current core market of Schwinn



Nostalgia

aka. 'Historic delight' – Revalue and reminisce (local or global) heritage & traditional culture - Find grounding in consistency and the known - Looking or longing for a slower pace in today's fast and complex society – Romantic notion or romanticisation of the 'simpler or better' past and less complicated times - Knowing the roots and heritage of things – Honouring longevity and quality of old values, things, techniques and (partly) condemn modern 'throw-away'-mentality – Valuing old crafts (even if it sometimes only the look) – Preserving or Rediscovering treasures with or from history – Collecting – Creating an oasis of tranquillity and calmness – Sensual – Comfort – 'Neue Wohnlichkeit' – Patina/ Aura/ signs of time are sought after qualities – Imperfection might even be staged and recreated – partly objects and environments are made look shabby/distressed/ washed out on purpose, others value only the genuine aged and combine it with modern objects – Ornament valued as sign for mastery in a craft, link to history or for its formal richness (in contrast to plain and cold modernism) rather than as a sign of luxury or wealth. – Well and some people just like old stuff.

Rural:

The epitome of old-school homeliness. - This interior style has been round for a long time, but is gaining relevance (momentum) again. Inspired by country and farm living of the pre-mechanical age. This will in each country be slightly different according to local heritage. All share a notion the 'romantic' past living the traditional, 'easy life' outside of the big cities – (especially in UK/US) usually seen more from the perspective of an upper class farmer, aristocrat land owner (characterized by framed doors, multi-faceted frames, softer edges and in some areas even pilaster and rich ornament). The lower class farmers or agriculture tribe inspirations would rather be seen in Ethnic Explorer type scenarios. (e.g. Alpine folk). Other than the Nature trend and lifestyle does this segment also thrive from a new conservatism – a renaissance of traditional values. This style is also referred to as: Cottage (UK)/ Landhaus (D)/ New Victorian Rural & Americana (USA)/ 'Colonial' - partly 'Visual Solace' (Dulux) – New Conservative – Key words: Urban gumboots – Settler (USA) – tone-in-tone – sensual/feminine



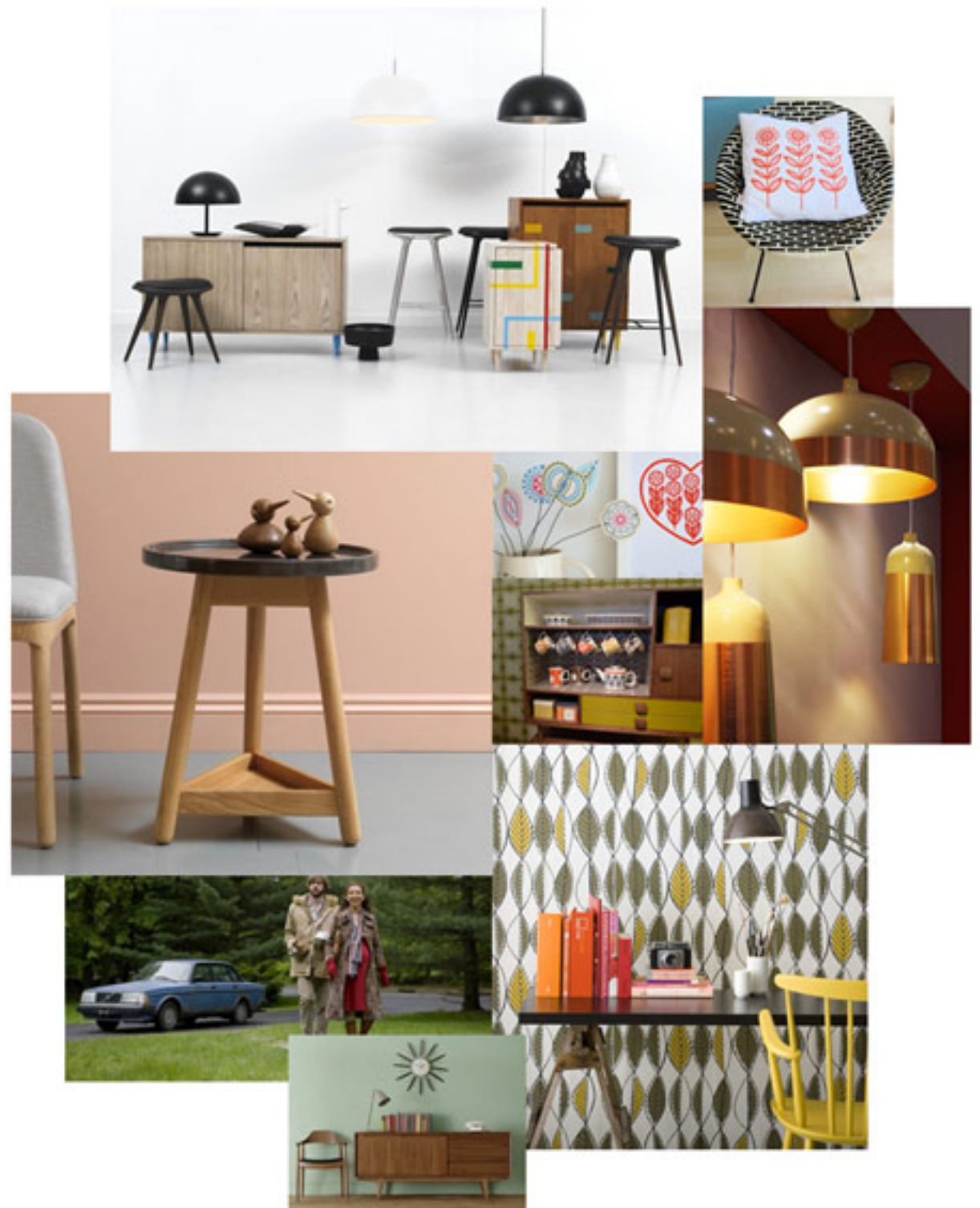
Neutral:

Modern – Clean – reduced or minimal amount of ornamentation and a feeling of clarity – - calm - tranquillity - placid – versatile because it is not loud and eccentric

Scandie Retro:

We see different ways in which people try to break away from the consumer modern with its mass-production character, square angles and plain surfaces. One pathway seems to be the re-discovery of the more human and warm Scandinavian interior styles which have so heavily influenced the main stream end 1950's and early 1960's. Furniture which has still been around in many family homes in the 1970s changed from junk (Sperrmuell) to collectors' items and are mixed with modern objects (and sometimes ethnic) pieces to create a homely nest where a scratch mark on the sofa or crayon on the wall isn't a big deal. This style does not refer to the wild 60's beginning of the plastic age but to the craft rooted and natural Nordic modern. It is somehow reminiscent, but not in a conservative sense, but refers to an overlap in ideas about contemporary living spaces. It should not be mistaken with the avantgarde furniture Scandinavian manufactures produce today, they clearly fall under the Design Experimentalist or Nature category. (see. Fritz Hansen, HAY, Karl Anderson, Johansson, etc., also Kwadrat fabrics) - aka. 'Mid-Century Modern' (USA) or '60's revival' – Newtime vintage – Keywords: Childhood memories (of easier times) for Gen X and Y – 60's Bourgeoisie - 'Neue Wohnlichkeit' (Schoener Wohnen) – Design history awareness – 'urban nature' – mix in folklore & craft – screen & wood prints - ceramics – "a bit of chaos doesn't hurt" – toned down and subtle as well as light colours – often darker woods than seen in the modern nature trend – rounded edges.

"...current obsession with the Fifties, a decade which in retrospect seems so orderly and perfect. In the fashionable, Kodakolor fantasies of the Fifties – re-imagined by TV shows like Mad Men and PanAm – the sun is always out, lawns are mowed to perfection, men and women perform their expected roles with a smile, and all is well with the world."
'Decoding our world - Celebrating the aesthetics and order of the Fifties reminds us of less complicated, more glamorous times.' (Dulux)



Nostalgia

aka. 'Historic delight' – Revalue and reminisce (local or global) heritage & traditional culture - Find grounding in consistency and the known - Looking or longing for a slower pace in today's fast and complex society – Romantic notion or romanticisation of the 'simpler or better' past and less complicated times - Knowing the roots and heritage of things – Honouring longevity and quality of old values, things, techniques and (partly) condemn modern 'throw-away'-mentality – Valuing old crafts (even if it sometimes only the look) – Preserving or Rediscovering treasures with or from history – Collecting – Creating an oasis of tranquillity and calmness – Sensual – Comfort – 'Neue Wohnlichkeit' – Patina/ Aura/ signs of time are sought after qualities – Imperfection might even be staged and recreated – partly objects and environments are made look shabby/distressed/ washed out on purpose, others value only the genuine aged and combine it with modern objects – Ornament valued as sign for mastery in a craft, link to history or for its formal richness (in contrast to plain and cold modernism) rather than as a sign of luxury or wealth. – Well and some people just like old stuff.

Vintage Industrial:

Expresses a fascination with mechanical objects and the industrial past. Very masculine, dark, rustic and heavy objects in contrast with modern and clean components. Other than in the 1980s when industrial objects were re-discovered and cleanly finished, industrial remains are kept in an antique and original state – as almost archaeological artefacts – reminiscent on 'Gruenderzeit' (Germany Industrialization) and Industrial revolution times – People value the build to last ('Gemacht fuer die Ewigkeit') quality – Objects with a story and which stood the test of time accentuate the environment – male/partly technical & rough – (cast & black) metal & rust – matt surfaces – oak and other sturdy woods - incl. New York Loft /, Mechanic Age Artefacts', partly also 'Rediscovered Heroes'

