

DEEP
RELEASE

ambiente

trends
25+

messe frankfurt

DINING LIVING GIVING WORKING

ambiente
trends
25+



DEEP REAL EASE

A lifestyle experience in a sacred atmosphere. Surroundings that challenge what's established and shed new light on the familiar. Living we can simply enjoy. The **Ambiente Trends 25+** are three surprising, self-contained answers to the question of how we want to live and work in today's challenging times. **DEEP** supports a warm, sublime living space that brings a whole new sensibility to nature and craftsmanship. **REAL** radiates ingenuity with its focus on the right materials and reassesses established routes to achieve trust and inspiration. **EASE** celebrates the pure joy of experimenting with an unconventional variety of ideas.

All three Ambiente Trends 25+ are united in the view that design and creativity should be shown as the keys to positive change. This is an invitation and an opportunity to rethink what's established and to develop an optimistic perspective.

DINING LIVING GIVING WORKING

DEPTH
FEELING
NATURE
PROFOUND
ATMOSPHERE
REVERENCE
SUBLIMITY
INTENSIVE DESIGN
SENSITIVITY
CONTEMPLATIVE
IMPRESSIVE



DEEP

We long like never before for our very own refuge. DEEP taps into this longing and bonds us strongly with our surroundings. Peace and contemplation radiate throughout all areas of living and working. We're in the best place and feel spellbound. Authentic colours, impressive craftwork and materials processed with respect form a profound environment full of warmth and sublime calm.

DINING LIVING GIVING WORKING



1 STUDIO LENA RINGEL 2 NARUMI 3 BHS TABLETOP 4 BLOMUS 5 PERPÉTUA, PEREIRA & ALMEIDA

DEEP

DESIGN EXPERIENCE An intensive design that incorporates artistic approaches into shaping everyday products characterises DEEP. Carefully selected materials and craft techniques attest to how deeply designers value their work. This gives rise to objects that seem blessed, and resonate strongly with us. Both lighting design and its atmospheric effect also play an important part here. Individual shades and surfaces reflect the radiance and intensify it in our spaces.



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1 LAMBERT 2 PAŞABAĞÇE 3 COOEE DESIGN 4 RIVA - BRAZILIAN LUXURYDESIGN 5 ZIEHER

DEEP

MATERIAL JOURNEY

Refined and simple, surprising and reassuring: DEEP does all this and more, as a matter of course. Careful handling of materials like wood, ceramics, glass or metal plays its part, as does working newly created materials. Traditional crafts are revived. The elements of earth, fire and water lie behind a living space that's directly connected to nature. Multifaceted, smooth surfaces give each object its individual appearance, generating impressive contrasts as they interact.

Pantone Cool Gray 2 C
Pantone 13-4303 TCX

Pantone 4160 C
Pantone 19-4234 TCX

Pantone 7540 C
Pantone 19-3908 TCX

Pantone 4246 C
Pantone 14-1108 TCX

Pantone 877 C
Pantone 14-5002 TCX

Pantone 7558 C
Pantone 17-1047 TCX

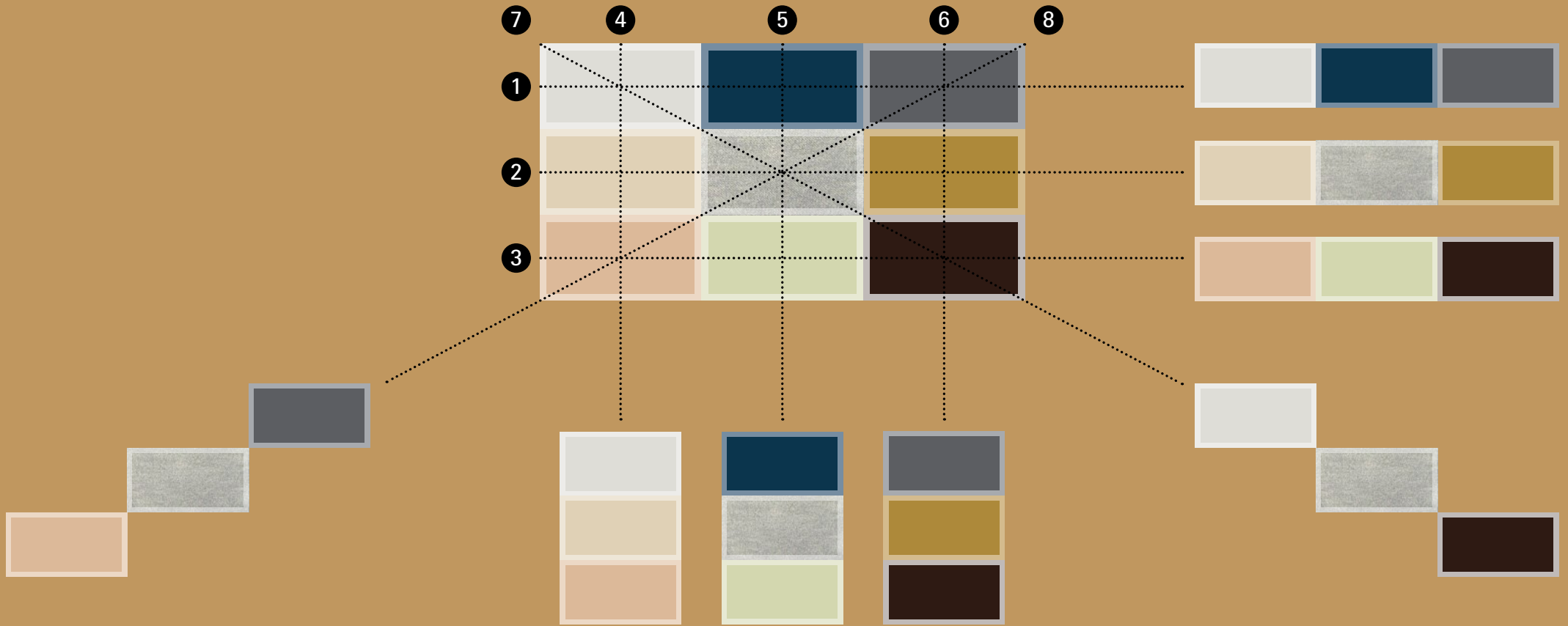
Pantone 2311 C
Pantone 15-1020 TCX

Pantone 7493 C
Pantone 14-0114 TCX

Pantone 2449 C
Pantone 19-1213 TCX

DEEP

COLOUR STORY When you're in DEEP, colouration and materials appear to be unified, naturally. The materials themselves emerge in their true, authentic colours. The result is a palette full of emotion and simplicity – with light and shade, warmth and coolness. Hues such as midnight blue, eggshell ecru and green tea dissipate their strong, profound effect. Metallic hints including matte silver, dark bronze and a subtle gold sheen catch the light and reflect it back with feeling.



DEEP

MICRO-COLOUR THEMES

Eight micro-colour themes offer a diversity in focus, so DEEP can be interpreted differently all year round. Sometimes emphasising cool, sometimes warm colours, sometimes metallic and sometimes strongly atmospheric. Each theme tells its own colour story, suited to a different moment or design scenario.

DEEP + MORE

With DEEP, living spaces literally dare to delve deeper. Many designers draw direct inspiration from nature. All aspects of the natural world are included in their designs. Water in particular lifts the imagination and inspires both lifestyle objects and a great wealth of detail. Alongside refined surfaces and perfect production processes, the scent of a material can contribute to the overall lifestyle experience. These include natural, health-giving aromas and lovely subtle, smoky smells that make their presence – if not seen, then certainly felt.

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IMPROVEMENT
ENGINEERING SPIRIT
RE-EVALUATION
DURABLE
POSITIVE CHANGE
INTELLIGENT
ESSENTIAL
MINIMAL
AVANT-GARDE



REAL

The desire to fashion a more sustainable world is everywhere. REAL embodies the belief that design can drive positive change. This can be expressed in an essential, minimalist or a more avant-garde way. Intelligent design opens up unexpected perspectives on the worthwhile, functional products that surround us every day. All our senses will be readjusted. We'll get to reconnect with our surroundings and look to the future with confidence.

DINING LIVING GIVING WORKING



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1 BRÛT HOMEWARE 2 SONNENLEDER 3 O-LYFE 4 NON SANS RAISON 5 NUUNA

REAL

DESIGN EXPERIENCE Familiar viewing and usage habits are seen with new eyes through REAL. Strong, unobtrusive colours and an emphasis on the right materials and methods characterise this holistic design process. The resulting products are beautiful, their new aesthetic and tactile properties appealing. They're often simply made, and support our modern lifestyles.



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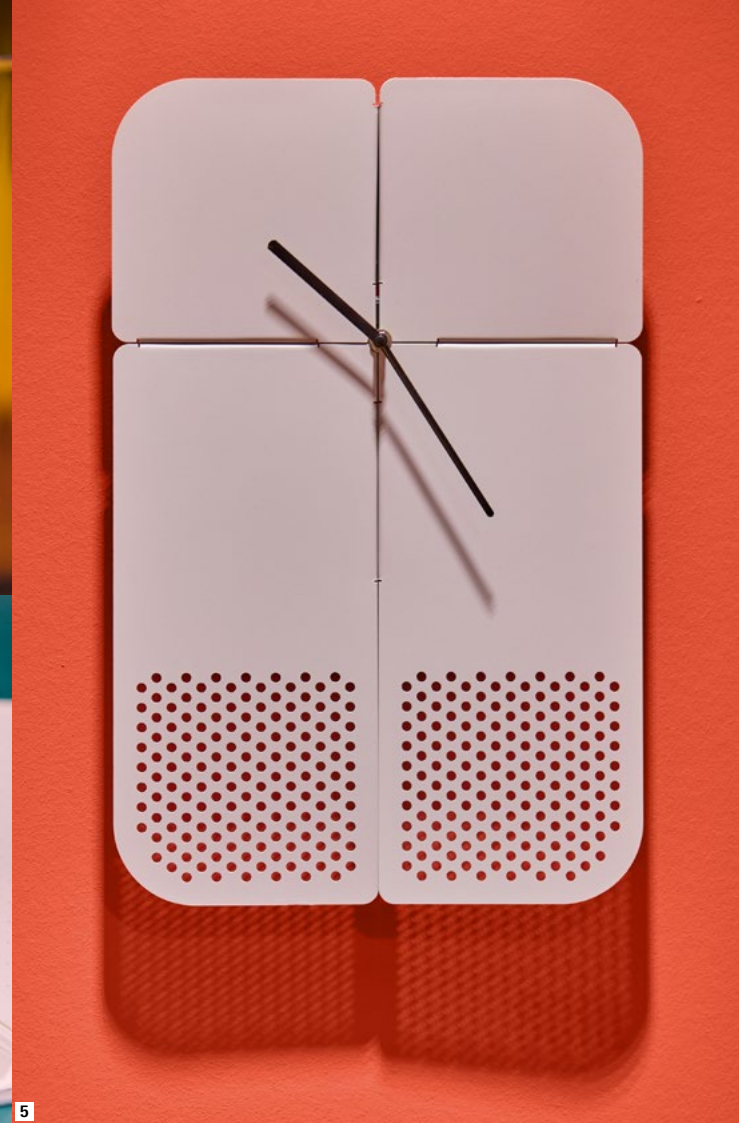
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1 TECNODIDATTICA 2 ZAFFERANO 3 STELTON 4 NON SANS RAISON 5 OOBJE

REAL

MATERIAL JOURNEY

Functionality and creativity go hand in hand in REAL. Designers demonstrate engineering spirit in developing unusual combinations of materials, and research ways of re-evaluating the existing scenario. Environmental and social aspects are considered when choosing materials – so the circular economy is built into the product. The resulting materials are remarkably diverse, from recycled aluminium, wood, glass or ceramics with innovative glazes to alloys that can be employed flexibly and have beneficial practical properties.

Pantone 9101 C
Pantone 11-4800 TCX

Pantone 7720 C
Pantone 18-5322 TCX

Pantone 2471 C
Pantone 16-1415 TCX

Pantone 6012 C
Pantone 17-1327 TCX

Pantone 5585 C
Pantone 14-4908 TCX

Pantone 7620 C
Pantone 18-1555 TCX

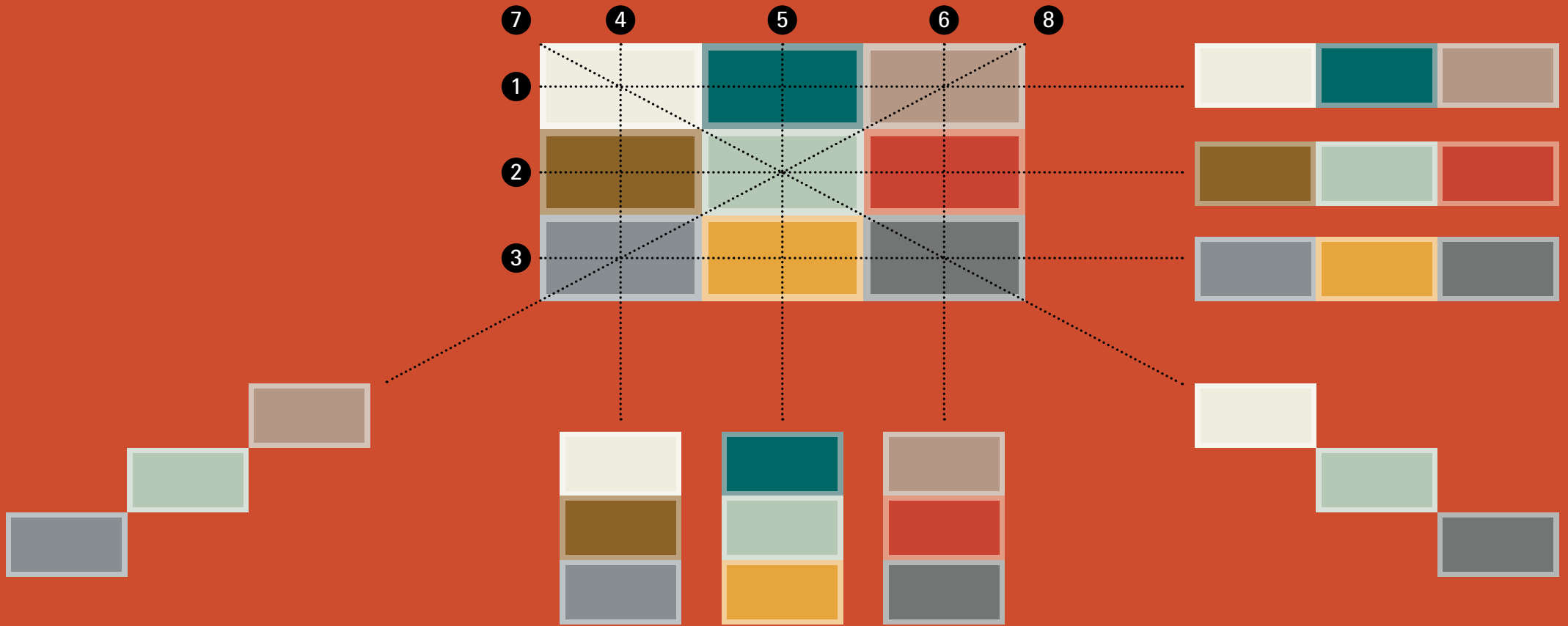
Pantone 430 C
Pantone 15-4307 TCX

Pantone 7563 C
Pantone 15-1046 TCX

Pantone 424 C
Pantone 18-4005 TCX

REAL

COLOUR STORY REAL brings subdued shades together with active, saturated colours. Biscuit, deep bottle green, light wood, caramel, glassy mint, orangey red, aluminium grey, saffron and dark grey fill the colour palette with positive radiance. Both individually and in combination, these shades display their balanced nature. They specifically underscore the effect of tactile surfaces or shift the focus onto specific objects and their clean lines. These colours show strength and subtlety in support of timeless, clear and functional design.



REAL

MICRO-COLOUR THEMES

As concentrated colour stories, these are simple and effective tools for staging REAL in different and varied ways all year round.

Eight micro-colour themes offer very varied focal points and colour intensities.

REAL

+MORE

The norm is consistently questioned with REAL. This results in objects and designs that help us re-evaluate many aspects of our lives. Waste is made into precious raw materials: by-products from industrial manufacturing gain new value as inputs. The trick now is to see our familiar surroundings with fresh eyes. That's a perspective which goes far beyond our own living and working spaces.



LIGHTNESS
JOY
SURPRISING
OPEN
DIVERSE
UNCONVENTIONAL
TEXTILE INSPIRATION
PLAYFUL
PERSONAL STORIES



EASE

Our greatest hope for the future lies in creativity. Designers enable us to unearth fabrics, materials and craft techniques in an unprecedented variety of colours and shapes. This openness in design excites our curiosity and keeps us wide awake. Almost anything is possible with good ideas, a positive mindset and the freedom to experiment. EASE gives us what we want just now: a place full of light and joy that leaves us feeling lively and in need of a surprise.

DINING LIVING GIVING WORKING



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1 TISSAGE MOUTET 2 KILIIM 3 VAL DO SOL CERAMICAS 4 ORIGINALHOME 5 ROHLEDER

EASE

DESIGN EXPERIENCE Strong patterns and textures, varied shades and a real wealth of materials create a joyous, inspiring place to live. EASE embraces experimental approaches and unconventional ideas. In-person approaches are more important than strict design discipline. A viewpoint that values craft techniques elicits a surprising, often playful aesthetic.



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1 VIDRIOS SAN MIQUEL 2 TRINKETREE 3 VIKTORIJA KULIAVAITE 4 LAMBERT 5 CLIP - RETURN TO SENDER

EASE

MATERIAL JOURNEY

Textile inspiration is as varied and exciting as it's ever been, with EASE. Experiments in embroidery, floating threads and patchwork are creating new craft techniques. Leftover fabric and yarn help create sustainable materials, while innovative 3D embroidery techniques combine craft with digital design. Using materials such as glass, ceramics and paper can also produce plenty of unusual contrasts when worked creatively and combined with one another. This is how unexpected surfaces and textures are formed, sparking curiosity and a desire to reach out and touch them.

Pantone 551 C
Pantone 14-4508 TCX

Pantone 5555 C
Pantone 18-4612 TCX

Pantone 6075 C
Pantone 19-3217 TCX

Pantone 2303 C
Pantone 16-0230 TCX

Pantone 2374 C
Pantone 18-3920 TCX

Pantone 7611 C
Pantone 14-1309 TCX

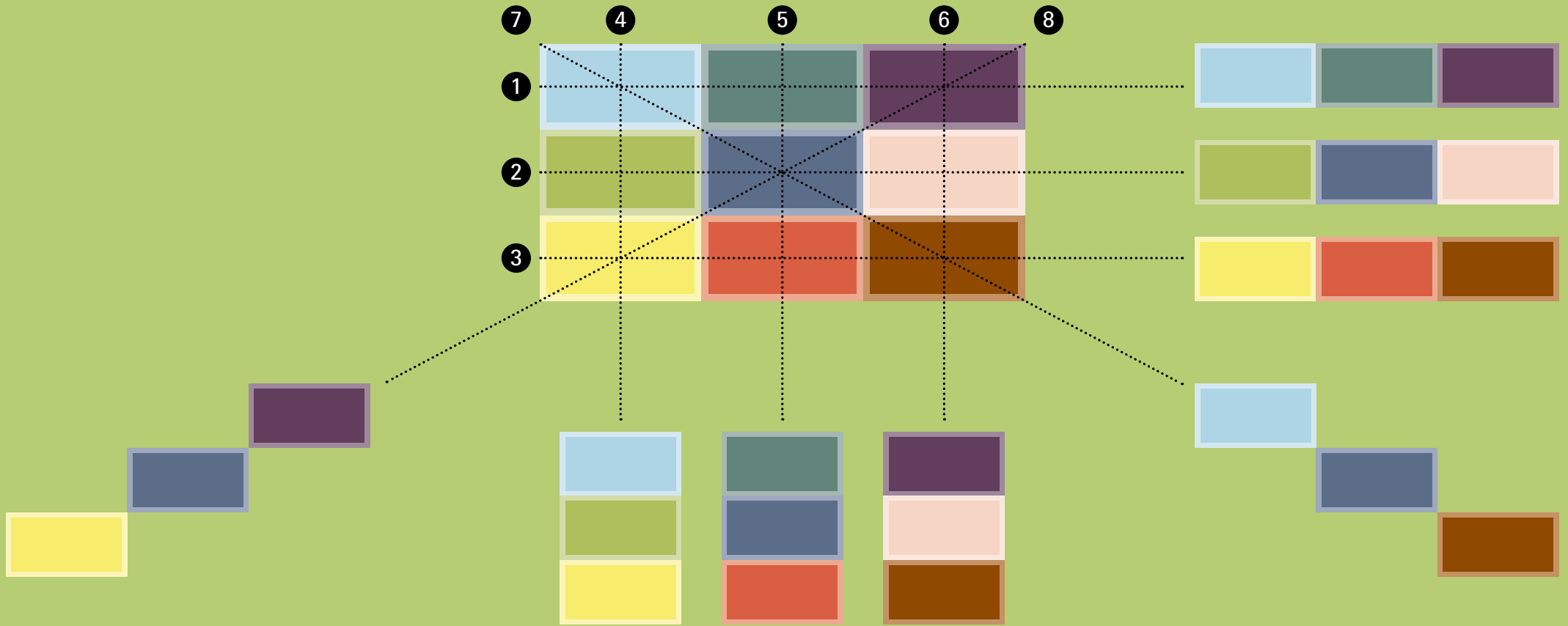
Pantone 610 C
Pantone 13-0648 TCX

Pantone 7619 C
Pantone 18-1354 TCX

Pantone 1615 C
Pantone 18-1244 TCX

EASE

COLOUR STORY The fresh, vital colour palette exudes joy and light, poetry and dynamism. We're seeing fruity shades of delicate plum, glowing orange and lemon as well as gentle hints of blue: sky and denim. Deep, dark hues include lavish moss, sea green and cherry wood. This rich palette reflects the abundant ideas arising with EASE, launching countless unique chromatic journeys and interpretations. There are no limits to the individual stories you can tell.



EASE

MICRO-COLOUR THEMES

with focused colour stories offer countless design possibilities – so you can stage a showroom, shop window or product presentation creating surprise and variety.

With EASE, a year-round approach to design is key. Eight micro-colour themes

EASE

+MORE

Working with fabrics and yarn takes EASE to a whole new level. Even other types of material can now be inspired by textile production: modern ceramics model themselves on weaving and embroidery techniques. The interplay of light and shade can also be cleverly incorporated into the design. Furniture and lifestyle objects can appear astonishingly new in a different light of day. Everything's in motion.



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ambiente

trends 25+



Annetta Palmisano

Cem Bora

Claudia Herke

STILBÜRO BORA.HERKE.PALMISANO

The experts from **Stilbüro bora.herke.palmisano** travel the whole world on the trail of influential developments and trends that will determine the ways and places we live and work this year. Design is closely intertwined with moods and needs that are now being expressed. Personal meetings with fellow creatives and visits to studios, workshops and production sites have formed the basis for Stilbüro bora.herke.palmisano's precise analysis, which they have shaped into the three independent Ambiente Trends 25+. They have paid further, in-depth attention to the previous year's observations and tendencies while also incorporating new discoveries from existing lifestyle worlds. Aspects such as sustainability and the circular economy flow quite naturally into all areas of new design. The three trends are united by a conviction that good design and creativity can contribute positively to tackling our current challenges.

DEEP

REAL

LEASE

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