

# INTERIORS 2011/2012 BY MILOU KET



Milou Ket will speak during Evtexs 2010 about trends for the Interior 2011/2012. She will give a presentation based on her Interior Trend Book that will be on sale during the fair.

**A**lso this year color has been the starting point. Some general ideas: The color white is very important, the symbol of cleaning up and a new beginning. Besides that, we see a lot of interest in colorful products, as an antidote for these difficult economic times. Led's have finally reached the consumer at a large scale. People are looking for simple, functional and easy-to-use solutions, honest authentic products they can depend on. The search for warmth and security shows in quite heavily textured warm materials and for instance in carpets and open fires. The home will become a more personal sanctuary.

We distinguish 6 different themes: In our first theme "Light and Airy" we see often lightweight, open materials, technical but user-friendly, light neutral and cool colors. In the second theme "Fresh Twinkle" the emphasis is on products in fresh pastel colors. The interest in ecology will continue and grow, shown in our theme "Ecological Mood". Bright colors give a boost in "Technicolor Colloge" to modern materials and new shapes.

"Global and Exotic" influences are valued. Especially Africa inspires the use of colors, materials and new shapes. In our last theme "Bewitched & Bedazzled", we see the use of dark colors in dramatic design, but at the other hand we see thus interest in historic industrial products for a loft style, in restaured retro products with oxidized metals, proved, weathered and levid in, with lots of textures. In the book the closest compatible Pantone cotton colors are mentioned and there are cotton yarns available for weavers.

**1- LIGHT & AIRY**  
The first theme is called "Light and Airy". White is without doubt the most important color. Besides that, we see light beige, kit, light yellow green, cool pink, light jade, cool blue and light grey. We see an increase in flowing, streamlined shapis that ae reminiscent of how we expected the future to take shape. Furniture is modular and adaptable to the situation. tactility and textures are important, materials are almost transparent such as porcelain and even wood. Handcrafted

products are valued for their unique character. Laser cuts add to the lightness of the product. New 3-dimensial shapes, as never seen before, are possible because of computer techniques and 3-D printing. We see glass, paper, resin, Plexiglas and iridescence.

**2- FRESH TWINKLE**  
The second theme is called "fresh Twinkle". it is about a contemporary design direction in fresh pastel colors: light coral, power pink, light yellow, off-white, soft blue, light kiwi, light turquoise and soft lilac. Unusual innovative materials such as silicone are used for new household products, in fresh pastel colors. White or off-white grounds are used to make the colors even look fresher. There are many new shapes in furtiture with a-symmetrical features. Especially for small furniture with a-symmetrical features. Especially for small furniture and accessories these colors look fabulous. Sometimes almost extinct traditional techniques, such as knitting, embroidery and crochet, are treated in a modern way for a special effect.

**3- ECOLOGICAL MOOD**  
The next direction is called "Ecological Mood" and is based on traditional and historic country influences. The colors remind us of historic style periods and nature. We see old rose, faded mauve, light aubergine, raspberry, faded jade, light olive, light purple blue, and matte green. The colors remind us of vegetal dye baths with roots, plants and herbs. Example from flora and fauna are taken as an example. Vintage and antique looks are important. Recycling and reusing are important trends, and also to cherish your historic family ties and traditions. French and Italian historic country examples set the mood.

**4- TECHNICOLOR COLLAGE**  
The next theme is called "Technicolor Colloge". Color is back as very important statement. in the color card we see bright yellow, orange, bright pink, bright red, flash green, bright emerald, bright purple blue, and bight purple. Transparent light plays an important role. But often also there is a color explosion by combining different bright colors in one product. We see sofas and seating elements built up from different

colored components. to compare with puzzle pieces. Also the primary colors get a lot of attention, such as Mondriaan and his way painting with his strong geometrics. Another item is the interest in African wax prints and the combination of these fabrics.

**5- GLOBAL & EXOTIC**  
In this style direction we see how products and influences from all over the world are mixed and matched and have become part of our daily life. The colors are warm brown, orange brown, golden ochre, deep red, violet, bight olive green, peacock, and deep blue. We appreciate the unique, authentic handmade character of these products. We see interest in primitive African art, hand painted artifacts, mostly made of wood, bark and terracotta. But there is also influence from a more colorful Africa, with bright plastic braiding, recycled products and furniture with colorful African wax prints in patchwork effects. Also there is influence from Northern Africa, especially Morocco. Besides that, there is also interest in authentic oriental countries, the native American Indians and from the Aborigines.

**6- BEWITCHED & BEDAZZLED**  
In this last style direction "Bewitched and Bedazzled" the emphasis is on rich, dramatic effects, with a classical undertone. We are inspired by our rich historic heritage. There is still interest in luxurious fabrics and finishes. A single baroque element gets more attention when it is surrounded by simple and clean products with straight lines. as colors petrol, night blue, and navy blue, but also magenta, deep violet, dark brown, warm grey and black. There is a lot of interest in loft-like historic industrial products, especially old office lamps, desks, spotlights on tripods, archive cupboards, etc. Retro furniture is in. It gives e homely feeling and fulfils our need for security and familiarity. These products are often weathered and show the scratches of heavy use.

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1- LIGHT AND AIRY



SMOOTH & TEXTURED | 1.1

1.1 - In light beige and white we see smooth regular shapes as in the

bathroom with many built-in appliances. These smooth materials are opposed to

textile and textured materials like bamboo, abaca, suede and cork.



FLOWING SHAPES | 1.2

1.2 - Spaces are light and airy. Natural shapes such as plants, twigs and organic streamlined shapes etc. play a role in prints, weaves and products as we can see in the porcelain pots by Bodo Sperlein and the doorknobs in nickel-silver alloy by Metal Reference. In many interiors we see open fires, often with gas, here it is combined with white pebbles.



COOL GLASS | 1.7

1.7 - Cool, green glass is especially suitable for bathroom and kitchen: Tinted, frosted and clear glass are combined. The wellness wooden bath at the top is combined with white porcelain, by Duravit, and has underwater massage knobs, bubbles and coloured lighting.



2. FRESH TWINKLE



PRINTS | 2.3

2.3 - These pink prints are all based on pretty florals and butterflies. We see traditional rose prints, but also more with a painterly

effect. Sometimes gold is added as an accent in prints. Many shapes like vases and bowls in ceramics and glass are irregular

or a-symmetrical. The metallic reptile print in vinyl on the right is from award-winning Israeli company Nachick.



YELLOW | 2.5



2.5 - Yellow and yellow/green are fresh colours. On the left we see the wonderful lean bottles in a grading of colours by Canadian Company "Tsunami Glass works". On the left we see an interior with green wallpaper by Designers Guild. Yellow is often combined with pink for traditional flower bouquets.



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AFFECTED | 2.8

2.8 - Several shades of blue and green are combined here, to show an old recycled effect. On the right we see a beautiful wallpaper, a layered print with twigs and birds by Timorous Beasties from England. The multicolour drawer set is a design by Tadeo Hoshino for Ligne Roset. The metallic silver/blue flower print is from the collection of Nachick. The blue glassware on the right is by Tsunami Glassworks.



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### 3. ECOLOGICAL MOOD



#### PRINTS + TEXTURES | 3.4

3.4 - Beige, aubergine, deep red and raspberry are combined in the coordinated collection at the top left and bottom right. The interior decoration by Designers Guild is always an inspiring mix and match of colours, prints and textures. The bedding on the left is by Kenzo Maison.



#### RASPBERRY | 3.5

3.5 - The colour raspberry is the brightest colour of this palette. On the left we see the bedding collection of Sonia Rykiel, who combines different warm shades of pink with a touch of black and white. This colour is especially suitable for bedding and warm brushed materials such as velvet and mohair. On the right a piece of a wonderful silk flower carpet by ABC.

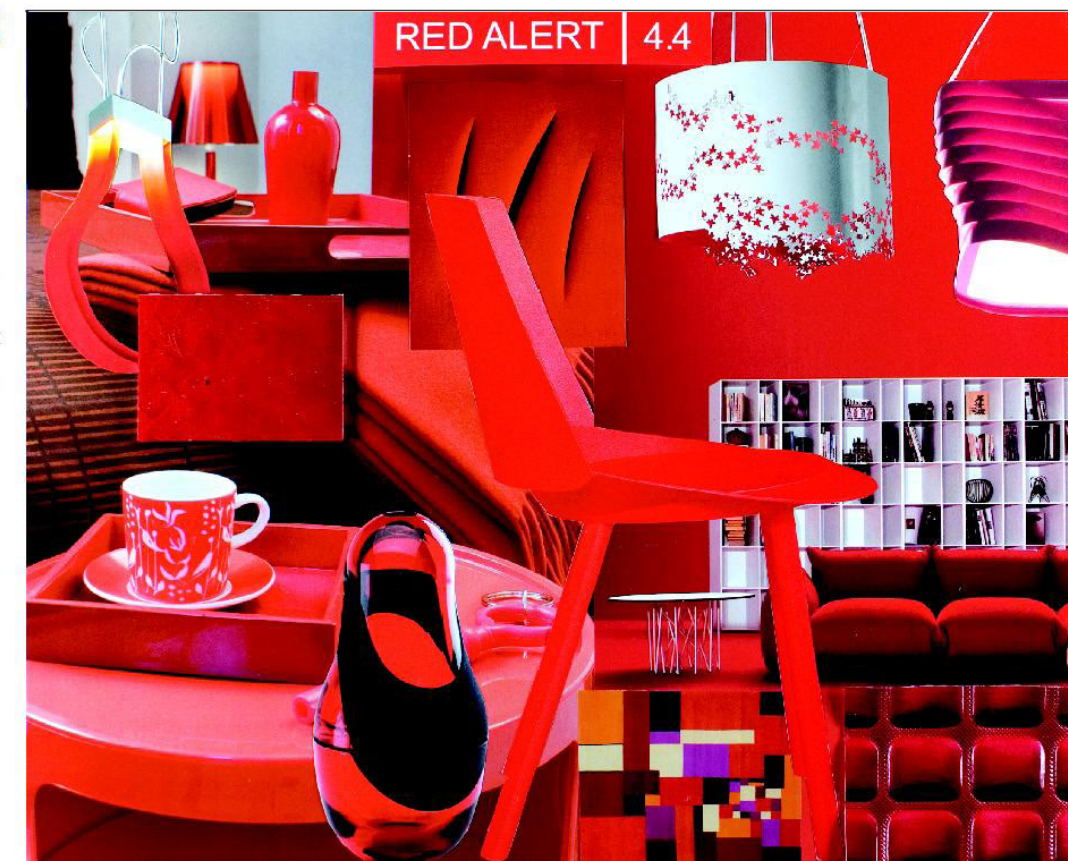
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#### RETRO | 3.6

3.6 - Faded jade, blue and green are popular retro combinations, here visible in the vintage print "Dandelion Clocks" by Sanderson on the chairs and the collection of weaves and wallpapers by William Yeoward. Often patterns and weaves are very discrete, in matte and shine.

### 4. TECHNICOLOR COLLAGE



#### RED ALERT | 4.4

4.4 - Red will be one of the most important trend colours. It is mostly combined with white. We see different lamps, on the left just the silhouette of a light bulb, a white lamp with laser-cut flowers, and a lamp made of different organic shaped layers, called "The Sun" by Foscarini.

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GREEN | 4.8



4.8 - In almost all style directions we notice that green takes an important place. Also in this contemporary direction that is the case. Not only green as a colour, but also produced in a responsible way, considering our environment. Sofa's offer the choice of different organic shapes as rest pieces. Alternate shape, colour and cover materials. "The Vegetal chair" is developed for Vitra.



BLUE'S | 4.9

4.9 - Pixels and tone-in-tone colour blocking in shades of blue... We see the pixel inspired sofa of different heights by Ron Arad for Moroso.

And the folded, felted chair "Peacock" by Cappellini. The violet hocker on the left is a design for Steiner in Paris.

Some modules of seats and sofa's are executed in different shades of blue, and fit together like a puzzle, like this sofa "Confluences" by Philippe Nigro.

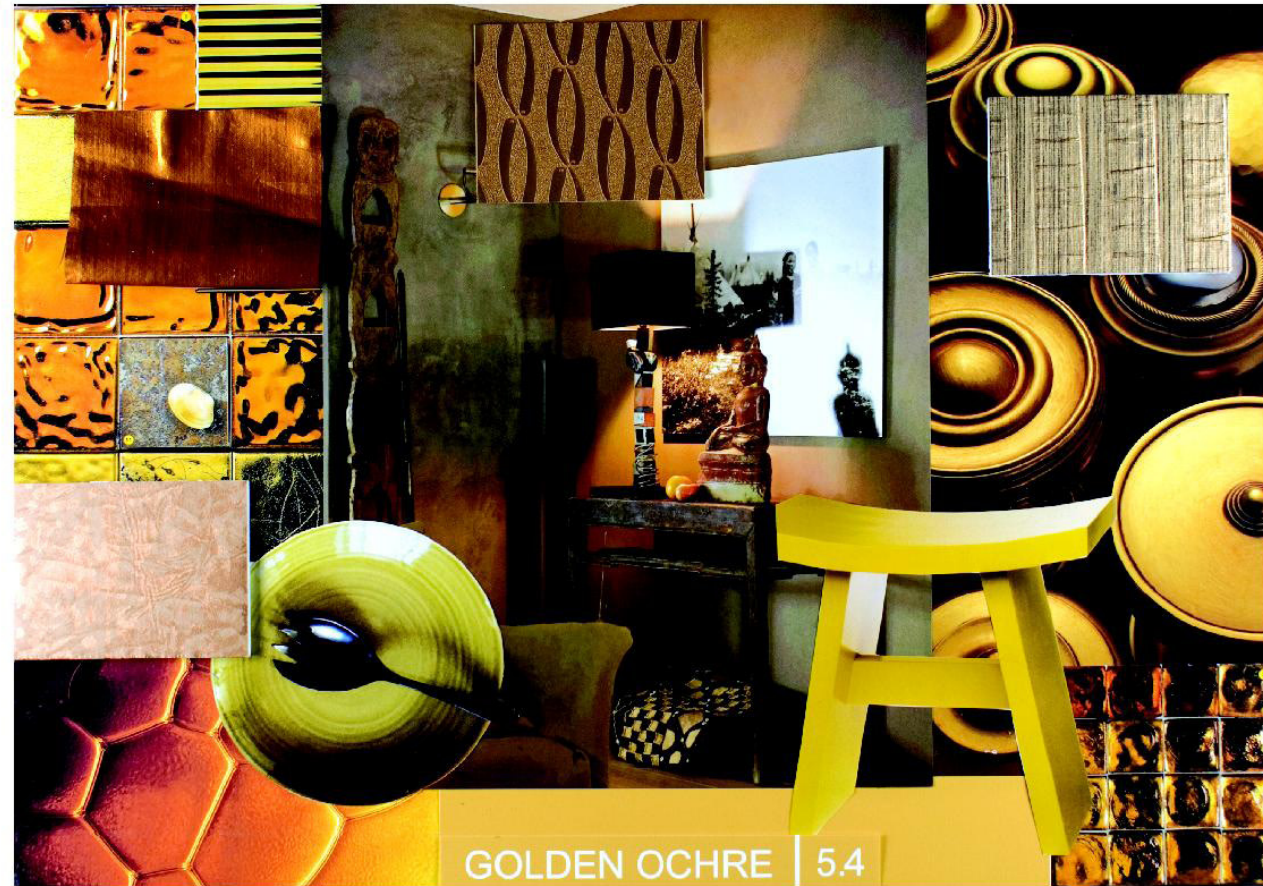
5. GLOBAL & EXOTIC



HANDCRAFTED | 5.2

5.2 - Handcrafted details and irregularities are the charm of this direction, that we see back in handwoven fabrics. The chair in the middle is by Mulberry and shows neutral colours in combination with ochre and warm orange brown. Stripes, checks, rich jacquards and ethnic embroideries on felt are combined. Gold, copper and metallics play a role. The fabrics are by Elvin in Turkey, the wallpaper by Tektura in the UK. On the right we see the glamorous metallic table lamps by Kartell in different colours.





**GOLDEN OCHRE | 5.4**

5.4 - Golden ochre still plays a very important role for all kind of products. We see metallic effects in several warm

colours, copper, etc. as in the tiles, the knobs, and the wallcoverings by Tektura. The surfaces are a bit irregular, so the

light reflects till the maximum. These precious colours are also associated with the Far East.



**DENIM + INDIGO | 5.10**

5.10 - Denim and the colour indigo are both important items in this ethnic style direction. The carpets, walls and pillows all show uneven effects, stained and irregular in different shades of blue. The side table is adjustable, the chair has wheels. All kinds of traditional techniques such as ikat, tie and dye, and wax techniques fit into this theme. The plate in the front is of porcelain with delicate blue flower patterns.

**6. BEWITCHED & BEDAZZLED**



**FLORA + FAUNA | 6.3**

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**OXIDIZED METAL | 6.6**

6.6 - Also here we see the importance of rich fabrics, prints or effect yarns, like the fabric by Elvin at the top. Smooth and shiny is opposed to more weathered and crumpled materials. The metallic studs are by AT&T in Italy.



**GREY TEXTURES | 6.9**

6.9 - Grey is still an important colour. It is never dull, because of the textures, spots and stains in micro concrete, metal lockers and containers, or in 3-dimensional effects. The wallpaper on the left combines textures and smoothness in stripes, by Tektura. The silicone material with different coloured and textured sequins is specially made by Dutch designer Lianne Kuyper.