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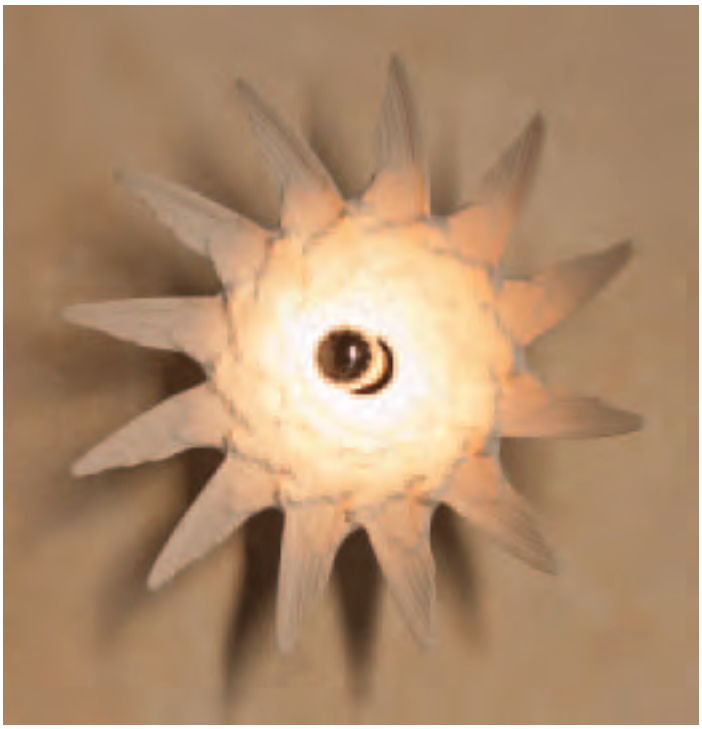
2008 Color & Design Trend VOLUME 1 OF 4

Alchemy

Alchemy

Dramatic and fantastical, with mysterious forms and treatments that hint at dark secrets, Alchemy is a deeply emotional trend. Look back to other worlds and other times, when rituals and ceremonies helped explain a world filled with wonders. Science and skepticism fade away as ancient beliefs reveal age-old truths. Transformation, adaptation, recreation—the processes of the natural world continue to awe us. In today's reality-focused society, acknowledging the unknown provides a new framework for inspiration.



Above: Lladró angle-wing wall sconce from Reclylos collection 1.
Cover photo: ambiance salon scËnes d'interieur exterieur-interieur photo by Fillioux & Fillioux.

Within Alchemy, there are three inter-related themes:

Cabinet of Curiosities

Inspired by the "Wunderkammer" (literally "wonder room", or cabinet of curiosities) of the Renaissance, when the wealthy and well-connected established collections of artifacts, specimens, and unusual objects, today's wonder-rooms bring nature, history, and art into our lives in a highly personal manner. The items we choose to surround ourselves with—intimate and precious, rare and luxurious—are talismans in a callous, discomforting world.
Ongoing 2007 influences include: Über-premium, Self-Determined Sybaritism, Personal Iconology, Chic-Kitsch, Futurustic, and Connect.

Chymestry

The eternal search for the fountain of youth grows in importance as our society ages. There is a blurring of boundaries—between generations, between our relationship to space and time, between the mechanical and the physical—and so we turn to science and pseudo-sciences with both hopes and fears for the near future. From technology that allows us to build and explore without limits to bio-engineering at the sub-molecular level, we are in the midst of a micro-/mega- paradox.
Ongoing 2007 influences include: Multiple Personalities, Futurustic, Hide-Tech, Connect, Almost Heaven, Personal Iconology and Self-Determined Sybaritism.

Renegade Craft

A new generation of creative artisans see little distinction between art, design, and craft, transforming old-fashioned, dated, or dying processes into hip, edgy work. Ordinary materials, objets trouvés, vintage items, industrial pieces—all are repurposed for new use, bringing fragments of history into our daily lives. Mythical, symbolic, and emotional, these are heirlooms salvaged from the past, providing us with touchstones for the future.
Ongoing 2007 influences include: Chic-Kitsch, Personal Iconology, Soft Modernism, Multiple Personalities, Futurustic, Hide-Tech, Namaste, Connect, and Über-Premium.

Cabinet of Curiosities: Wonder, discovery, and magic; the appeal of fascinating oddities; an attempt to understand the world and our place in it through collecting and organization.

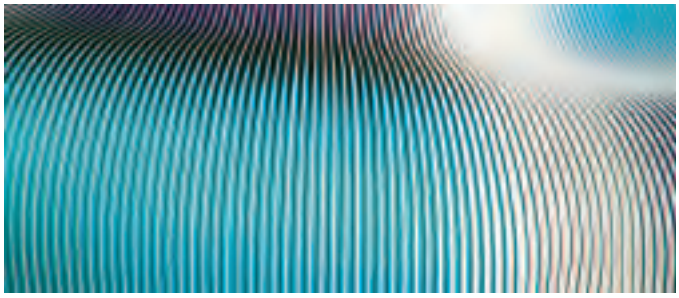
Chymestry: Pseudo-sciences; the eternal search of a fountain of youth; the blurring of boundaries between generations; the hopes and fears of bio-engineering and molecular transformations.

Renegade Craft: A fresh take on traditional craft processes; transforming the stuffy, the staid, and the ordinary into contemporary works of design.

Alchemy Materials

Cabinet of Curiosities

Natural leathers and suedes • Exotic-skin looks embossed on faux leather, ostrich, and crocodile • Chain mail/woven metals • Surreal motifs juxtaposed against classical motifs • Stripes, checks, diagonals, and geometrics in new color schemes, varied scale • Yarns twisted with metallics • Linen weaves with subtle metallic coatings



Chymestry

Honeycomb structures • Leathers and hides overstitched, dyed, laser cut, painted, manipulated • Foam-backed fabrics and rubber-touch surfaces • Resins and acrylics • Coated finishes: laminated, lacquered, patent, etc. • Functional fabrics—blackout, FR, non-wrinkle, etc.—now with true fashion details • Advanced technology textiles—microbacterial, air-purifying, health-monitoring, etc. • Surface texture through blister looks, flocking, and foam reliefs • Classic motifs reformed/deformed to make modern abstracts • Positive/negative motifs and structures

Renegade Craft

Common materials elevated: denims, muslims, cotton lawns, Tyvek®, paper, etc. • Vintage lace and trims • Ribbon weaves • Appliqué and decoupage • Felted and flocked surfaces • Flora and leafy patterns • Patchwork effects • Visible stitching and exposed seams

Photo credits. Cabinet of Curiosities: Embellished Linen Weave from Luciano Marcato; Chymestry: Rocco from Kinnesand; Renegade Craft: photo by Susan Schultz.

Alchemy Elements

Cabinet of Curiosities

Taxidermy • Curated collections • Specimen illustrations • Animal narratives • Charred and fire-branded effects • Typographical ornamentation • Dusty and aged surfaces • Backlighting • Shadow effects • Subtle iridescence • Smoked mirrors and glass • Slate and weathered zinc • Antique and industrial metalwork

Chymestry

Laboratory inspiration and motifs • Marbled/geological layered effects • Chemical modeling • Fiber optics • Faceted shapes • X-ray effects

Renegade Craft

Calligraphy and filigree work • Beading • Fringing • Mosaic work • Chaotic layering • Skulls and Skeletons • Feathers and shells

Photo credits. Cabinet of Curiosities: photo by Susan Schultz; Chymestry: Matt Sindall plastic interlocking rug; Renegade Craft: photo by Susan Schultz.

Alchemy Color Palette

Complex and unusual, the colors of Alchemy are evasive, shifting their tonality depending how they are combined. The deeper colors have curious undertones while the brights add an unexpected freshness. Mix in any of the colors from the metallic palette to intensify the drama.

Mysterium A deep, heady almost blue/almost violet/almost black.

Aliksir Moody and mysterious, it works wonderfully as a tint or a shade.

Aqua Regina A blue/green that seems to shift its hue depending on its surroundings.

Fool's Gold This near-metallic can be used as a neutral.

Vitriol A slightly sulphurous yellow that adds bite and intrigue to the palette.

Massicot A universal saffron-tinged orange.

Colcothar Intense on its own, it works amazingly with this and other palettes.

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2008 Color & Design Trend VOLUME 2 OF 4

Edenism

Edenism

In the past luxury was primarily defined by price and rarity—it was a non-essential indulgence, available to a privileged few. Today's luxury has been completely redefined. Higher incomes and increasing levels of taste, quality, and design education have made luxury products available and appealing to a much wider audience. But this accessibility leads the more experienced and knowledgeable consumer to a luxury that is less branded and more personal. Exceptional product features are considered standard; now the points of differentiation are emotion and authenticity, sensation and presentation. Luxury is no longer so much about what we buy, but what we experience.

Above: Provasi silk bedding.
Cover Photo: Mise en scène Pierre-Yves Rochon sur MAISON&OBJET éditeurs photo by Fillioux & Fillioux.

The three themes of Edenism capture three different stages of the luxury market:

Vie-Luxe

Fueled by a growing consumer demand for trading up, previously tightly guarded, upper-end brands and products are now widely available, even if only on a time-share or limited basis. As such, traditional indicators of luxury are readily incorporated into almost all price points, and the market is driven by the consumer's sense of entitlement. This is the circumstantial consumption stage of luxury.
Ongoing 2007 influences include: Multiple Personalities, Hide-Tech, Almost Heaven, Connect, Bring on the Bling, and Self-Determined Sybaritism.

Marie Antoinette Moment

The mainstreaming of luxury presents an opportunity for a more individualistic approach—it becomes less about the product and more about the pleasure. In one direction, luxury details and styling are pushed to the limits of good taste—nothing is too extravagant, frivolous, or hedonistic. Luxury is personal, customized, and fetishized. This is the considered consumption stage of the market, where consumers search out hidden brands and services that offer a more individual luxury experience.
Ongoing 2007 influences include: Über-Premium, Personal Iconology, Multiple Personalities, Hide-Tech, Almost Heaven, Connect, Bring on the Bling, and Self-Determined Sybaritism.

Extreme Connoisseurs

Products and services are just the accoutrements for emotionally rewarding experiences. The audience here wants to invest in their interests rather than merely make a purchase. Consumers become specialists, well-versed in their chosen areas of expertise, and with deep pockets to fund their continued research and personal growth. Connoisseur consumption is enlightened luxury with the weight of emotional substance and meaning for the purchaser and is the critical direction for the luxury market.
Ongoing 2007 influences include: Über-Premium, Namaste, Self-Determined Sybaritism, Multiple Personalities, Personal Iconology, Hide-Tech, Almost Heaven, and Connect.

A new approach to luxury based on sublime, individualized experiences—indulgent, emotional, and enveloping.

Edenism Materials

Vie-Luxe

Embossed velvets • Finely woven, lustrous chenille • High-gloss leather • Flocked papers and fabrics in metallics and saturated colors • Colorful fur

Marie Antoinette Moment

Damasks and brocades • Bobbin lace • Pale furs • Natural leathers and suedes • Cotton eyelet • Fine-combed cotton jacquards and prints • Silk shantung replaces dupioni • Ethereal but not transparent sheers • Colored feathers and plumes • Trims and passementerie • Embroidery, crushed, plisses, pin tucks, appliquéd, re-embroideries, flocking • Overlay techniques • Botanical inspiration • Curlicues and rococo curves • Feminine-furnishing silhouettes

Extreme Connoisseurs

Washed fabric finishes • Saddle-finished leathers • Hammered, aged, and woven metallics • Double cloths and weaves with exotic patterns

Photo credits. Vie-Luxe: Cole and Son raijpur flock wallpaper; Marie Antoinette Moment: Spina pink fur tassels; Extreme Connoisseurs: Pachamana brown leather stitched and beaded rug.

Edenism Elements

Vie-Luxe

Mother-of-pearl • Chunky and colored crystal • Jet • Button-tufting • Shine and luster replaces sparkle and glitter

Marie Antoinette Moment

Delicate crystals • Mix of matte and high luster on the same grounds • Vintage glass and aged mirrors • Classic porcelain detailing • Romantic imagery—still-lifes, parks, florals • Layered translucency at the window • Seductive surface ornamentation

Extreme Connoisseurs

Horn and shell detailing • Rare, unique, or unusual surface treatments • Refined eclecticism • Baroque accents • Technical inspiration • Indigenous artifacts • Artists' originals • Mosaic work

Photo credits. Vie-Luxe: Merry Crystal colored crystal chandelier; Marie Antoinette Moment: photo by Susan Schultz; Extreme Connoisseurs: Taewan Kim Virtual Chandelier.

Edenism Color Palette

Powdery, feminine tints are balanced by deeper, more saturated hues, all accented with silver, gold, and other shimmering metallics for a palette that can read soft and feminine or rich and dramatic.

Allure A deeply sensual red.

Pleasure Fun, playful, and indulgent.

Coquette A seductive little satin slip of a color.

Indulgence The barest whisper of pink, this works wonderfully as a neutral.

Ethereal Soft yet refreshing, this classic light blue lifts any color scheme.

Captivate This almost Mediterranean blue is definitely an attention-getter.

Seduction A velvety, rich chocolate brown.

Beguile A temperamental color, it can be either sweet or dramatic, depending on its surroundings.

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2008 Color & Design Trend VOLUME 3 OF 4

SimpliCity

SimpliCity

A response to over-decoration and layers of embellishment, SimpliCity focuses on purity of materials and the luxury of fine craftsmanship. This is the new direction for last year's Soft Modernism trend, fused with elements of Hide-Tech and Futurustic, to create a gentle, welcoming take on minimalism. It is a purist's approach to form, texture, and finish, honoring the marks of age, time, and use. This trend also references the urban environment's long history as an incubator of new looks, new fashions, and new ideas, with a synergy of architectural neutrals enlivened by set of pop-influenced brights.

Above: China Rose wallpaper from Lewis and Wood.
Cover photo: Mise en scène Pierre-Yves Rochon sur MAISON&OBJET éditeurs photo by Fillioux & Fillioux.

SimpliCity is a framework for design, encompassing a surprising array of styles:

Loft

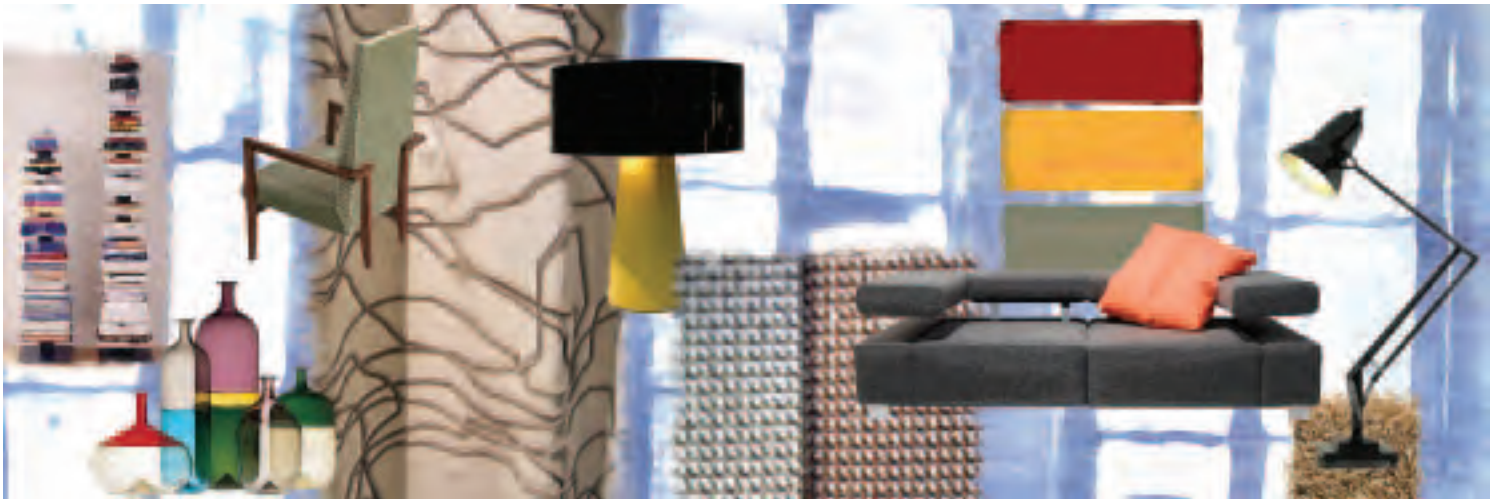
A progression of last year's Soft Modernism, Loft is a contemporary, well-edited approach to design. The look is that of refined austerity; a deliberate paring down of elements and features to help focus the eye and spirit on the details that matter.
Ongoing 2007 influences include: Namaste, Futurustic, Hide-Tech, Five-Star Living and Self-Determined Sybaritism.

East Village

The energy, creativity, and irony of young, modern-day scenemakers, a street-smart mixture of tradition and rebellion, offer a new approach to the pop-culture aesthetic. Think Warhol's Factory, tinged with a darker, goth approach. Design is playful, but in an edgy, punk-rock manner, with hints of burlesque-style shock and sexuality. Re-use, re-adapt, re-purpose, re-create—this "make-it-work" approach to design yields distinctly individual interiors.
Ongoing 2007 influences include: Multiple Personalities, Chic Kitsch, Personal Iconology, Soft Modernism, Futurustic, and Connect.

Brownstone

A lighter, fresher take on traditional design, using a sophisticated mix of high and low. Appealing to an educated consumer, knowledgeable in the classics from all eras, Brownstone balances a love for yesterday's tradition and authenticity with a desire for all of tomorrow's innovations. Treasured reminders of family, friends, and experiences are integrated into the home with stylish insouciance. This is all saved from being too sweet with the judicious use of punchy brights.
Ongoing 2007 influences include: Almost Heaven, Multiple Personalities, Connect, Personal Iconology, Hide-Tech, Self-Determined Sybaritism, and Soft Modernism.



Loft: A sensual minimalism, based around an emphasis on exceptional craftsmanship and functionality, with a near-fetishization of materials.

East Village: Ironic yet still subversive, emphasizing street-wise looks and seemingly found-objet decor.

Brownstone: Sophisticated yet relaxed and welcoming, Brownstone is our contemporary version of an English country house, a mix of styles and eras that bypasses eclecticism and showcases personality.

SimpliCity Materials

Loft

Pierced and/or laser cut sheers • Netting • Menswear pattern influences • Burnished metals • Wood with focus on grain or imperfection • Metal detailing on wood • Exotic hides: shagreen, crocodile, python • Concrete and stone • Cork

East Village

Felted fabrics • Crochet and knit accents • Stamped metallics • Reclaimed wood • Color blocking • Layered looks • Cheeky exoticism • Child-like looks and loosely drawn sketches • Tattoo and graffiti graphics

Brownstone

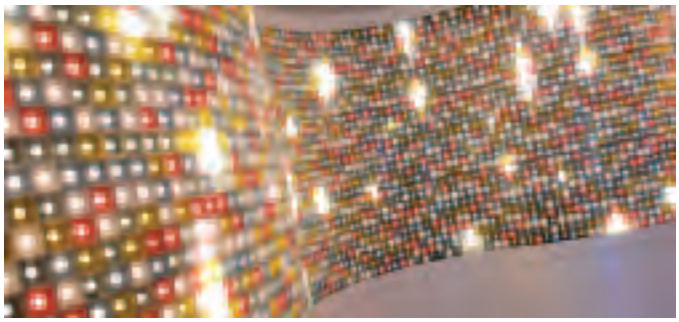
Lace and crochet looks • Flocked fabrics and wallpapers • Overscaled damasks • Low-luster finishes • Line-work illustrations • Traditional patterns in fresh color schemes • Classic motifs in mid-to-large–scale repeats

Photo credits. Loft: CloverLeaf by Domestic Elements; East Village: Ambiance Célebration Exposition Funk Shui Par Agence Nelly Rodi, photo by Francis Amiand; Brownstone: Maigold Detail by Sam Pickard.

SimpliCity Elements

Loft

Natural daylight • Distinctive glazes • Grid and mapping influences • Faux fragility • Design as art • Considered minimalism • Natural wood finishes



East Village

Modular components • High-gloss/lacquered/auto-enamel finishes • Prismatic lighting effects including LED and chromotherapy • Punk-rock and goth influences • Imaginative re-use and re-adaptations • Constructing reality from fake • Inspiration from computer animation and gaming • Playing with scale • Irony and anti-establishment humor • Cut-and-paste mentality

Brownstone

Lime-washed finishes • Soft volume • References to many eras and classic design styles • Sense of civility and manners frames designs • Light painted or washed wood • Antique linens • China and procelain • Vintage hotel Silver

Photo credits. Loft: Rob Day, Ossa side table; East Village: Lumen Strip by Evado; Brownstone: PIRANGUA white-washed dove.

SimpliCity Color Palette

A striking contrast between weathered urban neutrals and saturated city brights find a balancing point in a slightly aged green that has stood the test of time.

Caution Tape A warm, sunny yellow that's saturated but not sharp.

Traffic Cone This orange can be read as natural or plastic, depending on the context.

Post No Bills True blues are filtering back into the palette and PNB is a balanced example.

Weathered Brick A truly international red, looks great in any finish.

Limestone A classic to build an entire room around.

Brownstone A velvety, mid-tone brown, neither too heavy nor too washed out.

Urban Garden The linchpin of this palette, a slightly-aged soft green.

Slate This multi-hued grey works wonderfully as a matte, gloss, or metallic.

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2008 Color & Design Trend VOLUME 4 OF 4

Universal Neighborhood

Universal Neighborhood

A decade and more into globalization, we are beginning to recognize the many paradoxes of our greatly increased knowledge, access, and mobility. We now live both locally and globally, expecting our local stores to be fully stocked, but also want to know the origins and processes of those products. We create tight-knit communities, unhindered by space, united instead by common interests and activities. New international references are supplanting or influencing American pop-culture—Japanese manga and the harajuku scene, Bollywood, etc. Meanwhile, all this multi-culturalism has re-awakened pride of place, as local and regional origins become increasingly important.

Above: photo by Susan Schultz
Cover photo: Dominic Crinson for Digitile.

Universal Neighborhood parses the international influences in contemporary society:

HyperRegionalism

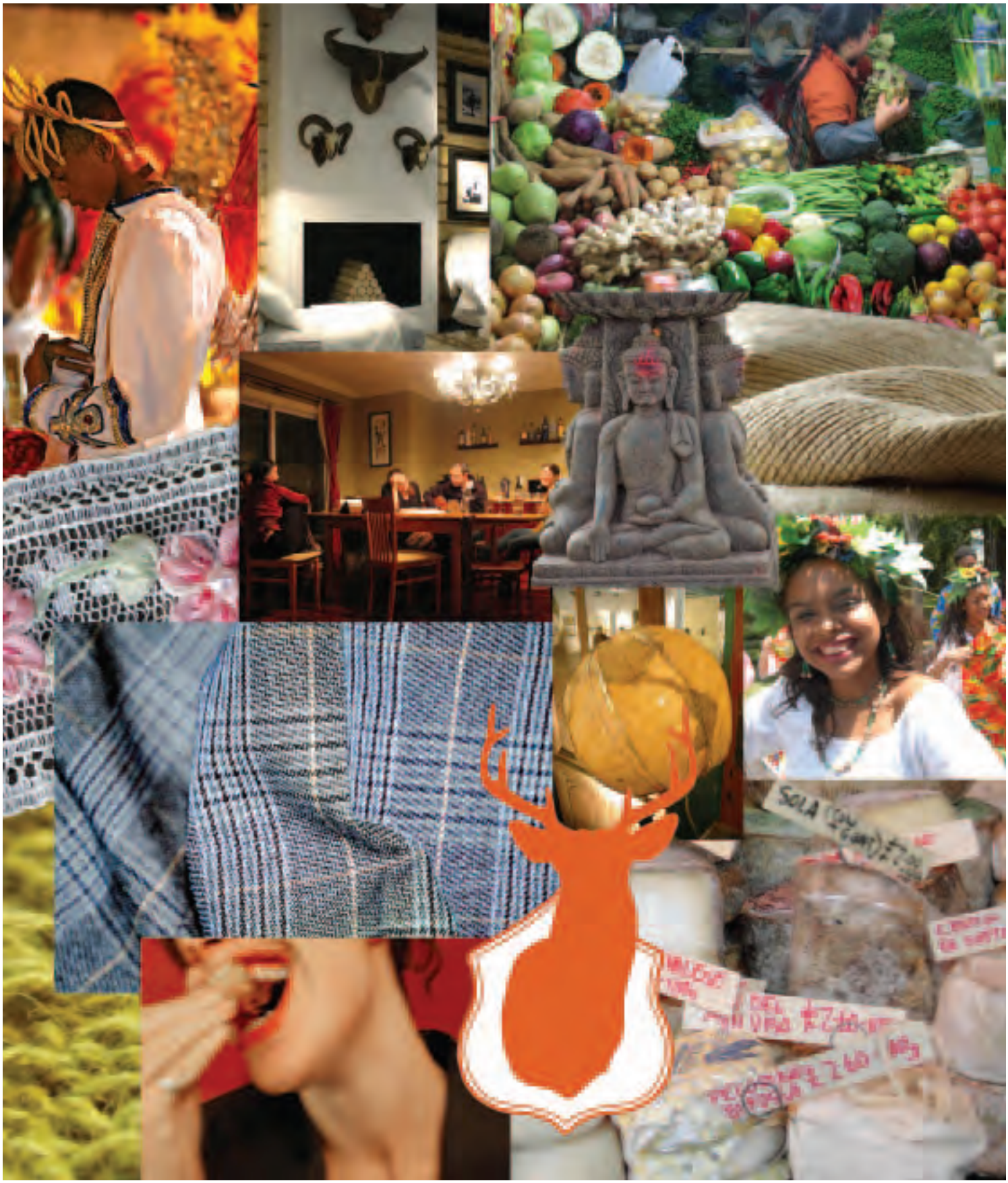
Local boosters are making an impact on design—There's no place quite as wonderful as my state, my city, my neighborhood, my home, my room. Original, ironic, and ersatz local icons are resurrected and reworked for new, or newly aware, audiences who yearn for the romance of near-by places.
Ongoing 2007 influences include: Chic Kitsch, Personal Iconology, Futurustic, Multiple Personalities, and Connect.

The Global Market

Food as inspiration: How we find it, store it, prepare it, and share it. Over the past 20 years, our economic, political, social, and moral relationship to food has shifted. Once ordinary commodities have become gourmet; the origins and treatment of food is part of everyday conversation and the idea of what constitutes a family-meal has radically changed. We now have molecular cooking, designer food, locavores, slow food, and gastro-tourism. We are creating new rituals and processes to reflect these changes.
Ongoing 2007 influences include: Connect, Namaste, Futursutic, Personal Iconology, Über Premium, Almost Heaven, and Chic Kitsch.

Empathic Explorers

Split between the me-oriented values that drives a consumer society and the we-oriented values that enhance and improve our relationship with the world, Empathic Explorers look to combine entertainment and education in all their experiences. Whether dining, traveling, going to a museum, or decorating, they are interested in learning as much about the people, the culture, and the processes involved. They derive as much pleasure from the research and the preparation as they do from the actual experience.
Ongoing 2007 influences include: Almost Heaven, Über-Premium, Connect, Namaste, Futurustic, Multiple Personalities, and Personal Iconology.



In our contemporary Universal Neighborhood, we all seek a balance between me-oriented values and we-oriented values. Communities, familiar rituals and companionship help ground us in an increasingly boundary-less world.

Universal Neighborhood Materials

HyperRegionalism

Handknits • Basketweaves • Plainweaves available in heavier denier • Ethnic embroideries • Felt used in all manners: laser-cut, laminated, appliquéd, boiled, embossed, stamped, etc. • Napped and pile surfaces • Authentically traditional fabrics: tartans, mudcloths, ikats, etc.

The Global Market

Innovative applications of porcelain and ceramics • Cutlery motifs • Food motifs with a contemporary sensibility • Green/eco/organic fabrics • Unusual fibers (ramie, pineapple, abaca, etc) • Open weaves with textural embellishments • Home-spun looks in cotton and linen • Vegetable dye/plant dye effects • Ikats & resist patterns • Twill weaves especially denim.

Empathic Explorers

Exotics, plate, and conversational prints • Document prints • Toiles and figurative patterns • Maps • Souvenirs • Antique and vintage letters, books, and ledgers

Photo credits. HyperRegionalism: photo by Susan Schultz; The Global Market: Malabar Moka collection; Empathic Explorers: American Wonderland from the Sliced Bread collection.

Universal Neighborhood Elements

HyperRegionalism

Colloquial motifs • Rustic wood/twig/log looks • Stag motifs • Witty, playful updated versions of local/regional icons

The Global Market

Subversive approach to serving pieces • Farmer's Market approach • Emphasis on fresh, natural, healthy • Organic and ecological concerns are a priority • Sourcing and domain information • Food as the new taboo • Foods as a substitute for other forms of sensuality • Re-use/re-purposing of tableware

Empathic Explorers

References to the Age of Enlightenment • Collections based on experiences and travels • Recreation of favored experiences, historical styles • Shadow boxes/memory box presentations • Digital photography, especially extreme detail shots

Photo credits. HyperRegionalism: Vlaemsch deer by Augustin Scott de Martinville; The Global Market: photo by Susan Schultz; Empathic Explorers: photo by Susan Schultz.

Universal Neighborhood Color Palette

A palette of whites and off-whites that serve as a neutral basis for a customized palette for each project, each home, and each room. Add any of the colors from the Metallic palette for instant glamour, use the urban neutrals from SimpliCity for understated elegance, and of course, create your own, unique combinations.

Soft and luminous, the barely-there colors in this palette encourage color experimentation and exploration. Universal Neighborhood whites and neutrals, clockwise from upper left: Lumi, Tsagaan, Aspros, Hedj, Laksha, Maputi, Bijel.

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2008 Color & Design Trend

Metallic Color Palette

This metallic palette was created to enhance the four main trend palettes. To add drama, impact, glamour, and sparkle, use these sparingly in conjunction with SimpliCity and Universal Neighborhood; use them judiciously when working in Alchemy, and lavishly when exploring Edenism.

Copper Glance: Alchemy, Edenism, SimpliCity, and Universal Neighborhood.

Lead Fume: Alchemy, Edenism, and SimpliCity.

Forge: Alchemy, SimpliCity, and Universal Neighborhood.

Spirit: Alchemy, Edenism, and Universal Neighborhood.

Viridious: Alchemy and Edenism.

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