

Design meets news.

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Interior design blogger of the year on the Stockholm Furniture Fair.

Frida Ramstedt was recently named Interior design blogger of the year at the Elle Decoration Awards. Here she shares her experiences from the Stockholm Furniture Fair 2016, a fair with the theme "Nature is back for good".

Today the majority of consumers are aware of the benefits of organic food, but at the same time we are terrifyingly ignorant that the same is true of our choice of furniture and interior design accessories – in our home, in the office and in public spaces. Stockholm Furniture Fair this year had a clear theme and that was "Nature is back for good". And I have to say that their agenda was successful, in an updated and innovative way. Forget the Green Wave of the seventies and the hippie revolution, these days you can care about the environment without having to sacrifice neither design nor comfort.

Sustainable Style

After circling the exhibition halls a couple of times it was clear that the concept of "Sustainable Style" stretches across all styles and forms of furniture. It was not as much about a monotonous aesthetic as a new and more conscious way of thinking that saturated everything from the fair's own trend exhibition to the pieces of furniture and products on display. Regardless of whether it was showing seventies-influenced furniture or Art Deco-decorated interiors there were traces of sustainability everywhere – and with more transparency than before. And that is a trend that should be applauded, you don't have to choose a single style or colour to care about the environment.

This year's trend exhibition: Nature is back for good

The trend exhibition this year was created by three Scandinavian stylists. Emma Olbers from Sweden, Susanna Vento from Finland and Christine Rudolph from Denmark. The theme of Emma's concept was "Where does it come from, where does it go" and was put together in cooperation with the Swedish Environmental Research Institute, IVL, which had helped her rank different materials according to their environmental impact.

Foliage and life

Plants and foliage are gaining an increasingly central position both at home and in public spaces, something that was also reflected by exhibitors decorating their stands with huge, solid almost tree-like plants and green foliage.

Hyped up composite material

Terrazzo (or cement mosaic as it is often called) is a material that consists of crushed stones cast in cement paste and it seems to be gaining major ground. Terrazzo is namely being used in everything from new coffee tables and pieces of furniture to optional work tops and the fair's own restaurant which was completely adorned in this hyped material.

The year's most visible trend

The environment, with a focus on sustainability and health. Want to find out more? Google "LOHAS". A consumer revolution underway?

Colours

The two dominating colours were pink and green, often matched with dark burgundy and blue. Mustard and oat yellow feel like they are on the rise.

Materials

Light, blonde woods. Vegetable tanned Tärnsjö leather. Glass, ceramic and pleated textiles. But also stainless steel surfaces, coated steel tubing and terrazzo in various colour schemes. It seems definite that terrazzo will overtake marble this year.

Furniture

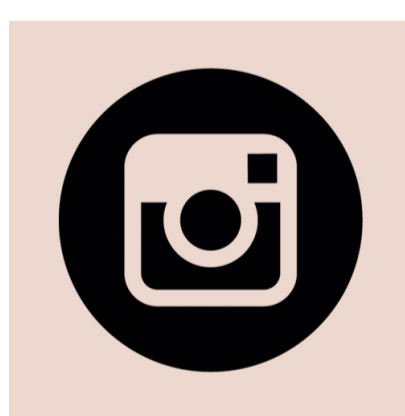
Easy chairs, futons and pieces of furniture that offer temporary respite. A sign of the times for Generation Stress?



An orange mayflower

Our Mayflower chair range has a comfortable and expressive seat shell of injection-moulded polypropylene, which as well as in black and white, is also now available in orange.

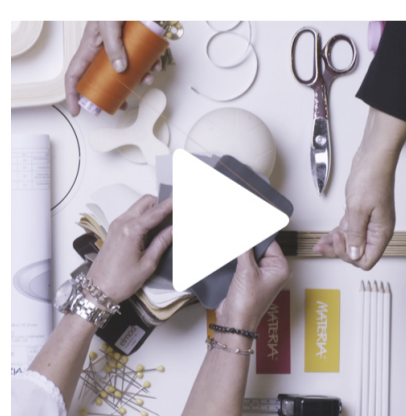
[To Mayflower](#)



A picture is worth a thousand words

We have been on Facebook for a while now. So it feels only right to start using Instagram too. Click on the link and press "follow", and we promise we will do all we can to bring you new inspiration.

[To Instagram](#)



Film premier!

Over the winter we have been working on a film that tells our history at Materia, how we look at design, and what is needed to materialize it. You can now see the result.

[To the film](#)