

Design meets news.

MATERIA®

No. 3 2015

Trend Report: Milan Design Week 2015.

Filled to the brim with inspiration and of course having had many informative meetings, we have left the hustle and bustle of Milan behind to travel back home to Tranås. For those of you who were not there - or those who were there but would like a summary of the trends on show - we are devoting this entire edition of "Design meets news" to Charlotte von der Lancken's own trend report. Enjoy!

Charlotte von der Lancken – 60 kilometres in three days

There is a very nice thought behind the largest trend during the Milan Design Week 2015; celebrating and reproducing old furniture classics and renowned designers from the 60s and 70s. Seeing the beauty in the history and modernising what already exists seems both a healthy approach and more relevant than just launching new products for the sake of it.

Many large brands relied on their sterling history and "dressed up" their classic items of furniture from the 70s in mustard yellow, warm red or turquoise blue textiles. In certain cases, black and white graphic fabrics were even used. This decade also gave rise to velvet fabrics, yellow metals, wood, glass and marble, all used on a frequent basis. But even if there was an air of "revival" and "sustainability" surrounding Milan Design Week, the glamorous and snug style that prevails is also flirting with the Far East as a growing market. Gold, velvet and soft cushions, although well-balanced and in earthy colours, bring to mind China and Russia.

Large seams and rugged tables

Nature and craftsmanship are still however significant elements. Materials have to grow old beautifully and last a long time, which is why leather, wood and stone are popular material choices. Large, visible seams augment the craftsmanship and many displayed rugged wooden tables with long benches as if they have been taken straight out of a roadside picnic site.

Even collectors get their kicks - loads of accessories (and perfume bottles!?) are used to decorate shelves and tables. As a consequence, those with numerous accessories have to be able to set them out nicely. This is why there are many creative, graphic, colourful and beautiful shelving systems and small furniture with unexpected storage spaces.

Beautiful room dividers in the workplace

There is still a need in workplaces to use screens and move furniture and things around. The high protective backs in lounge furniture have however been lowered immensely, and instead a free zone is available behind beautiful screens and long draping curtains.

I arrive home from Milan with a feeling that it is not the details that are important but the whole concept. My best memories from the fair are however to do with the total exhibition experience rather than individual products. And despite the general feeling of moderation, I can still discern a bubbling creativity in furnishings, both in terms of colour combinations, shapes and materials which are freer than they have been for some time.

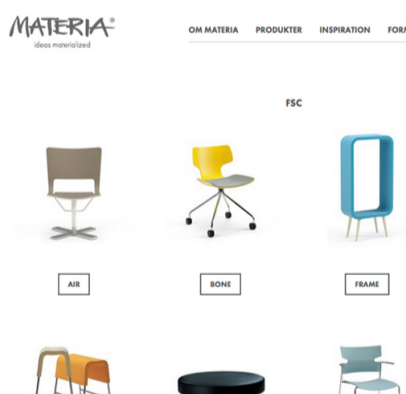


reddot award 2015
winner

Red Dot Design Award 2015.

We are very proud of the fact that our Clip and Frame easy chairs have received the world's most renowned product design award. The jury's motivation is based on how Materia has been uncompromising, competent and very brave in choosing its designs.

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Möbelfakta and FSC labels on materia.se.

There is now an easier way to find our Möbelfakta and FSC labelled furniture. Go to About Materia – Sustainability. At the bottom of the page you can see the Möbelfakta and FSC logos. Click on any of them to see the current certified products.

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New exhibition at Skøyen DesignCenter.

During the week, we delivered a new exhibition to our Skøyen DesignCenter showroom in Oslo. This year's new products are in place so book a visit for the next time you are in the area. Skøyen is also organising the Designers Corner architects event on 23-24 April.

[To showroom](#)

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