

FLOWERS AND PLANTS

ODE TO NATURE

Organic, natural designs made with dead and living materials



The bases, vases or bowls appear to disappear. As if the floral work is growing out of the soil of its own accord

USE OF FLOWERS AND PLANTS

The use of flowers and plants is just as quirky and natural as the rest of the look. What is eye-catching are the wild-looking interior borders. Plants are no longer placed simply upright in a sleek pot. An organic symbiosis needs to be created in combination with both dead and living materials.

We also see a lot of visual rhyming. This seeks out the synergy between different elements from nature in order to show us once again that everything is connected and we are part of nature.



The shapes used for pots and vases are always organic and irregular



USE OF COLOUR

The browns and greens from the colour chart are important for both the accessories and the flowers and plants. The colours white, beige, yellow, pink and lilac are mainly used for flowers and flowering plants. You can therefore see in the colour keys below that these colours are only used on a small scale.

COLOUR KEY 1



COLOUR KEY 2



COLOUR KEY 3



IMAGE MATERIAL

The trend images can be downloaded free of charge from www.flowercouncil.co.uk, or with the aid of the QR code, and may be used with the credits Funnyhowflowersdothat.co.uk and Thejoyofplants.co.uk.



HORTICULTURE SECTOR TRENDS 2023

ODE TO NATURE





STYLE TREND

ODE TO NATURE

The climate crisis has a high priority. We are realising more and more that it is not the planet that needs saving, but ourselves. We are the ones who are vulnerable. We are increasingly witnessing the overwhelming power of nature. We are experiencing nature as an awe-inspiring element in our living environment.

VALUE TREND
EARTHENESS

This is reflected in the design in and around the home. Subtle shapes no longer seem appropriate. The interior is becoming more robust and more quirky, and thereby extremely natural. All the shapes used are becoming organic. Many shapes are derived directly from nature; rock, stone and pebble shapes predominate. It feels as if nature is penetrating and taking over our home.

Alongside the shapes used, the materials are also natural and/or environmentally-conscious. There is a whole wave of new environmentally-conscious materials available. Fabulous examples of this could be admired on the Ketelhuisplein in Strijp in Eindhoven during Dutch Design Week. Unsurprisingly the organic shapes and the use of environmentally-friendly materials are accompanied by a natural and balanced use of colour.



SHAPES

The shapes are quirky and organic. This gives them a natural or handmade look.



MATERIALS

The materials used are natural and recycled where possible, and are always based on an environmentally-conscious approach. A lot of new solutions are currently being sought for materials that have less impact on the environment. This is happening in both the textile industry and the hard materials, and particularly also in the plastics sector.

A lot of attention is paid to stone and pebble shapes for both furniture and accessories



COLOURS












The use of colour is natural and balanced. A lot of attention is paid to shades of brown and green. There are also a few saturated colours that are suitable for flowering plants and flowers. These bring colour without disrupting the natural character of the overall colour chart.



PATTERNS

The patterns used consist mainly of natural structures, reliefs, jagged stripes and dégradé or ombre effects.



-  PANTONE 2331 C
-  PANTONE 7515 C
-  PANTONE 7517 C
-  PANTONE 2463 C
-  PANTONE 5777 C
-  PANTONE 554 C
-  PANTONE WHITE
-  PANTONE 4685 C
-  PANTONE 3599 C
-  PANTONE 7606 C
-  PANTONE 5155 C