

# PUNK REBOOTED

Value trend: Ruler Shift

STYLE TREND 2018

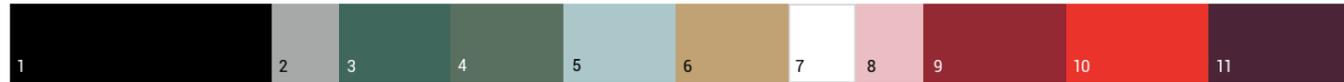
The shift in power is oppressing our sense of freedom. We feel that we have to live by a lot of rules, and are unsure about who will be making those rules tomorrow. That makes us rebellious - we want to work it out for ourselves. This combined with the hardening of society means that our living space is given a rugged and raw appearance. The colour black plays a dominant role, the materials are hard and sometimes have an almost aggressive appearance, like one big protest.

## INDOOR

In the interior this leads to rugged indoor spaces in which the established rules don't appear to apply. Interiors acquire an anarchistic look. Sharp shapes and industrial materials dominate. Products appear to be made up of parts of other dismantled products. The new products that this creates have a recycled feel. Sometimes they have an unexpected sharp edge or extremely rough surface. Everything

seems to have a story attached to it, as if it's all one big protest. Flowers and plants play an unusual role in this, and are used to reinforce the story. Flowers and plants are used in an unorthodox way - existing rules about use and application appear not to apply.

INDOOR Colour chart and colour balance in Pantone®



1. Black C 2. Cool Gray 5 C 3. 5545 C 4. 5615 C 5. 5523 C 6. 466 C 7. White 8. 196 C 9. 7622 C 10. 485 C 11. 7645 C

## OUTDOOR

In the garden this trend translates into rough, almost uncultivated patches of land in which fantastic nature arises unexpectedly. As if nature is demanding attention entirely accidentally. You find the most beautiful plants in apparently unexpected spots, and predictable borders can be suddenly bisected by other materials. Nature appears to have total freedom at one point, but can also suddenly lose that freedom. This

creates a rough and uncultivated exterior space in which nature appears to be winning, despite everything. In any case the sometimes messy feel creates a contemporary relaxed atmosphere. Anything could be a garden - it just depends where you allow nature its freedom. It can start with as little as replacing a paving stone with greenery.

OUTDOOR Colour chart and colour balance in Pantone®



1. Black C 2. Cool Gray 5 C 3. 5545 C 4. 5615 C 5. 5523 C 6. 466 C 7. White 8. 196 C 9. 7622 C 10. 485 C 11. 7645 C

## PRODUCT INGREDIENTS INDOOR & OUTDOOR

### Shapes

The shapes are raw, rough, quirky, sharp and pointy. They appear to be expressing their own opinion, and go right against convention.

### Colours

High contrast use of colours, lots of black. Red is used as a statement. Green, beige and flesh colour have a softening effect on the contrast of black, white, grey and red.

### Materials

The materials used are rugged, industrial and unpolished. Sometimes the materials are used in an unorthodox way. This emphasises the sense of protest, as if rebelling against the established norm.

### Patterns

The patterns are an industrial copy of luxury materials. Hence marble patterns are used on enamel or plastic. We also see finishes such as scratching, lettering, symbols (based on freedom and peace), spot and splash patterns.



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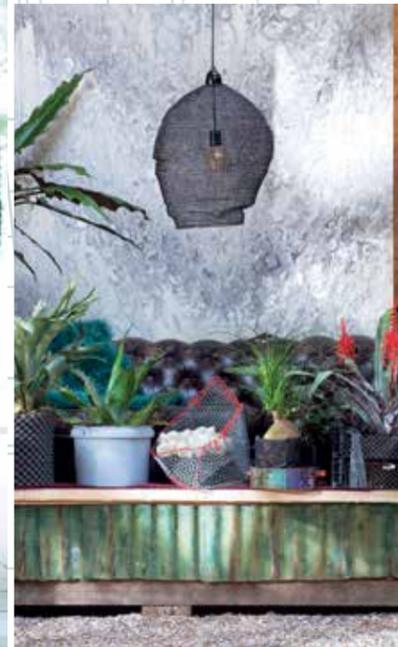
# PUNK REBOOTED INDOOR

# OUTDOOR PUNK REBOOTED

Inspiration from whimsical natural shapes



Shapes that resemble industrial products



Whimsical patterns, industrial material



Uncultivated. Nature seems to be setting its own rules.