

FLOWERS AND PLANTS

GENTLE PARADOX



USE OF FLOWERS AND PLANTS

The flower arrangements in this trend are used to make rooms softer and to lend a dreamlike aesthetic. Arrangements are often installed in corners or somewhere where the wall meets the floor, or where a cupboard touches the wall. This is done to soften the transition from - or the join between - one object and another. Arrangements are opaque, and the ends are often transparent. Dry and fresh materials are used in combination with each other. There are also bouquets with a voluminous, soft and dreamlike appearance, or a few flowers that introduce softness thanks to the shapes or colours that run gently into one another. When it comes to plants, the transparent nature and soft leaves - in terms of colour and texture - will also be important.

For the garden, soft and fluffy grasses are interchanged with denser plants. When it comes to flowering plants, the colours as well as the flower shapes are soft.

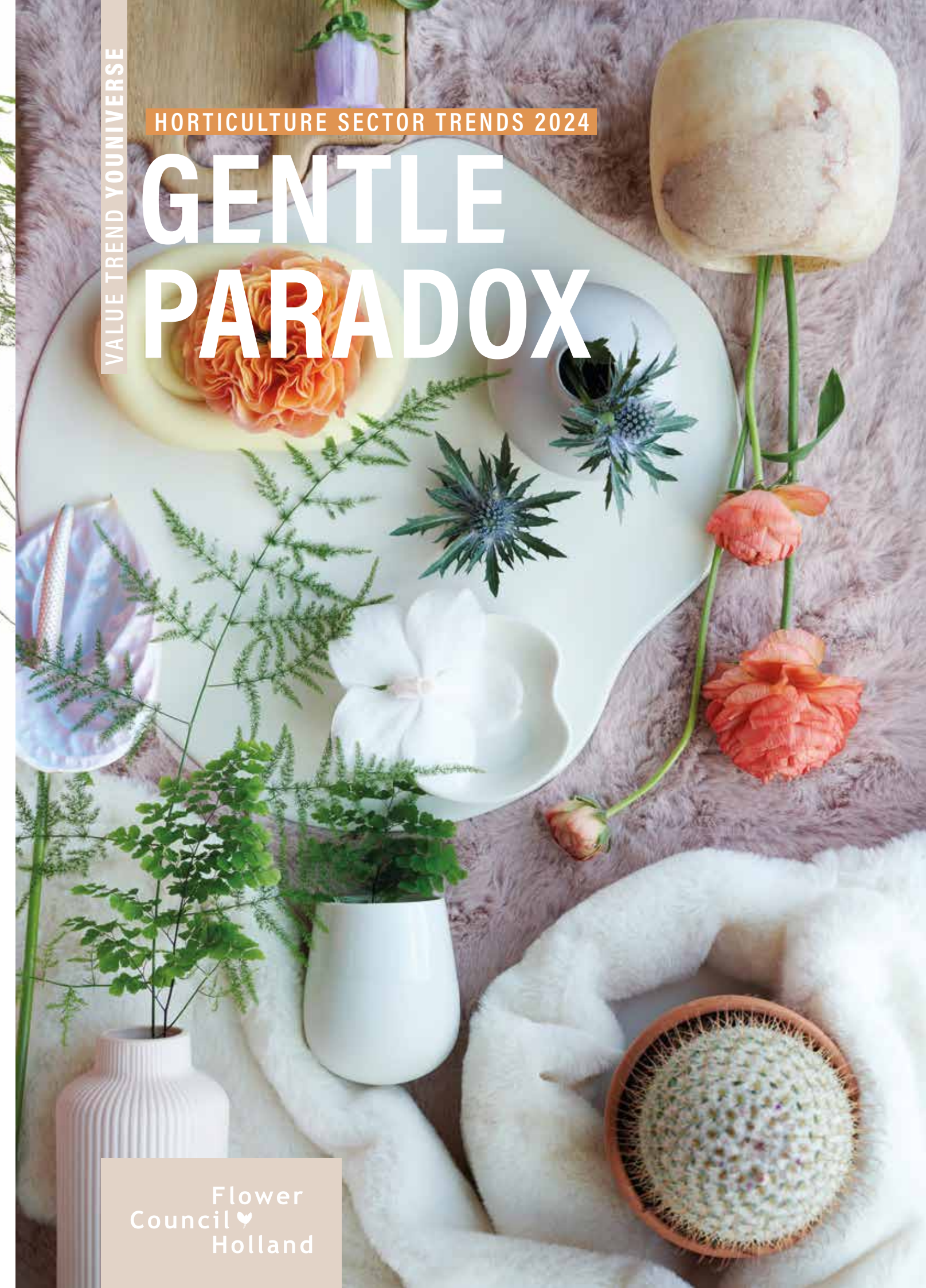


Soft pastel shades for both the room and the bouquet.



HORTICULTURE SECTOR TRENDS 2024

GENTLE PARADOX



Soft rounded shapes for the vases and floral arrangements.



Arrangements that cover the hard edges in the room like a soft cloud.

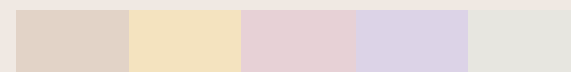
USE OF COLOUR

The use of colour in this trend is soft and dreamy. This soft use of colour forms a nice contrast to the hard materials and stylised shapes. The colour keys below show that the colours from the colour chart can be used to create both a neutral colour combination and a colour combination with more contrast.

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.



STYLE TREND GENTLE PARADOX

People, including youngsters, are under great pressure to perform. This, together with the many crises, leads to a sense of powerlessness that causes some people to freeze. As a result, there is now an eye-catching trend called quiet quitting, which is based on looking after yourself properly and clearly setting boundaries. Besides this concern for wellbeing, the shortage in the labour market is in fact presenting a lot of opportunities. This means there are many contrasts in life and this is filtering through into design. Indoor spaces are becoming tranquil settings, with subtle contrast between the use of form and the use of materials. The used forms tend to be rounded and convex, which give the impression that furniture is soft. This is sometimes the case but looks can often be deceiving. This unexpected contrast adds a touch of excitement to peaceful and occasionally dreamlike spaces. Something soft or structural is placed next to every hard or smooth material, as if an attempt is being made to temper the harsh reality. Walls and floors sometimes appear to merge into each other because the same gentle patterns have been used – such as the wallpaper and floor coverings of Moooi, for instance. Just like the materials, these patterns are used to soften the room.

KEYWORDS

dreamlike, soft and hard, contrast, surprising, infinite, light, utopian, friendly

Round, playful shapes.

COLOURS

The colours used are soft and exude tranquillity and harmony. A warm shade of cognac accompanies several soft neutral and pastel hues. The green tints used are primarily intended for flowers and plants.

A soft contrast between the round shapes on one side and the hard, smooth materials on the other. This contrast is enhanced by the striking structures of the arrangement.

SHAPES

The shapes used are mainly round or rounded, and often have a bulbous appearance. Many products consist of one compact form without separate detailing, with no legs or armrests. All the parts of the products seem to have merged harmoniously or flow into each other.

MATERIALS

There is an interchange between hard and soft materials. The main hard materials are marble, concrete, ceramic, plastic, baked tiles and natural stone. These interchange with soft materials, such as long-pile carpet for flooring and wall coverings and textiles in many variants, from pleated to Ottoman ribbed to bouclé.

PATTERNS

The patterns used vary greatly. There are romantic flower patterns as well as abstract patterns. The softness of the colours is what this array of patterns have in common. Gradient effects have been used.

PANTONE WHITE
PANTONE 9223 C
PANTONE 2330 C
PANTONE 9160 C
PANTONE 9303 C
PANTONE 9361 C
PANTONE 9100 C
PANTONE 3544 C
PANTONE 2431 C
PANTONE 5783 C
PANTONE 3508 C

