

FLOWERS AND PLANTS

MEANINGFUL EARTH



USE OF FLOWERS AND PLANTS

The plants and arrangements have the same robust, uncultivated appearance as the rest of the trend. This means that the raw bulb in bulb products can be displayed again. Ideas include: differently coloured layers of sand in a glass dish or vase with the bulb in. Bowls or dishes could be stacked with each slightly overhanging the one below, and with a variety of bulbs in the overhanging section, thus creating a striped stack. In this case, it is important to show the earth. Arrangements are not neat or clean.



Combining different, unique vases with a nostalgic look with the dark Scabiosa gives it a historical perspective.



The dark red-brown shades of the foliage plants and the natural dark brown pots give an inspiring, earthy look.



USE OF COLOUR

The use of colour in this trend is mainly dark, with brown and earthy tones. These colours are difficult to represent in flowers and plants, thus additional colours have been added to the colour card. In the colour keys below you can clearly see how these extra colours can be handled in a way that still retains their natural look. In this way, the dark brown of the accessories is beautifully complemented by the flower and plant arrangements.

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 2024

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STYLE TREND MEANINGFUL EARTH

Focus lies on addressing the imbalance in society when it comes to environment and social justice. This will continue to play an important role. There is growing awareness of the fact that biodiversity and circularity in nature are indispensable if we are to have a healthy living environment. This theme involves adopting the earth as a symbol of fertility as well as for our connection with history. It gives rise to a slightly rough, coarse environment that is dominated by brown hues. Materials are natural and more or less raw. There is a great fascination with everything that is found in the earth, such as the earth's strata, different colours of sand, minerals and stones, as well as historical objects such as jugs or images that remind us of primitive art or ancient civilisations. This makes us feel as though we are connected with the roots of our culture. Different structures of materials are combined in order to ensure a rich contrast. The shapes used are naturally crude and are occasionally whimsical or even eroded. This helps to create a rugged and sometimes primeval space.

KEYWORDS

natural, mystique, down-to-earth, authentic, history, archaeology, wild, environmentally conscious

Raw materials with a manual look enhance the natural feel



COLOURS

The colour chart for accessories mainly consists of brown hues. This colour is not terribly suitable for flowers and plants, which is why the colour chart for flowers and plants has been adapted. Pale yellow and salmon hues combined with dark green and grey-green represent the flower and plant colour chart.

Clay, coarse ceramics and natural stone appeal to the imagination. Here, marble loses its luxury image and instead has a natural look.



PANTONE 2015 C



PANTONE 162 C



PANTONE 124 C



PANTONE 1805 C



PANTONE 7494 C



PANTONE 554 C



PANTONE 2316 C



PANTONE 1535 C



PANTONE 2322 C



COFFEE TABLE POLSPOTTEN



SHAPES

The shapes used are rough, coarse and irregular or handmade, giving them a primeval appearance.

MATERIALS

The materials used are natural and coarse, and often have a recycled or environmentally friendly origin. Examples include: stone, minerals, ceramics, coconut, jute, cotton, pressed recycled leather, clay, loam, irregular glass.

PATTERNS

The designs are natural and largely consist of staining patterns, fossil prints and stripes. The stripy patterns are similar to strata in the ground.

