

FLOWERS AND PLANTS

PLAYFUL CONSTRUCTION

USE OF FLOWERS AND PLANTS

The same effect of discovering a surprisingly different perspective on products, as we see in interiors, can also be found in the use of flowers. Circular or bulbous shapes are the main structural elements. These circular shapes can be found in the flower arrangements themselves as well as in the soil underneath. Hanging plants occupy centre stage when it comes to house plants. They often provide a surprising contrast with the basic structures found in pots or wall decorations.



Cheerful, playful shapes give this theme a dynamic look.



Catchy, cheerful and energetic use of colour.



Besides the striking use of colour, experimenting with new shapes is central.



USE OF COLOUR

The use of colour in this trend is striking and contrasting. The optimism and energy seem to splash off the page. As this colour chart includes both bright colours and light colours, very different colour combinations can be made with this colour palette. This can be seen in the colour keys below.

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

PLAYFUL CONSTRUCTION



VALUE TREND ELUSIVE

STYLE TREND PLAYFUL CONSTRUCTION

As existing systems are becoming unstuck, we have to look for reform in every area. This involves experimenting and scrutinising everything from a different perspective. The same also goes for design. This helps to create indoor space that is brimming with playful solutions and whimsical structural elements. Pipes cheerfully twist around each other before turning out to be a lamp, or giant chain links on the ground that actually form a bench. In short, a surprising and unorthodox take on both consumer goods and decorative products. The optimism that the combination of products exudes is important. Colour is an indispensable element in that regard. The use of colour is varied and jovial.

KEYWORDS
cheerful, colourful, playful, creative, original, surprising, structural, inquisitive

COLOURS
The palette for this trend is hugely diverse and the different colours are combined exuberantly. Despite the markedly colourful nature of this trend, the colour chart not only features bright colours but also fresh pastel hues. Silver and light grey complete the range.



SHAPES
The shapes used are eye-catching and structural. They often offer a surprising take on the product, as if totally new possibilities are being explored. Besides the striking use of colour, the most important ingredient is the new expression of form.







MATERIALS
The materials used are of secondary importance with this trend; colour and shape are the main focus. Metal, plastic or glass tube structures are often used to emphasise the structural nature of this trend. The surfaces tend to be smooth.



PATTERNS
In this case, the patterns are limited to stripes, chequers, ribbing and circles. Beyond that, patterns are of secondary importance.

Circles and spheres are graceful forms in this theme because, especially in flower arrangements, they are playful and surprising.



-  PANTONE 661 C
-  PANTONE 7725 C
-  Red 032 C
-  PANTONE 3543 C
-  PANTONE 109 C
-  PANTONE 7410 C
-  PANTONE 566 C
-  PANTONE 659 C
-  PANTONE 1575 C
-  PANTONE 1905 C
-  PANTONE 7474 C
-  PANTONE 427 C
-  SILVER 877 C
-  PANTONE 110 C
-  PANTONE 2415 C