VALUE TREND
METAMORPH REALITY

FLOWERS AND PLANTS

LAYERED SPACES

Using foliage in a totally new way creates an exciting layered picture

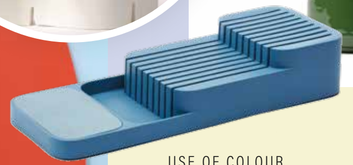
USE OF FLOWERS AND PLANTS

Both flowers and plants are used and placed in unexpected places and with unexpected functions. Bulbs are also very suitable for this.

For bouquets it is important that arrangements have a layered shape, so not to have all the flowers at the same height, but rather heavily offset. For plants it is important to think about the multifunctionality of the space in question. The plants must be easy to relocate, move or 'stack'.

Layered shapes, creating a sense of space

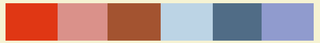
Arrangements have layered structures, so not all the flowers at the same height but heavily staggered



USE OF COLOUR

A varied colour chart which contains both warm and cool, light and dark and vivid and faded shades. By using these colours in the correct contrasts, bouquets and even entire rooms can be given a greater sense of space.

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

LAYERED SPACES

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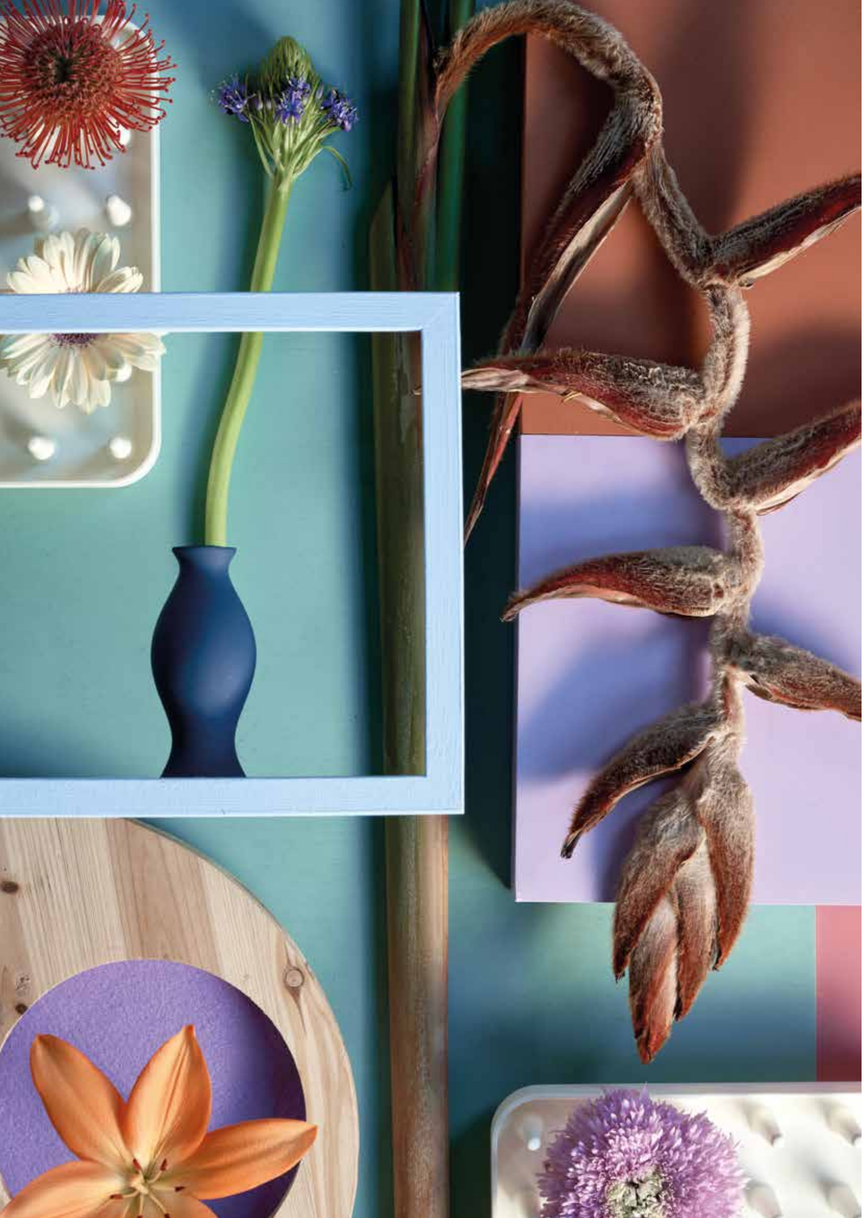
Flower Council Holland



STYLE TREND

LAYERED SPACES

Our interiors are changing, driven by our ever smaller space for living caused by urbanisation on the one hand, and the need to assign multiple functions to the same space on the other. This is resulting in rooms that are multifunctional and appear to be layered.

Rooms are easily converted to different functions using room dividers and multifunctional furniture. This creates a kind of layering in the home. In order to reinforce this layering, we are also seeing sections appearing on walls and in wall and floor decoration that intersect or appear to overlap. We are playing with effects that give the sense that there is more space than just the physical area. This sense of space appears to parallel the development on the web where the metaverse will soon also give us a more spatial experience of the Internet. Colour is used to reinforce this effect. Various types of colour contrasts can be used in order to achieve this, such as: light/dark, warm/cold and vivid/faded.

SHAPES

The shapes used are fairly basic and based on rectangles and circles. A lot of furniture also has rounded shapes.

MATERIALS

The materials are often used in contrast with one another, lending an extra dimension to the product or the space. There is interest in connecting different materials.

Combinations of different materials

COLOURS

With the colour chart that has been adopted, it is important that colour contrast is used, as can be seen in the examples. From left to right we can see warm/cold, light/dark and finally vivid/pastel. The colours on the left in the colour combinations come towards you, and the colours on the right recede away from you. If you take account of this within a space, the spatial effect will be strengthened by the colour combinations.

Multifunctional shapes

PATTERNS

The patterns used often consist of sections that overlap or intersect. This is usually done in a straight line, and sometimes in a diagonal line. These overlaps create unexpected shapes and divisions of sections.

PANTONE 625 C
PANTONE 2167 C
PANTONE 9342 C
PANTONE 7606 C
PANTONE 3558 C
PANTONE 2459 C
PANTONE 3516 C
PANTONE 544 C
PANTONE 607 C
PANTONE 7586 C