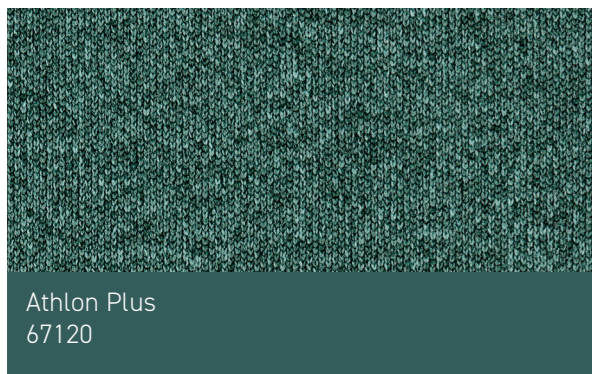
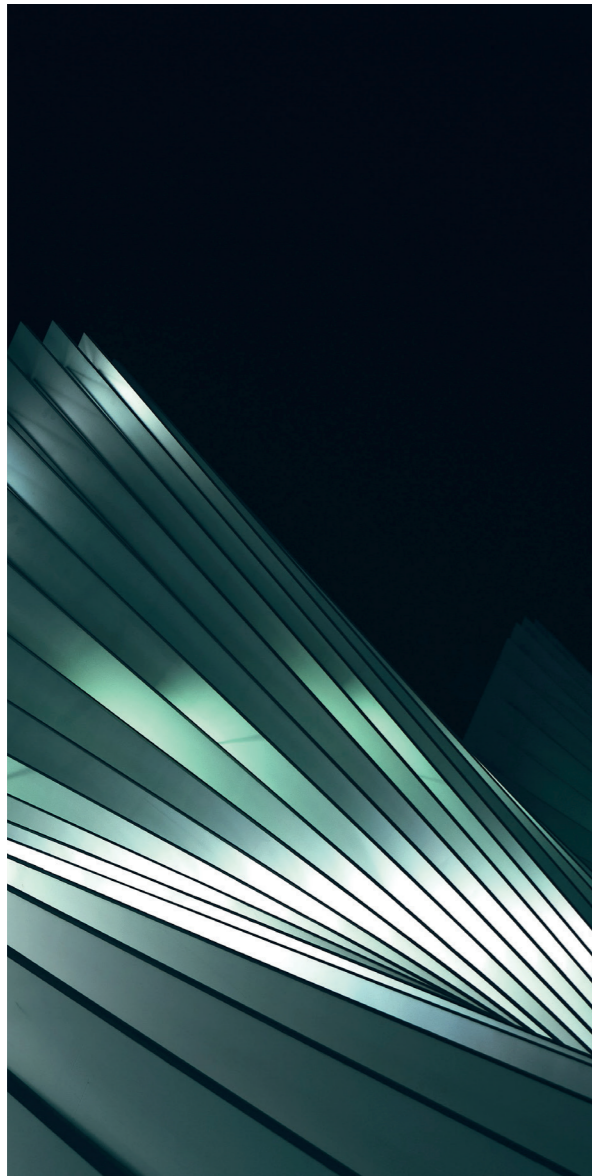


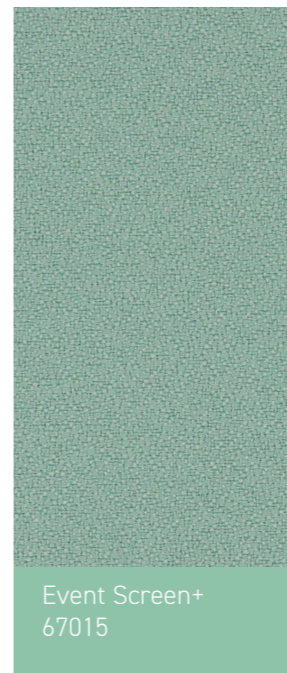
# FUTURE NOSTALGIA



Athlon Plus  
67120



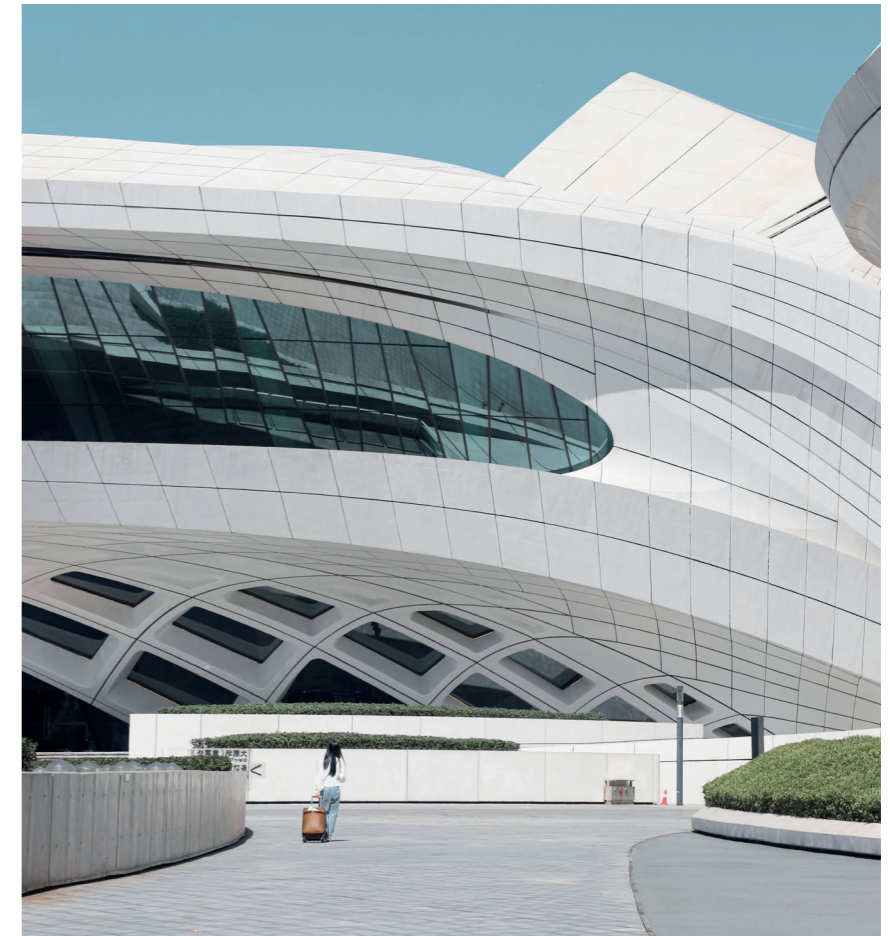
Hush Stripe 25  
61226



Event Screen+  
67015



Spin  
60999



With one foot in the past and one in the future, the FUTURE NOSTALGIA theme direction fuses tradition and innovation, craft and technology, old and new, and puts familiar materials to use in new ways.

# FUTURE NOSTALGIA

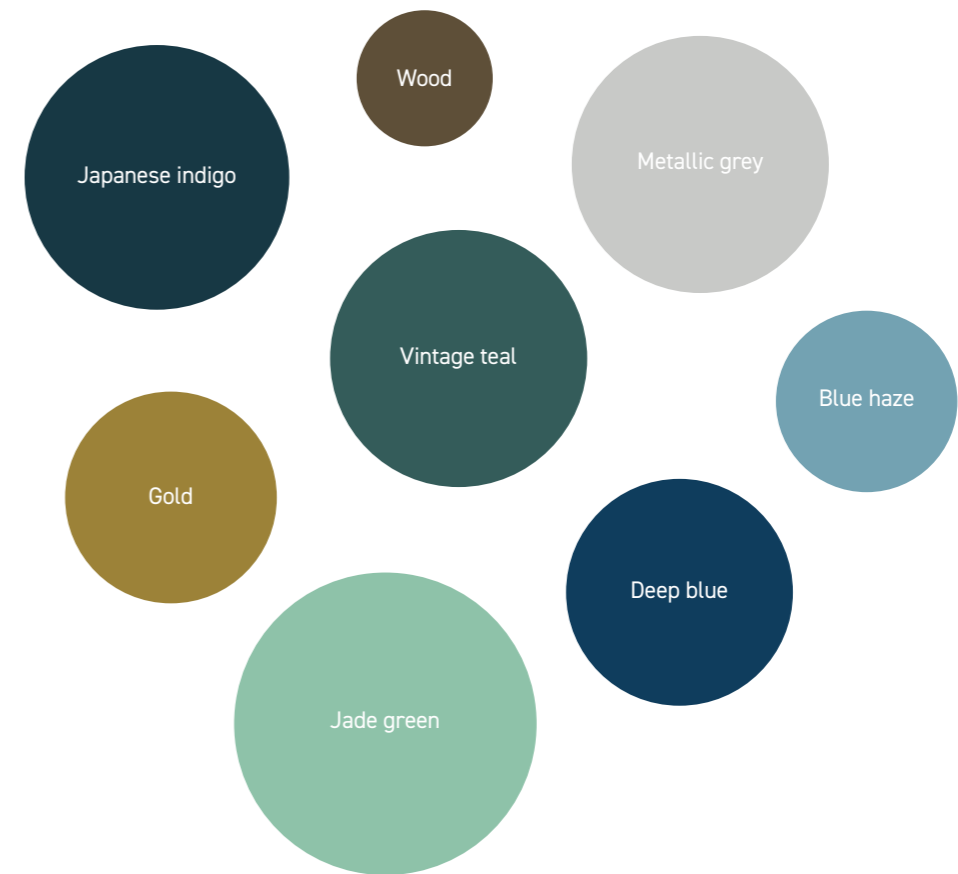
## CHARACTERISTICS

- The fast-changing world inspires us to look to the past for inspiration
- Future nostalgia design reflects the dynamic between tradition and innovation
- It reflects a contrast between the past and the future, old and new
- New technologies mix with traditional elements
- Craft and technology combine
- Familiar materials are put to use in new ways
- Products combine high levels of functionality with a poetic expression
- New use of materials bring emotional as well as functional value to to high performance furniture, where comfort and ergonomics are key features

Colours: Metallic silver, golden and bronze shades, patina effects, deep blues and teals, warm greys and soft tones, including jade greens and light blues.

Materials: Skin-like materials, membranes and perforated surfaces, light but resistant materials, layered technology, and metallic coatings.

Tone of voice: Techno-poetic expression, keeping traditions alive through new technologies, craft linked to technology.



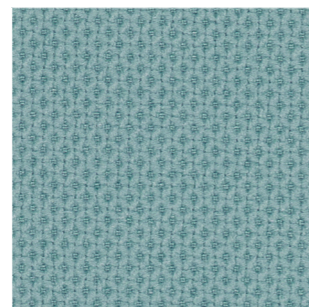
Savoy 60196



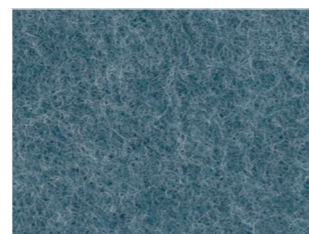
Spin 60999



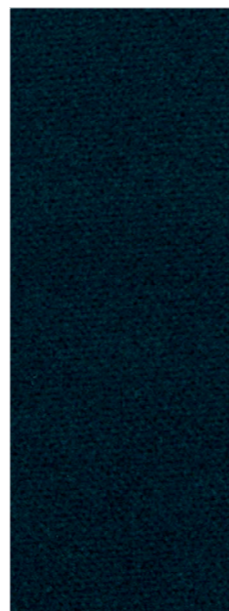
Step Melange 66148



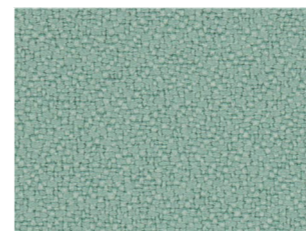
Contour 66213



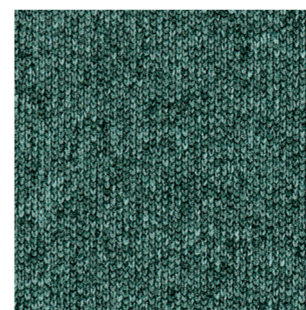
Hush 67046



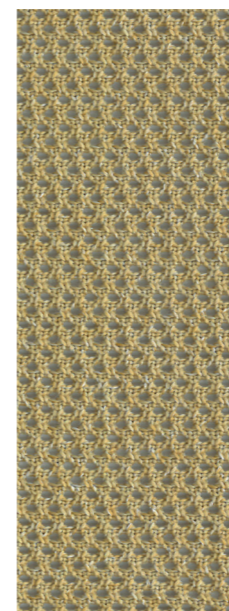
Savoy 68148



Event Screen 67015



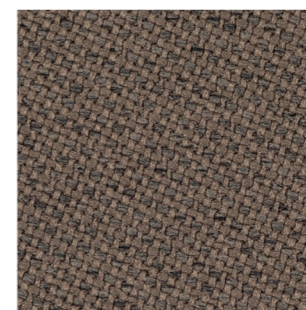
Athlon Plus 67120



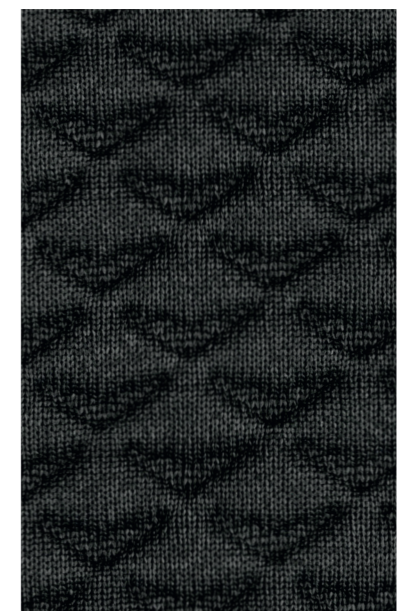
A-A005-004



Hush Stripe 25 61226



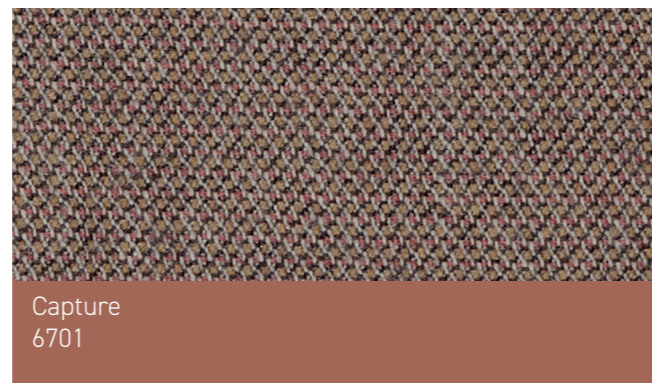
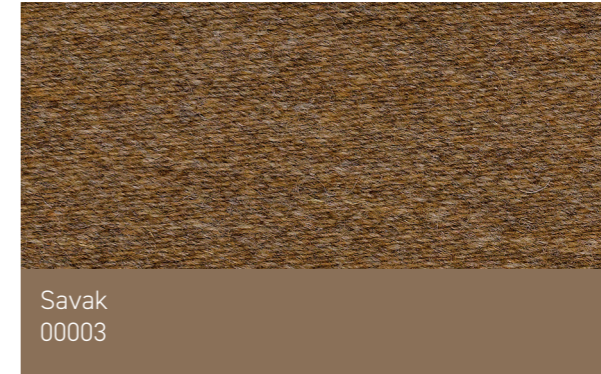
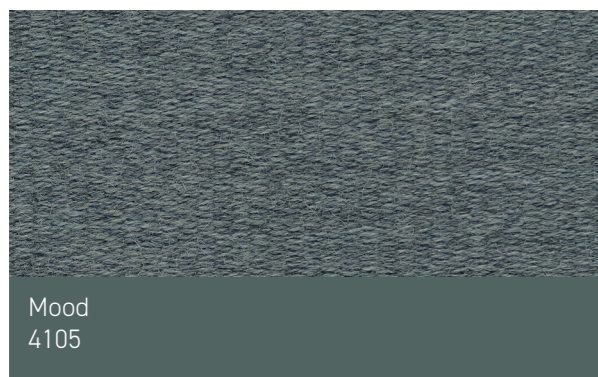
Chili 61175



C-A005-001

CrissCross 1201

# NEW MINIMALISM



Deeply rooted in the Scandinavian design legacy, NEW MINIMALISM is inspired by nature, has a renewed focus on sustainability, and fuses simplicity, ingenuity, and functionality to create harmony and beauty.

# NEW MINIMALISM

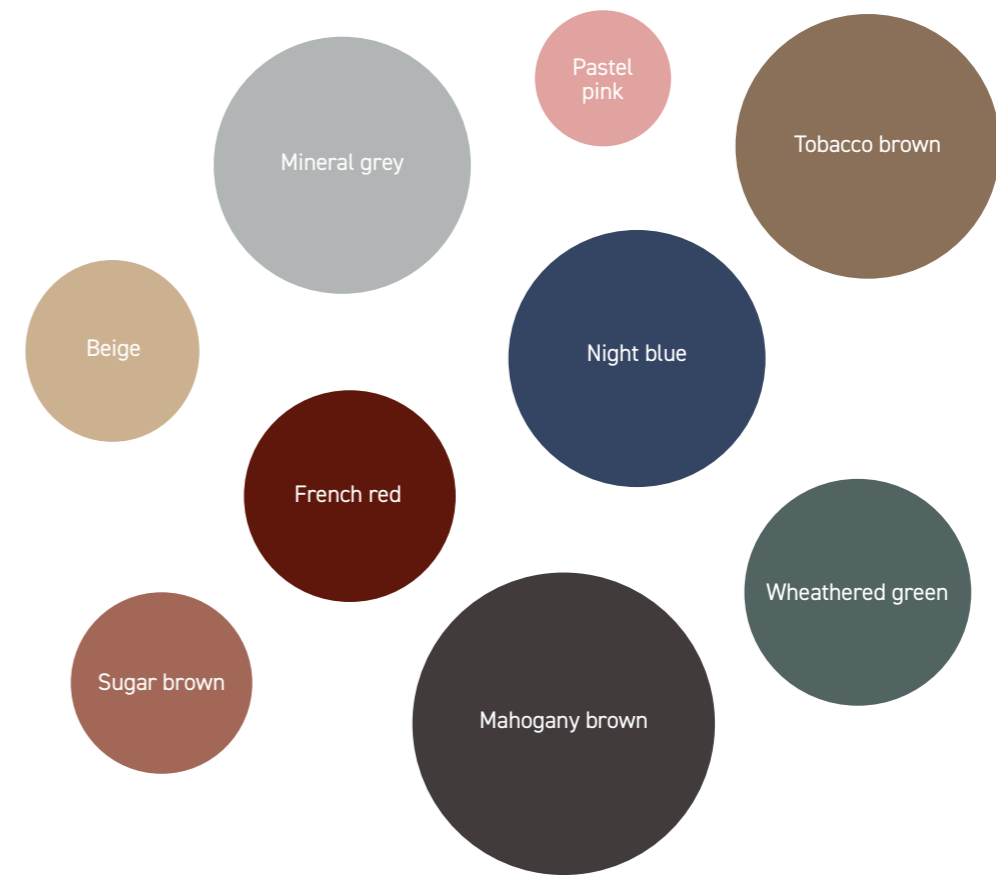
## CHARACTERISTICS

- New minimalism has deep roots in the Scandinavian design heritage
- Nature is the primary source of inspiration
- New minimalism design fuses simplicity, ingenuity, and functionality
- It is distinguished by premium sustainable materials
- It balances the perfect and the imperfect, the robust and the refined
- Warm and pure, yet bold and detailed
- Strong focus on high-quality, durable, and timeless products that are made to last
- The new minimalist workspace focuses on comfort, ergonomics, acoustics, and the well-being of the user

Colours: Calm and quiet colours, blend of cold and warm / light and dark colours, weathered colours evolving to a softer colour range, mineral greys and dark browns.

Materials: Wool and woollen blends in combination with wood, bold and detailed, raw and robust yet refined, matt materials, fibre look, natural materials.

Tone of voice: Modern simplicity, minimalistic comfort, essentials, slowing down the pace.



Savak 14005



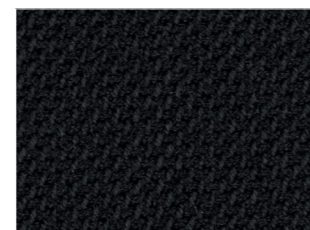
Fame 60005



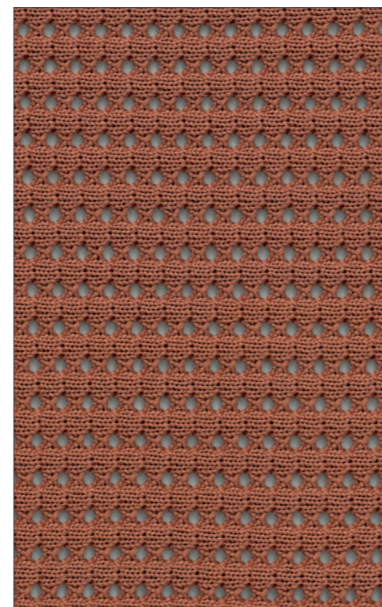
Focus Melange 60309



Savak 00003



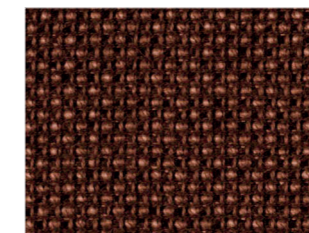
Select 60051



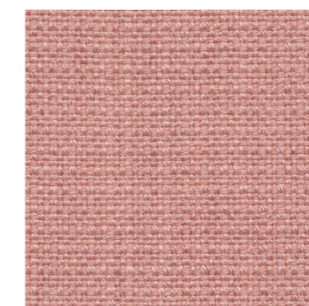
A-A003-004



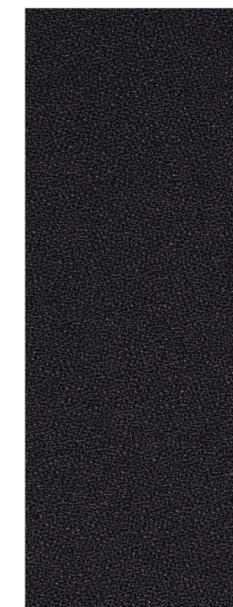
Capture 6701



Passion 7101



Crisp 4712



Gaja C2C 61113

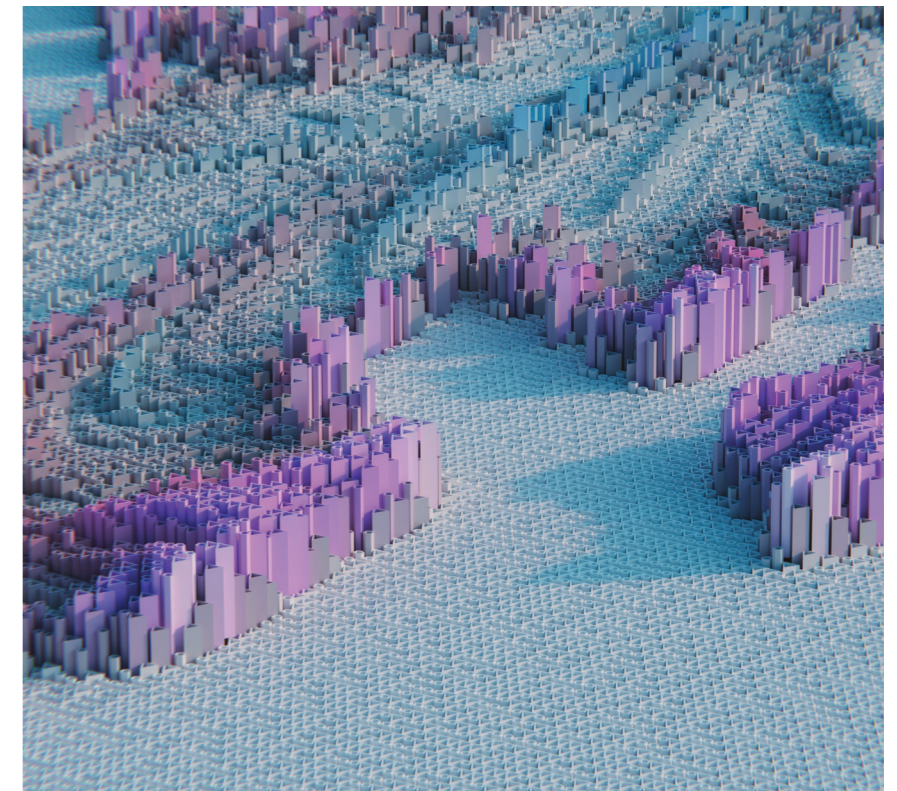
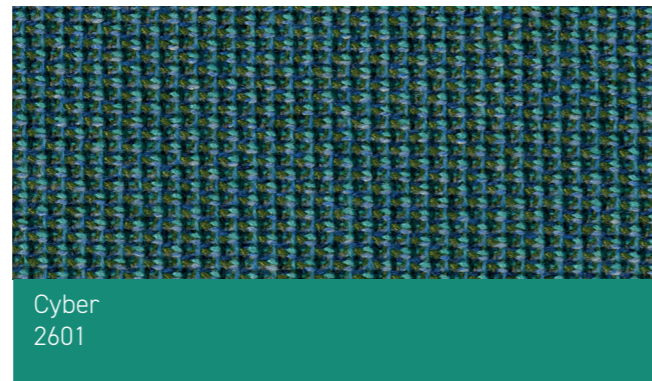
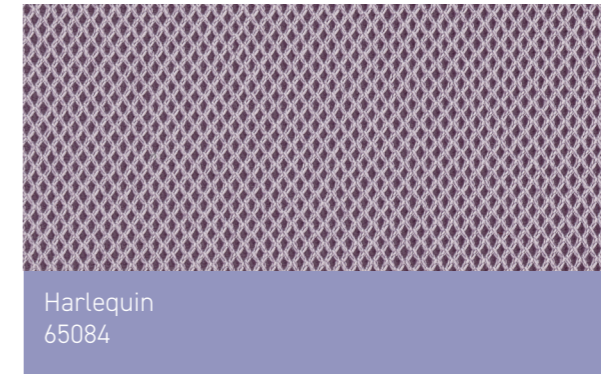
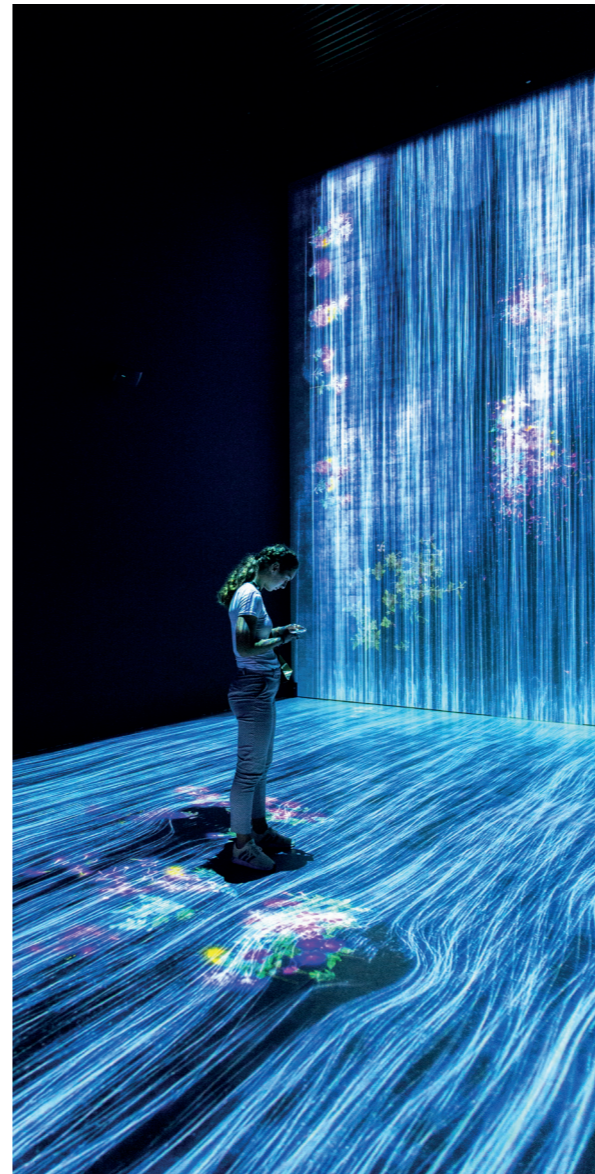
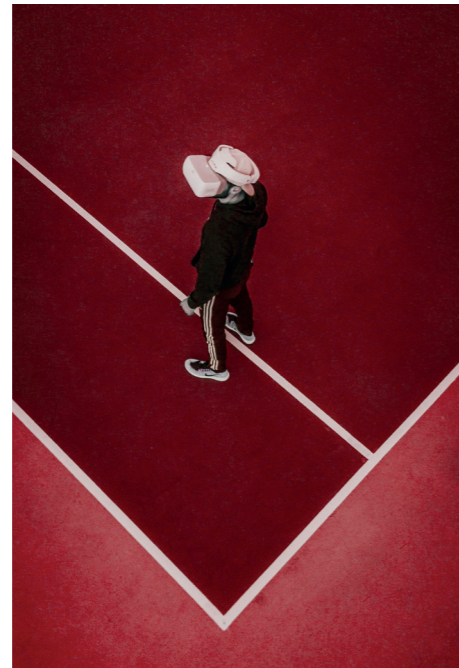


Crisp 4722



Mood 4105

# PHYGITAL



PHYGITAL is the concept of bridging the digital world with the physical, drawing on the best from both worlds to create unique, multi-sensory experiences and fundamentally improve the workplace.

# PHYGITAL

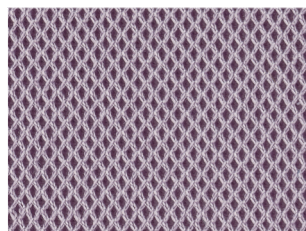
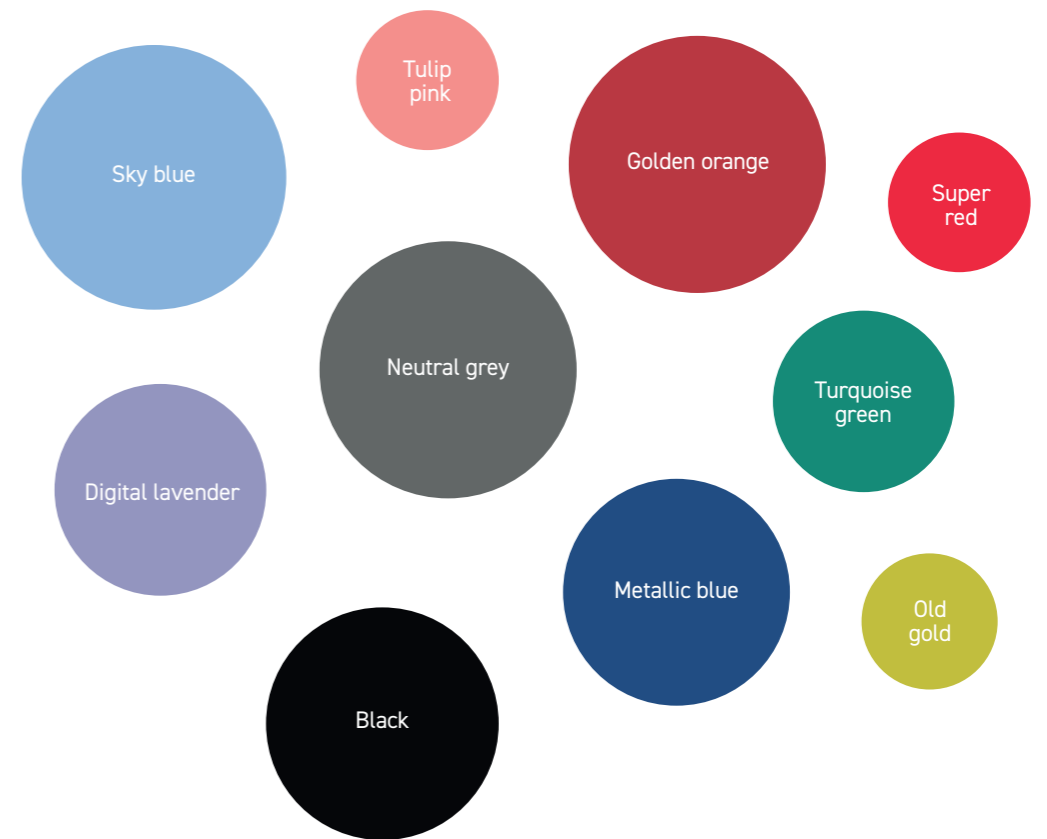
## CHARACTERISTICS

- Phygital design draws on the best from both the digital and the physical world
- It is characterised by creativity, expressiveness, and surprise
- The purpose is to create unique, multi-sensory experiences
- Fabrics offer an opportunity to create sensory journeys where haptic and visual features are combined
- Surfaces integrate shimmering effects and morphing colours
- Surfaces interact with light and play with our perception
- Surfaces are dynamic and adapt to surroundings and materials
- The phygital workspace focuses on human interaction and well-being

Colours: Vibrant colours used in bold combinations, iridescent/morphing colours, bright pastels.

Materials: Voluminous, quilted or embossed materials that enhance tactility, texture changing skins, shiny and reflective materials, fluid materials that seems wet and liquid.

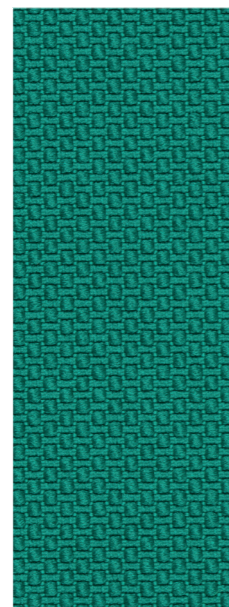
Tone of voice: A mix of the physical and digital worlds, multi-sensory experiences, blurry boundaries between physical and digital universes.



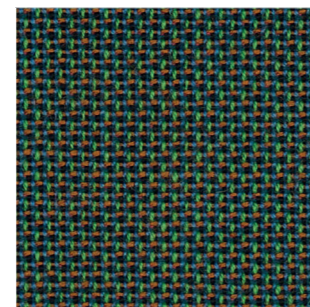
Harlequin 65084



Cyber 2601



Felicity 67081



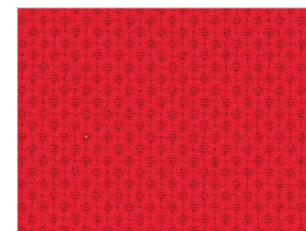
Morph 14101



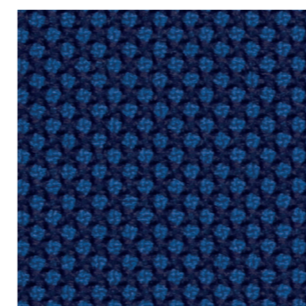
Atlantic Sq. 40 60999



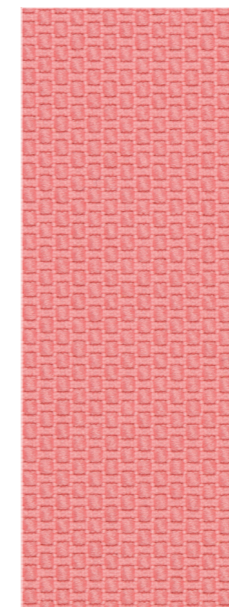
CrissCross 2002



Contour 64119



Repetto 2601



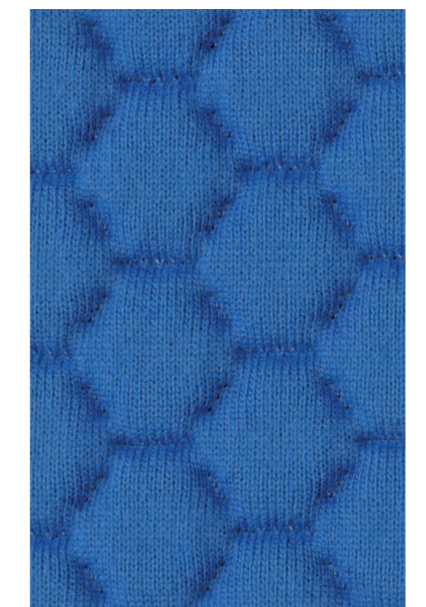
Felicity 64189



Runner 68108

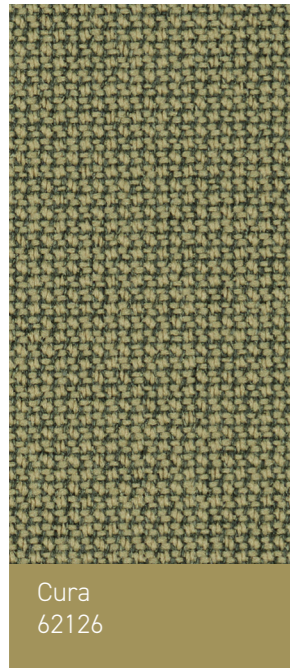


Web 4102

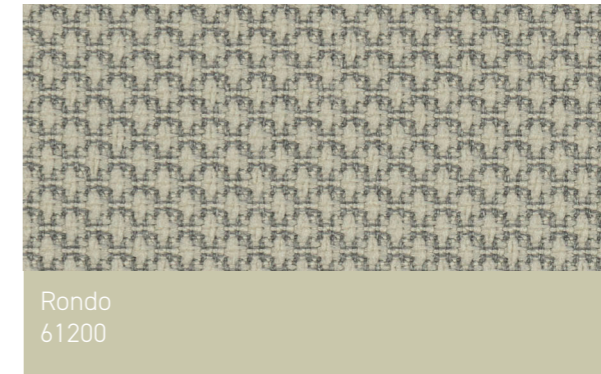
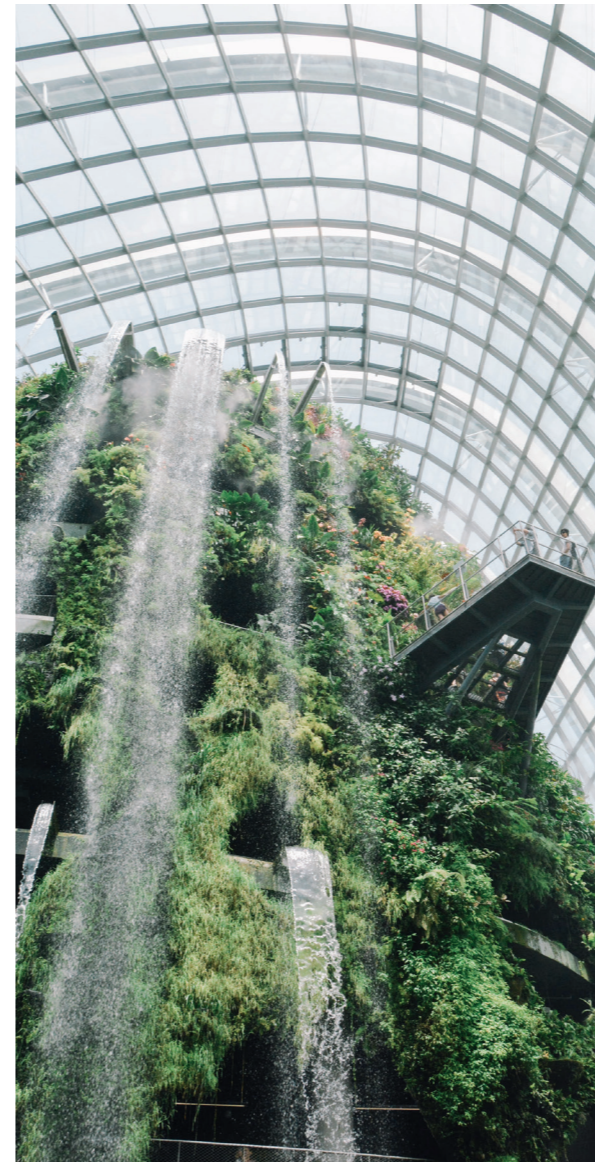


C-A008-004

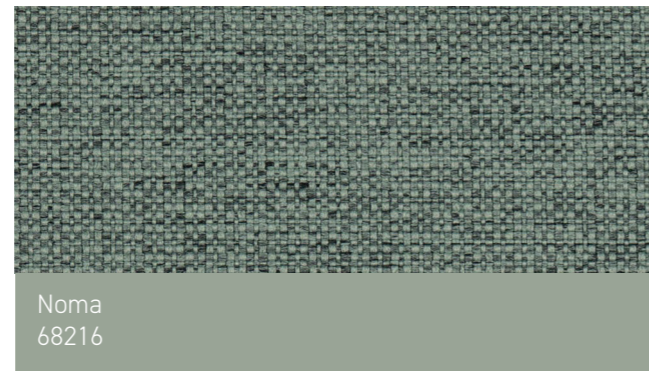
# BIOMIMICRY



Cura  
62126



Rondo  
61200



Noma  
68216



Focus Melange  
68247



BIOMIMICRY is a practice that learns from and mimics the strategies found in nature to solve human design challenges and connect us to the natural world. It is about valuing nature for what we can learn, not for what we can extract.

# BIOMIMICRY

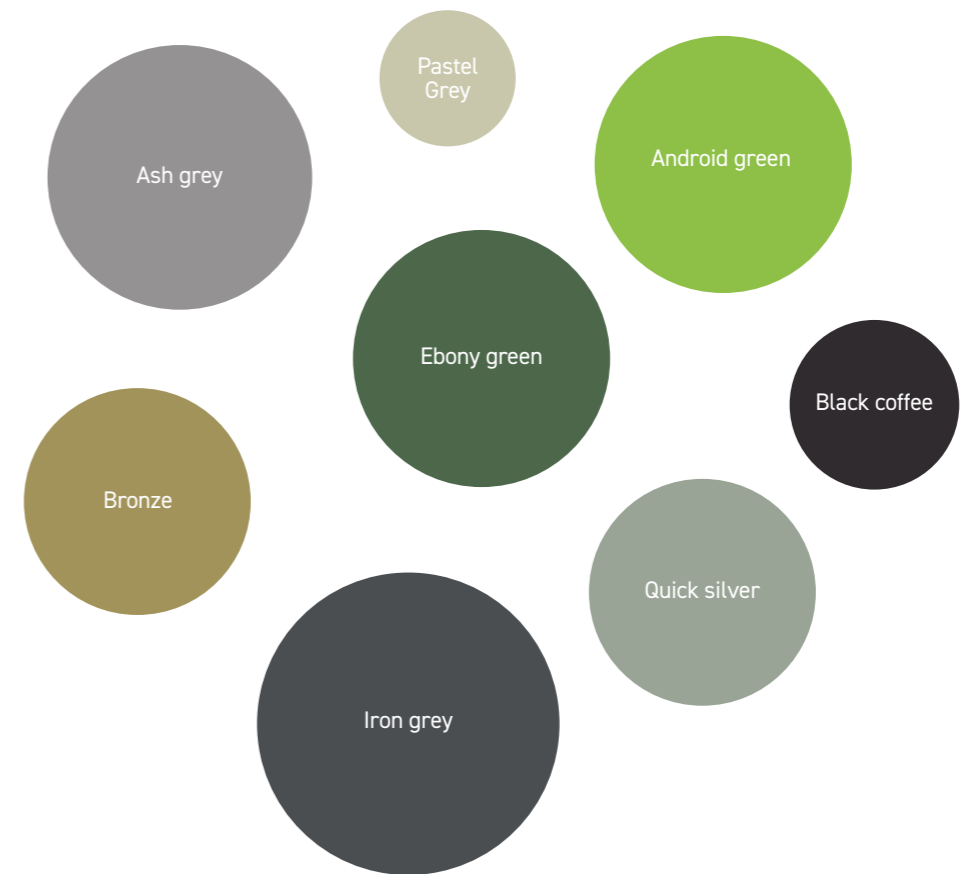
## CHARACTERISTICS

- Biomimicry means imitation of the living
- Biomimicry design mimics nature to solve design challenges
- The main idea is that for all the challenges we face, nature has a solution
- Nature is an inexhaustible source of inspiration for sustainable, close-loop, and long-lasting products
- Textures and patterns with strong references to natural elements and hybrid designs that merge natural elements with lab creations
- There is a strong focus on how to design for a sustainable future
- Focus on carbon neutrality, recycled materials, and how materials are put to use to support closed loop systems
- New technologies, materials, and production methods play a vital role in achieving a sustainable production

Colours: White and black in blends, shades of grey, from acidic yellow/green to forest greens, orange and ochre.

Materials: Recycled, biodegradable, bio-based materials, mono materials, natural and raw materials.

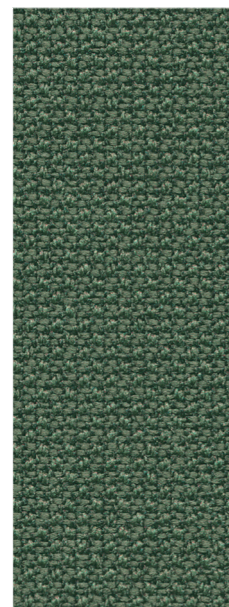
Tone of voice: Regenerative design, alternative ways of living, sustainability, and circularity.



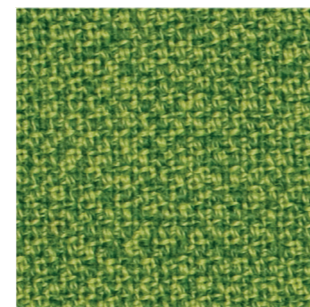
Tonal 60122



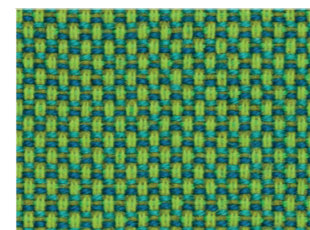
Focus Melange 68247



Cura 68182



Fame Hybrid 2801



Breeze Fusion 4841



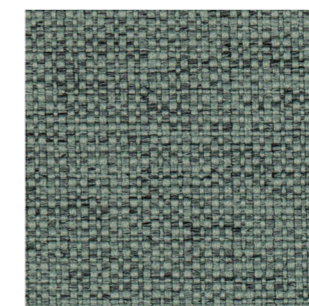
A-B002-004



Blend 2401



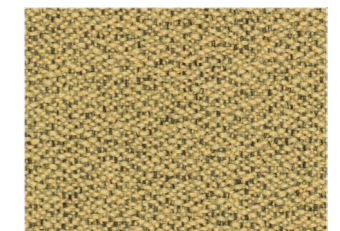
Rondo 61200



Noma 68216



B-A005-002



Mica 2496 62096



Medley 61004