

ambiente

trends 2021

emotional
love of home

continual
related to nature

renewal
notion of redo



messe frankfurt

With living spaces now more important than ever, what should our homes look like?
Three Ambiente Trends 2021, three answers.

Dreamy. Natural. In transition. The interior environment is changing – no question. Similarly, the Ambiente Trends 2021 are also very different: **emotional. love of home** puts our home in the spotlight – a comforting space where we can celebrate soothing moments in familiar surroundings. With **continual. related to nature**, nature can move in with us. Mindful and thoughtful living is beneficial because it slows down the rhythm of everyday life in a very natural way. By contrast, **renewal. notion of redo** radiates pure energy. Reforming and improvising are the focus of this creative interior theme. It encourages diversity, positive change and self-confidence.

emotional *love of home*

A home to enjoy.

In uncertain times, our home moves centre stage. Now more than ever, interior spaces are meeting functional and emotional needs. In other words, emotion is becoming a primary function. **love of home** conveys security and safety, while at the same time providing **delight** as well as scope for our personal tastes. It's a discerning theme that clears away anything that seems superfluous or too cold. It presents itself in velvety colours and carefully selected objects that create a long-term feeling of well-being: for an **intimate** and **dreamy** interior environment where we can happily spend a lot of time. It is also clearly structured, with a sense of the essential that has nothing to do with asceticism.

emotional love of home

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1 Sustainable Hand Wash by FORGO, photo Jonas Lindström Studio 2 Nest by Paula Rosales, produced by MISSANA, photo Cualiti 3 Rose duvet cover by Magniberg 4 Serie 3. Sujeto B. Brooch by Edu Tarin 5 Flora thistle by Calico 6 Bike by Peloton Interactive 7 Reversivel, designed by Martin Eisler for Tacchini 8 PalmHouse X Collection by Stefanie Hering for Hering Berlin 9 Japanese Sweets by Norihiko Kamei for KAMEHIKOWORKS 10 Sgraffito cups by Anna Sykora Porzellan 11 Tulips Table Cloth designed by Monica Förster for Träffa Träffa 12 littala X Issey Miyake glass vase for littala, photo littala 13 Hubble Bubble by Marcel Wanders for Moooi 14 Elio lamp by soft-geometry 15 Arkade Chair designed by Nanna Ditzel for Brdr. Krüger 16 Notes trays Cruso by Julien Renault 17 Book of Wisdom by OLIVIA LEE for Bynd Artisan capsule collection 18 Bastille tables designed by Jonas Wagell for Mitab

colours

Warm vintage colours such as peach, blush, washed-out forget-me-not blue, nude and nectar yellow create a **comforting**, intimate atmosphere. **Reminiscent** of brightly coloured summer meadows, wrapped in rich golden sunlight, come to mind. These **soothing** colours with their nostalgic appeal are outlined by radiant white, dark liquorice and mint, which bring freshness, clarity and structure.



Pantone
432 C

Pantone
19 - 3918 TCX

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000 C

Pantone
11 - 1001 TCX

Pantone
406 C

Pantone
13 - 5304 TCX

Pantone
5005 C

Pantone
17 - 1609 TCX

Pantone
573 C

Pantone
13 - 6008 TCX

Pantone
486 C

Pantone
16 - 1329 TCX

Pantone
2007 C

Pantone
15 - 1046 TCX

Pantone
645 C

Pantone
16 - 4120 TCX

emotional *love of home*



materials

The materials, too, radiate well-being and **comfort**. Floral decorations and romantic motifs offer an invitation to dream in the here and now. The look is cosy and **pleasing**, but not too luxurious – simply **suitable** for the setting. Straightforward but sophisticated: cushions and throws with ruffled trims, glass vases with iridescent surfaces.

emotional
love of home

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love of home focuses on the place where we not only enjoy a good night's sleep. It's also where we may work on project costings in our home office, practice yoga with our online teacher, share dinner with the whole family and, possibly, celebrate a Japanese tea ceremony at a lovingly set table. The interior experience is rounded off by our favourite room fragrance, which, with its selected essences, continually reminds us where we are – at home.

continual
related to nature

Living with **mindfulness**
and awareness.

An interior theme that feels completely **natural**. **related to nature** transforms the experience of nature into a home whose rhythm beats more **slowly** and thoughtfully. We carefully curate what we allow to move in with us. We pay more detailed attention to the little things. And we enjoy life as we encounter it. We opt for **reality** instead of high-gloss aesthetics. The colours and **alternative** materials of this interior theme allow the creation of an almost natural environment. Conversely, the urge to experience the natural world means that the focus of our lives now extends outside. The terrace, balcony and garden as well as public parks, meadows and forests are gaining in importance and are seen as additional living spaces.

continual related to nature

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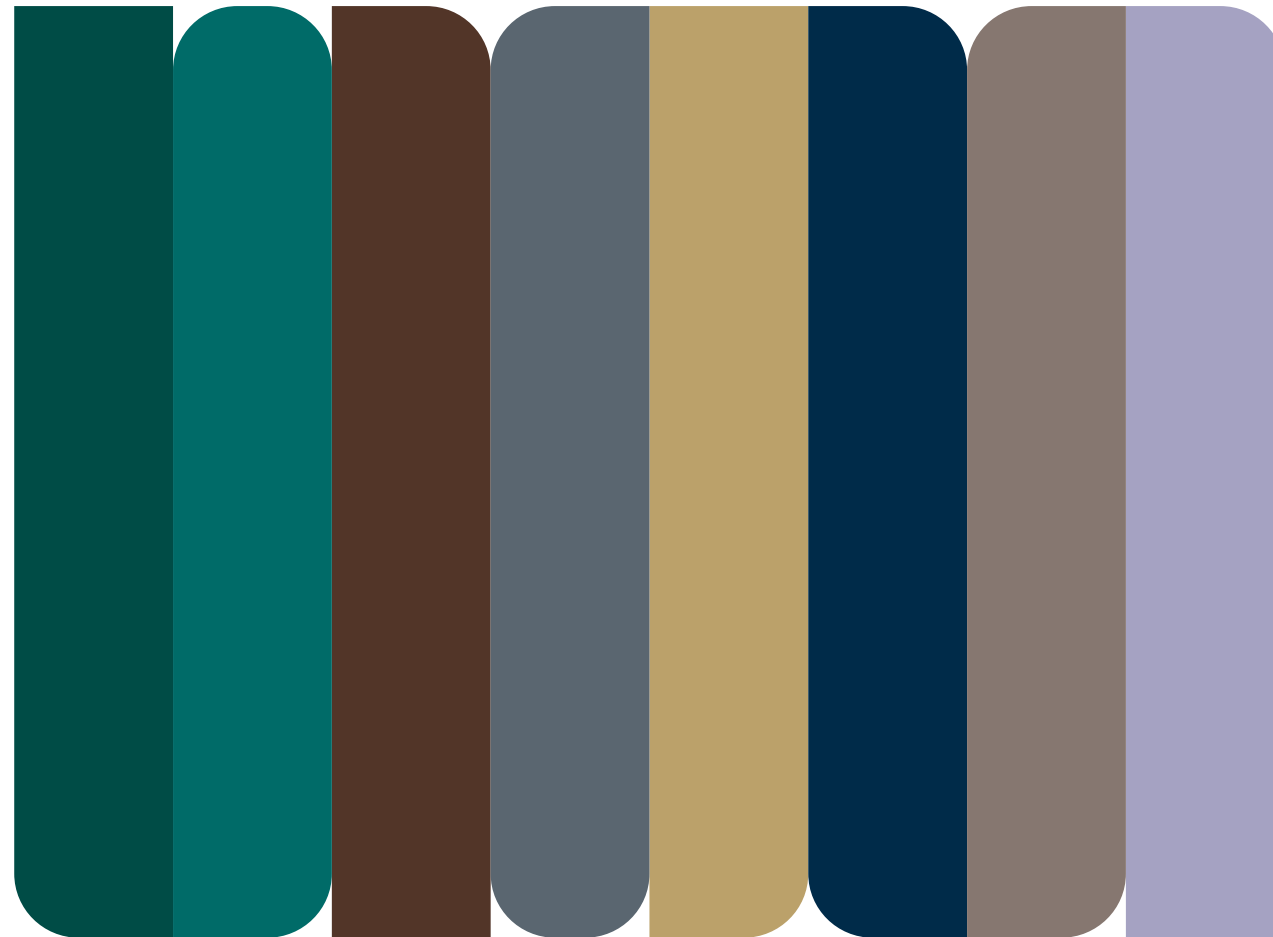


0 Archive/example 1 Strå Heymat+ collection, design by Kristine Five Melvær for Heymat 2 Bowl with Bog Myrtle by Joe Hogan for Joe Hogan Baskets 3 Sofa Oh it rains! by Philippe Starck for B&B Italia Outdoor 4 Forgotten Collection, Second Edition - Vessels by Studio Lapatsch Unger 5 Levanto Centerpiece by Bizarro 6 Mussel Shell Lidded Pot by Chloé Rosetta Bell, photo Maria Bell 7 Sasso Serving Tray, design by Nao Tamura for hem, photo Mikael Lundblad 8 NEW EKO Bowl by Cookplay 9 Textured wooden brushes by Grain & Knot 10 Nappula collection, design by Matti Klenell for Iittala, photo Iittala 11 Bowl by Christiane Wilhelm Keramik, photo Dieter Hammer 12 GLASS LUNCH BOWL by black+blum 13 Update snackit small by KAHLA

continual *related to nature*

colours

Our homes are literally becoming greener. The palette in this interior theme ranges from a strong moss tone, earthy brown and grey to natural shades of green. It awakens an organic experience of nature in all its diversity. Desaturated tones such as blue and lavender fit well here, providing a calm and harmonious framework for the strong colours.



Pantone
3302 C

Pantone
19 - 4818 TCX

Pantone
7719 C

Pantone
18 - 5619 TCX

Pantone
476 C

Pantone
19 - 1213 TCX

Pantone
431 C

Pantone
18 - 5105 TCX

Pantone
451 C

Pantone
17 - 0625 TCX

Pantone
7463 C

Pantone
19 - 3938 TCX

Pantone
Warm Gray 9 C

Pantone
17 - 1212 TCX

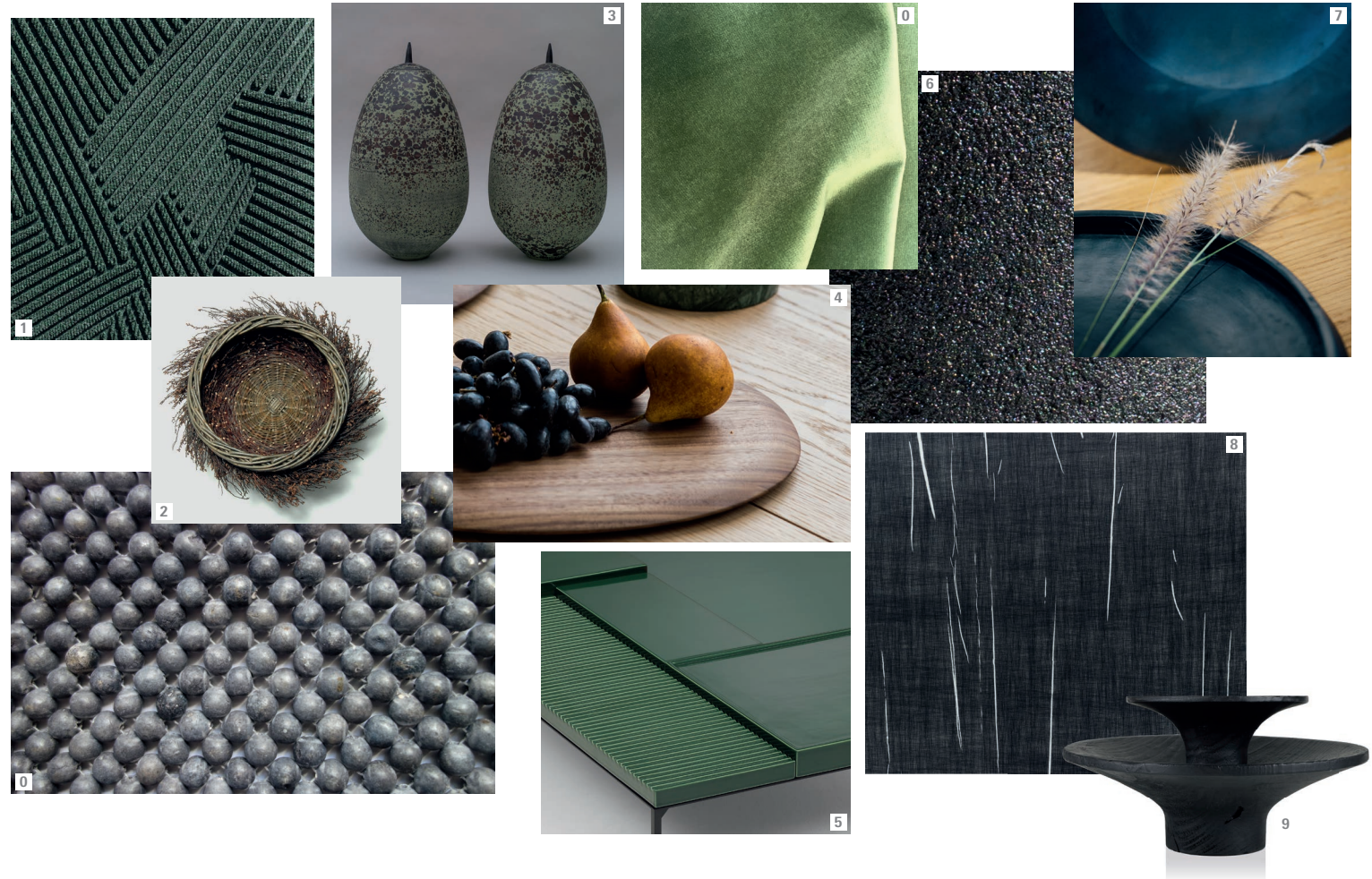
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7445 C

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16 - 3810 TCX

continual *related to nature*

materials

The influence of nature can be seen in every single fibre and in every single structure of this interior theme – and takes two different forms. In some cases, the elements reveal their particularly wild side and leave clearly visible traces in the material. Coarse fabrics, artistically glazed finishes and deliberately imperfect surfaces are clear examples of this form, which despite its rough appearance is perfectly **crafted**. In other cases, the theme is more austere and unadorned – take, for example, the immaculately smooth wood surfaces. Recently developed, **biological** materials create sustainability through innovation. They also come without any toxic elements and can easily be reused if necessary.



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Real-life aesthetics are the key here. In **related to nature** it's not just the materials that are as **natural** as possible. The way in which interiors are presented has also changed. Now we no longer just show what our home looks like, we also give a narrative. Kitchen gadgets are displayed in action, interior accessories are presented with people like you and me. And beautiful cookware no longer hides in the cupboard but is now allowed to take its place permanently on the table. Very **real**, very authentic.

renewal *notion of redo*

For an energy-charged home.

With the future seeming vague and uncertain, we make it tangible – by trying out innovative ideas here and now, upcycling and **reforming**. **notion of redo** is all about renewal. An interior theme that is just bubbling with energy. Designers provide inspiration for our homes with **exciting creativity** and invite us to look at things from a refreshingly new perspective. With bold colours and interesting new materials. **Improvisation** is definitely encouraged. Even designer pieces now display a casual **DIY attitude**. Surprise and humour play a particularly important role in this heterogeneous mix.

renewal notion of redo

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0 Archive/example 1 Chocolate Factory by Placiet 2 Canopy Collection with RÆBURN for LAYER 3 Totem Bench N° 1 by Vadim Kibardin for KIBARDIN Design Studio 4 my Afram bike by my Boo 5 Roll Pack / Bananatex® by QWSTION International 6 Ott / Another paradigmatic ceramic by Studio Yoon Seok-Hyeon, photo Ronald Smits 7 WTR-002-GBR by Sammlung Walter, photo Jonas Fischer 8 Canopy Bed and Mesa Bowl by CAT PERSON for LAYER 9 Coloured Incalmo Glass by Jochen Holz, photo by Angus Mill 10 Coasters, platters and boards by Weez & Merl 11 WARD-BLEND for Ward Wijnant, photo Ronald Smits 12 Twisted-candleholder by Werkwaardig for Ward Wijnant, photo Werkwaardig 13 Twisted blue armrest chair by Ward Wijnant, photo John van Groenedaal 14 CYCLO:ONE by Cyclo Technology 15 WTR-002-B by Sammlung Walter, photo Isabella Hager 16 Low Tide Collection Sebæe Vessel by Wang & Söderström, photo Wang & Söderström

renewal *notion of redo*

colours

These exciting and invigorating colours are bursting with confidence. Dark crimson, bright sun red, sky violet, pink and orange unfold before us like a magical sunset. This energy cocktail is complemented by fresh algal blue-green, cloud grey and ocean blue. A colour palette for the courageous and determined that inspires positive diversity.



Pantone
1817 C

Pantone
19 - 1525 TCX

Pantone
179 C

Pantone
17 - 1562 TCX

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7679 C

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19 - 3542 TCX

Pantone
7438 C

Pantone
14 - 3209 TCX

Pantone
569 C

Pantone
17 - 5430 TCX

Pantone
1585 C

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17 - 1350 TCX

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428 C

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14 - 4502 TCX

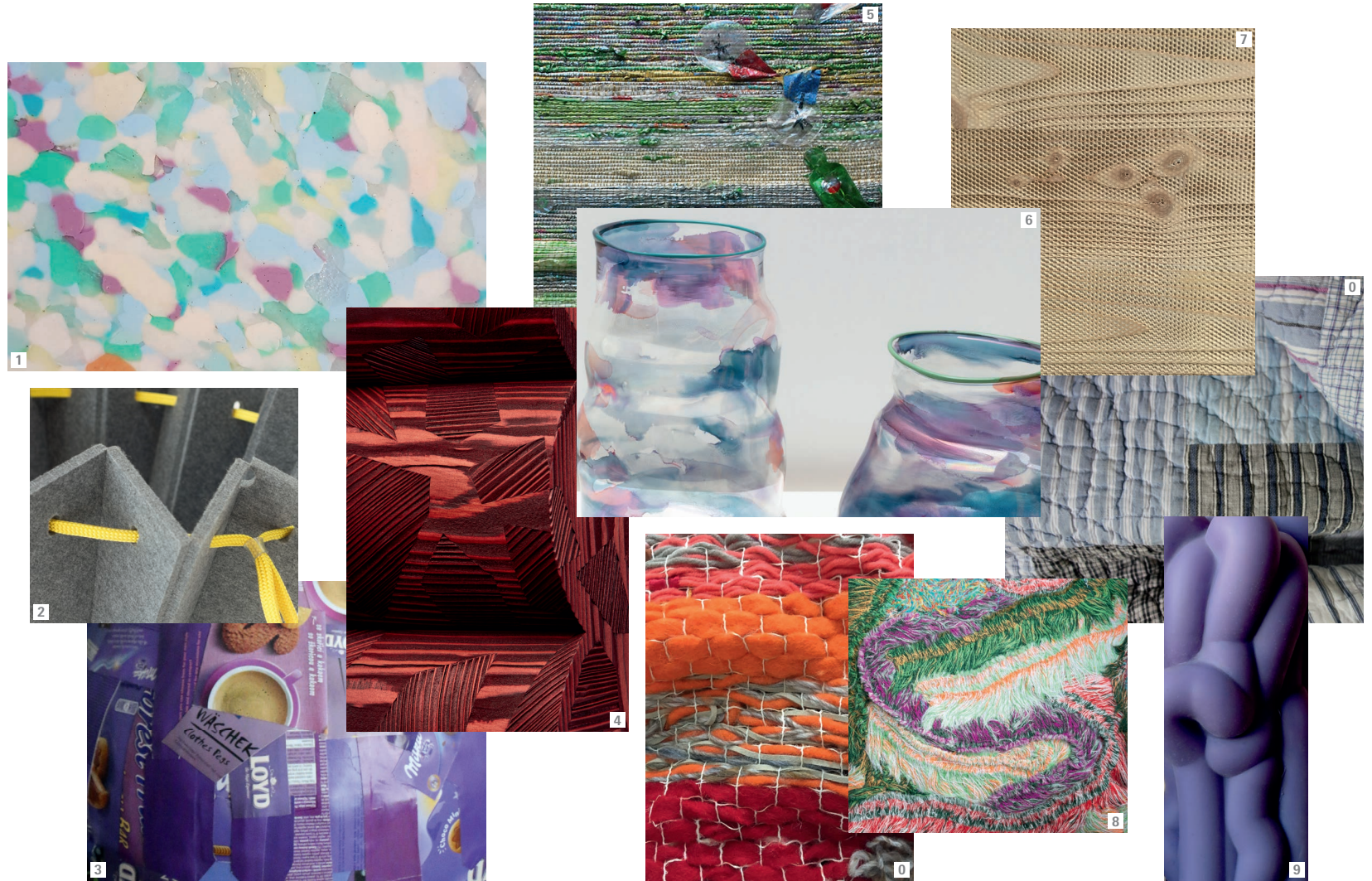
Pantone
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renewal *notion of redo*

materials

This interior theme is taking big steps towards a future that will lift upcycling and sustainability to a new dimension. Its designers are already taking the lead. With so much stimulating creativity, it's impossible not to get carried away. Wood and plastic waste, brightly coloured glass and textiles are suddenly transformed into exciting collages in new contexts. Irregularity is allowed – and demanded. This interior theme presents familiar materials in a way we've never seen before.



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Mobility is taking on a completely new form in our current times. We want to remain in situ but stay mobile, we want to discover and retake the streets and towns on our own doorstep. **notion of redo** addresses this need. Bicycles, rucksacks and helmets are now virtually part of our home furnishings: functional as well as attractive – and often made from **upcycled** materials. We see the whole family now spending much more time together. Our homes haven't looked so colourful, heterogeneous and full of energy in ages.

stilbüro bora.herke.palmisano

What moves people in extraordinary times? And how do they want to live and enjoy themselves in the future? This year, something other than global travel is required when it comes to analysing moods and needs and distilling reliable, concise trend forecasts. With decades of experience and outstanding professional expertise, stilbüro bora.herke.palmisano acts as a sensitive barometer of what is happening now and what is to come. Where major design venues remain closed, the trend forecasters have taken to visiting designers and key industry players virtually – and gained exclusive insights that provide valuable orientation and inspiration for the consumer goods industry as well as for Ambiente.



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