

Heimtextil Trend 2009/2010: First Time in Magazine-Format and with 6 Trend Topics

The book to the Heimtextil Trend 2009/2010 „Expect the Unexpected“ has been issued from the Messe Frankfurt Exhibition GmbH for the first time in the new magazine format (66 pages, protective charge 40 Euro), elaborately designed and with many colorful pictures. Conceived and designed was the trend book this year by the stijlinstituut amsterdam – member of the international Trendtable. Collages, illustrations and images of furnishing scenarios visualize and explain the trend prognosis (www.heimtextil-trends.com) for the upcoming 18 months. Journalistic articles go for the first time into design-based subjects.

Completed is the book by an added poster with perforated color cards which show the trend currents in word and picture, short and clear. The cards become this way the optimal working material for the designer, since they can tear off strips with the whole color range as well as single colors and use it for their own collages. The color cards are also for the first time not only coded in the Pantone-colors, but at the same time, used especially with the interior and contract furnishers, in the Natural Color System (NCS), which is based on the four principal colors yellow, green, red and blue.

The Heimtextil, international trade fair for Home and Contract Textiles in Frankfurt am Main (www.heimtextil.messefrankfurt.com) from 14 to 17 January 2009, shows with the trend presentation and the innovative trend book as the first branch fair in the year definite orientation factors for the representatives of the branches. After the greeting of the nearly 300 designers, product developers, Heimtextil-producers and representatives of the media

by Detlef Braun, managing director Textile Fairs, Frankfurt Fair, the latest trends - six trend themes – were presented by Anne Marie Commandeur from the stijlinstituut amsterdam as a screen projector show, at the end of the fair association "Decorate Life" on 7 Juli in the Europa-Saal in Hall 4 on the fair area.

The Trendtable-circle has expanded this year. To the design offices Alvisi e Alvisi – www.alvisi.it (Como/Italy), bora.herke stilbüro – www.bora-herke.de (Germany), Carlin International – www.carlin-international.com (France) and stijlinstituut amsterdam – www.stijlinstituut.nl, having worked on the Heimtextil Trend last year, came the Japanese design office DAN Projekt – www.dan-web.net of the young designer Dan Namura in Tokyo and The Future Laboratory – www.thefuturelaboratory.com from London. A personal concern of the Trendtable-members is the closing formula of the new trend book "Saving the Planet is not a bad Idea".

Anne Marie Commandeur commented this as follows: "Ecological awareness has established itself fast in the design branch. The insight that our raw materials are limited characterizes the design process in development, production and presentation. If this eco-ethical approach should become embossed in the design-DNA we could become witnesses to an undreamt-of progress. When we exploit our Earth we rob us and the future generations of a vibrant, healthy and inspiring environment. Time to open your eyes and to take measures to get back to the basics, which, however, does not mean that for the rest of our life we have to lock ourselves in a cabin in the woods and chew on homegrown vegetables.

Wandering off into the wilderness unequipped and unprepared is not a realistic option, changing the course of creativity is!

Cleaning-up starts with re-shuffling the wastelands of previous production that forgot to think ahead. E.g. recycling opens up many different alleys towards a better order. New technologies breathe second life into vintage and heritage without turning the world into a dusty museum of mankind. Seemingly randomly found and collected items are fused together to create entirely new shapes and

serve new purposes. Production already makes allowances for future recycling by integrating it as a natural part of its lifecycle". This new ecological awareness of the design branch shows now in the six new Heimtextil-trends 2009/2010: "Illusionist (surreal shapes), Time Traveller (heritage), Fortune Teller (folklore), Alchemist (sculpture), Witchcraft (mimicry in nature), Enchanted (plastic fantasy)".

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