

Press release

September 2021

Next Horizons: Heimtextil presents the 2022/23 trends

Stefan Jakob
Tel. +49 69 7575 5822
stefan.jakob@messefrankfurt.com
www.messefrankfurt.com
www.heimtextil.messefrankfurt.com

With “Next Horizons”, Heimtextil is presenting its design forecast for the new season 2022/23 – analysed by international trend researchers and packed with valuable inspiration and inspiring content. The new trend themes take sustainability and resource conservation in the heart of their approach. The international trade fair for home and contract textiles takes place from 11 to 14 January 2022 in Frankfurt am Main.

Three international design agencies form the Heimtextil Trend Council. Together, they develop a well-founded global vision of the coming interior trends. Alongside the Heimtextil Trend Council, Heimtextil management has established a trend forecast for the coming season and presented it live via an online conference on 1 September 2021 from Frankfurt am Main. Trend Council members Anja Bisgaard Gaede from SPOTT trends & business, Anne Marie Commandeur from Stiljinstituut Amsterdam and Kate Franklin and Caroline Till from London studio FranklinTill shared their insights into the future of the industry. Designers, interior architects and decorators get inspired by the design forecast for the new season.

Next Horizons: long-term and circular mindset

The Next Horizons are not a fixed goal or a finish line – they are mindsets. These are made up of long-term thinking, accepting that the best way to impact the world is simply not to. Paradoxically, we have begun our transition to sustainability by addressing the problems within our manufactured system instead of transforming our approach to not create waste or imbalance. Transforming our nexus begins with accepting our economies are embedded within nature. The composition of design should be accessed, made and recirculated in tune with a long-term and circular mindset and simply not create waste. The Heimtextil Trends 22/23 “Deep Nature”, “Hyper Nature”, “Beyond Identity” and “Empowered Identity” explore these new mindsets for “Next Horizons”.

Heimtextil Trends in a new digital format

With “Next Horizons”, Heimtextil is breaking new ground and, for the first time, making trend information fully available in a digital format. The brand-new online platform of Heimtextil (www.heimtextil-trends.com) introduces the trends richly illustrated via colours, short films, bespoke imagery, key designer features and a soundtrack. The new online platform and all trend activities are directed by SPOTT trends & business from Denmark.

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

The Future Materials Library is now digital

Curated by Futures Agency FranklinTill, The Future Materials Library was launched in 2020 and is now available online at www.heimtextil-trends.com/future. This collection of exciting interior material innovations from around the world celebrates radical designers, innovative manufacturers and environmentally conscious producers who are helping to turn the current, linear system of production and consumption into a circular model.

Sustainably designed Trend Space

Designed by Danish space design studio MODUS A/S together with SPOTT trends & business, the 2022 Trend Space embodies the overarching theme with its commitment to the Heimtextil Material Manifesto in repurposing materials during build. The task is to produce as little waste as possible, to use recyclable materials and thus keep the ecological footprint as low as possible.

Heimtextil Trends 22/23 – overview

Deep Nature – Rebalance by relearning

“Deep Nature” explores our ecosystem’s strategies: it’s our legacy and future all at once. We need to relearn and give into untamed texture, slow process, natural structures and living colours. “Deep Nature” is a long-term transformation and relearning process which gives us the ability to rebalance the natural world for a regenerative future. The colour scale for “Deep Nature” has a harmonious and soft expression used for untamed patternmaking. Mouldy, herbal tones and delicate tones of blue and rouge create a calm, tonal, and earthy approach.

Hyper Nature – Reconnect with nature via technology

“Hyper Nature” is about reconnecting to nature through technology. The theme is a digital facilitator of nature’s blueprint, fusing technology and nature for a protopia state and creating a better tomorrow step by step. Responsive materials, technical fibres, fluid patterns and microscopic structure describes materials and textiles for “Hyper Nature”. Bioscience brings inspiration to colours of both bright and lucid and blurred nuances of green and grey. Reflections and artificial light create new perceptions of nature-based colours. Coral, salmon and light raspberry are highlights.

Beyond Identity – Values more than physical attributes

“Beyond Identity” addresses the future with hopeful messages and soft and powerful defiance toward existing norms, leaving identity in flux. For the world of home interiors and textiles “Beyond Identity” works with recycled synthetic fabric, vintage silk and satin, natural-coloured textiles and new cellulose-based textiles. They are formed via the uncontrolled colouration process of a pastel-coloured look resembling the constant flux of identity. The colours scale for “Beyond Identity” features a range of pastels, complemented with a familiar grey and pale khaki as muted transferral colours.

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Empowered Identity – Empower artisanship to sustain culture

“Empower Identity” is about creating sustainable cultural connections, renewing artisan sources of inspiration in a collaborative way.

Empowering Identity encourages forming new connections between heritage cultures and future generations. Recycled and heritage textiles combined with textile craft techniques as tufting, embroidered appliqué and Cross-stitch are in focus in “Empower Identity”. Primary colours resemble their colour pigment origins to support the heritage expression of the theme. Sparks of coral and a greyed lilac accompany these primary tones. Multi-coloured usage is key.

Press information and images:

www.heimtextil.messefrankfurt.com/journalisten

Online:

www.heimtextil.messefrankfurt.com

www.heimtextil-trends.com

www.heimtextil-trends.com/future

www.instagram.com/heimtextil

www.facebook.com/heimtextil

www.twitter.com/heimtextil

www.youtube.com/heimtextil

Newsroom:

Information from the international textile industry and about global textile trade fairs by Messe Frankfurt: www.texpertise-network.com

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

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