

EFG Trend Watch 2018

Salone del Mobile Milano



European Furniture Group



Entrance GUBI

Salone del Mobile. Milano 2018

The first Salone Internazionale del Mobile di Milano took place in 1961. Now 56 years later, the fair now plays host to almost 2,500 global companies, 700 designers and an average of 270,000 visitors from over 150 countries.

Zona Tortona, also called Tortona Design Week, is an integrated communications project promoting the events, installations and projects that are taking place in the Tortona district during the Fuorisalone event.

Brera Design District is Italy's most important district for the promotion of design, an international point of reference and a centre of Milan's creative, commercial and cultural development. It is the area where all the showrooms of the most important design brands are placed.

Ventura Lambrate in the last few years became an interesting place to visit during the design week, because it is reserved to the new generations of young designers. Ventura Projects are curated exhibition areas that present the latest developments at the forefront of contemporary design.

Rossano Orlandi is one of the most important collectors of design pieces. She has her own gallery in Milan and open up her doors for visitors during the design week. Its a must to be there.

Inside Out

Tianyi Shi Design



Salone sattelite presented a lot of Asian designers.



2017 green plants
2018 Flowers flowers flowers. Like a botanic garden



COLOR

COLOR YIELDS PERSONALITY

Il bianco è apertura. Il rosa è una forza morbida. Il giallo è magia. Il nero è essenzialità. Il colore è emozione resa visibile.

White is openness. Pink is soft strength. Yellow is magic. Black is essential. Color is emotion made visible.

Colours

Milan this year was overloaded with colours. The eighties still present and now turning into a more cartoonish colour type. Like the basic colours for kids. LEGO and Mickey mouse. We have seen it before (Studio line products from 1980)

Shades of red appeared in many accents alone or in combination of yellow and pink. Deep red used independently among other accent colours. Pastels were seen but less than last year.

Yellow appears is often used as a strong accent colour to give the interior a sophistic light.

Warm grey is still an important tone. A neutral tone that allows only specific combinations to work.

The tone are set based on the RAL colours, a limited range for lacquering metal and wood. This merges all the different brand together in a funny way.

COLOURS



Offecct



Kartell and Laufen



Foscarini



Arper

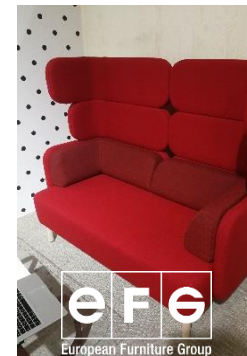
COLOURS



Montana



Jonas Ihreborn



COLOURS



Magis



Capellini



Capellini



Moroso

COLOURS



Magis

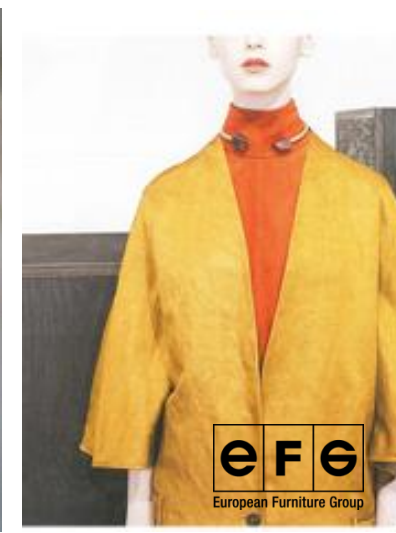
COLOURS



HEMMA



Vitra



Velvet



Shapes and materials

Circular and curvy sofas and chairs, lighting and coffee tables

Shaped organic furniture are back in a big way.

Geometric patterns in cabinets, coffee and centre tables.

80s tubular metal chairs, thick and clumsy

Fringe on tables and seating. Its fun!

Ceramics with faces and in odd shapes. Wow

Coloured mirrors and glass

Bold, colourful area rugs

Marble, marble and more marble - in different colours

Bold big lamps

Lighting designers playing a lot now with shadows. Its not only the lamp they design

Bathrooms and kitchens have gone black

Plants disappeared, fresh flowers are back

Shapes



Shapes



Moroso



Jl



BlåStation

Shapes



SWISS
Designed by: Studio 66

ICT
Designed by: Arne Jacobsen

Shapes



Heavy tubes



Heavy tubes



MEMMA



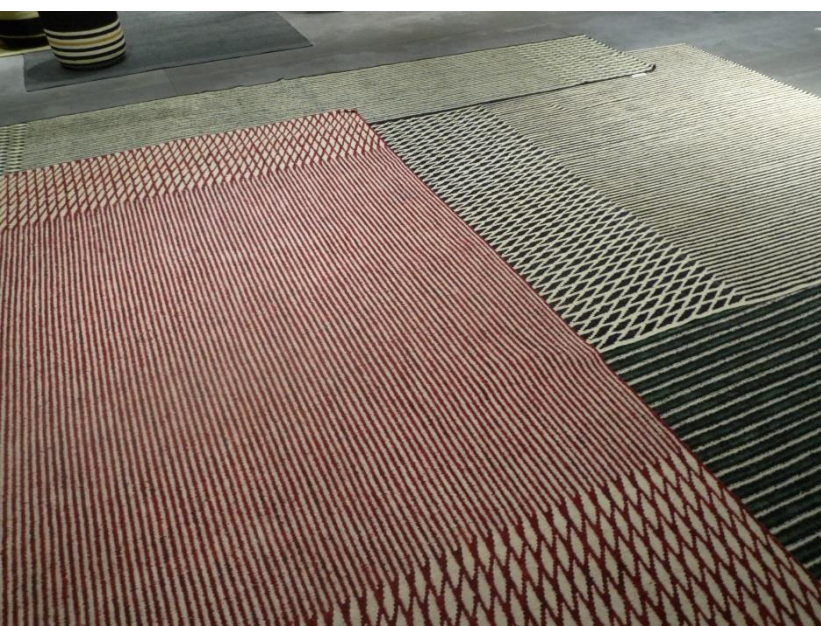
Jonas Ihreborn

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Layer on layer



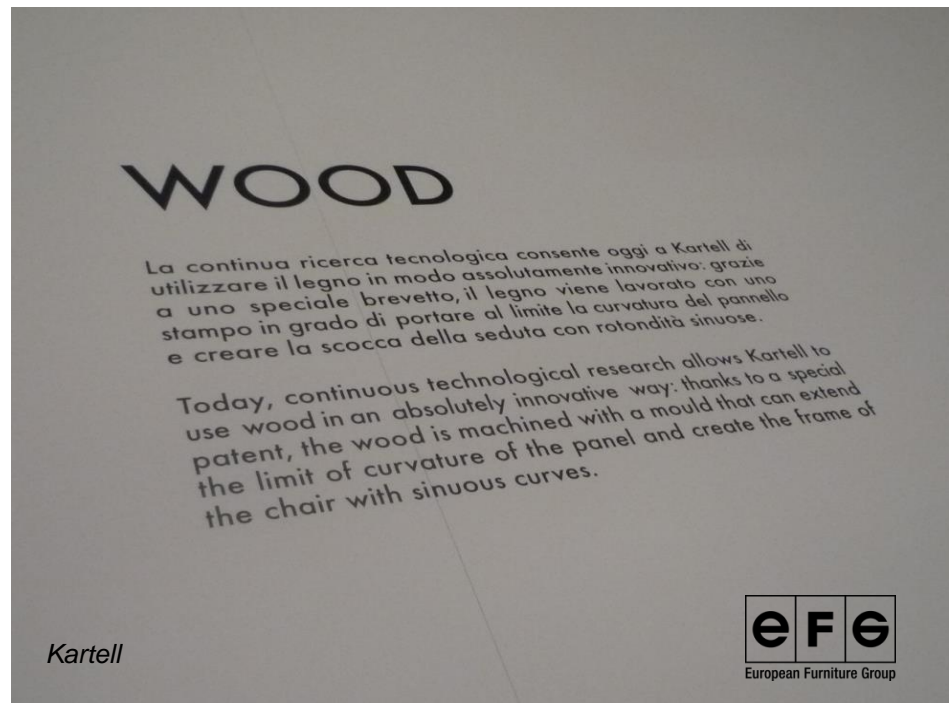
Pattern



Texture



Natural and tech mix

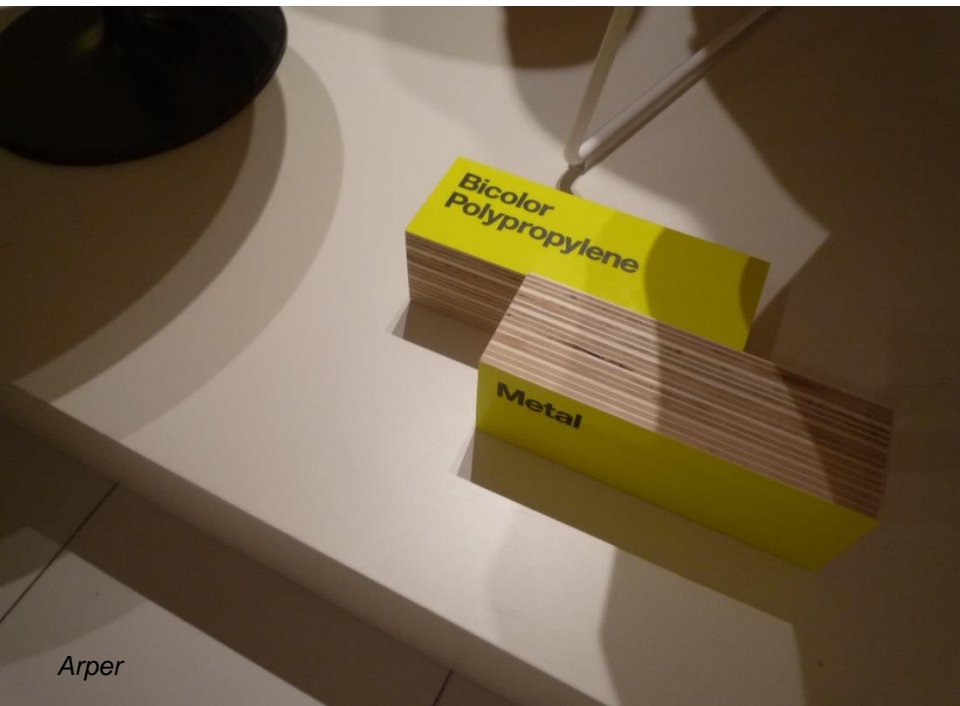
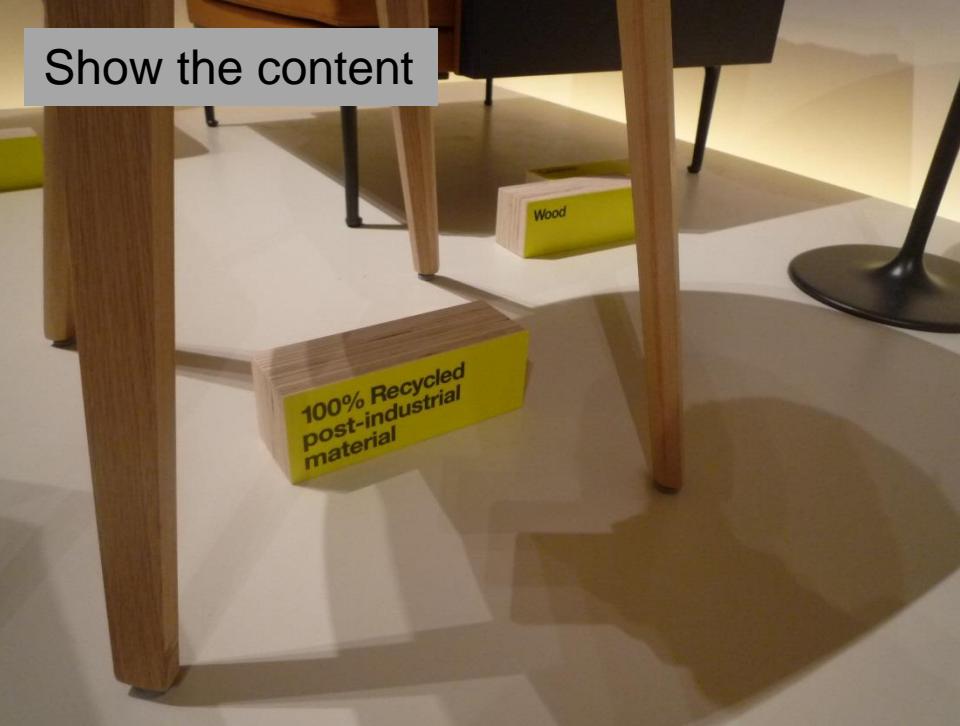


WOOD

La continua ricerca tecnologica consente oggi a Kartell di utilizzare il legno in modo assolutamente innovativo: grazie a uno speciale brevetto, il legno viene lavorato con uno stampo in grado di portare al limite la curvatura del pannello e creare la scocca della seduta con rotondità sinuose.

Today, continuous technological research allows Kartell to use wood in an absolutely innovative way: thanks to a special patent, the wood is machined with a mould that can extend the limit of curvature of the panel and create the frame of the chair with sinuous curves.

Show the content



Arper

KINGWOOD

WOODY COLLECTION

Design Philippe Starck

Una poltrona comoda in stile royal, con una lavorazione unica del legno di palissandro. La poltrona, in varie finiture, unisce un'eleganza senza tempo a forme contemporanee. La seduta è proposta in materiale plastico, pelle e imbottita ed è completata da un poggiatesta coordinato con le stesse finiture.

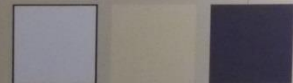
A comfortable armchair in royal style with unique rosewood processing. The armchair - in its various finishes - combines timeless elegance with contemporary shapes. The seat is available in plastic, leather and upholstery and is completed by a footrest that matches the same finishes.



SCocca/FRAME



STRUTTURA/STRUCTURE



SEDUTA/SEAT

colori/colors



pelle/leather



Kartell

Flexible

sitting



All kinds



Moooi



Softline

efg
European Furniture Group

Designer story



Designers
Andersen og Voll
For Swedish brand
HEM

Watch the video



Executive details



Sitland



Gubi



Wooden work



Rossano Orlandi



Nendo for Fritz Hansen

Wooden work



Export of Scandinavian designers



GamFratesi for Poltrona Frau

Glass



DIESEL

DIESEL
LIVING

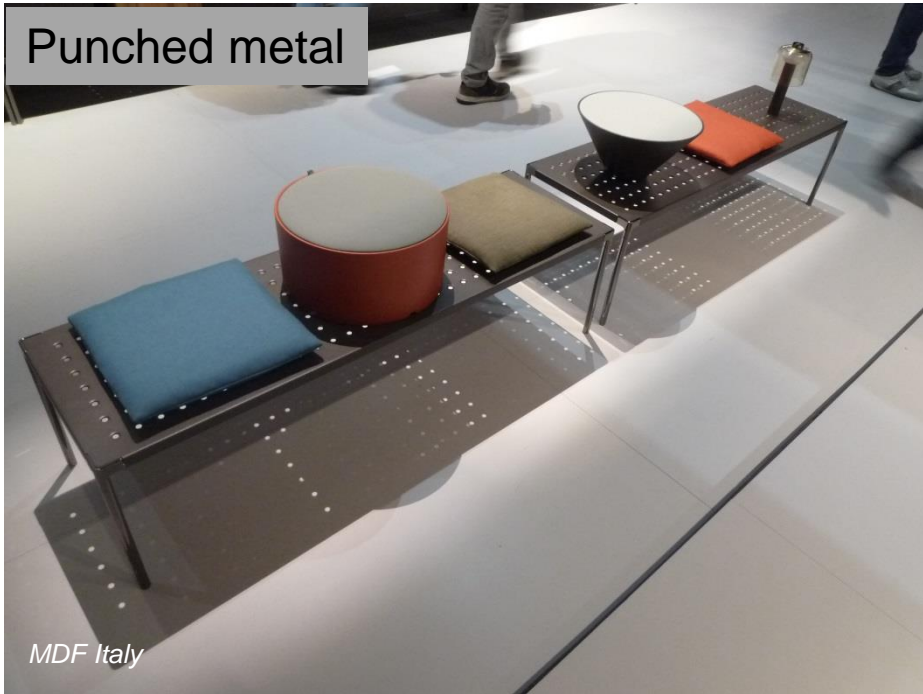


HAY



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Punched metal



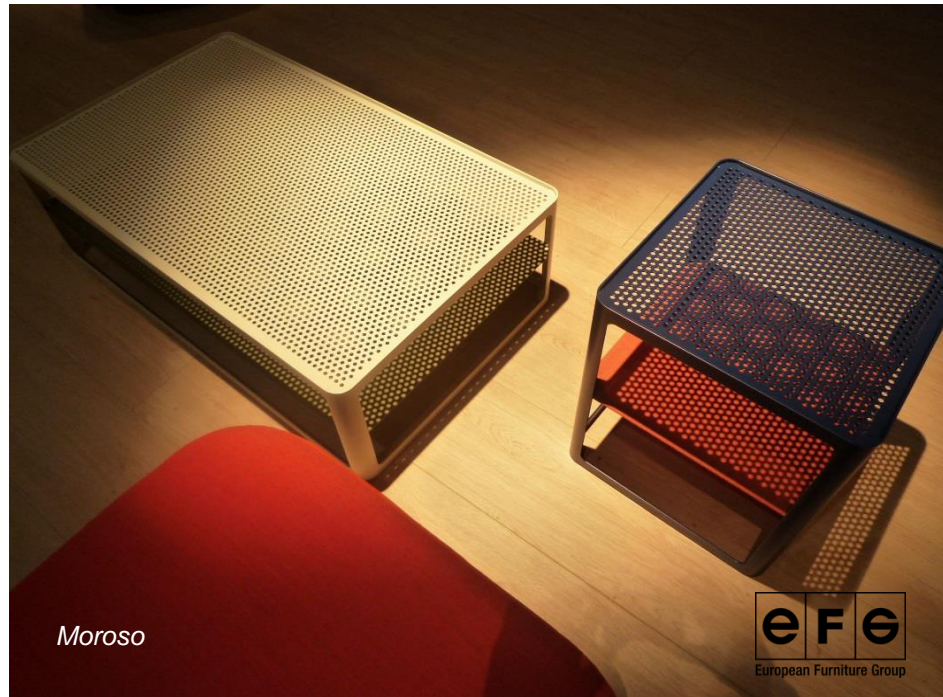
MDF Italy



Gubi



DIESEL



Moroso

e f g
European Furniture Group

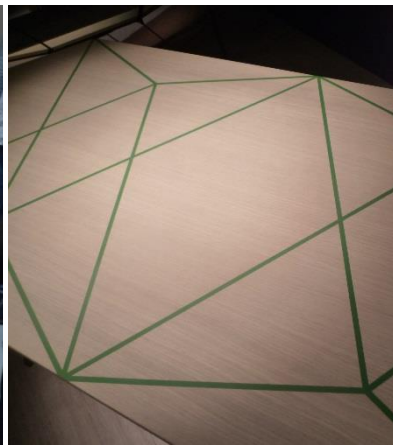


Moooi

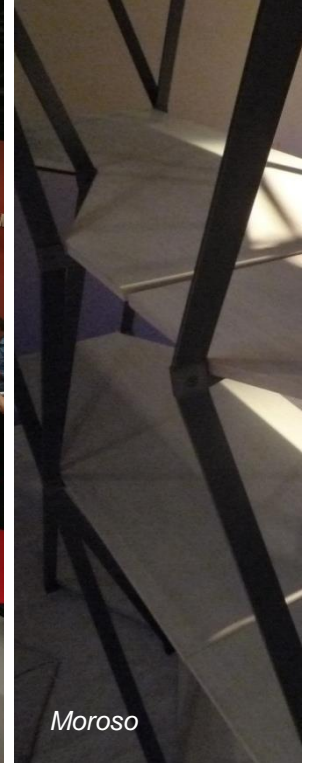
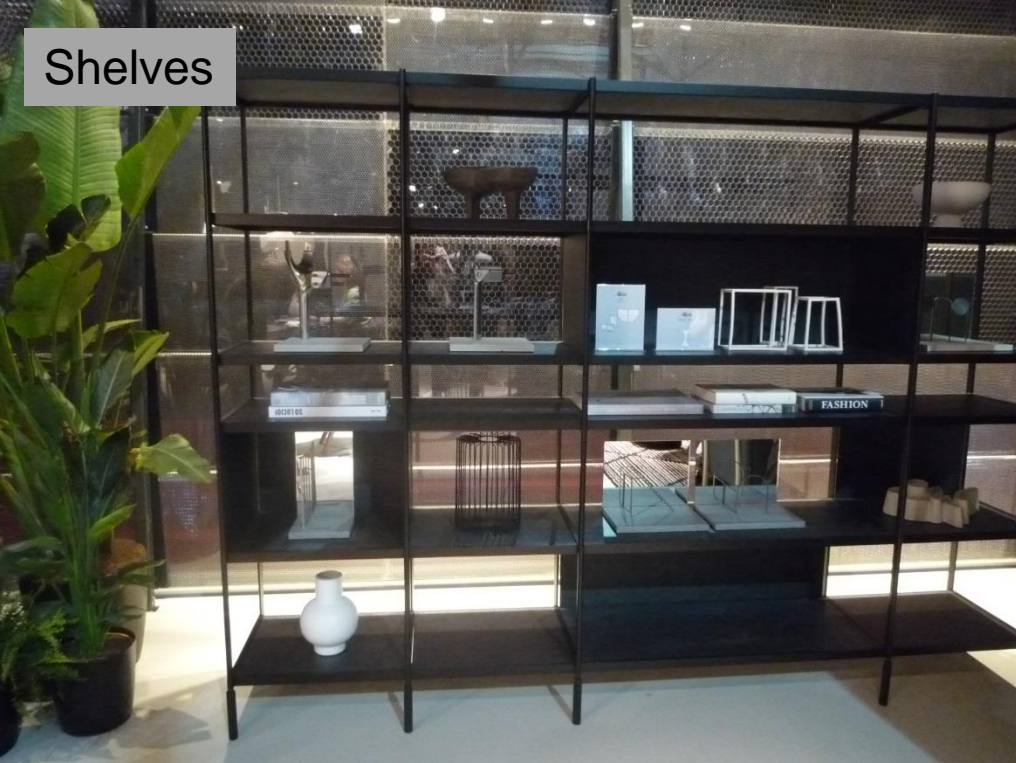


magis

Composite and decor



Shelves



Alias

String

Moroso

MDF Italy

Shelves



Montana



Montana

WON

Innovative Danish design, established on a solid foundation supported by three generations of passion for furniture design.



String



Poltrona Frau

New and established



OBJECT
You have to start somewhere...lets do it in Milan

Growing even bigger



HAY



Students at HAY

Designers get even more political!

Orlandi's initiative comes amid growing awareness of the environmental problems caused by plastic, and is the latest in a string of initiatives by the design community to promote the use of recycled plastic.

"Designers can help solve the problem," Orlandi said. "We can build beautiful pieces. I want to have many more designers and make people know about this."

"Design needs to bring social innovation. It cannot be reduced to an embellishment," said architect Carlo Ratti, who recreated the four seasons under a crystal-topped pavilion opposite Milan's Duomo cathedral. Ratti, who runs an MIT research project exploring new technologies and design in cities, used heat generated by dropping the temperatures for winter to create summer. He called that "an exercise in circular economies," exploring the relationship between nature and the city, and the effect of climate change.

Sustainability works



"Four seasons" live!



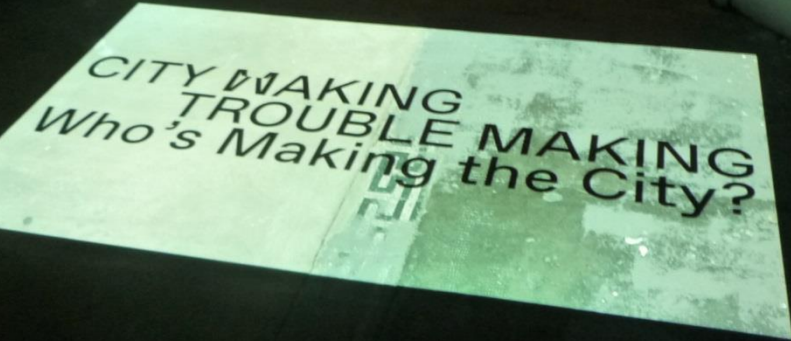
Rossano Orlandi



HAY

CITY MAKING
TROUBLE MAKING
Who's Making the City?

Who is setting the trends?



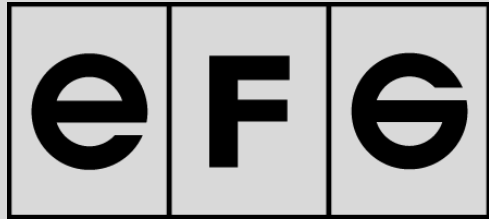
Who is Making the trends?



You and me next year in Milan



Rossano Orlandi in person



European Furniture Group

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