

Bayonne Oak and Uranus living space



Tendencias by Impress



Décor specialist Impress encapsulates trends from around the globe into its Tendencias.



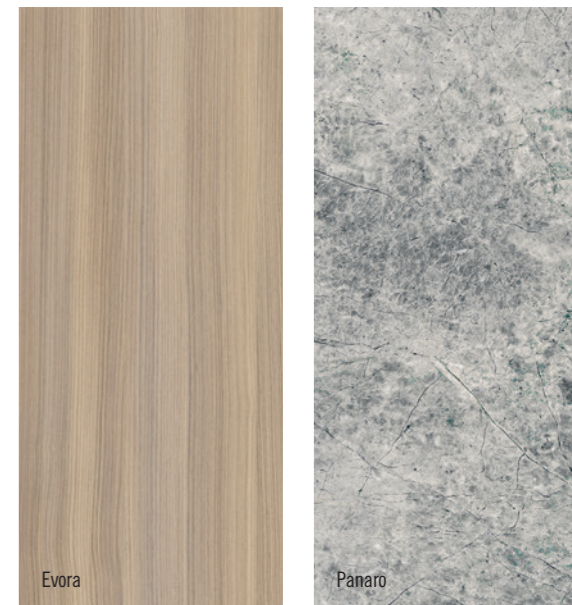
The trend scouts and design experts of the décor specialist Impress are constantly tracking down the latest trends from around the globe. With its latest décor designs, Impress has encapsulated the current trends from around the globe under the label 'Tendencias' – a collection that is as relevant for tomorrow as it is for today.

'Tendencias' is the result of continuous work and numerous workshops and discussions that draw influence from technological, economic and social factors in a constantly changing world and the result shows just how diverse and varied the current trend statements are. Décors, colours, materials and home accessories give a room a unique atmosphere in line with the respective trend theme. Impress décors enable you to create very different emotional moods from the statements they make.

The challenge today is to create designs that are innovative and come with an Eco

Twist: Urbanisation and holistic living space planning combined with sustainability, renaturation and the promotion of a healthy society are at the forefront of modern living. Through innovative and the cooperative interaction of digital technology, biotechnology and the search for new energy sources, we create the basis for an environment worth living in. Thanks to intelligent networking and multifunctional facilities, liveable places can be created even in the smallest of spaces. The longing to live in harmony with nature inevitably brings with it the trend towards simplicity and naturalness.

The oak décor Mauvella Oak and the new limestone décor Montevideo embody the Eco Twist trend exactly. Mauvella Oak is cool and modern on the one hand but radiates natural simplicity and calm on the other. Nevertheless, it is very diverse and expressive in its details. The well-balanced planking with beautifully cut flowers combine with a few finely drawn branches and a rich



play of colours with soft grey gradients, epitomising modern naturalness. Montevideo, on the other hand, is versatile and noble: small fossilised shells are included against a homogeneous background and uniformly fine structure in a stone that appears calm and natural. Its colour palette ranges from black and grey to light beige tones and it combines particularly well with soft natural colours and woods such as natural oak.

In Elegance of Power the lure of the dark side is omnipresent. We are fascinated by the magic of the night and the theatrical interaction of light and shadow. We love playing with fire and the taking of risks as we enjoy sensual seduction and the elegance of exclusive and powerful materials. They are the reflection of our self-confidence as they give us strength and confidence in ourselves.

With its steel surface, dark colour and machining marks, the décor Uranus radiates both strength and elegance. It matches the

dark and black furniture trend in a very special way. The rustic design of Bayonne Oak complements the modern elegant and powerful look with saw marks and water stains, balancing it perfectly.

The third collection in 'Tendencias' is Self Curation: *In a world characterised by increasing mechanisation, constant change and permanent accessibility, the need to harmonise work and private life is growing. Even though today we are more aware than ever of the advantages and opportunities of digitization, health, the environment and freedom have taken on a whole new significance in our lives. We would like more time to look into and after ourselves. Emotionality and physical wellbeing belong inseparably together and are becoming more and more important. We choose the things that surround us with much more care and pay more attention to them.*

This contemporary, modern trend statement is also reflected in the rediscovery

of native woods and the creation of designs with a return to original aesthetics. The Panaro décor is fresh and natural in appearance and offers a harmoniously balanced picture. As no growth marks interfere with the fine grain of the cherry wood, the effect in a room setting is one of natural tranquillity. The Evora décor, a natural and elegant marble with fine crystalline structure and delicately drawn dark veins also has a soft and calming effect, displaying a surface that is rich and varied in detail.

For more information on any aspect of 'Tendencias', or the individual décors mentioned, contact Impress on 0049 6021 4060 or visit www.impress.biz/en/

To watch a video presentation on the inspiration behind 'Tendencias' (presented by Sascha Kostros, Head of Décor Management at Impress), download the free Furniture Journal app and touch the image marked with a link sign.