



A modern version of the classic butcher block, Center Oak takes inspiration from the rectangles and squares of natural oak wood, alternating lengthwise and crosswise. It is young, fresh and unconventional, but always natural. It is the eye-catcher in any stylish interior.

Pure Nature

Ecological awareness, woods, nature, sustainability and naturalness – the new collection by Impress embodies them all.

Growing ecological awareness and the desire to live in a sustainable way, the search for our roots and yearning for the beauty of nature are at the heart of the current *Spirit of the Times*. We are all conscious of the need to preserve our environment for future generations. We are beginning to appreciate how our actions impact on our surroundings and on the earth as an ecosystem. It is difficult to imagine our lives without concepts like sustainability and ecology, waste prevention and recycling.

Even though many of us are drawn to large urban centres, we still appreciate the opportunity to be close to nature. We yearn for green oases, a personal retreat of our own and a life lived in harmony with nature. The

new naturalness and the judicious use of resources are significant themes that find expression in the design and use of materials in our homes. With this in mind, the décor specialist, Impress, has chosen to put naturalness at the very centre of its latest design developments for 2020.

Whether making something new out of something old, or reinvigorating an item with new purpose, we search out objects for our homes that impart timelessness, originality and authenticity. Current trends favour durable materials with inherent natural beauty. We find our affinity with nature by opting for surfaces that have a natural look and feel and we are inspired by nature: natural-looking woods and stones, often in a recycled form.

Woods in natural colours characterise this trend. Nothing is perfect because the authenticity in everything is retained. Rustic qualities are deliberately contrasted with refined linear features, becoming modern and cool, while natural textures are given discreet elegance and an aura of tranquility.

Alongside other developments like Xanthi – a Terrazzo of embedded marble in trend leading greys – the new designs from Impress emphasise nature and sustainability in an inspiring way, and at the very heart of this new collection are classic woods and other surfaces that exhibit a natural appearance.

Ever popular, the Oak – classic yet modern, lively yet comforting – provides endless possibilities for interpretation. Long-living, natural and versatile, these are the characteristics that define the oak and for decades have put it centre stage with interior designers. Its elegance and down-to-earth radiance make it a popular choice for furniture, so it's hardly a surprise that Impress should choose oak for a new collection of décors that combine pure nature and feelings of nostalgia into a harmonious whole.

For more information on the complete Impress wood collection, download the free Furniture Journal App and touch [here](#) for a link with your smartphone or tablet, call 0049 6021 4060, or email info@impress.biz.



LIMERICK OAK

Limerick Oak captivates with beautiful fine drawing and a subtle play of colours that give the impression of soft, shimmering depth and stunning authenticity. Use it for any application from surfaces to kitchens and worktops.



STORSUND OAK

Clear simplicity and natural elegance characterise Storsund Oak. With typical Scandinavian understatement, the fine and elegant lines create a cool and minimalistic natural look.



TIVOLI

Because it has such a natural charisma, limestone with a calm structure and a soft play of colours is once again moving into focus. It goes just as well with plain colours as with natural woods. Modern and timeless at the same time, Tivoli stands for contemporary naturalness and almost unlimited styling options.



GRAYSON OAK

Grayson Oak is a natural oak in its most beautiful form. With accentuated pores, interesting knots and unmistakable flowers, it lends furniture a soft rustic look. With its natural colour and natural feel, it can be used for almost any furnishing idea.



BOUDICA OAK

Boudica Oak is a beautifully elaborated décor with extremely fine wood grain and a whitewashed effect. Slightly planked, with unmistakable growth marks which show a lot of character, the limed effect imparts a contemporary look. In light colours, it goes well with minimalistic interiors, inspired by Scandinavian style. In genuine oak colours, it is a perfect companion in nature-inspired rooms.



XANTHI

Although its are ancient, Terrazzo is more than ever contemporary and in the spotlight. Increased interest in sustainable and natural products, has enabled it to evolve into a trend material. The décor Xanthi is a Terrazzo featuring a cement-like background interspersed with small pieces of marble in white, gray and soft colours. The overall picture – harmonious and natural – is convincing with its refreshing retro look which complements practically any interior design trend.