

2022:  
Navigate the *future*

# 2022 Trend Stories

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Sensitive Wellness

# Ageless culture

The rediscovery of traditions through a creative,  
respectful and innovative craftsmanship.



# Ageless culture

The rediscovery of traditions through a creative, respectful and innovative craftsmanship.

2021 marked the beginning of a new collective path towards knowledge, understanding and acceptance of the intrinsic value of our physical and cultural context. In contrast to the increasingly strong forces imposed by an international market and globalized, many designers have felt the need, partially imposed by the pandemic, to explore physical limits and turn them into possibilities. The results are exploratory itineraries that reveal the richness of materials and products of local origin, elaborated and finished according to innovative but often artisanal techniques and processes.





## ▼ Outdoor Furniture

Craftsmanship in a new context. Ames is a brand with dual nationality - Colombian and German - that offers a bold, fun collection of furniture. At the same time ethnic and contemporary, its unique multicultural aesthetic was born from journeys to discover the savoir-faire of local artisans. The goal of Ames is to develop furniture and accessories that act as a bridge between sustainable production, tradition and new design.



Ames Design



CC Tapis

## ▲ Textiles

Born in France, designed in Milan, produced in Nepal. Cc-tapis is an Italian company that produces hand-knotted contemporary rugs, made in Nepal by expert Tibetan artisans. Away from mass production, cc-tapis aims to offer a bespoke service to those who understand and appreciate a high-end products where a three-month production time encompasses an ageless history of culture.

## ▼ Fashion Accessories

Located in Ichikawamisato, Yamanashi, boasting a 1000-year history of paper making, Japanese washi paper manufacturer Onao and the industrial designer Naoto Fukasawa have collaborated to create the Siwa collection. The remarkable aspect of the bags series is the Naoron paper itself, invented by Onao, which doesn't rip, is highly water-resistant and can carry heavy loads. Moreover this paper does not emit noxious fumes when burned.



Siwa tote bag



## ▼ Consumer electronics

Discreet technological integration.

Even the simplest material can be loaded with new contemporary values and functionalities. Several companies operating in the consumer electronics sector are implementing more natural and sustainable alternatives in their products, shaping new aesthetics in a market traditionally populated by glass and metal.

Developed by Mui Lab and Wacom Co., "Hashira no Kioku" is a 'connected' wooden pillar that turns into a touch-sensitive display panel.



Field Tiles, HM01 Collection

## ▲ Interior design

The catalog of Field Tiles portuguese brand is deliberately limited. Its tiles are offered exclusively in solid colors and standard formats. The HM01 collection gains personality from unique nuances and shading details — no two pieces are exactly alike in either design or dimension, and quite often, they're not perfectly flat. Those irregular edges, corrugated surfaces, and small imperfections are the hallmark of the collection.



Mui Lab

## ▶ Furniture

The process of rediscovering the local territory also includes the recovery of craftsmanship, the age-old know-how that has marked the production success of some specific geographical areas.

Back to the nature of the material and weaving technique of rattan itself, Qiu Design explores the essential values of the rattan. The project has extended the rattan from a sitting surface on traditional chair furniture to a new vertical application for more diversified furniture scenarios. Colors and patterns are still added manually to create more vivid and dynamic expression.



Qiu Design, Rattan Collection

# Opportunities

: Natural surfaces, raw materials and organic finishes help to balance an excess of artificiality in the home environment and allow nature to enter our homes, promoting eco-friendly lifestyles.

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: Create an intersection between craftsmanship and industry, enhancing the quality artisan tradition through innovative industrial techniques.

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: Focus on sustainable solutions for consumer products, using natural materials with contemporary functionality where technology integrates discreetly.



José Neves, A Square In Summer

# Imaginary Land

The immersive and interactive world of  
intangible technology and phygital design.



# Imaginary Land

The immersive and interactive world of intangible technology and phygital design.

As the barrier between physical and digital continues to dissolve, there is a growing need to increase familiarity with the immaterial world and transport it into our physical existence. The online presence is more relevant than ever, in a period in which we live a virtual extension of ourselves, free to express creativity, desires and opinions. Social distancing has accelerated the need to translate collective activities even within online environments, leading to a transfiguration of ourselves into digital avatars. In turn, the digital world made up of impossible volumes and geometries stimulates the design of physical objects, free from the constraints of traditional industrial processes. The possibility of existing in virtual worlds is not limited only to the human component, but also involves the way in which products and services are communicated. Through hyper-realistic 3D scenic simulations, even vintage pieces become part of a totally digital composition.



## ▼ 3D Manufacturing

While 3D modeling programs have been developed to simulate “real” environments around us, Audrey Large uses them in diametrically opposed ways as a method of producing reality. The distinction between real and digital seems irrelevant. The files are matter in the making, layered, full of potential and meaning, to be enjoyed in her 3D journey.



Audrey Large, Scale to Infinity, 2021



Samsung Galaxy Z Fold3 5G

## ▲ Consumer electronics

Scientific achievements allow us to overcome the traditional structure of many products. Flexible liquid crystal displays, for example, distort the conformation of typically rigid and flat products. Thanks to its Flex mode, Galaxy Z Fold3 5G opens to its full size and showcases a symmetrical and balanced design.

## ▼ Fashion Accessories

The first generation of Smart Glasses. The Ray-Ban Stories, created in collaboration with Facebook, add audio and video functionality to the famous iconic frame. These glasses represent the first step towards a truly integrated technology, which allows us to disconnect from the phone to fully experience the surrounding world, without the need for extra devices.



Ray-Ban Stories, Luxottica + Facebook

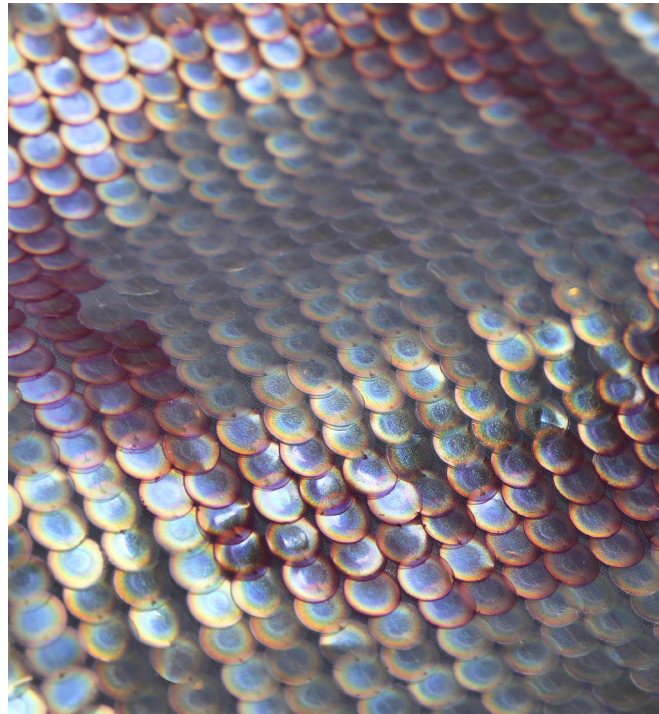


## ▼ Mobility

Through discreet technological integration, the materials maintain an adaptive capacity, in response to external stimuli and biometric data of the human body, reacting and activating commands and functions. Pure Skies proposes a raft of design ideas offering a road map towards passenger satisfaction in the aviation industry. The concept addresses environmental concerns with designs based on improving personal space, hygiene and safety.



PriestmanGoode, Pure Skies



Elissa Brunato, Bio Iridescent Sequin

## ▲ Materials

Contrast between synthetic finishes and materials of natural origin. Materials of natural origin may have synthetic finishes, which are difficult to trace back to a purely organic origin. The aesthetics of the biomaterial is redesigned and appears iridescent, sparkling and crystalline. The boundaries between synthetic and natural appear increasingly blurred and subtle.

## ▼ Furniture

The world of information technology contaminates physical surfaces, which are now covered with color gradients, iridescent and dichroic effects that react to light and simulate maps of heat and electric current.



Milo Desch, Bleued 3P

# Opportunities

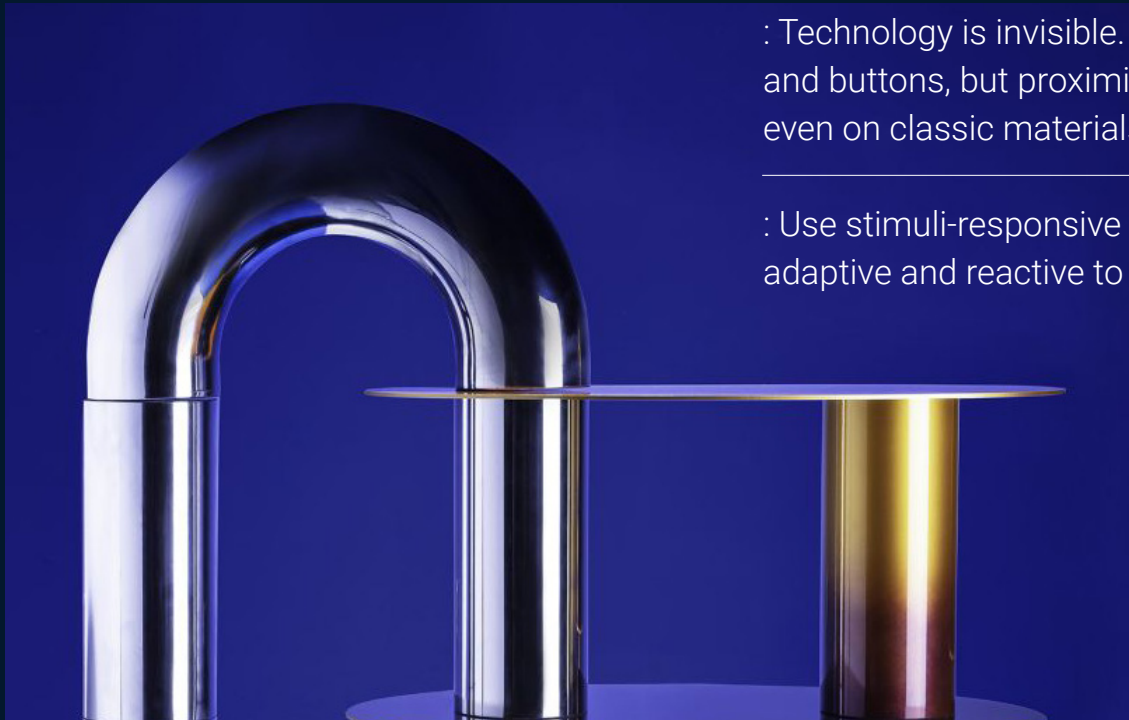
: Promote generative design as an intersection of the physical and digital world, where the shapes are organic and natural, but the design is done via 3D modeling and printing.

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: Technology is invisible. There is no longer the need to have visible displays and buttons, but proximity and other sensors are used to activate interfaces, even on classic materials.

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: Use stimuli-responsive smart materials to make products and surfaces adaptive and reactive to the human presence.



Daydream, Objects of common interest



# Sensitive Wellness

An increasingly intimate, ethical and empathic scenario for the physical and mental wellness.

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Wellness, told on multiple levels and from various points of view, is the focus of this trend. Design, fashion and architecture work harmoniously to ensure physical, mental and psychological satisfaction through the use of color, the comfort of surfaces and through increasingly intimate and empathic products. The goal is to pursue the highest value: happiness. Happiness is given a precise role in directing the design project, which now goes beyond the mere functionality to promote values such as inclusiveness, ethics and empathy in an open-minded, light and sensory scenario.





## ▼ Office Design

Office becomes a dynamic space, set up with flexible, functional and sustainable furnishing solutions, capable of creating work spaces that can be easily customized and remodeled according to the needs of the moment. An empathic, warm and welcoming space where the boundaries between home and office are increasingly blurred.



Toa folding screen, Pedrali



Macbook Air mini led, 2022

## ▲ Colors

A palette of delicate and pure pastel colors makes its entry into various product categories of the industrial production. These are fresh unisex shades which offer an empathic and familiar approach. When applied to technological and IT products, the role of color becomes even more decisive, as it humanizes the object by stripping it of its intrinsic seriousness.

## ▼ Technology

The technological products are coated to become soft and supple and increase the sensation of comfort in contact with the skin. Through a careful choice of material and color, small and large high-tech devices become pleasant and accessories with a contemporary feeling. Silicones and colored rubbers act as a filter for data sheets and micro processors, masking and replicating the tactile sensation of the skin.



Tech device, McKesson Medical-Surgical

## ▼ Product Design

Sculptural volumes and soft shapes for everyday products that play a strictly functional role. These objects are reinterpreted through design and color to obtain a totally new and prominent look both in the domestic and in the public space. This is undoubtedly the case of Tubes which proposes a new, warm and captivating aesthetic for the radiators which now become a highly expressive sculptural element for any interior.



Milano, Tubes radiators



Crater Impact, Nike, 2919

## ▲ Sportswear

Transforming waste into new materials for a lower impact on the environment without sacrificing performance. Sustainability passes through an exclusive design that mixes wisely finishes and materials of different origins all aimed at reducing waste compared to their traditional alternative.

## ▼ Materials

The new recycled plastic materials feature similar textures to stone composites such as terrazzo. This type of aesthetic strongly characterizes the object and creates a unique and recognizable stylistic style for all the products obtained from waste and processing scraps.



Ping pong paddle, Préssec



# Opportunities

: Offer an empathic and sensorial approach, where the contact with the material generates pleasure, surprise and physical comfort.

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: Create dynamic user-centered spaces and scenarios, built to measure the needs of the individual and the community and capable of changing and adapting.

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: Use color boldly without fear to convey values and emotions and speak to people's hearts.



Ghisolfa, IOC partners

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