

TREND VISION 2023+

ALEGREDESIGN

Alegre Design presents a Trend Report aimed at revealing the areas of innovation that will change the way we design, consume and connect in 2023.

From sensory technology to creative circularity discover the 3 trend directions that will define 2023 and beyond, covering office furniture, consumer electronics, healthcare and home living.

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YouManity



Focus on the human being

SenseTech



Technology embraces the senses

PlayScape



A light-hearted escape

YouManity

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The great social and economic changes that are revolutionizing the habits and attitudes of users all over the world involve a positive reflection on the human being. People's values, emotions and primary needs become the central focus of research and design. The will is to guarantee physical and mental wellness and create an empathetic and intimate bond with spaces and objects. In this user-centered approach, design is a useful tool for solving problems and improving people's lives, regardless of any disability.

During 2023, design will take particular care of people.

The synergy between technology, ergonomics and design creates inclusive and adaptive solutions ready to leave a positive mark on the future. Materials, colors and sensoriality actively contribute to improving the experience and interaction with the products, instilling sensations such as protection, warmth and safety.



Galileo 360 space system, EUN

Self-Care Therapy
Human-centric perspective
Inclusive solutions

SenseTech

technology embraces the senses

SenseTech

In a world where the boundaries between real and artificial are becoming increasingly thin, technology supports man by activating the senses and improving perception. The vision of what surrounds him and the interaction with the space is amplified as in a dream. Nature itself is contaminated and transformed: the natural becomes

supernatural, dreamlike and magical. The phygital phenomenon, which combines digital experiences with physical ones, was born and developed in this ardent context. Design therefore becomes increasingly sensorial, hybrid and immersive, and projects itself into fascinating and uncontaminated parallel worlds.



Ki focus on what really matters, Alegre Design

Activate the senses
Perception games
Supernatural Nature



Ki uses emotional communication for home well-being, Alegre Design

PlayScape

a light-hearted escape

PlayScape

The major changes of the past three years have resulted in a re-evaluation of creativity as a stress reliever and a solution to complex problems. During 2023 it will be an essential tool for companies to adapt and succeed in a world of challenges and great opportunities.

In this era of purposeful creativity, designers will actively work to instill positivity in people's everyday lives.

Happiness and optimism will increasingly be perceived as values necessary for health, collective prosperity and resilience of the planet. The environmental context and the economic crisis are forcing consumers to review their consumption habits and to invest more carefully.

Enthusiasm for waste-free design, circular economy and limitless creative expressiveness are at the heart of this trend.



System One, the light EV that evolves with you by Alegre Design

New technological platform for Actiu's office chairs that focuses on hybrid spaces



Circular Creativity
Design for Disassembly
Joyful boldness

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Create it better

Planning and working towards future goals