

VISIONARY

AUTUMN / WINTER 20 / 21



Scarlet **OPUS**

TOMORROW TODAY

VISIONARY

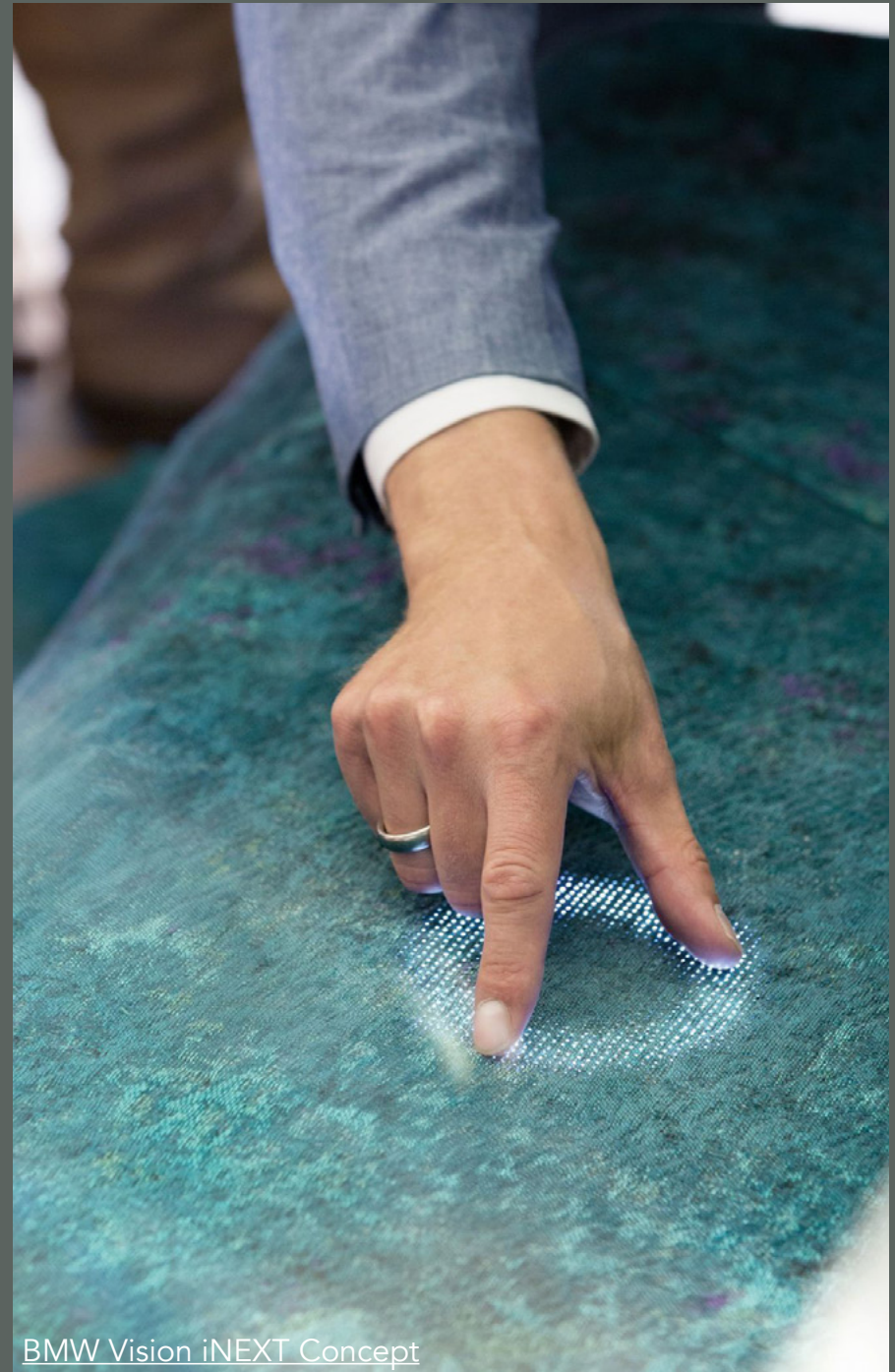
This trend inspires a global conversation about what can be achieved when we merge wisdoms from the past, lessons from Nature and technologies of the future.

Visionary is about ideas sharing on a grand scale with a unified agenda of betterment.

It's indicative of the growing intention of Designers and Industry at large to respect the natural order of things, whilst also harnessing advanced technologies (such as A.I, robotics and nanotechnology) in their quest for progression.

Utopian-thinking informs this trend's direction; marking the start of a greater push and pull towards having an optimistic view of the future... hoping for and expecting something better.

This trend invites us to imagine a vision of the world of our own making that has harmony between people, technology and nature, encouraging us to step out of ourselves to explore new possibilities; to reach out and embrace the future and acknowledge the essentialness of human connection and kindness in the quest for happiness.



BMW Vision iNEXT Concept

THE LOOK



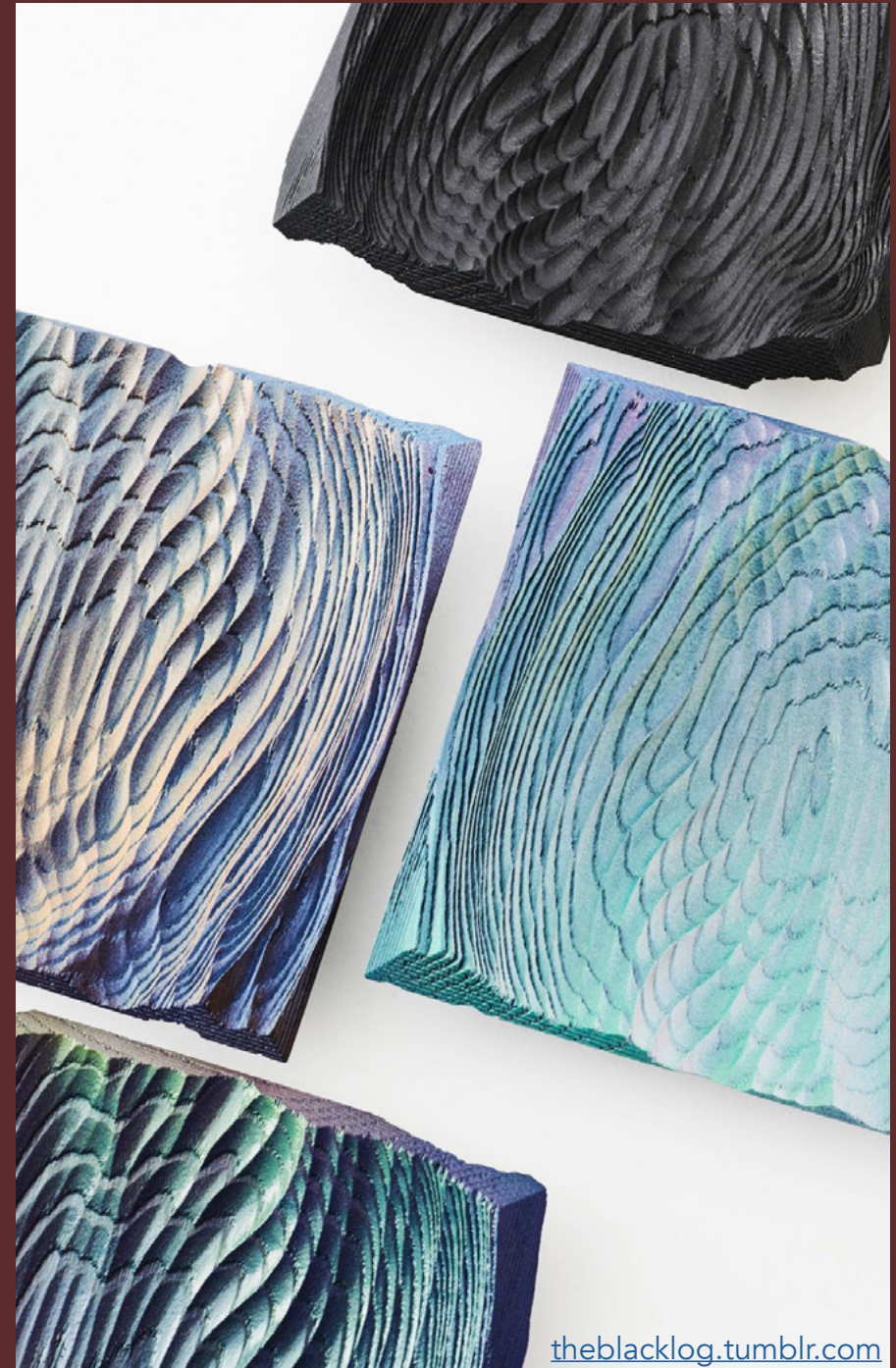
- Intelligent, intuitive & forward thinking
- It advocates innovation & curiosity but strives for Natural beauty with appealing glamour
- Delicate, gentle & poetic with futuristic elements
- Encourages emotional engagements with the environment, with each other and with technology
- Scientific yet beautiful; biomimicry inspires



Intelligent, intuitive and forward-thinking, this is a trend that advocates innovation and curiosity but always strives for a natural beauty and appealing glamour as the desired outcome. It has a delicacy that is gentle and poetic; discreet in its luxuriousness; but also presents futuristic elements and technical aspects. It is sensitive to people's apprehensions associated with new technologies and their immersed integration into our lives.

Here unobtrusive technology, nature and humankind form a perfect partnership, completely in synchronicity with each other. It is scientific but beautiful, encouraging us to be emotionally engaged with the environment, with each other and with technology through positive interactions.

The natural world including its systems, organisms, and structures offers a workbook for designers, scientists and technologists to learn from. Biomimicry inspires textures, patterns, shapes and material innovations.



FASHION



Tom Ford



Agnona



Tom Ford



Agnona



Paco Rabanne



Jil Sander

14-5002TPX	SILVER
14-1213TPX	4665C
METALLIC	8042C
14-3905TPX	665C
METALLIC	8062C
13-6008TPX	566C
15-0927TPX	PALE GOLD
18-0324TPX	5753C
IRIDESCENT SHEEN	
18-5718TPX	5545C
19-1525TPX	1817C



This trend palette is glamorous and technical... merging soft skin tones with ethereal pastels, coloured metallic and a spectrum of greens.

It opens up with a futuristic silver (a nod to our hi-tech, robotic future) and it then eases into shades of Tan Complexion and a Radiant Coral Gold.

Beyond this, Iced Violet meets Metallic Mauve and a Misty Jade Green before we are mesmerised by an Iridescent Sheen and Pale Gold.

The second of the 3 greens in the palette then merges – lush and verdant.

At the base of the palette a Smoked Pine Green and Potent Port complete the scope of this ultra-luxe range of colours.



MATERIALS, SURFACES & EFFECTS:



Dooq



Odd Matter



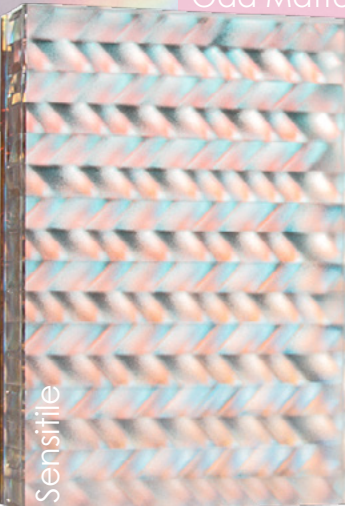
Fay McCaul



GreenFrame - Kauppi & Kauppi design studio



Muuna Textiles



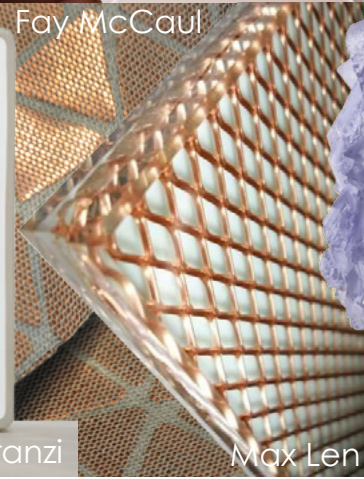
Sensibile



Wooden Mesh Diego Vencato



Andrea Branzi



Max Len

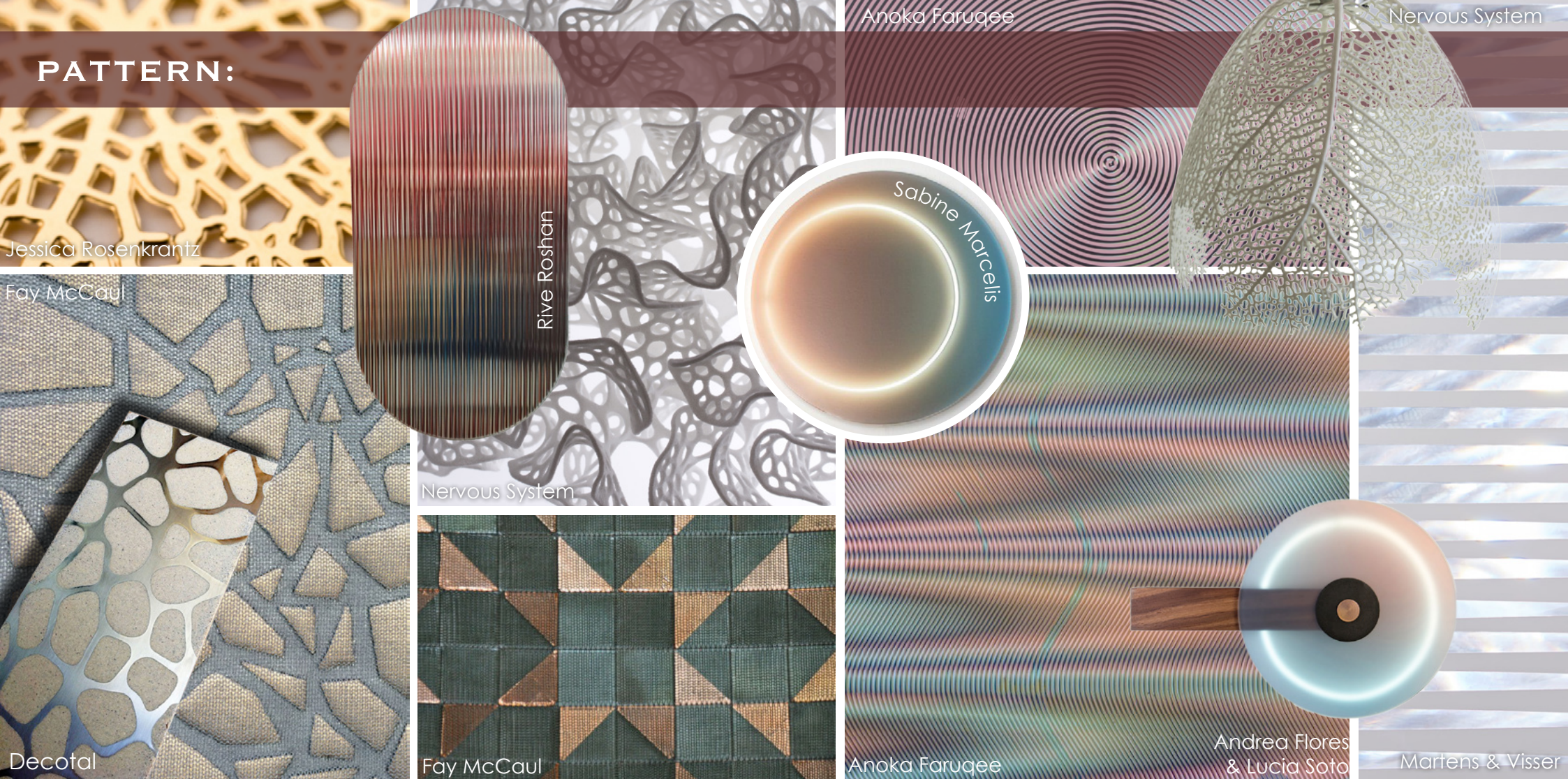


Lukas Wegwerth



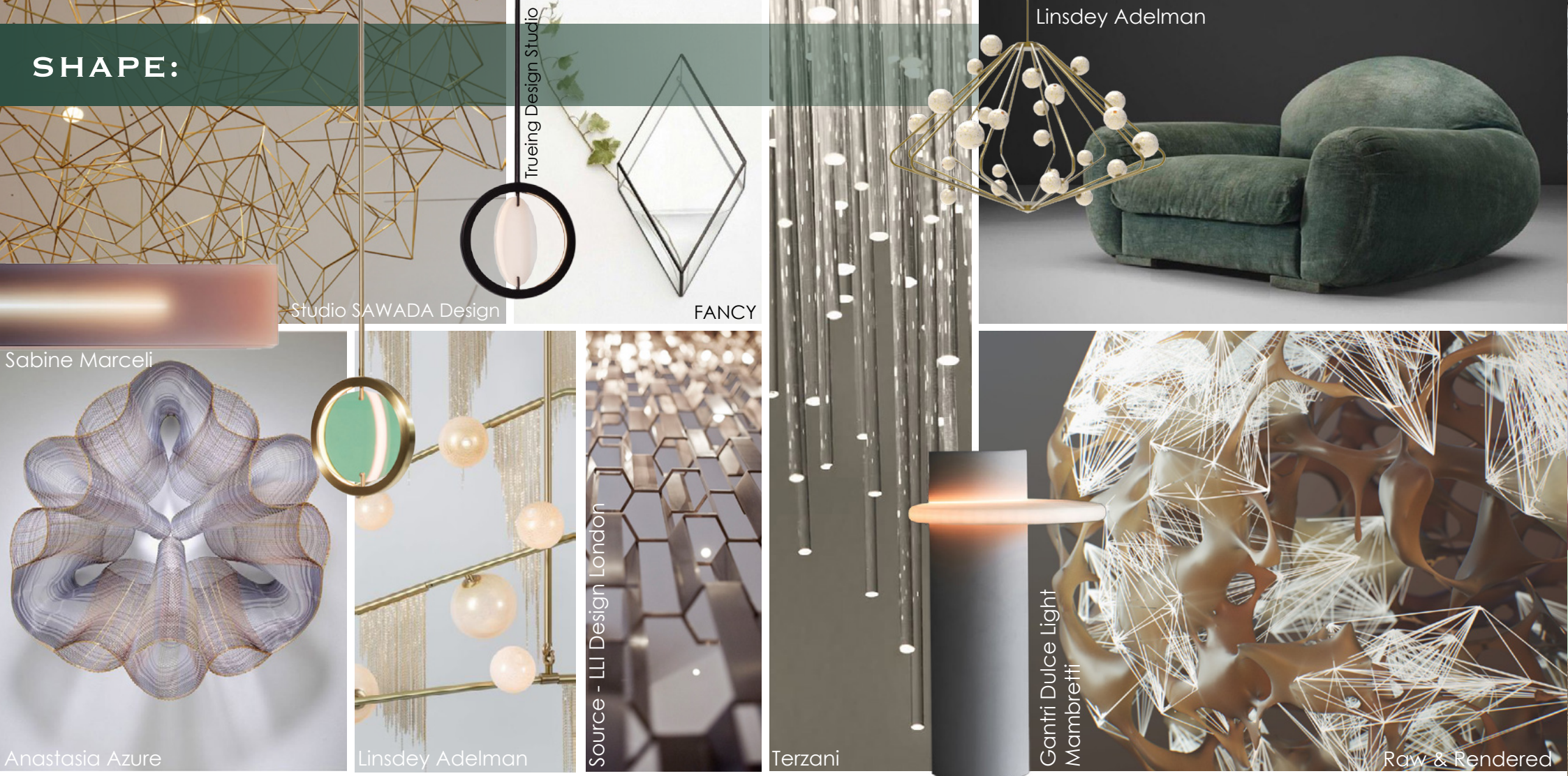
- Sustainability informs everything • Recycled & reused plastics & glass • Intelligent materials that react and respond via sensors • Technology integrated into natural materials e.g. wood as a touch interface • Plants used as an architectural material and product design material – think lighting & space dividers • Iridescent pastel sheens • Subtly colour tinted metallic & reflective surfaces, holographic effects & moiré give products a sense of morphing transformation • High gloss surface finishes • Reactive lustre glazes • Product surfaces are studded with glowing LEDs and embedded with slim strips of light • Woven cloqué fabrics • Velvet • Glossy satins • Geometric laser cut textiles & leather • Flexible wooden mesh • Gold metal mesh laminated in glass & plastic or formed into undulating, symmetrical shapes • Fine gauge knitted fabrics with tessellated tiles trapped inside • Ultra-fine chains deliver jewellery-like product designs • Fringing continues to trend • 3D printed & 'grown' biomaterials & crystal growth formations • Plants encapsulated in glass and plastic panels • Dichroic plastic panels & dichroic film • Glass in muted pastels & milky white glass •

PATTERN:



- Modern Mashrabiya • Cellular networks • Leaf venation patterns • Polygon mosaic patterns • Outlines of perfect circles intersecting • Ordered, tessellated, rationally structured geometrics create technical patterns • Iridescent stripes • Reflective print accents • Floating pearlised colour particles • Pressed glass florals • Tiled trapezium patterns • Moiré patterns reminiscent of the paintings of artist Anoka Faruqee • Faux stingray skin patterns & textures • Faux marble effects • Magnified coral texture pattern •

SHAPE:



- Networked structures inspired by stylised nature e.g. tree branches and root systems
- Hollowed out coral-like formations
- Open cellular structures
- Organic shapes are balanced by angular, strict product shapes
- Be inspired by crystalline formations
- Logarithmic seashell spirals
- Sculptural and softly moulded forms with a malleable appearance
- Explore the elegance of symmetrical geometry via the handwoven sculptures of Anastasia Azure
- Sweeping, gentle curves
- Perfect, simple circles
- Elongated, slim planks
- Simple outlines frame product features
- Softly padded
- Interwoven & intertwined
- Fine metal frameworks
- Seek out structural opportunities for plants to be integrated
- Mesh constructions deliver jewellery-like product designs
- Latticed Mashrabiya constructions
- Elongated hexagons
- Intersecting rods
- Rounded Uchiwa fan shapes
- Slim legs



14-5002TPX SILVER



14-1213TPX 4665C



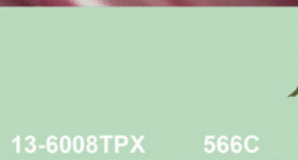
METALLIC 8042C



14-3905TPX 665C



METALLIC 8062C



13-6008TPX 566C



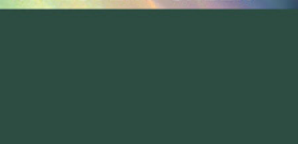
15-0327TPX PALE GOLD



18-0324TPX 5753C



IRIDESCENT SHEEN



18-5718TPX 5545C



19-1525TPX 1817C



In the trend board, we bring together the main features in terms of aesthetic values, product and mood.

It looks structured, controlled, rational and clean but also organic, intricate and sophisticated. It's calming as well as intriguing, it's cutting edge qualities does not prevent it from being inviting. There is a human approach to the design of room schemes with the ultimate objective being to enable enhanced personal wellbeing.

There is a sense of luminosity and radiance; a subtle glow of the future and an uplifting lightness that guides us through the darker times.

Products are sleek, surfaces are high gloss and the stylistic attitude appears to have high end appeal. Natural and synthetic materials continually gently merge rather than clash with the angular, stricter product shapes balanced out by organic, networked structures. Take inspiration from tree branches, root systems, coral structures, leaf venation patterns and cells as well as living plants used as structural material and product design material.

Our daily interactions with technology become more discreet, pleasing and intimate. Intelligent materials react and respond... technology is even integrated into natural materials such as wood used as a touch interface. Metallics are central; gold fringing, ultra-fine chains and metal mesh materials create jewellery-like product designs, whilst colour-tinted metallic give products a sense of morphing transformation.

Mui: Calm Design Device built with natural wood material



Moment Pebble - A tool for modern mindfulness

IMAGE CREDITS:

Front Cover - Daryna Barykina Photography on [Instagram](#) - Atlantis Golden Age

Iceburg Pure Light Design by Dodo Arslan for [Terzani La Luce Pensata](#)

[Cé Wall \(fringed lighting piece\)](#) by Alexandre Joncas of d'Armes

Curve Twist by Fay McCaul and [Kia Utzon-Frank](#)

Rainforest by [Patrick Nadeau](#)

Liquid Table by [Odd Matter](#)

Crystal Vase by [Lukas Wegwerth](#)

Green Frame by [Kauppi & Kauppi Design Studio](#)

Engineered Polymer concrete tile with embedded metal decoration by [Decotal](#)

Janus lamp by [Trueing Studio](#)

Lighting piece by [Lindsey Adelman](#)

Room Image - Condor Towers, Hilton Adelaide. Architect: Hassell for [Locker Group](#)

Sandrine chair by [Shine by S.H.O](#)

Souk Black – Fringed Mirror by [Dooq World of Details](#)

Free standing mirrored screen by [DIMORESTUDIO](#)

Fabric pieces by [Faye McCaul](#)

FLOS Serena LED Table Lamp in Copper by [Patricia Urquiola](#)

Distinct Side Table by [Ferm Living](#)

Holographic furniture collection by [Six N. Five](#) in collaboration with Joan Garcia Pons and Artur de Menezes

Consumer & Design Trend Forecasting

Trend Insights for Workplace, Retail & Residential Interiors

The Scarlet Opus team work with companies internationally associated with the Lifestyle & Interiors sector. Our role is to inform them about how lifestyles will change 2-3 years in advance of it actually happening. We focus on what will be in-fashion for the built environment and interiors in that time period. We get very specific about consumer motivation, behavioural influences and the cultural shifts directing texture, material, shape, colour & pattern. We explain what will cause a trend to emerge, what consumer or end user will desire it, what will drive it and how long it will last.

Scarlet Opus trend intelligence gives you specific insight into how the environment surrounding your company is and how it will change in the next two to five years. You'll understand what it means for your business, what you should do in preparation for it in order to remain successful and exactly how & when you should adopt or adapt to it. Our Trend Reports will give you a detailed view of those consumer desires and how they translate for your specific products and/or services. Offering creative guidance and innovative concepts driven by in-depth research with a view to future-proofing your business.

