



Heimtextil 2014: PROGRESS and REVIVE

Trend Show offers a tangible outlook for tomorrow's world of interior design and decorating as interior stylist Bettina Deda discovered during her trip to Germany earlier this year.

Almost 67,000 visitors from 133 countries travelled to Frankfurt to visit the leading international trade fair for home and contract textiles, Heimtextil. 2,718 exhibitors from 61 countries, Australia included, showed products for windows, upholstery, floors, walls and sun protection in textiles for the bathroom, bed and table in 19 exhibition halls at Heimtextil in Frankfurt am Main from the 8 to 11 January 2014. Around 200 studios showed their designs under the roof of 'Design live', which was once again the world's biggest platform for textile design. Another focus in the same hall was the 'Digital Print' product group where the exhibition space and the number of exhibitors for the expanding digital-printing market increased significantly.

Heimtextil Trend Table

Each year the Heimtextil Trend Table, which is made up of six international institutions, provides the first insight into future fields of design. The Heimtextil Trends have been the international figurehead of the trade fair for around 25 years. For the 2014/15 season, a team of six international design studios worked on the most important trend themes.

This year, London's Franklin Till studio had assumed overall responsibility for the concept. As part of the trend presentation in August last year, Franklin Till introduced the new Heimtextil Trend Book, a forecast regarding the interior design of tomorrow. Held approximately four months before the start of the trade fair, the presentation signals the start of the new furnishing season.

One of the traditional highlights of the fair is the **Trend Show** being a great source of inspiration thanks to numerous interactive elements. This year's spectacular presentation by London's Franklin Till design agency enabled visitors to enter four trend worlds based on the two superordinate trend themes – **Progress!** and **Revive!**

Progress! Revive!

This year's trend forecast is structured into two major categories, Progress! and Revive! Each category is subdivided into four themes: Generate Collision! and Engineer Nature! and Exalt Purity! and Rejuvenate Craft!, respectively. These themes explain in detail the exploration of progress and the renewal of textiles in interior design.

"In summary, the design landscape of the future will be divided into two opposing, innovative powers – one is the desire to look forward and propagate tech-savvy advancements as our opportunity to survive in these times of fast-paced living; the other is the relevance of looking backward and the renewal of past traditions in our quest for authenticity," explained Mrs Till from FranklinTill in Frankfurt.

The Trend Book

The Trend Book Progress! Revive! summarises these trends and offers an in-depth view on influential developments in the area of home textiles. Additionally, the Trend Book also includes current avant-garde projects from the interior design, architecture, fashion, lifestyle, design and arts sectors as well as from the sciences and technology. You can order a [copy here](#)

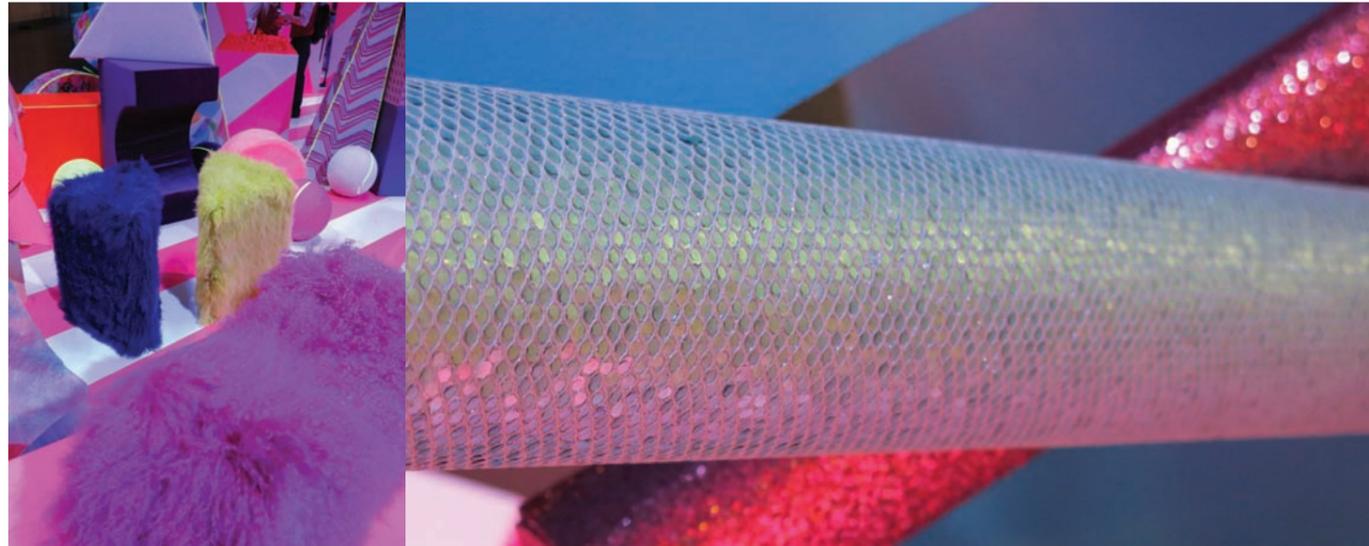


Looking into a future where science and technology are the driving forces for the interior design industry.

Generate Collision

Designers are increasingly experimenting with newly emerging materials and technologies to enable unique personalised products. The combination of hand and computer design make customised products possible in mass production.

Colour palette: highly saturated hues like pink, purple, orange, blue, yellow, green



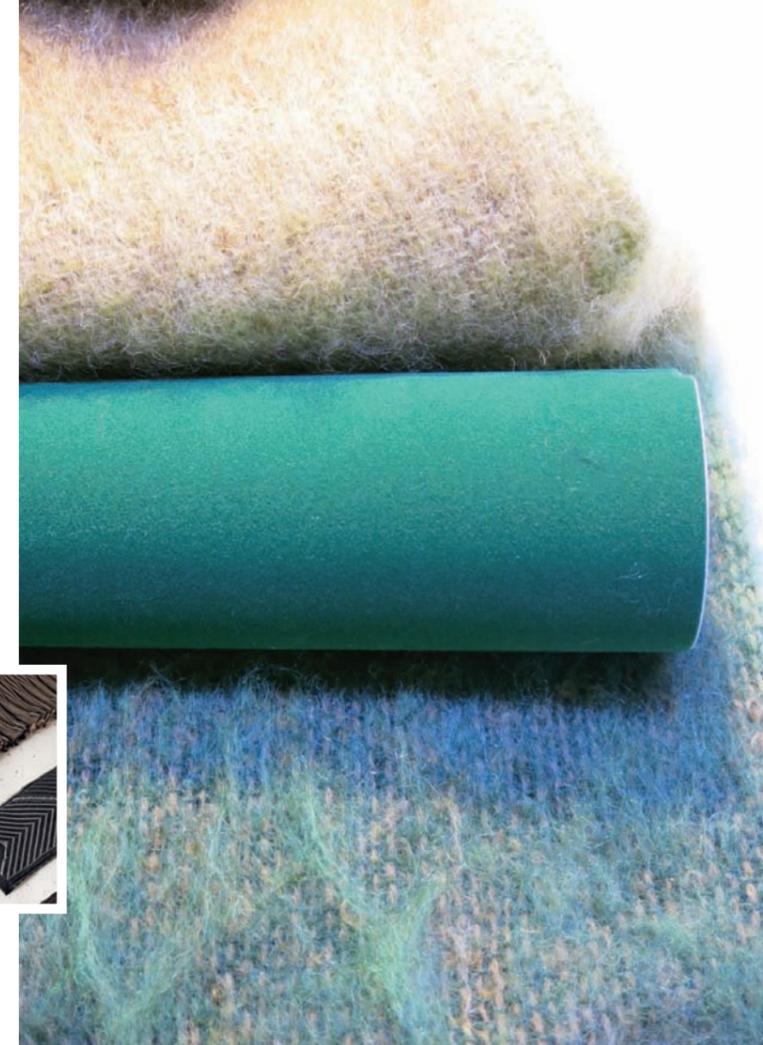
REVIVE!

Looking backwards, honouring the past and re-discovering traditional values through learning from the past. The goal is to achieve important and authentic experiences.

Exalt Purity

As a reaction to mass production the interest in objects that address personality and storytelling has increased even more. This trend celebrates natural materials and cherishes their imperfections. It is a response to an over-stylised and synthetic world and allows the desire to disconnect, to experience a 'digital detox'.

Colour palette: soothing neutrals mixed with petrol blue



Engineer Nature

Science is becoming the driver for design innovation leading to the convergence of science and design. New textile technologies interweave life systems, bio and weaving technology imitated from nature in the fabric. Designers 'technologise' nature by planting their own materials and copying the processes in nature.

Colour palette: greens in all their tonal variations



Rejuvenate Craft

This trend celebrates the revival of traditional craft techniques: crochet, fringing, assemblage, hand weaving. Objects with history and importance are created with the modern use of traditional craftsmanship techniques. The result is an abundance of textures.

Colour palette: rich warm hues, like burnt orange, juxtaposed with the freshness of duck egg blue and purple.



PROGRESS!

Premium Suppliers
Trend Show
Bed & Bathroom
Table Textiles
Home Collections
New Accents
Window Coverings
Rugs
Cushions



TREND SHOW