

Press Release

stilwerk Trend Study No. 3 – Trends for Tomorrow's Living

October 2008 – stilwerk's Trend Study No. 3, published by the design centre in January 2009, presents the future of living. Trend expert Prof. Peter Wippermann and his Hamburg trend research agency Trendbüro were commissioned by stilwerk to investigate current trends associated with lifestyle and living, and identified four new primary movements.

stilwerk Trend Study No. 3, the successor to the stilwerk Trend Study No. 1 in 2002 and Study No. 2 in 2005, now reveals the new needs and longings that will shape our lives in the future, and describes the ways in which they are expressed in our day-to-day living.

How will climate change impact on our lifestyle worlds? How can our living spaces align themselves to the flow of change in living structures? What roles are played by standards and values as our social environment becomes more and more intricate? And how highly do we value change when designing the places where we live?

All these issues were examined by stilwerk and Trendbüro and will now be published in summary by stilwerk in the Trend Study No. 3. The analysis identified four current trends, which Prof. Wippermann has entitled "Archaic Nature", "Hysteric Wonderland", "Eco Pop" and "Hybrid Living".

From 26 January to 22 February 2009, the trends can be encountered during the "Trend Month" in the four stilwerk branches in Hamburg, Berlin, Düsseldorf and Stuttgart. Stylist and lifestyle expert Wolfram Neugebauer will stage exhibitions of "Archaic Nature", "Hysteric Wonderland", "Eco Pop" and "Hybrid Living" using products from the stilwerk stores to create the world of tomorrow's trends.

The stilwerk Trend Study No. 3 can be downloaded at www.stilwerk.de from 21 January 2009 and is also available in the stilwerk branches.

Premiere stilwerk Trend Study No. 3 by Prof. Peter Wippermann

At: IMM Cologne, Wednesday, 21 January 2009, 4 pm

"Trend Month" from 26 January to 22 February 2009 in the stilwerk branches in Hamburg, Berlin, Düsseldorf and Stuttgart, with a series of talks by Prof. Peter Wippermann



About stilwerk

stilwerk is an exclusive marketplace for interior decor, design and lifestyle, following a philosophy of "cooperation, not competition" which distinguishes it from conventional shopping centres. High-quality, prestigious international designer living are presented under one roof.

Since its opening in 1996, the first stilwerk in Hamburg's Hafen district has gained a reputation extending well beyond Germany's borders. In November 1999 stilwerk Berlin opened in Kantstrasse on the corner of Umlandstrasse, and was joined in February 2000 by the third branch in Düsseldorf. The fourth stilwerk opened in 2006 in Stuttgart's Königsbau-Passagen. Further national and international locations are in the planning stage.

Press Contact

Nana Tiedtke
stilwerk Center-Management GmbH
Große Elbstrasse 68
22767 Hamburg

Tel.: 040 / 28 80 94 69

Fax: 040 / 28 80 94 94

eMail: presse@stilwerk.de / ntiedtke@stilwerk.de

www.stilwerk.de

Trends

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ARCHAIC NATURE

The trend ARCHAIC NATURE reflects a yearning for authenticity and veracity. In our increasingly complex and confusing social environment, many people have turned to seeking reliability – standards and values with inner substance that provide us with security and orientation. The aesthetic focus of this trend concentrates on solid materials like wood, natural stone and slate. These are products with unaffected, earthy character, communicating personality over perfection. Furnishings gain substance and weight from the compactness of their physical existence, their history and the rough, unchiselled nature of their archaic style. A simple wooden table is transformed into a counterpart, a partner that tells its own story in the marks and traces in its material, its growth and its knotholes. The security of what is tried and tested and the emotion of familiarity are our shields against the uncertainty of the future.

Facts ARCHAIC NATURE

- **Natural, original materials** are transformed into an entity that can be grasped and experienced in real terms, expressed in organic natural lines or shaped with skilled craftsmanship into geometric, cubist forms.
- **Natural elements** such as wood-grain and texture create uniqueness and serve as a reminiscence of the material's original unfinished state.
- **Elemental forms** – geometric and archaic – dominate the catalogue of lines and shapes

Trend example:

Manufacturer: Riva 1920
Product: Tobi 3 Coffee Table



HYSTERIC WONDERLAND

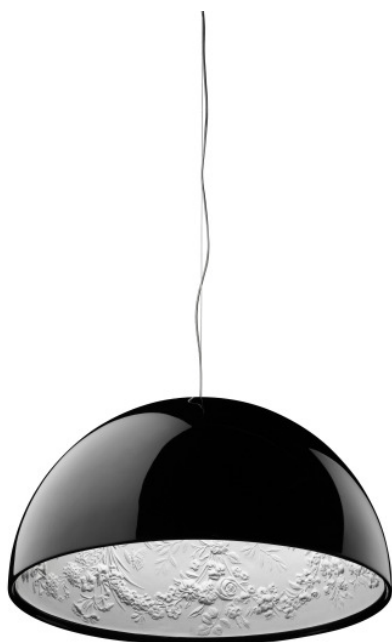
The trend HYSTERIC WONDERLAND features a style which highlights individuality and exclusivity, focusing on capricious treasures with immense visual impact and high prestige factor.

A longing for whatever is exceptional, unusual and special is a characteristic feature of saturated markets, and thus represents the logical continuation of the 1980s and their hedonist lifestyle. The culture of living is given a makeover, adopting mannerist traits in which rococo confronts surrealism, and furnishings become exhibition pieces. Effectively staged, they relinquish their status as consumer items for everyday use and become objects of display. Designer pieces becomes collectibles, art blends with market value. Artistic sophistication, opulence and luxury are the hallmarks.

The exclusive perception of living as a demonstration that connoisseur status has been attained takes on enormous significance. Interior design becomes the aesthete's code, the benchmark for his social environment. Ownership of unique and unusual furniture is a demonstration of individual taste and character, and is deserving of acknowledgement.

Facts HYSTERIC WONDERLAND

- **Egocentric:** Furnishings that become key players; interiors that become backdrops and frames, with light setting the scene for the central art piece
- Material and design adhere to the **principles of art** – creative, free, boundless
- The language of forms is **glamorous and unique**, elevating the designer's personal hallmark to the status of a brand.



Trend example:

Manufacturer: Flos
Product: Skygarden Lamp
Designer: Marcel Wanders

ECO POP

The trend ECO POP is emotionally bound up with the revival in 1960s and 1970s pop culture. It reflects the utopia of a blithe, carefree world in the aesthetics of a consumer electronics catalogue. Bright colours, clean shapes and cute, playful concepts conceal a high-tech heart beating within complex communication tools. The fun factor wins consumers' hearts by delivering slick add-value benefits. The addition of aspects of health, ambient climate, sustainability and networking causes the pop revival to expand into ECO POP. Modern information technologies and biotech are transforming our day-to-day lives – and the lifestyle within our own four walls. We are in a position to design our environment along subjective lines. The boundaries between artificial and natural are gradually dissolving. Nanotechnology is changing the climate of our interiors and the quality of our air, while biodesign creates surfaces that are indistinguishable from their natural models, and artificial aids and appliances; information design streamlines the processes in our daily lives and interactions. Biologically inspired and digitally produced materials and design materials form the foundation of this trend, enabling us to embrace healthy lifestyles and new man/machine synergies under new medial conditions. Given the facts of climate change and the pollution of air and drinking water, many people are seeking a personal escape from the harsh, unpredictable reality in the outside world. The ECO POP trend uses high-tech to call for a better world, in which individuals can feel safe and comfortable and which fulfils the desire for a clean future – which, the majority are aware, cannot be achieved by applying a backwards-looking philosophy, but only by utilizing progressive and visionary methods.

Facts ECO POP

- ***The new purity:*** Naturalness is simulated by high-tech, and staged with sheer enjoyment using a playful simplicity of style
- Modern technologies in the service of ***healthfulness and healthstyle*** are in the spotlight, communicating emotional warmth and security
- ***Natural science and high-tech sciences*** fuse with design and architecture to generate a new significance for products



Trend example:

Design Office: Lomme
Product: Lomme Bed

HYBRID LIVING

The trend HYBRID LIVING brings deconstructivism into our living spaces. Today's architectural and design landscapes reveal crystalline structures, formal permeations, interweaving and a skilful interplay of planes and volume. The trend is expressed in a redefinition of the perception of space. Fixed structures dissolve, spaces interfuse, construction and deconstruction generate fascinating, kaleidoscopic experiences of space that serve to shape modern lifestyle worlds.

Transient living structures required by impermanent family and working hierarchies represent the foundation for a new self-image. The overall call for multi-optionality has reached consumers' blueprints for life and living. Boundaries that once separated personal and professional life, real and digital worlds are dissolving. Consumers seek the reflection of their modern lifestyle in their living spaces, aligned to their personal situations. The interplay of presence / absence, physical and virtual reality takes on the nature of an object. Sensory illusions and the abandonment of familiarity and standardization become new status symbols. Instability takes concrete shape. The centre stage is occupied not by the wellbeing of comfortable living, but by new perceptions of space. Intelligent materials and technological production processes generate rifts and new beginnings that enable structures to dissolve and a whole new vision of living to be born.

Facts HYBRID LIVING

- New production methods including lasering, rapid prototyping and 3d milling enable new **hybrid structures** to be created
- **Kaleidoscope effect:** Changeable nature of the perception of space by the introduction of an array of different perspectives
- **Transparency and translucency** and thus the penetration and permeability of materials are the focus



Trend sample:

Design Office: Nendo
Product: Diamond Chair