

A brief walk through imm Cologne 2010

by



MaModyDesign

Introduction



Most seen directions by MaModyDesign in shape, material and colour for interiors 2010, presented at the imm.

MaModyDesign found ten different trend directions, which are presented here in mood boards.

Please, sit back and enjoy the presentation.

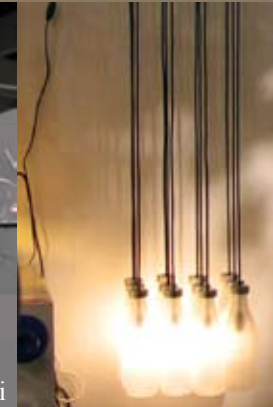
MaModyDesign is expert in Trend Scouting, Colour/Material Design, Design for Living and Working Spaces and Graphics for European and Asian market.

For more information please contact MaModyDesign.




Martina Wiedemeyer-
Mody
MaModyDesign

New Use



Shape

Recycling reached a new level. The shape is dictated by the shape of the original product, from which it got developed.

Material

Glass, metal, plastic and wood. Anything which can be remodelled.

Colours

Colour follows the colour of the original product. Mostly non-colours or multicoloured.

Bright Spots



Shape
Rounded solitaires.

Material
Metal and light. Reflecting and high gloss.



Colours
High gloss - Silver and light accents surrounded by cool neutrals.

STRICT NATURE



Shape
Modern, straight or angled shapes.

Material
Row wood in combination with plain, natural materials.

Colours
Natural beige and grey nuances in combination with earthen or cool, pastel colours.

Inspired by Nature



Shape
Playfully curved shapes.

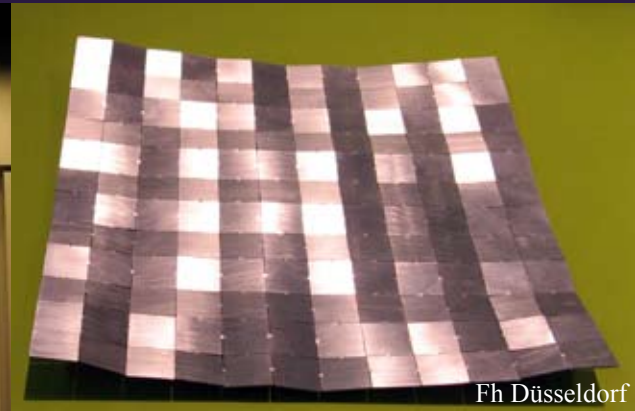


Material
Plastics, metals and moulding.



Colours
Bright nuances, from pastel colour to neon colour in combination with naturals or the row material.

New Geometry



Shape

Strict geometric shapes get more complicated and sometimes gently rounded.

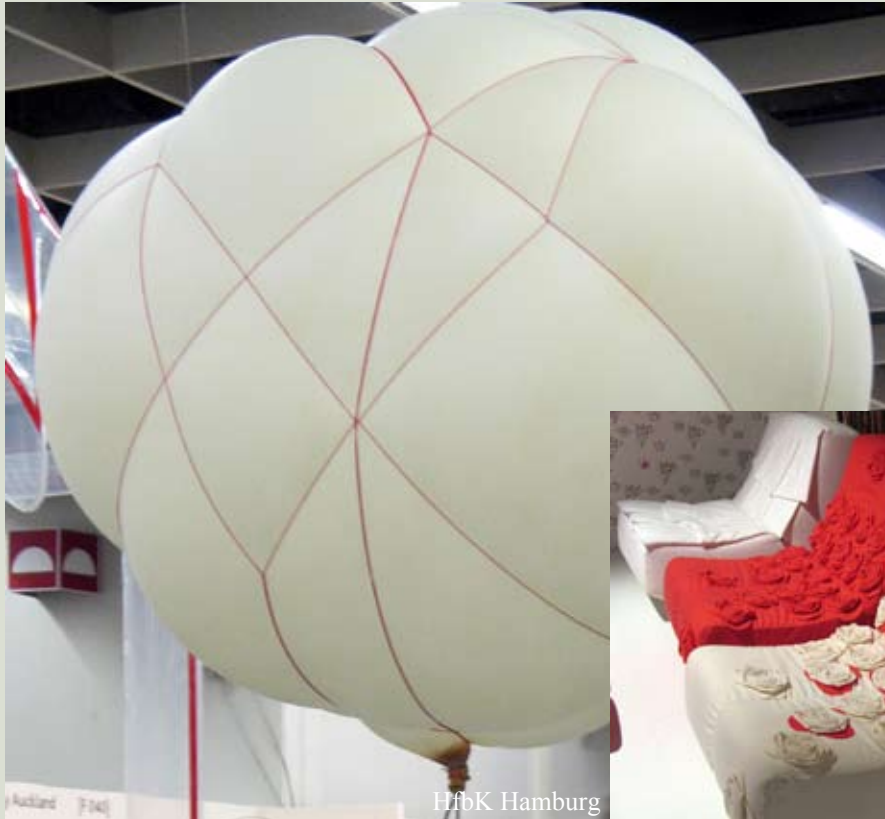
Material

Matt, smooth finish. Natural fibre, glossy plastic, glass and metal as accent.

Colours

White or dark settled colours mixed with tone-in-tone accents.

Gathered



Shape
Gathered and quilted on simple shapes.

Material
From soft or transparent materials to Neoprene and leather.

Colours
Black or off-whites mixed with bright, but settled accents in primary colours.

Colour Splash



Shape
Straight or rounded simple shapes.



Material
Glossy surfaces, digital prints, transparency.



Colours
Bright, mostly female colours, tone-in-tone or contrasting each other.

Organic Openings



Shape
Organic, mostly by nature inspired surfaces
with openings.

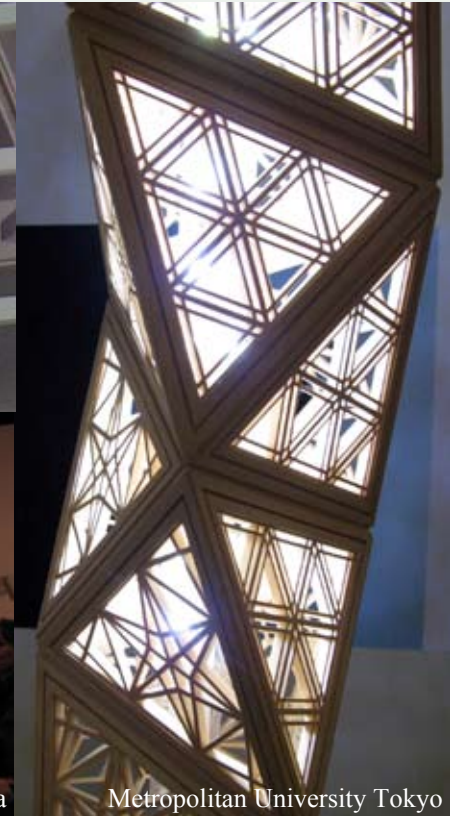


Material
Wood, plastics, paper.



Colours
White or neon colour.

Geometrical Openings



Shape
Openings get more and more simple and geometric.

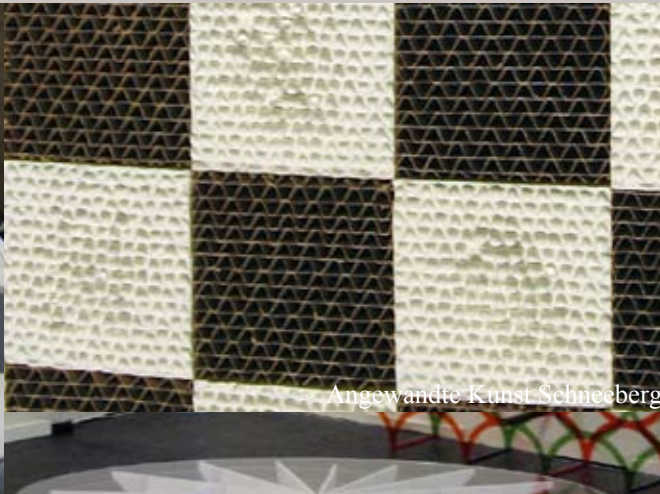
Material
Wood, Metal, Leather, Plastic, Yarn.

Colours
White or off-white colours mixed with tone-in-tone accents.

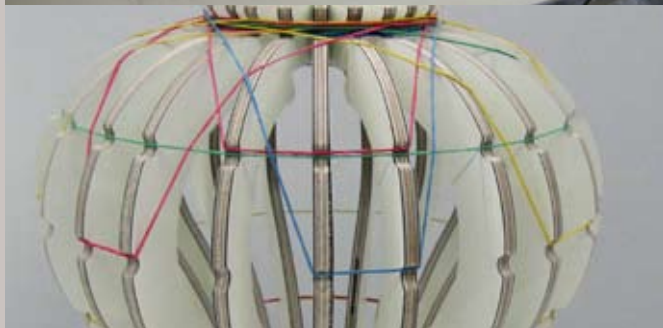
Folded and Laced



Hochschule Owl



Angewandte Kunst Schneeberg



ArtFuture



ArtFuture

Shape
Shapes in repetition or laced Shapes.
Corded.

Material
Cardboard, wood and painted metal.
Row material finish or matt finish with
glossy accents.

Colours
White or off-white colours mixed with
contrasting bright accents.

Glossary

All Pictures from left to right and up to down.

Introduction

Fachhochschule Düsseldorf

www.aus-ddorf.de

gviewpro

Portrait photo: Georg Müller-Nicholson

www.gviewpro.com

New Use

Hochschule für Technik Stuttgart

project: Gib dem Deckel eine zweite Chance

Ali Siahvoshi

www.alialiali.com

product: „Hammered“ a chandelier made of different drinking glasses.

distributor: now is here

www.nowishere.de

product: Milkbottle lamp for droog by Tejo Remy

distributor: now is here

www.nowishere.de

product: 85 lamp for droog by Rody Graumans

Ali Siahvoshi

www.alialiali.com

product: „Hungry“ is a light designed with cutlery without modifying them.

Fair stand interlübke

Bright Spots

Koelnmesse GmbH

Fair stand interlübke

Fair stand interlübke

STREET NATURE

raumplus

not announced

Yask

brühl

Glossary

Inspired by Nature
Fair stand raumplus

distributor: now is here

www.nowishere.de

product: Shadylace parasol for droog
by Cris Kabel

distributor: now is here

www.nowishere.de

product: 1597 for Freedom of
Creation by Janne Kytönen

not announced

Fermob

www.fermob.com

product: Flower

New Geometry

Fair stand interlücke

Fh Düsseldorf

www.aus-ddorf.de

Fair stand interlücke

Fair stand interlücke

Fair stand raumplus

Fair stand interlücke

Gathered

**Hochschule für bildende Künste
Hamburg**

ligne roset

**Hochschule für bildende Künste
Hamburg**

brühl

product: lucky-feé
design by Kati Meyer-Brühl

Julia Heuer

Glossary

Colour Splash

Lily Assicie

Fair stand raumplus

Lily Assicie

not announced

not announced

not announced

Organic Openings

Lothair Hamann

www.lothair.net

product: Loopy Lu

not announced

Hochschule Owl

Yask

Geometrical Openings

ligne roset

Fermob

www.fermob.com

product: Sixties

not announced

Papatya

www.papatya.com.tr

Metropolitan University Tokyo

Folded and Laced

Hochschule Owl

Angewandte Kunst Schneeberg Fakultät der
westsächsischen Hochschule

not announced

ArtFuture, Design School,
St. Petersburg, Russia

ArtFuture, Design School,
St. Petersburg, Russia