

# becoming TREND AWARE

Where are we going?  
And how do we  
get there?

By Luke Harrison



ISCD's research and predictions are lead by founding director Prue Royle and her international research over the past 15 years. By consistently studying and recording social influences such as environmental issues, "street smart" cultures, politics, fashion, colour and design in a variety of socio-demographic areas, she has developed a strong intuitive sense for both the international and Australian zeitgeist (spirit of the time).

ISCD believes we reflect our social trends in a variety of visual forms such as advertising, fashion, media, the built environment and our use of colour. Often these forms of communication are subliminal and their role as educators is to "make visible" and demystify these messages.

The team then utilises a vast methodology which consists of a whole range of techniques including:

- Reading market research from groups such as Ibis, McKay Report, TED and Harvard.
- Sourcing images from a range of unusual, international publications while avoiding the traditional, mainstream trend reports.
- Grouping the images into themes and watching how they organically develop from an intellectual, aesthetic and sociological point of view.

Over the past decade we have seen trends change at a much faster rate, due primarily to technology. "When I started researching trends I had to travel and speak to the gurus in Europe.

The concept of trends has increased in prominence over the past decade, due primarily to the multitude of design blogs and seasonal forecast sites in existence online. Trend experts at the International School of Colour and Design (ISCD) gather annually to release their concepts for the coming year and in the process, translate esoteric ideas into practical and useful solutions for the home.

By examining what is happening on the international stage and interpreting their findings into a local context, the team at ISCD is able to localise trend ideas specifically for the Australian market. With the study of trends becoming increasingly mainstream, they not so much dictate what is fashionable and what is not but rather ensure people are trend aware, allowing them to personalise the ideas in their own unique ways.



**Paint chips** Terra Firma, developed by Porter's Original Paints. Below are two examples of Terra Firma in action.



Now I can cruise the web and get the same pick up for what is happening," Prue explains. "Due to the revolving door of trends and the availability of "the buzz", we are observing people being less caught up in following a trend and more concerned about being authentic in their home. People are trend aware but if the trend does not fit in with their lifestyle, they are less likely to adopt it."

The team at ISCD has developed four key trends, each with an accompanying colour palette enabling easy translation for the designer or home renovator.

It is interesting to note that for the first time we have two trends relating to the concept of earth, both on the surface and underneath. In previous years we have seen an emphasis on environmental and geographical subjects such as clean air and water, saving rainforests and whales. This year sees the focus significantly shift to the concept of the broad expanse of our land.

### TREND ONE: TERRA FIRMA

Planet earth has always been viewed as safe and secure, however this is now being questioned. This trend sees us embracing our

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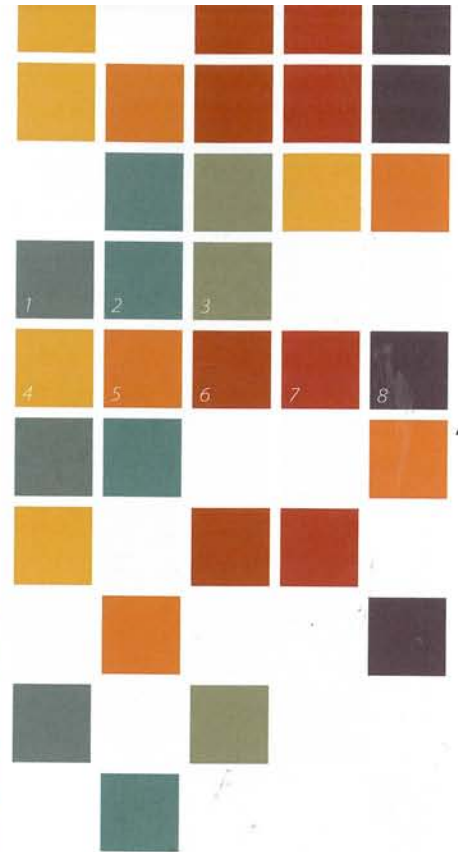
heritage through the use of primitive accessories, tribal imagery and fabrics that reflect the earth. This involves the return of micro-suedes in the lounge room and terracotta tiles both outdoors and in kitchens, reflecting the earth with its rough yet pure surface. A balanced colour palette was developed by ISCD and interpreted by Porter's Original Paints, using blues and burnt oranges, reflecting the land and the cultural heritage of where we live.



### CREATING THE TERRA FIRMA LOOK:

- Look to the earth's surface for colour inspiration.
- Source fabrics that have patterns of desert sands, beach drifts and eroded mountains.
- Find patterns and textures to complete the look.
- Have fun with special finishes on the walls.

**Paint chips** Heavy Metal, developed by Murobond. Pictured on this page are examples of Heavy Metal.



## TREND TWO: HEAVY METAL

The Heavy Metal trend sees us drawing inspiration from what is under the ground. It embraces "what lies beneath" and results in a juxtaposition between the heavy metals that are causing sustainability issues and environmental pollution and the objects that give us glitz, glamour and luxury. In turn, curious combinations of iron ore and diamonds; coal and rubies; uranium and sapphires are created. Slate bathrooms and textured laminated surfaces are making their way back into vogue through this trend. It is interesting to note the jewelled element of heavy metal is very different from the "bling" theme we have seen in previous trends. The palette, matched by Murobond, is rich and opulent, allowing us to create a comforting yet stimulating environment.

## CREATING THE HEAVY METAL LOOK

- Glam up your interior with deep colours and metallic textures.
- Look out for rich, opulent and embellished fabrics.
- Use lighting to create interesting moods.

Colour designer Edwina Hirst from ColourMatters loves the sophistication of both the Terra Firma and Heavy Metal colour palettes. "These rich and pure palettes are a stand out for me. They are perfectly lent to both interior and exterior colour schemes and offer an enduring, earthy and sophisticated look."



**Paint chips** Crystal Clarity, developed by Resene. Found below are some fine examples of Crystal Clarity at work.

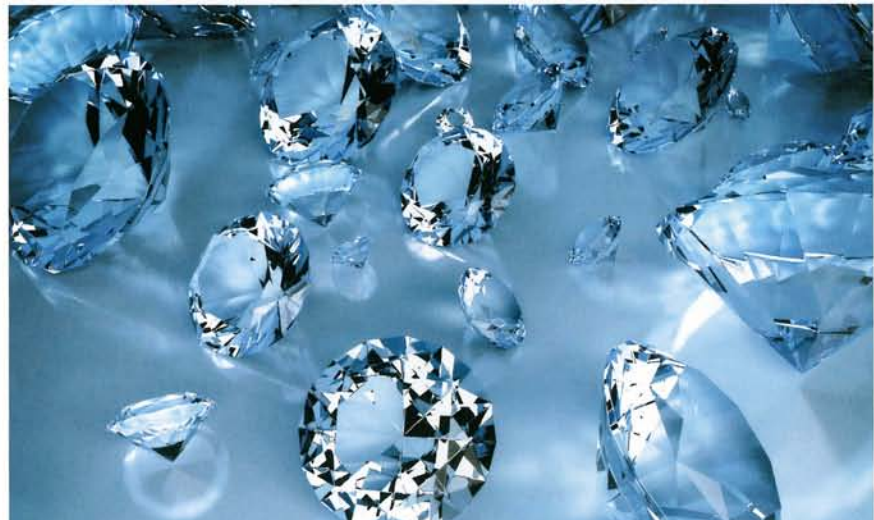
### TREND THREE: CRYSTAL CLARITY

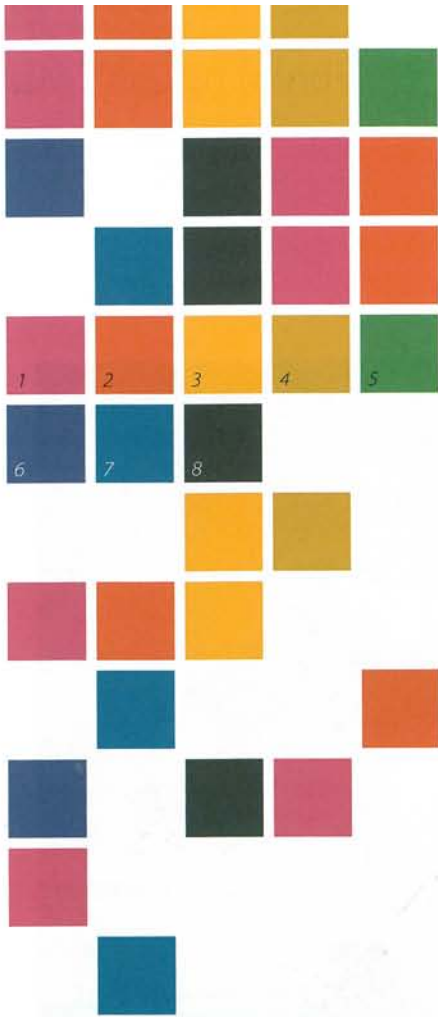
Crystal Clarity is optimistic and awakening, gaining inspiration from the growing social trend of people and organisations needing to be *transparent* in their lives and activities. As the only colour palette where green appears, this trend has a strong focus on light and the use of the glass and mirrors to echo light around a room. Delicate curtains frame windows, with soft, pretty and calming blue and purple accessories. The palette matched by Resene features a collection of neutrals and lends itself to interior schemes perfectly.

### CREATING THE CRYSTAL CLARITY LOOK

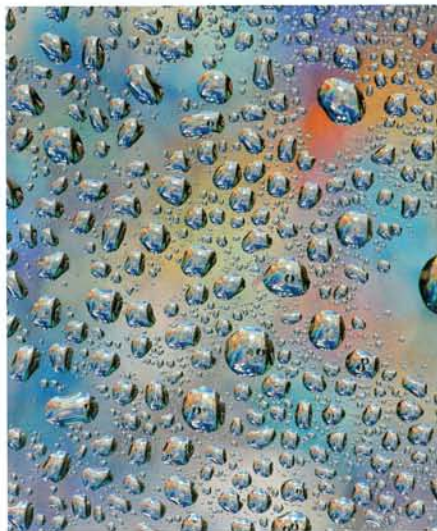
- A blurring of indoors and outdoors with clever use of transparent and opaque materials.
- Light, delicate fabrics.
- Glass and mirrors used to increase space and light.

PEOPLE ARE TREND AWARE BUT IF THE TREND DOES NOT FIT IN WITH THEIR LIFESTYLE, THEY ARE LESS LIKELY TO ADOPT IT.





**Paint chips** Breaking Free, developed by WattyL. Case in point, two examples of Breaking Free being utilised.



#### TREND FOUR: BREAKING FREE

This trend is inspired by our desire to be individual and not conform to society's expectations. It's about experimentation and the creation of a personal style, with a palette of interesting colour combinations. Features include shots of bright high chroma colour, embracing technology and doing the unexpected. The chroma-rich palette matched



Fan deck by Pantone colours.



by WattyL packs a lot of punch and provides perfect accent colours for those wanting a playful environment.

"There is a real sense of optimism in the air and we are starting to see that influencing the colours we are using. From vibrant '80s-inspired electric blues to rich golden yellows, this palette is fun, young at heart and free of inhibitions," says WattyL representative Lucy Sutherland.

#### CREATING THE BREAKING FREE LOOK

- Surround yourself with special pieces you love.
- Mix highly polished and rustic pieces — old and new can work well together.
- Inject some shots of bright high chroma colour.
- Embrace technology and forget all the rules. ■