



and shiny reflective surfaces that complement earthy colour hues.

From a sociological point of view, the earth colours create a grounded, nurturing mood. Design elements in this trend include a wide range of textures, the use of natural materials and an emphasis on recycled products.

There is a new interest in people of the land and in third-world countries, as well as a resurgence of a modern African style of decorating, so textiles, fashion and homewares are now incorporating a luxe safari style. Retro design is also alive and well, particularly in graphics and furniture, best demonstrated by Orla Kiely's new range of wallpaper and fabrics incorporating the Earthenware palette in a slightly retro way, with unusual combinations reminiscent of the 1970s.

Porter's Paints collaborated with the ISCD to develop an Earthenware colour palette. Marketing manager Caroline Edwards describes the basis on which they developed the palette: "Our escapism into the depths of indigenous cultures influences our desire to relive exotic adventures. Whether it be Moroccan, South American or the Eastern Cape, rich colour from these cultural influences plays with perfect harmony in the colour spectrum." Warm accents cooled down with indigos are the perfect complement to any interior or exterior home.

### VIVID

Optimism and a mood of celebration are reflected in the Vivid trend. Bright, clear colours give a surprising lift to the built environment in particular, but throughout the design world, a vivid rainbow of colour is predicted. The Vivid colours are a reaction to

the greyed-off neutral colours that we have been experiencing for the past three to four years. With white, grey and reduced colours dominating our interiors, we are starting to yearn for bright splashes of colour and a more optimistic outlook.

Shiny surfaces and glossy fabrics reflect this mood, as does the increased use of statement lighting and transparent colour. Often, vivid colours are a reaction to times of difficulty, such as global recessions. Prue Royle from ISCD observes that "the gloomier people's thoughts, the stronger the uncertainty, the more colourful the prints and the brighter designs will become. We will see a more contemporary slant on brights, with the use of dégradé — colour gradations — in the form of stripes and subtle colour blending and gradation."

Vivid colours are not confined to interiors; increasingly, technology is allowing us to use bright, clear colours in exterior structures. Dulux compiled a Vivid-themed paint palette with warm mandarin tones, yellow-based greens, bright electric blues and sunny yellows. This palette works perfectly with white and grey or to add a jolt of seasonal colour to winter rooms. Andrea Lucena-Orr from Dulux describes the palette as one which "reflects our emerging positive outlook and mood. There's an optimistic future on the horizon with this bright yellow, fun orange, pretty violet and fresh green. The blues are synonymous with happiness, taking in blue skies and endless summer days at the beach!"

### GEOMETRIX

A strong black and white geometric theme is appearing as a contrast and reaction to the delicate, illustrative patterns that replaced minimalism a number of years ago. Fragmentation in the form of geometric



patterning is appearing in textiles, furniture and architecture. However, it is a combination of vivid hues and greyed-off neutrals that give the Geometrix style its contemporary look.

Prue Royle from ISCD has observed the trend towards "strong, bold lines and shapes which are appearing on packaging, fabrics, furniture, flooring and even exterior building façades". Geometrix is slowly evolving to lose some of its rigidity and become more prismatic in shape, with soft edges and layered disc shapes. Spicy yellow and fuchsia tones will be offset by deep grey and shimmering metallic silvers. This happy trend will gain momentum with younger markets.

### GALACTIC

A new and different theme that is well overdue appears in the Galactic palette. The new space age is upon us, with sharp design features and an unusual range of colours, from warm grey to soft violets and electric blues, in textures as diverse as shiny metals and lush velvets. Sculptural forms in lighting and homewares, repetitive modular shapes and shimmering surfaces will give a futuristic mood to interiors and fashion in particular, but across the design world, the space age is here.

Fashion catwalks have been showing "space age chic" for the past year and it seems interiors are following. Balmain's structured shoulder pads and glittering metallics in deep milkyway blues offset with grey, silvers and blush pinks seem to be moving off the catwalk into our interiors.

Wattyl Paints compiled a paint palette based on the Galactic theme, with hues of deep indigo, soft violets and moody blues. This palette works beautifully when overlaid with warm metallic tones, crisp whites and lavender colours in a variety of textures.

In addition to the distinctive themes and palettes observed by the ISCD, there are a number of fascinating trends emerging overseas that are moulding our textiles, furniture and accessories.