

DESIGN FEAST 设计盛宴

Milan International Furniture Fair 米 兰 家 居 展



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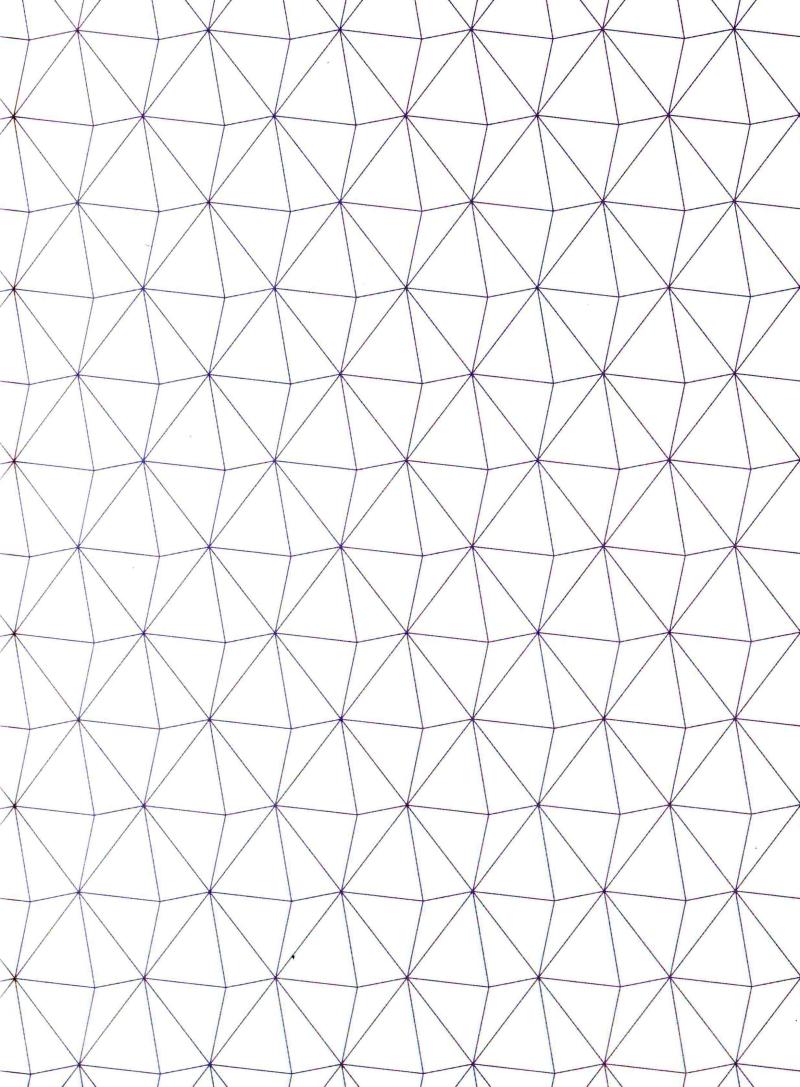
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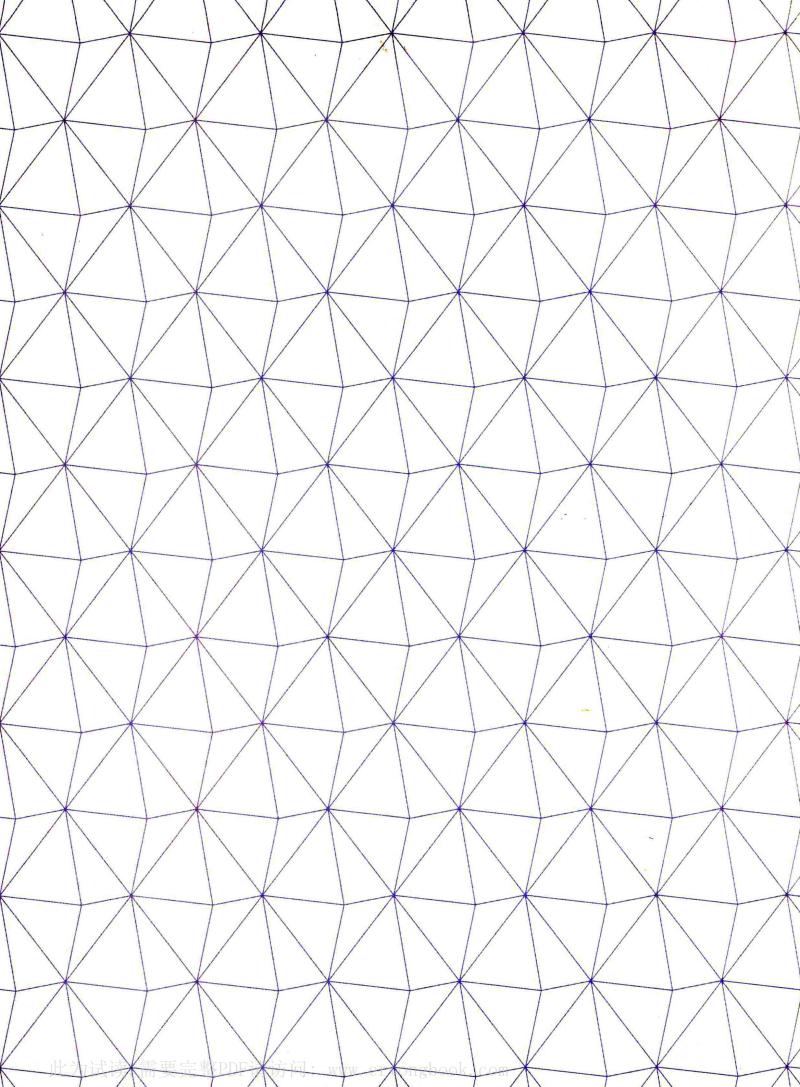
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PREFACE

When you are opening this collection, you are entering into the world of cutting edge Home, Furniture and Exhibition Design in the Milan Furniture Fair this year. Our goal is to bring to you the latest trends in the furniture fashion. The Milan Furniture Fair is always an exciting expo which features the best that European design has to offer – it is highly influential in setting trends for the year ahead.

First, the five colour trends in Furniture Design are Tortora, Grey, Black and/or white, Blue and Walnut.

Tortora is a carryover from last year, but in a more pronounced fashion. Soft, warm and unpretentious; neutral and natural, soothing and organic with a perfect fit in any room and with most popular wood finishes like walnut and wenge. Tortora tones include rich chocolate browns, creamy caramels, delicate mochas and smooth cappuccinos.

Grey tones were vividly present this year albeit their gloomy connotations. With a lavish palette which included light greys, neutral greys, warm greys and charcoals, it is safe to accolade the come-back of this colour trend to industrial architecture and its growing infatuation by mainstream consumers. Fixating on modernism, the grey palette of urban, muted shades like stone, asphalt, steel and cement will be here for a while although possibly redefined and regrouped with whatever colour de-jour is.

Black and/or white, the ultimate timeless combination, proves yet again its unwavering disposition, versatility and solid design fortitude. With brilliant elegance, sophisticated glamour and hue sensitivity, modern furniture in

black, white or black and white continue to have a strong design presence and chances are...will do so in the years to come.

Blue, in general was the only other colour that consistently resurfaced throughout the Milan Furniture Fair. But its 'ironic' presence was not as circumstantial as it first appeared. The force behind its resurrection as the trendy colour backdates to the international colour authority (a.k.a pantone) selecting it (or turquoise to be precise) as the colour of the year.

While in 2008 and 2009 walnut finish was in its infancy mode and no one really knew whether it will survive its first year among interior giants, the 2010 International Furniture Fair in Milan proved that walnut has the interior stamina to be considered more than just finish du jour and potentially reach the same powerful popularity that wenge finish relished over the past years. Needless to mention, walnut was consistently used throughout the show with applications that stretched into all living spaces.

The second trend resides in Eco-friendly, More Affordable products.

Eco-friendly, more affordable furniture took center stage at the Milan International Furniture Fair as designers sought to woo green-minded consumers with smaller budgets in tough economic times. Wood and metal were the materials of choice, and echoes of nature abounded, such as Vappellini's tulip-shaped chairs and chairs by Sicis evoking four-leafed clovers. People have been looking for a welcoming interior as a refuge from the outside world, which was evident in rugs and designs using wide-mesh fabrics.

'There is a desire for rustic things, for the countryside,' said Evelina Bazzo, head of communications for Italian company De Castelli. 'This can't be explained rationally, but it is the taste of the moment. This would not have worked 15 years ago.' Designers like German Michael Koening of Picto have broken down the barriers between indoors and out. His metal sculptures shaped like trees for the living room offer a way to 'commune with nature without having plants,' Koenig said. Eco-friendly furniture is 'the only way forward,' said Jukka Lommi, designer for Finnish company Punkalive. 'That's the future.'

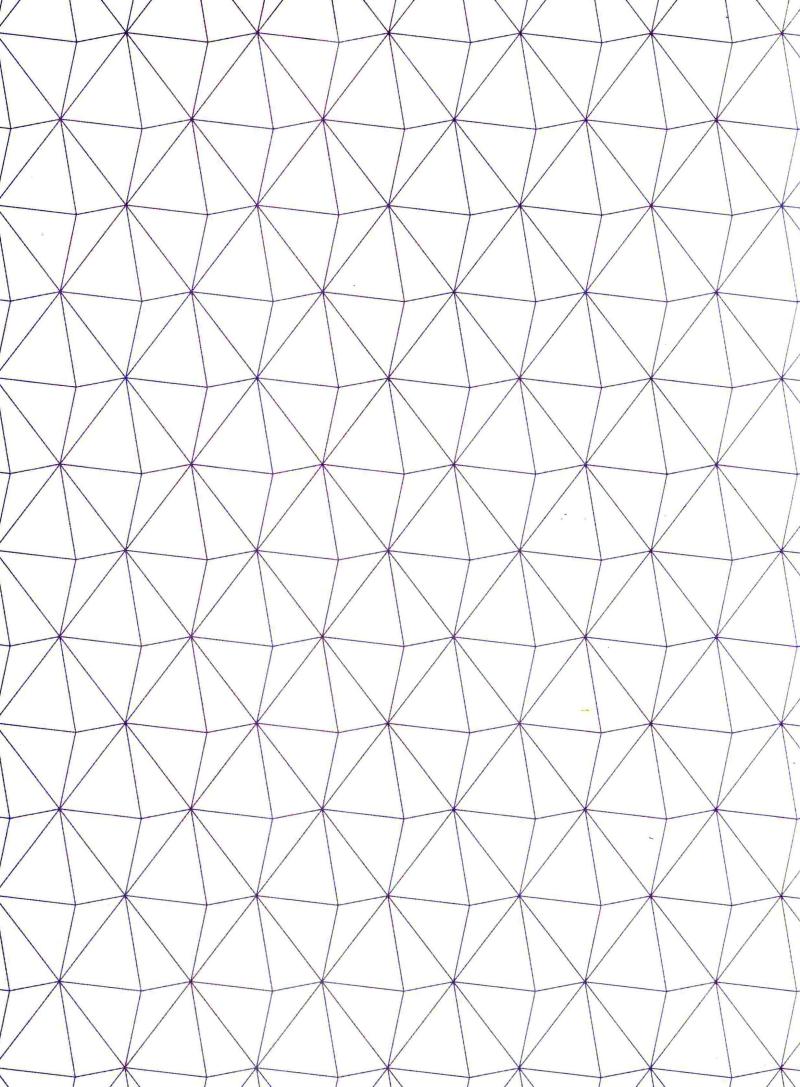
The global economic crisis however has led most consumers to prefer more affordable, practical and durable furniture. 'Some things, strangely, have disappeared. Everyone's grandmother had a dresser, and its usefulness is obvious, but it's hard to find them even at flea markets,' said Starck, who designed one for Italian company Kartell.

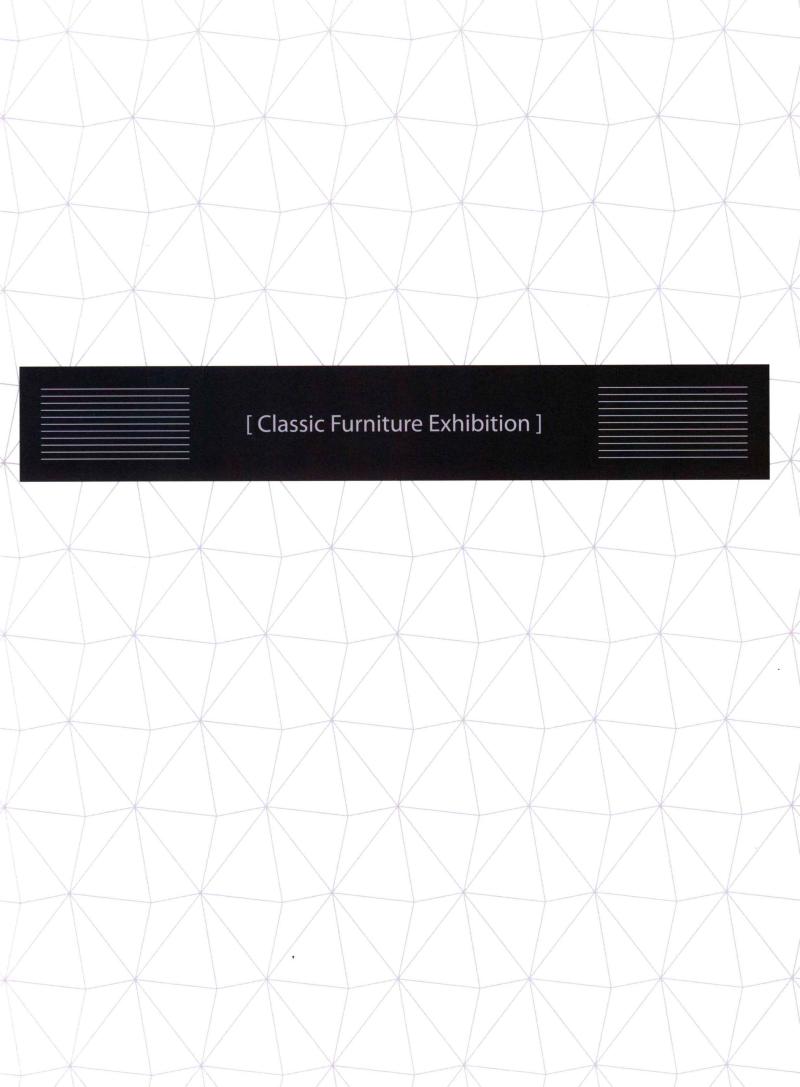
Two years ago, many people were still buying fun, fanciful things, but now people want something more practical and durable. Consumers have learned a great lesson from the crisis. They are much more careful and they want things whose value matches the pricetag. It's a very positive effect of the crisis that objects have become smaller and less out-of-reach.

The kitchen trends are highlighted in FTK section. Inevitably at an event showcasing cutting edge modern furniture, technology is a special feature, with green technology increasingly important. In fact, so important is kitchen technology that at this fair, it has its own section, showcasing innovative products as well as carrying out key research, producing prototypes and concepts of the electrical appliances of tomorrow. The

buzz word is eco-compatibility, and the message is that you don't have to do without modern domestic appliances to be green, in the same way that you don't have to sacrifice looks for performance. So, gadgets that can save time and effort plus electricity and water will be of particular interest to buyers from the big stores and also to the media who attend the event. What appeals to the visitors to the Milan Fair is what millions will be buying in shops and online in years to come.

As much as we have analysed above the trends in this year's international furniture design fair, it is widely acknowledged in the design manufacturing field that trends come and go, but high-quality craftsmanship lasts. Furniture is not simply an object of use. It also expresses the personality of the designer, manufacturer and the customer, which shall be the eternal trends in furniture design.







There were multi-styles on the Classical area of the Milan Furniture Fair, fresh, luxurious, Egyptian, and even traditional country style. The so-called 'classical' does not completely follow the conventional delicate and elegant style of the European Classical, but a sense of modernism is revealed in techniques and shapes.











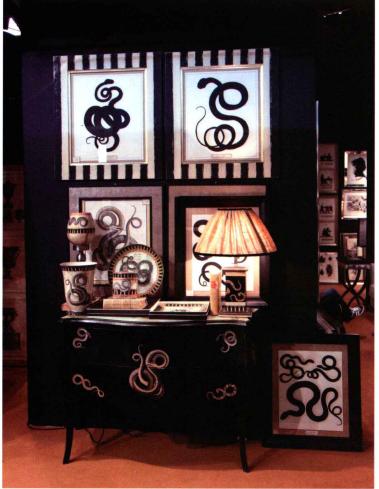






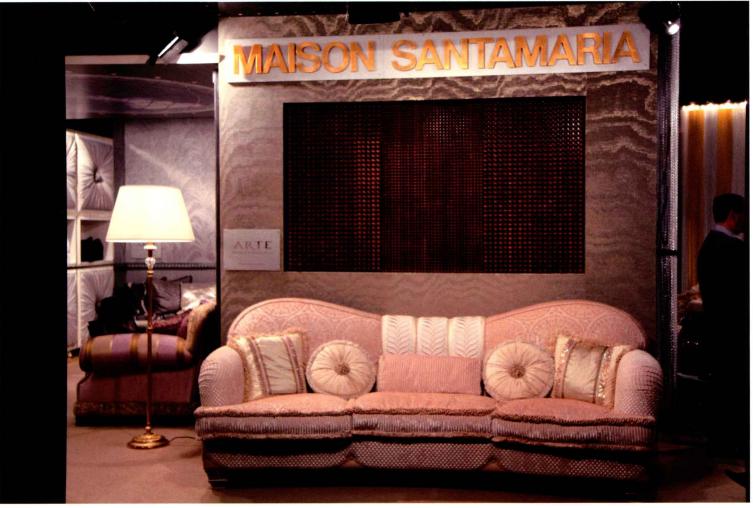














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