

AUGMENTED PERCEPTION



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MATERIAL WITH A SOUL



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COLLECTION 2021
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Creating a Reassuring Environment by Means of Sustainable Materials

Biobased Materials . Transparency . Waste Reclamation . New Aesthetics . Durability . Soothing & Earthy Tones



Conscious purchasing comes in many forms, from choosing **high quality** and **resistant** materials to **self-cleaning** products. Consumers are seeking less but better products and low carbon emission materials. Manufacturers are focusing on minimizing waste and the impact on the climate while maximizing value at every stage of the product life cycle. Strategic steps from the raw material selection are essential to a clear supply chain.

As consumers and brands become more aware of the potential impact of design on **well-being**, **soothing materials and pure surfaces** are used to promote rest, relaxation and **serenity**.

Environmental awareness can be incorporated by long lasting materials and sustainable processes. Protecting and restoring resources, using **bio-sourced, recycled and reclaimed** materials, are also significant to create durable designs.

Waste will emerge as a key material, as designers highlight both its environmental and aesthetic potential.

Alternative aspects using biobased, recycled and self-grown materials, will initiate acceptance of new aesthetics, different from today's mainstream beauty criteria.