

The Design Futures Book

VIEWPOINT

#40

DE89 — IE89 — FE89 — £75



City Futures

Exploring how our urban future will influence the spaces in which we live, work, play and create



Design

Notebook

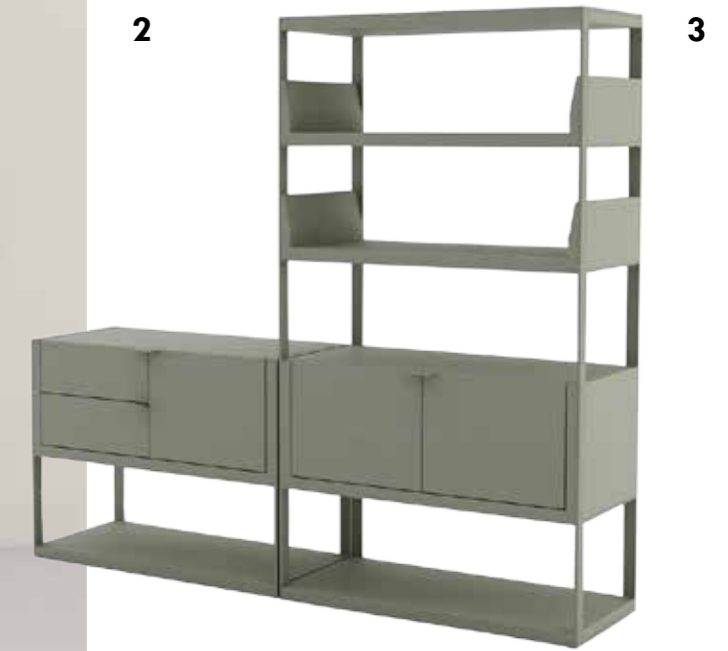
**A roundup of the design
movements across the lifestyle
industries and their influence
on colour, shape and form**

The Statement

Boring



1



4

Continuing a shift towards essentialism and away from excessive consumption, the new statement aesthetic shouts without any noise. Designers channel the self-assured attitude of 'normcore' into interiors, furniture and packaging design, opting for stripped-down, pared-back, simple classics. Forms are built in clean lines, composed of mono-materials and are fuss-free and devoid of ostentatious decoration. A minimal, monochrome palette dominates across design categories, as clarity of message and clear functionality is number one on the agenda: no nonsense, no noise.

1. ARKET
Arket, the newest H&M brand, caters for upmarket essentialist needs across homeware and apparel, adhering to consistent considerations of quality and simplicity. arket.com

2. BORING COLLECTION BY LENSVELT AND SPACE ENCOUNTERS
As stated on the designer's website, the Boring Collection 'does not pretend to be beautiful' and 'does not claim attention'. In its sheer simplicity and modesty, the furniture collection becomes bold and suggests absolute confidence. space-encounters.eu

3. LEAN STORAGE BY MAP
mapfurniture.com

4. LESS
Less cosmetics reduce complex, laborious skincare regimes down to three simple steps. The brand's core values are 'objectivity, naturalness and a consequent reduction to the essential.' welcometoless.com



4



1