

# LENZING COLORS

INTERIOR TRENDS 2015

## GET TOGETHER

No man is an island, a popular saying goes. This is as true as ever, now where we move closer together, both metaphorically and literally speaking.

New ways of living together as neighbours, families and groups of likeminded individuals are gaining ground. We organize ourselves in housing cooperatives, in closed communities where our lifestyle, values or beliefs is the entry pass, or in housing complexes with shoebox apartments and shared spaces for daily routines such as cooking or exercising.

We realise that by sharing resources, spaces, and ideas, we strengthen our social ties. We experience, how the formation of new groups of closely connected individuals create broader definitions of social tribes, of family, and of friendship. We continually redefine our social networks as we become free enough to share and secure enough to get along.

Get together. Right here! Right now! After all: No man is an island.

# DAWN



19-3918

19-1121

19-5406

illusive tints glowing in complementary glaze



PANTONE® 11-0622 TPX

PANTONE® 11-0510 TPX

PANTONE® 13-1031 TPX

PANTONE® 14-1907 TPX

PANTONE® 16-2107 TPX

PANTONE® 18-3922 TPX

PANTONE® 16-4519 TPX



Complimentary colors enhance light and shadow

No right angles; buildings reflecting what they're built for: People

Joy and function combined by room-colors; add to the feeling of wellbeing

The essential elements for comfort and delight



Home Play Safe Learn Probe Refuel Observe Affection

## FOCUS: BED LINEN

Tribute to nature  
Soft idiom  
Natural materials  
Color rounded by nature

Weave structures intertwined  
with color in simple and pure  
compositions  
Soft and embracing touch



# CHALLENGE



15-4008

13-0403

14-4908

properties of disclosing the process



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PANTONE® 17-1461 TPX

PANTONE® 19-3909 TPX

PANTONE® 18-4440 TPX

PANTONE® 18-5424TPX

PANTONE® 15-6442TPX

PANTONE® 13-0650 TPX



Expressivity

Uniqueness

Explore

Universal

Primitivism





The challenge of keeping  
process and material in  
balance

Curiosity:  
What's it made of?  
How's it made?  
How does it work?  
Where does it come from?  
Where will it disappear?

## FOCUS: BED LINEN

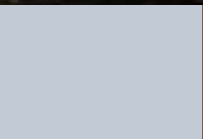
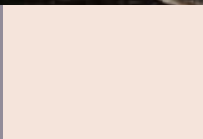
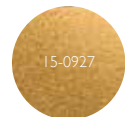


Freshness and spontaneity  
Metaphorically creating a spark  
Sketchy print-designs  
Crude embroidery  
Geometric patterns  
Crispy touch



# ALLEGORY

the temptative  
myth of utopia



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PANTONE® 11-1306 TPX

PANTONE® 18-0629 TPX

PANTONE® 13-4111 TPX

PANTONE® 18-1306 TPX

PANTONE® 16-0847TPX



Temptation  
Seduction Mind and body  
Sensual Virtue and value Imagining Narrative



## Reflections

The vast world of classical patterns, sophisticated fabrics

Imperceptibly roughened opposite slightly glossy

The translucency of parchment, understated though powerful

## FOCUS: BED LINEN

Stars and stardust  
What dreams are made of

Tantalizing patterns, minimalistic stringency

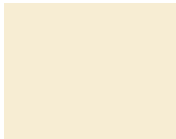
Underplayed woven textures,  
and placed jacquard, monotone

Rich touch, lustrous surface,  
exquisitely manufactured

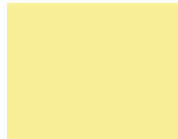


# COLOR USAGE : LIVING AREA

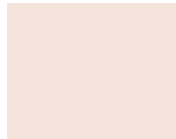
all colors



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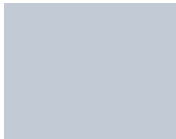
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PANTONE® 18-4440 TPX



PANTONE® 18-5424 TPX

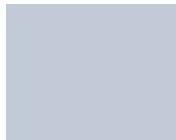


PANTONE® 19-3909 TPX

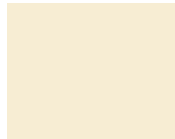
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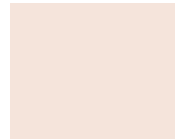
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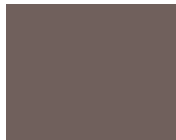
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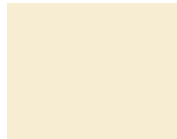


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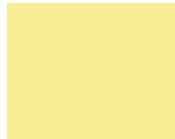


# COLOR USAGE : BATH

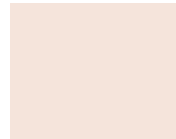
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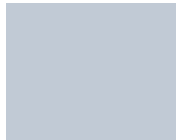
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PANTONE® 13-4111 TPX



PANTONE® 16-0847 TPX



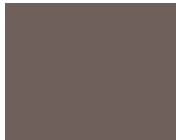
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