



FOR A LONG TIME, DESIGN has been intellectual and form has followed function. In the last couple of years, we have seen design being challenged to satisfy emotions. Designers are creating things of beauty that contrast with the commonplace objects we use daily. They are creating new expressions in interior design and celebrating our interest in life!

100% Design has steadily built a reputation as a must-see design show to attend during Design Week UK. Though 100% is now a worldwide brand, recognized for making an enormous contribution to the vitality of the design industry, it has remained a comfortable-sized show to see. In half a day you can walk around the show and then go around again to savour and appreciate the exhibits that attract you. There is ample room in the aisles and lots of enthusiasm among the young exhibitors to talk about their work. In an unfolding series on 100% Design, Better Interiors will showcase new design trends based on the emerging concepts we saw.

natural Intelligence



Mild Table

Contraforma, established in 2004, believes it is interesting to live, and fascinating to create. The Mild Table by Contraforma is a folding table for home and commercial use. The tabletop is in highly graphic black-and-white patterning and when not in use can be hung as a wall print.

Glamour Screen

The innovative Glamour Screen is made up of individual segments that when interconnected appear like needlework. Glamour is made from semi-transparent sheet plastic. www.contraforma.com

Top trends

We yearn for authenticity in our lives. We have begun to respond to rudimentary textures and respect original materials in reaction to overhyped technology. We look for products and surfaces with integrity, naturalness and beauty. Decoration inspired by nature and ornamental patterns is being delivered through precise laser cutting and enhanced printing technology. Laser technology has been a singular influence. Paper, fabric, carpet, metal... all express themselves as an enchanted ornamental forest. Craft juxtaposed with cutting-edge technology.

'Return to Innocence (with some help from technology)', that's what the trends seem to be saying according to our colour consultant Latika Khosla.



Bio Post -it

The reference to natural forms again! This functional and aesthetic Post-It accessory designed as a tree. The range is designed to take in post cards, reminders or photos. Bio comes in two or three differently shaped designs.



Imperial Floor

This is a multi-segment custom floor covering. Decorative pieces of Imperial are connected to form configurations of different shape, size and colour. The heraldic shape of Imperial segments is echoed in the shoes and Celtic embroidery of the models' apparel.



Leaf Chair

Natural shapes make for creativity beyond industrial moulds as Arper interprets nature in this simply comfortable Leaf chair. www.arper.it



Miura Barstool

Developed as a stackable barstool for domestic and public spaces, Gricic's stool utilizes construction and ergonomics to express a natural skeletal structure. www.plank.it

Fashion, interiors and small product industrial design all have the same source of inspiration



Shelflife

Shelflife is a bookshelf with a removable chair and table. The asymmetrical shelving references tree branch growth. Charles Trevelyan's stint as a graphic designer is evident in this work as a furniture maker. www.hiddenart.com/charlestrevelyan



hm 44

Alexander Taylor's family of supremely relaxing lounge chairs — equally suited to residential and corporate settings — comprises highback and lowback chairs with either a stainless steel swivel base or with beech legs. www.hitchmylius.co.uk



Cibola Lamp

Dominic Bromley is influenced and attracted to strong simple forms and biomorphic origins. Cibola table lamp is made inspired by the inner rings of a cut red onion! www.scabetti.co.uk



Drawn to the light lamp, detail

More recently experimenting with bone china, Dominic unveiled Drawn to the light, a striking chandelier of 36 biomorphic pieces of translucence.

Trends are simultaneous across these industries! Even the mundane is beautiful....



Long Handles

Innovative ironmongery compliments Long Handles' custom interior work. A sense of humour underlies the company's philosophy. They design accessories in cast aluminum, stainless steel and glass. www.philipwattsdesign.com



Surreal Wall paper

Inspiring new graphic projector packs with colourwash slides that work only in the Mathmos Space Projector. Light is projected through the designs of an acid-etched stainless steel gobo that rotates to create a constantly changing graphic. www.mathmos.co.uk