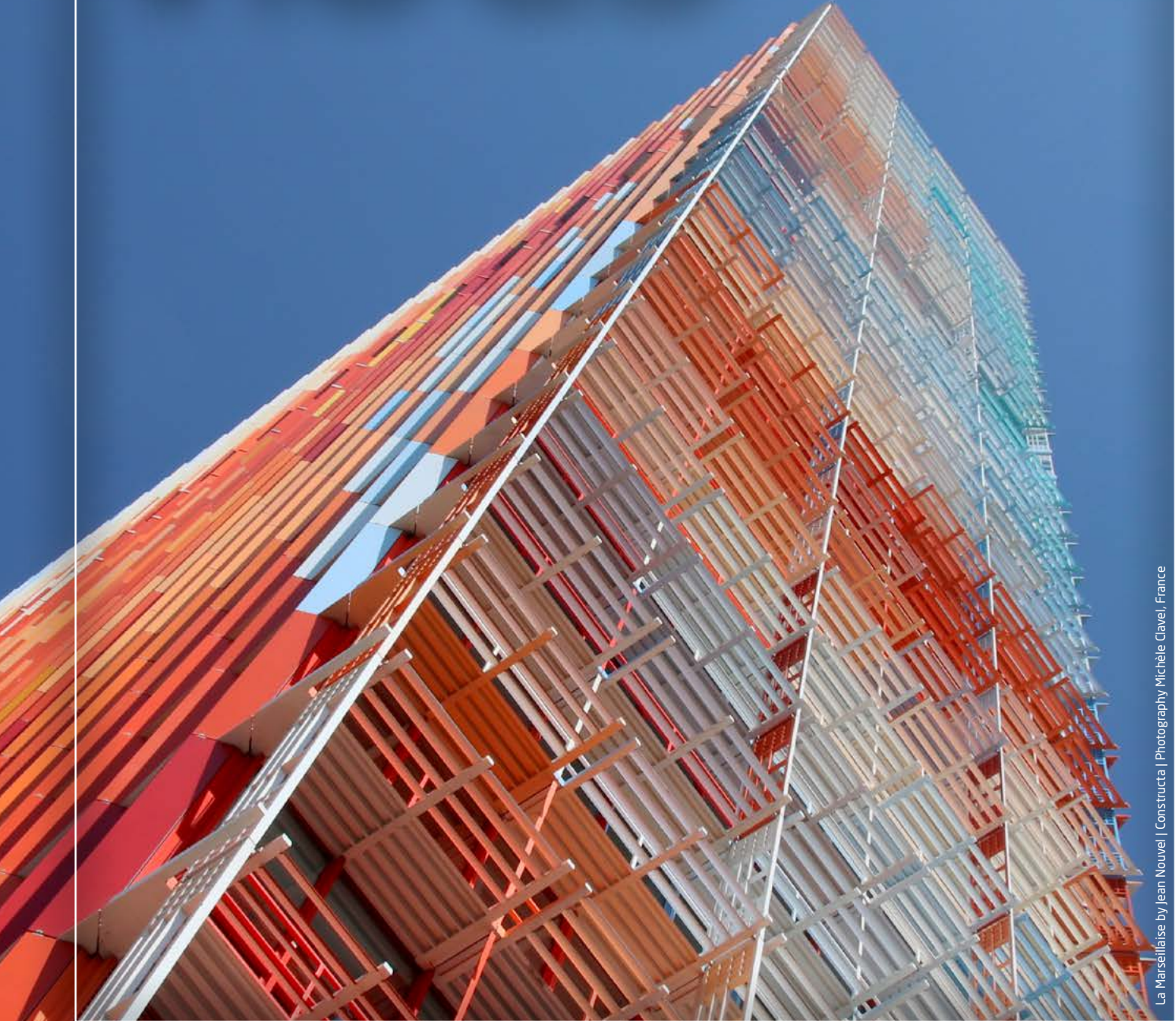


vibes



La Marseillaise by Jean Nouvel | Constructua | Photography Michèle Clavel, France

trend report 1.2020

moodboard

Generation Y and Z, the anxious generation looking towards the future in fear and developing a fascination with the end of the world and humanity.

2-3

trend themes

Discover the 4 new trend themes of this edition. Quietude, humanized, gen-z and manly are the themes each coming with their own story to tell.

4-11

designer vibes

Read the stories of architects and designers working with colour and powder coatings.

12-15

forsake

No less than 30% of Gen Y and Z employees in the U.S.A. say that they are sometimes so anxious or depressed that it hinders their work. Generation Y in particular, the so-called millennials, are more affected than all previous generations. No wonder they are sometimes called „the anxious generation“.

This generation is not only anxious in life, but also look forward to the future with fear. Even though some of them try to take things into their own hands by becoming activists, others remain pessimistic. They develop a fascination with the end of the world and humanity. Young designers are increasingly working on projects around the end of the world as a theme, a fact that was picked up by Paola Antonelli, curator of design at MOMA, who recently organised an exhibition on how we can make the end of mankind ‚elegant‘.

What seemed to be science fiction is now slowly becoming reality: we are thinking of DNA hacking or achieving immortality: scenarios that the ultrarich on this planet are thinking about, because they too are preparing for the end. And of course, we cannot ignore the great 'Plan B' when the earth becomes uninhabitable: exploring other planets. For example, the Flemish biotech company Urban Crop Solutions is working with bakery supplier Puratos on a Mars simulator to investigate how grains can grow on Mars.

What influence does this have on architecture and interior design? Well, we see a tendency towards futuristic, ‚spacy‘ architecture and interiors. The design of spaceships serves as an inspiration. We will see many metal construction with a futuristic, industrial aesthetic. Especially metal, glass or plexi and stone are combined in a look predominantly featuring hard surfaces. This style is not very cozy, nor is it very homely, but can be widely used in the hospitality sector or in retail.

The colour palette of this trend is inspired by the content of the theme. Some toxic neon tones are combined with terra colours inspired by Mars. Metallics also give the futuristic touch here, for example in metallic bronze and chrome.

In the powder coating market, we see an evolution towards a palette of new dark shades. These include dark green, very dark brown and dark grey tones with a shade of purple or blue, all shades inspired by extraterrestrial rock or cosmic dust.

The dark hues selected for the forsake moodboard are all part of Axalta's brand new POLAR collection. POLAR is part of the Alesta® SuperDurable powder coatings range for metal substrates and is enhanced with Cool™ properties that reflect infrared radiation. The formulation is based on a super durable polyester resin technology offering superior exterior durability. Alesta® SuperDurable is ideal for architectural projects where aesthetics and thermal stability is essential and for any application in high UV level environments. The POLAR products meet the requirements of Qualicoat Class 2, GSB Florida 3 (Master), BS EN 12206 and AAMA 2604.

Visit www.axalta.com/polar for more information or to order your colourcard with actual powder coated samples.



POLAR FOREST
SD03076702020



POLAR DUST
SD03078701020



POLAR ASH
SD0307750220

moodboard



Each edition of vibes comes with a handy fan deck with actual sample panels of the colours highlighted in this magazine.


You can order yours via
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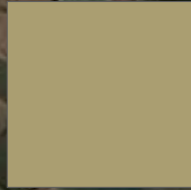
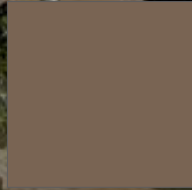
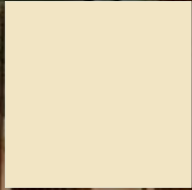
POLAR RAVEN
SD03074900520



POLAR UMBRA
SD03078124720



POLAR BREEZE
SD03076213520



quietude

The quest for silence and digital detox in optimal balance with technology.

in architecture

As our environments turn louder every day, acoustic comfort is key in open plan architecture. Uncomplicated surfaces in subdued colours inspired by water, air and flora.

in design

Noiselessness and quietude rule our interiors. Simplified designs with only an absolute minimal use of material. Warm colours rules in this homely atmosphere.

PAPYRUS WHITE
Fine Textured
AE03059901820

POLAR FOREST
Fine Textured
SD03076702020

OLIVE YELLOW
Fine Textured
AE03051102020

PALE BROWN
Fine Textured
AE03058802520

ORANGE BROWN
Fine Textured
AE03058802320

LIGHT IVORY OPTIMUM
Fine Textured
SD030C1101520



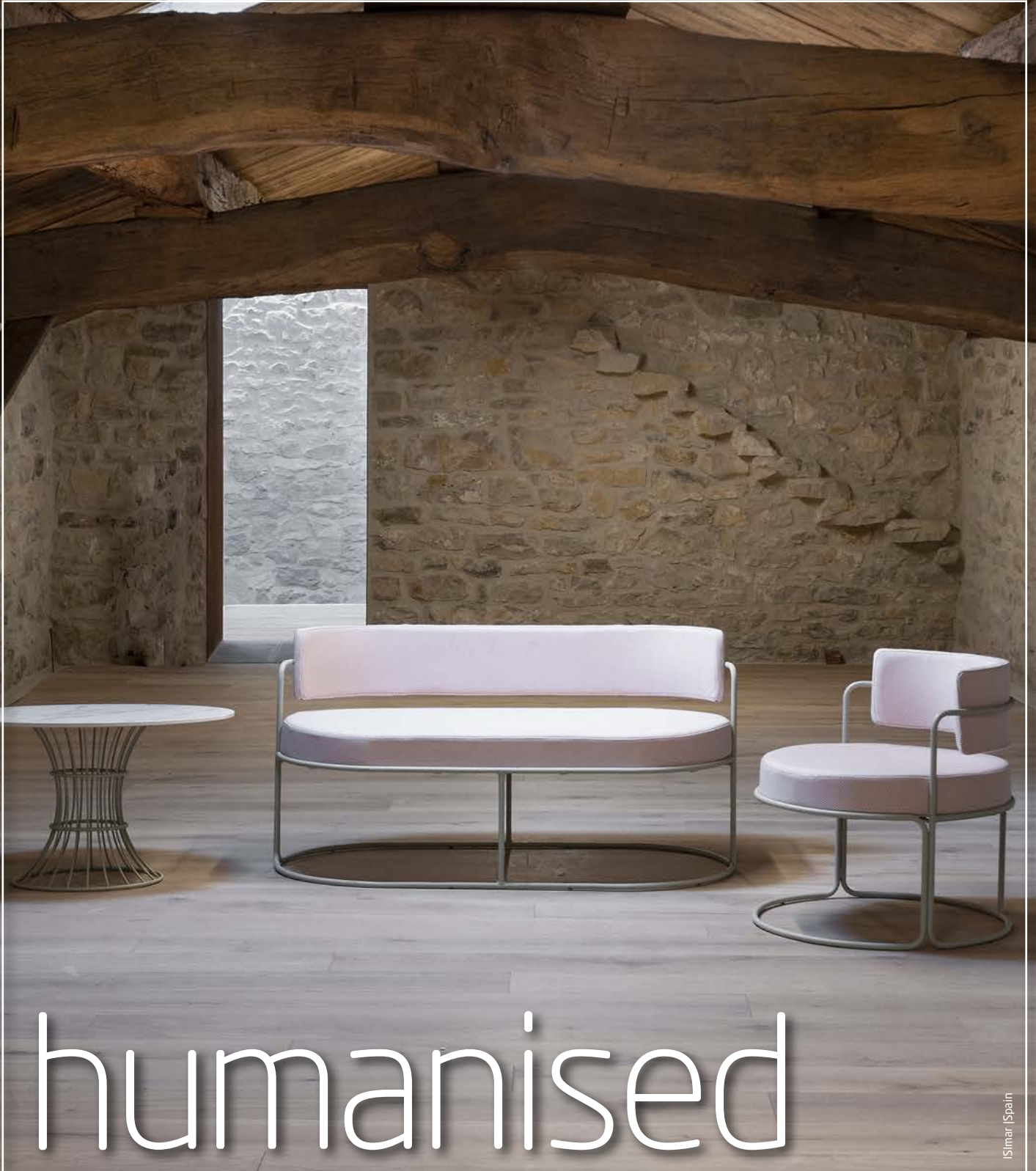
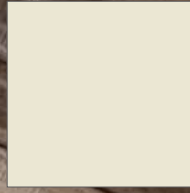
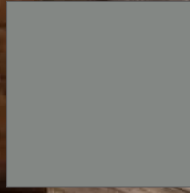
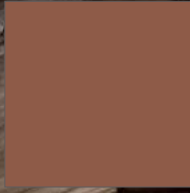
Bujnie, Poland



Belid, Sweden



Project Strackk, The Netherlands



Human contact has become a luxury and design puts human beings in the spotlight.

in architecture

Shapes are characterised by organic shapes and forms closely linked to nature. Nude colours add an additional human element to this trend theme.

in design

Objects take irregular and surreal forms. Shapes are "humanised" and coloured with earthy tones or other classic hues derived from nature. Stained glass makes a comeback in interior design.



SIMPLY COPPER
Smooth Metallic
SD0301C2040020

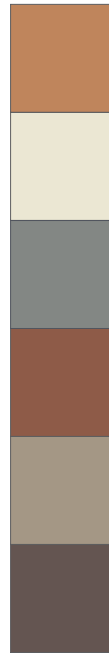
EDEN GARDEN
Fine Textured Metallic
SD031C1007020

SILVER DREAM
Smooth Matt Metallic
SD0301C7036020

CITY TERRACOTTA
Fine Textured Metallic
SD031C8021020

PRECIOUS SAND
Fine Textured Metallic
SD031C8006020

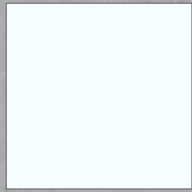
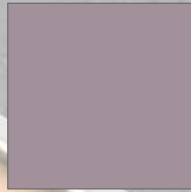
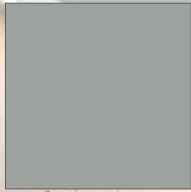
POLAR DUST
Fine Textured
SD03078701020



Wetteren aan de Schelde | Filip Delanghe, Bob Van Reeth
for AWG Architecten, Courtesy of LMP Belgium

Unopiù, Italy





gen-z

The theme that will especially appeal to Generation Z in an unnatural and digital environment.



Wünder, Belgium



FrenchFlair Audio, France



in architecture

Metallic greys will add to the digital feel of a building. Modern, sleek and clean aesthetics signify this digitalised lifestyle. Pearlescent white and anodised black are the counterpart for the industrial grey.

in design

Purples make their comeback in this otherwise cool pallet. Digital meets physical, and digitisation will have a large influence on our interiors. The ochre beige together with purple and grey create a frigid combination.

FINE PEARL
Smooth Matt Metallic
SD301C9034020

BLUE LILAC
Fine Textured
AE03053400520

ELOXAL BLACK
Smooth Matt Metallic
SD201C4000720

PASTEL VIOLET
Smooth Matt
AE300C3400920

DB 701
Smooth Matt Metallic
SD30C7070120

BEIGE
Fine Textured
AE03051100120

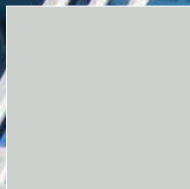
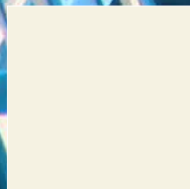
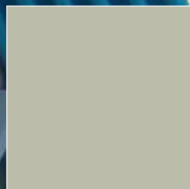
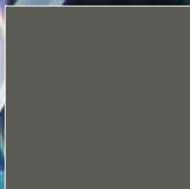
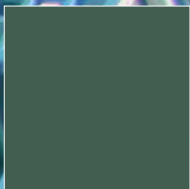
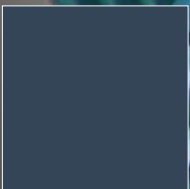


Bas Talpe, , Belgium



manly

La Marseillaise by Jean Nouvel | Constructa | Photography Michèle Clavel, France



The solid, the masculine nicely mixed with a certain
portion of sensitivity.



Karen Wuytens, Belgium



BD Barcelona Design, Spain

in architecture

The industrial looks prevails with the use of metal and concrete. Greenish grey, and off-black are the masculine classic hues that define the look of a building.

in design

The highlight blue is inspired by workwear. Together with the dark, masculine grey it adds a specific feel of manly playfulness. Metal is the main material used throughout the design of lighting, furniture and decoration.

ANODIC NATURA
Smooth Matt Metallic
AE20107000120

CREAM
Smooth Matt
SD300C9900120

PEBBLE GREY
Fine Textured
AE03057703220

POLAR ASH
Fine Textured
SD03077750220

PINE GREEN
Smooth Matt
AE30016602820

DENIM EFFECT
Smooth Matt Metallic
SD301C5015020



La Marseillaise by Jean Nouvel | Constructa | Photography Michèle Clavel, France

designer



Paris la Défense

Forme Publique is THE innovative and experimental challenge of Paris La Défense! Based on an original idea by the company Nez Haut, which again takes over the artistic direction, the project calls on the inventiveness of creators to design urban furniture that meets the needs of the very particular neighborhood. This is also how it could be summed up: Imagine furniture whose use and function create aesthetics! By choosing „Le Générique“ as the theme for the 2019 biennial, the objective was twofold. On the one hand define a visual identity, a common base, for the development of the district, like the credits of a series. On the other hand, design generic furniture, therefore reproducible and industrializable, which can adapt to changes in the needs of users and the territory of Paris La Défense.

An additional ambition has been added to the project: the possibility of adopting and deploying one of the furniture selected throughout the site, if one of them is acclaimed. This is why more than 30 applications were submitted by teams bringing together diverse and varied skills: design, architecture, landscaping and many fields of contemporary creation. Each team had to integrate a street furniture manufacturer to ensure the technical feasibility of the projects. Unfortunately, we had to choose ... We thus supported the development and the realization of the projects of 3 teams which produced 4 pieces of furniture each.

To choose the lucky one, we will need you! In addition to the fact that, as of last October 2019, you will be able to test full-scale installations for a whole year, Paris La Défense also organises guided tours of Public Form. The goal is to give you the opportunity to express yourself but above all to help us make our choice!

Paris la Défense | France

vibes...

Rondino & Tolérie Forézienne

Two of the 3 companies that won the contest are Rondino and Tolérie Forézienne and originate from the Loire area in France. Designers Robert Stadler & Pierre Charrie visited the Colour Experience Room in Montbrison, close to Lyon to give colour to these designs, where Colour Expert Liliane Durris was at their disposal to advise on both colour and quality.



Photography ©Martin Argvroglo
Design by Robert Stadler
for IF-Urban



©RONDINO

„Thank you for the assistance during our visit to your Colour Experience Room. It's a really great tool you can be proud of.“

Daniel Beauchet R&D
www.Rondino.fr

designer



Eyckendael Residence

The requested program in the expansion of the project area residential care facility Eyckendael in Riemst, Belgium is diverse. Each function group has its own needs concerning surface, outdoor space, internal relations and so on. The aim was one cohesive spatial and functional whole which could be approached from all sides. The new functions of the expansion of the rest home are concentrated around a square courtyard. The building is folded around it, like a sort of buffer between the public environment and the private outdoor space, so that a familiar environment is created for the residents. From the inside a double orientation is created: towards the heart, the enclosed courtyard and towards the green environment of the existing context. A continuous circulation around the courtyard ensures an optimal connection with the existing rest home.



Eyckendael Residence | Belgium

vibes...



DESIGNED by UAU COLLECTIV & PSK

The lead architects of the project were Massimo Pignanelli (UAU), Jean-Louis Radoux (PSK), Anne Geerits (UAU) and Liesbeth Rega (PSK). They have selected Anodic Bronze AE20108000320, a warm anodic look with all benefits from a powder coating.

More on The Anodic Collection can be found on www.axalta.com/anodic

YOUR PROJECT IN THE VIBES SPOTLIGHTS?

All architectural and design projects that are featured in our bi-annual trend magazine are actual references powder coated with our quality products. If you are working with our powder coatings on any project, small or big and you would like to spread your story across Europe in 9 languages together with Axalta, just send an email to trend expert sally.put@axalta.com. You, your brand and project may be featured in one of our next editions' trend themes or via an interesting story in the designer vibes section.

We hope to hear from you soon!

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