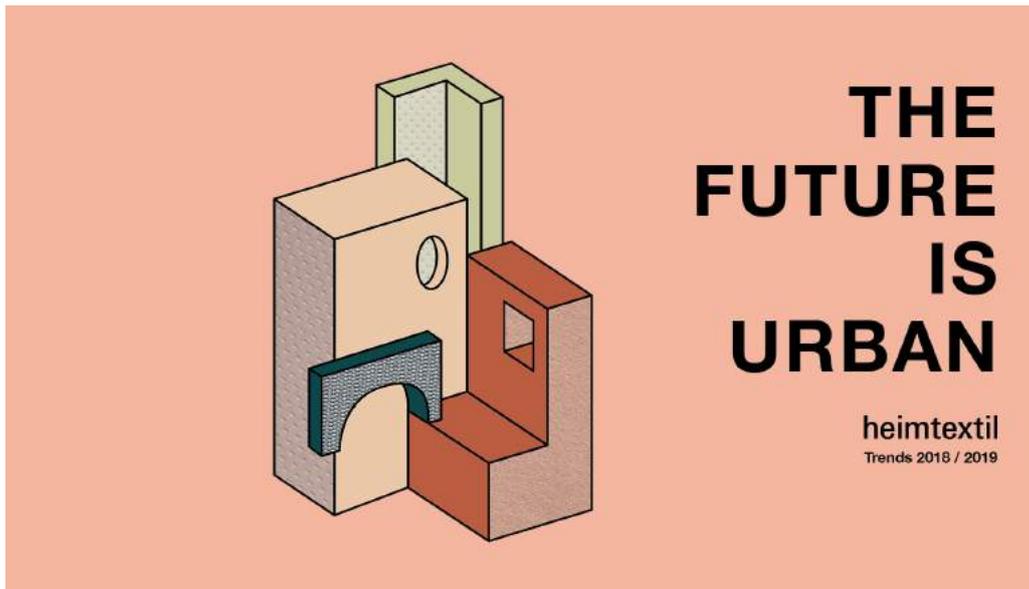


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## Urban fabric: FranklinTill explores city futures and interior trends at Heimtextil 2018

9–12 January 2018



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Today, more than half of the world's population lives in cities and, according to UN statistics, most of the other half will have moved in by the end of the century. If urban migration continues at its current rate, by 2030 the world will be home to 41 megacities, each with populations of more than 10 million, and some, such as Tokyo will hold more than 40 million. The human world will be entirely transformed; and the implications for our design environment are immense.

The inexorable trend towards the complete urbanisation of human society informs every facet of **FranklinTill's** vision for the **Heimtextil** trade fair this January, when around 69,000 designers, buyers, brand managers, manufacturers, merchandisers and textile/interior influencers will descend on Messe Frankfurt in the hope of garnering design insights and strategic guidance on the long- and short-term trends in consumer behaviour.

Taking '**The Future is Urban**' as the starting point for both the fair's 'Theme Park' trend exhibition and its accompanying book, FranklinTill is exploring the future of our city spaces through two strands: the macro trends that will increasingly determine our lifestyles and environments in the decades ahead, and the micro trends in colour and spatial design that will become manifest in the coming seasons.

Spread between nine distinct pavilions and installations, the exhibition is designed to be an immersive and multi-sensory celebration of ideas, with a varied group of international designers commissioned to create bespoke works exploring the show's themes or physically working and interactively demonstrating their ideas on site. As they explore the exhibition visitors will be met with visual inspiration, thought-provoking, impactful insights into the evolving cityscape and, ideally, a vision for a more sustainable design future.

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*'We are really motivated to find new ways to bring research to life in a way that is experiential and accessible, aiming to deliver both visual inspiration and more in-depth future thinking. We want to involve the audience in the exhibition as much as possible, so that it is an active, participatory experience.'*

– Caroline Till, co-director, FranklinTill

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## LIFESTYLE TRENDS

Four specially created spaces will act as platforms to explore the implications that our urban future has for the ways in which we live, work, consume, play and socialise. Each responding to a specific trend, these spaces will showcase the ways in which designers and creatives are addressing the challenges and opportunities presented by the changing lifestyles of the modern city.

### The Flexible Space

As urbanisation and the growth in single-person homes increases the concentration of housing, city dwellers are living more nomadic lifestyles in ever-smaller spaces, obliging architects, designers and urban planners to adapt their approaches with increasing ingenuity. The homes of the future will reject the static housing model in favour of flexible, modular and multi-functional living spaces that can be easily adapted to the evolving needs of the occupant. FranklinTill has commissioned micro-living designers **Studiomama** to create a bespoke 'micro home' comprising three integrated living modules suited to multiple everyday needs such as eating, sleeping, working, washing, relaxing and storage.

### The Healthy Space

City life is largely lived inside. Deprived of connections to nature and the outdoors, human wellbeing inevitably suffers. This space looks at ways the places we work can restore that broken connection through the incorporation of plant life and greenery. Research has indicated even a single office plant can have a demonstrable impact on wellbeing and productivity – both psychologically and, thanks to plants' air-purification properties, physiologically, too. FranklinTill's living, breathing '**Green Workspace**' will invite visitors to explore an expansive office/conservatory environment designed to boost health and focus, while an on-site 'plant diagnosis' specialist will be in attendance to provide interior-plant recommendations bespoke to the requirements of the individual and their workspace.



**The Flexible Space:** 13m2 House, by Studiomama, photo Rei Moon,  
**The Healthy Space:** Joolz Headquarters by Space Encounters, photo Jordi Huisman

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**The Remade Space:** Solid Textile Board Benches by Max Lamb for Really x Kvadrat, photo Angela Moore



**The Maker Space:** Kniterate, by Gerard Rubio

## The Remade Space

The rate of urban-waste generation has now overtaken the rate of urbanisation itself. To ensure the sustainable future of our cities, we need to rethink waste and develop new materials and making techniques. Across the world, designers are pioneering methods of transforming waste into viable materials for making, and reconsidering overlooked natural resources and existing byproducts such as seaweed and corn husks. The Remade Materials library showcases some of the most exciting innovations in this area, aiming to overturn preconceptions about recycled materials, and demonstrate each stage of the journey from raw material to final product.

## The Maker Space

The world is seeing a renewed interest in the process and provenance of craft and textiles, in parallel with a revolution in manufacturing, as readily available digital-fabrication methods democratise production and allow anyone, anywhere to create their own products. As a result, designers and craftspeople are adopting more collaborative approaches to making; consumers are increasingly participating in DIY culture, and makerspaces are utilising and enhancing open-source technology to drive forward innovation.

At Heimtextil, the **Atelier** will be a live studio space where visitors can witness interdisciplinary designer **Lola Lely** at work, learn about natural dyeing technique and grind their own pigments. Alongside, **The Bristol Weaving Mill** who will invite fairgoers to contribute to the creation of a collaborative tapestry depicting weaving and knotting techniques.

In the exhibition's **Fab Lab**, visitors can discover and participate in the digital DIY revolution by creating their own algorithmic customisation patterns with interactive design duo **Convivial Studio**; exploring the digital design library and assembling the CNC-cut furniture of revolutionary design marketplace **Opendsk**; and making their own textile products with open-source fashion label **The Post-Couture Collective**.

## DESIGN & COLOUR TRENDS

Looking closer to the present, FranklinTill's five design and colour pavilions will identify and bring to life the colours, materials and interior trends informing the textiles and interior spaces of 2018/19. To illustrate the trends, FranklinTill has selected products and materials submitted by Heimtextil's 2,866 exhibitors, effectively making this part of the exhibition a tightly curated edit of the overall fair.

### Relax / Recharge

Colour has the power to steer our emotions, calming or energising, making us angry or subdued. In the ever-connected, non-stop, over-stimulated world of the city, designers draw on the ideas of chromatherapy to create spaces intended to restore balance. In an inversion of popular belief, red tones have been shown to encourage relaxation, whereas blues stimulate the brain – and designers are exploiting these effects with immersive spaces saturated with single hues in multiple tones within these spectrums.

Created by up- and-coming design trio **The Unknown Collective**, Heimtextil's **Colour Experience Space** explores the power of colour as sedative and stimulant to our circadian rhythms, through a two-part audio-visual experience, comprising a red-based 'Relax' programme and a blue-infused 'Recharge'.



(Left and Right) Adapt & Assemble fabric shoot, photography by Victoria Ling.  
(Centre) Adapt & Assemble styled room set by SixnFive for FranklinTill Studio,

### Perfect Imperfection

With the renaissance of the artisanal and the crafted comes a renewed appreciation for imperfection as a signifier of value and provenance. As a reaction against the uniformity of mass-production, ancient making techniques are being revived and championed, with marks of imperfection enhancing the character and narrative behind the finished product. Thus bearing the signs of their making or the idiosyncrasies of their material, each piece is unpredictable and unique.



(Left) Perfect Imperfection styled room set by SixnFive for FranklinTill Studio, Perfect Imperfection fabric shoot, photography by Victoria Ling. (Right) Soft Minimal styled room set by SixnFive for FranklinTill Studio, Soft Minimal fabric shoot, photography by Victoria Ling.

**Soft Minimal**

As space limitations engender more-adaptable living spaces, functionality, longevity and adaptability become more important in interior designs and products. Consumers pare down their environments and declutter their homes to create more flexible spaces and more personal expressions of identity. Intelligent material combinations can easily be moved from space to space, and aren't fixed in time or place by unnecessary decorative detail. Simple, elegant and beautifully designed, such pieces are made not to be discarded at the turn of a new season, but kept and cherished over a lifetime.

**Adapt & Assemble**

More nomadic lifestyles and modular homes demand furnishings and fabrics that are made with movement in mind: manipulable, modular designs; joints and construction methods selected for simple assembly and reassembly; fabrics that can be packed away for travel and transport. Aesthetically, that translates into geometric, linear forms and graphic patterns brought to life in 3D; mono-material panels in playfully contrasting colours; domestic fixtures and fittings inspired by industrial and commercial products; utilitarian materials; and textile flat-colour lattice, grid and dot-matrix patterns created by print, jacquard and digital fabrication technologies such as laser cutting and 3D printing.

**Urban Oasis**

Bringing the nourishing influence of the natural world into interior spaces, green tones lend interiors and products a therapeutic and refreshing quality. Opulent botanical hues create an atmosphere of replenishing luxury. Plush, heavy fabrics are warmed and softened by combinations of dusty roses and deep forest greens; and nature-inspired patterns and textures contribute to a feminised aesthetic of urban-engineered nature.



(Left) Adapt & Assemble styled room set by SixnFive for FranklinTill Studio, Adapt & Assemble fabric shoot, photography by Victoria Ling. (Right) Urban Oasis styled room set by SixnFive for FranklinTill Studio, Urban Oasis fabric shoot, photography by Victoria Ling.



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More information about *The Future is Urban*, the individual trends, the book, and the featured products and designers can be found at the dedicated website: [heimtextil-theme-park.com](http://heimtextil-theme-park.com).

Heimtextil 2018 takes place at Messe Frankfurt on 9–12 January. Tickets are available at [heimtextil.messefrankfurt.com](http://heimtextil.messefrankfurt.com).

For more information about FranklinTill and the Heimtextil exhibition, please contact Dorothy Bourne at [dorothy@zetteler.co.uk](mailto:dorothy@zetteler.co.uk) or 07939 200519.

## Notes for editors

### About FranklinTill

In 2010, disillusioned by the flighty, short-term approach of the forecasting industry, Kate Franklin and Caroline Till brought together extensive experience in design, education, research and forecasting to found their one-of-a-kind agency. Today, FranklinTill delivers research-based strategic insight and inspiration to world-leading brands in the lifestyle and design sectors. The company specialises in providing content with context, identifying convergences in sociocultural movements, scientific and technological innovation and public mindset, and communicating its findings via a variety of platforms. Underpinned by Kate and Caroline's expertise in sustainable design innovation, every project sees a studio of researchers, designers and writers working alongside a roster of collaborative talent to create a holistic, positive impact. Always founded on fact, never short of inspiring, FranklinTill's magazines, design consultancy, workshops, exhibitions and events, creative content, editorial, art direction, styling and commercial visual strategy have helped countless organisations stay afloat in a rapidly changing world.

Kate Franklin and Caroline Till have been members of Heimtextil's Trends Table of seven international research and design agencies for the last seven years. Heimtextil 2018 marks the second time FranklinTill has acted as lead agency for its annual trade fair.

FranklinTill's other clients include: Caesarstone; Crafts Council; Channel 4; Curver; Design Junction; Future Publishing; G . F Smith; Humanscale; Pernod Ricard; IKEA/ Space 10; Samsung; Thames & Hudson; VF Corporation; and University of the Arts London.

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