

ids

What's Hot

Special Report "Bath & Tile"

Sweet Escapes: Dream Bathrooms

Bathrooms are topping our list of favourite places to be, complete with all our favourite things!

connecting interior design & space globally

WM RM13.50 EM RM14.50 AUG / SEPT 2008 ISSUE 7

A former 1920s industrial warehouse is now home to a novel health and fitness outlet in the UK. Architecture and design by SHH

**A Passion and Attitude for Living:
Meet 'Entrepreneur of the Year 2007'
Mr Chan Chong Beng
- the heart and mind behind Goodrich Global**



**+ Field Trip: The Milan Fair 2008
8 more style finds you won't want to miss!**



A Publication Of 98HOME.com, Online Portal For Interior Design Information

Color, Comfort & Clarity

The Three C's of HD Expo 2008



By Denise Turner, ASID, CID, CMG,
Contributing Colour Editor

Color, Comfort and Clarity was the predominate theme at the 2008 HD Expo. Fresh tropical inspired corals, oranges, blues and greens, with white being the neutral, were the primary colors. Gem stones such as this Blue Agate by Majestic Gemstone were incorporated into furniture www.majestic-gemstone.com).

Swarovski Crystals were incorporated into hardware, faucets, furniture, artwork and contemporary light fixtures such as this one by Bruck Lighting (www.brucklighting.com). About 1,100 exhibitors and more than 11,000 national and international industry professionals converged in the annual HD Expo in Las Vegas, May 15-17, in the world's largest international trade event dedicated to the Hospitality Design industry.

Hospitality Trend

The competition in the hospitality industry continues to increase, as room supplies grow and demand slows. Hotels are putting more giz and gam into their properties. This was particularly apparent at the HD Show.

Spa Trend Continues

Spa Colors continue to gain momentum. Overworked consumers have raised the Luxury Bar; gone are the days of pleasing them with a comfortable bed and soft towels. Consumers want an experience.

Chroma Therapy and Aroma Therapy continue to support the Alternative Healing movement. Soothing blues, greens and chocolate browns have become the quintessential stress reducers.

Donna Johansen, an artist and Reiki Master whose work is beautiful and healing, has been a health care interior designer for over 20 years. She now produces paintings for hotels, spas and health care facilities. Donna incorporates Reiki healing symbols into her paintings and embellishes them with Swarovski crystals; this art supports in the reduction of stress, depression and other ailments (www.inspirespaecor.com).



Acrylic & Glass

Acrylic products in brilliant colors are emerging to support the Renaissance Modern Movement. This includes retro 70s furniture, lighting and sculpture.

Multi layered slump and hand blown glass is becoming more prevalent in commercial spaces, where in recent years was not as common. This is greatly due to manufacturers' ability to make glass safer. Fire rated doors now have glass panels, where in recent years would have been unheard of. There were more glass art pieces at this show than in recent years such as these stunning pieces by Fusion Z (www.fusionz.com).





Textures & Patterns

Textures and patterns are becoming more simplified. One to three colors in scheme is the norm. Subtle colors give focus to form, texture and pattern with interplay of shadows and light.

Patterns continue to be organic, nature inspired while others are reminiscent of the 70s. Special affects of the same hue in various sheens were prevalent in virtually every kind of product, as in these Fused Graphite® with Mirror finish doors from Forms+Surfaces (see bottom; www.forms-surfaces.com).

Tri-Kes Wall Covering pushed the customization envelope for wall covering with their applied deco elements. The droplets provide even more dimension to the already beautiful product (see bottom; www.tri-kes.com).



Marketing Trends

With the downturn in the economy, several Non Competitive Color companies have joined forces to maximize their marketing efforts. Some shared booths at the show, while others are sharing floor space in stores. One dynamic duo particularly stood out for their innovative marketing approach.

Big Apple Wall Coverings Inc. has installed display monitor kiosks in several Benjamin Moore Paint stores. This enables their customers one stop shopping for paint and wall covering. It eliminates floor space for wallpaper books, the maintenance of them, as well as prevents discontinued wallpaper books from going into land fills.

