



to be

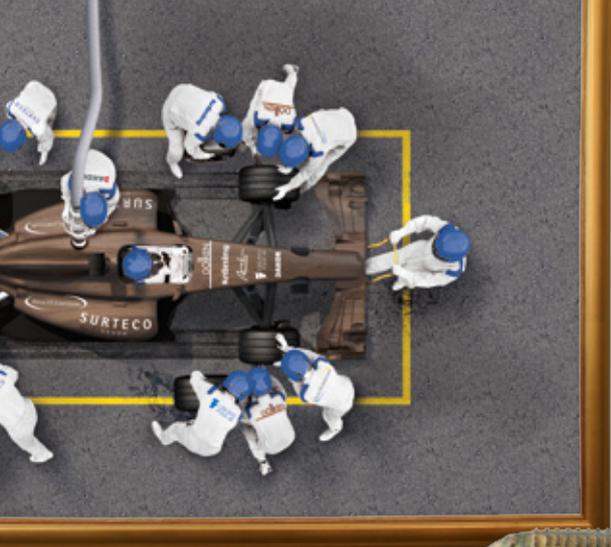
TRENDS 2015 / 2016

ONE STOP DESIGN SOLUTIONS

Designkompetenz aus einer Hand: Dafür steht SURTECO. Wir beobachten kontinuierlich soziale, kulturelle und gestalterische Strömungen und definieren daraus unsere Trendaussage. Und wir bieten Ihnen perfekt aufeinander abgestimmte Dekore in höchster Qualität – von der Fläche bis zur Kante, auf dem Boden und an der Wand.

Design expertise from a single source: this is what SURTECO represents. We continuously monitor social, cultural and design crazes and use these to determine our trend statements. And we offer you perfect colour coordination of the highest quality – across the surface to the edge, on the floor and on the wall.





TRENDS 2015 / 2016:

related *to be*

Alles ist in Bewegung. Gegensätze lösen sich auf, vermischen sich und erschaffen Neues, Einzigartiges. Zeitlose Materialien werden mit funktionaler Technik kombiniert, natürliche Elemente verschmelzen mit puristischen, Bekanntes lebt in anderen Kontexten neu auf.

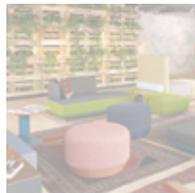
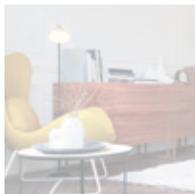
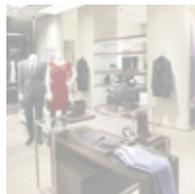
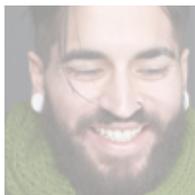
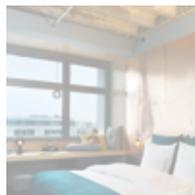
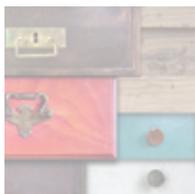
Wir nennen diesen Trend „ONE“. In seinen beiden Ausprägungen „related“ und „to be“ verbinden sich Tradition und Moderne auf verschiedene Art und Weise. Dabei entsteht etwas Besonderes. Etwas, das unsere Seele berührt und unsere Sinne verführt.

ONE

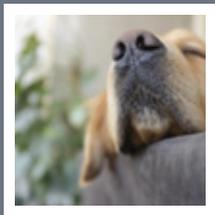
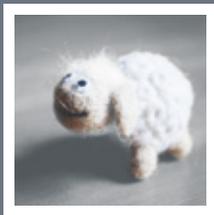
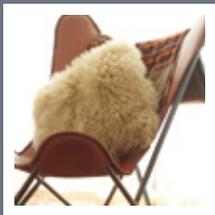
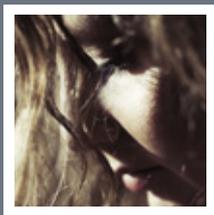
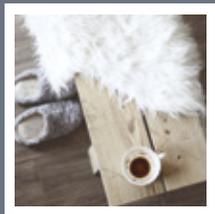
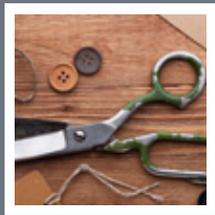
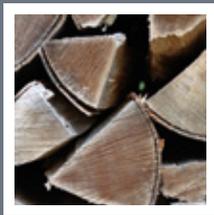
Everything is in motion. Opposites attract, inter-fuse and create new and unique effects. Time-less materials are combined with functional technology, natural and purist elements blend together and the familiar is newly revived in different contexts. We call this trend 'ONE'.

In both of its versions 'related' and 'to be', tradition and modernity are interfused in multi-faceted ways – to create something very special. Something that touches our souls and captivates our senses.

related



to be



TREND:

to

Der Trend „to be“ lässt ein Bedürfnis nach neuer Schlichtheit erkennen. Es dominieren natürliche Hölzer, helle, pastellige Farben, handwerkliche Fertigungsweisen. Ethno-Einflüsse spielen eine Rolle. Zurückhaltung und Normalität sind erstrebenswert, zu viel Technik wird abgelehnt.

Das eigene Zuhause verwandelt sich in ein Refugium, in dem man zur Ruhe kommt. Dabei spielen haptische Erlebnisse eine große Rolle. Fühlbar schöne Materialien bilden einen Kontrast zur digitalen Welt, die keine natürlichen, echten Erfahrungen zulässt.

be

The trend 'to be' identifies the need for a new sense of simplicity. It is dominated by natural wood, light, pastel colours and manual production techniques. Ethnic influences play a clear role. Minimalism and normality are desirable; excessive technology is rejected.

The home is transformed into a refuge for peace and well-being. Haptic experiences play a major part in this.

Materials that feel pleasant to the touch contrast with the digital world, which does not permit natural, genuine experiences.



The background of the entire image is a close-up, vertical view of a wood surface with a prominent, wavy grain pattern. The wood is a light, natural color, possibly a shade of grey or off-white, and shows several knots and natural imperfections. The lighting is even, highlighting the texture of the wood fibers.

Mankell Pine

cool & COZY

The background of the entire image is a close-up, vertical view of a light-colored wood grain, specifically Scandinavian Pine. The grain is characterized by fine, vertical lines and several prominent, elongated knots. The color is a pale, natural wood tone. In the upper right quadrant, there is a small white rectangular box containing the text "Scandic Pine".

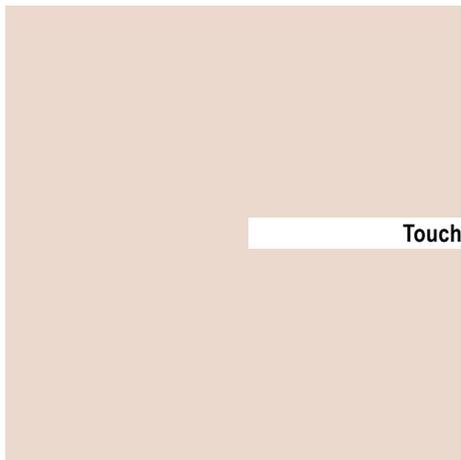
Scandic Pine

nordic light



Sky

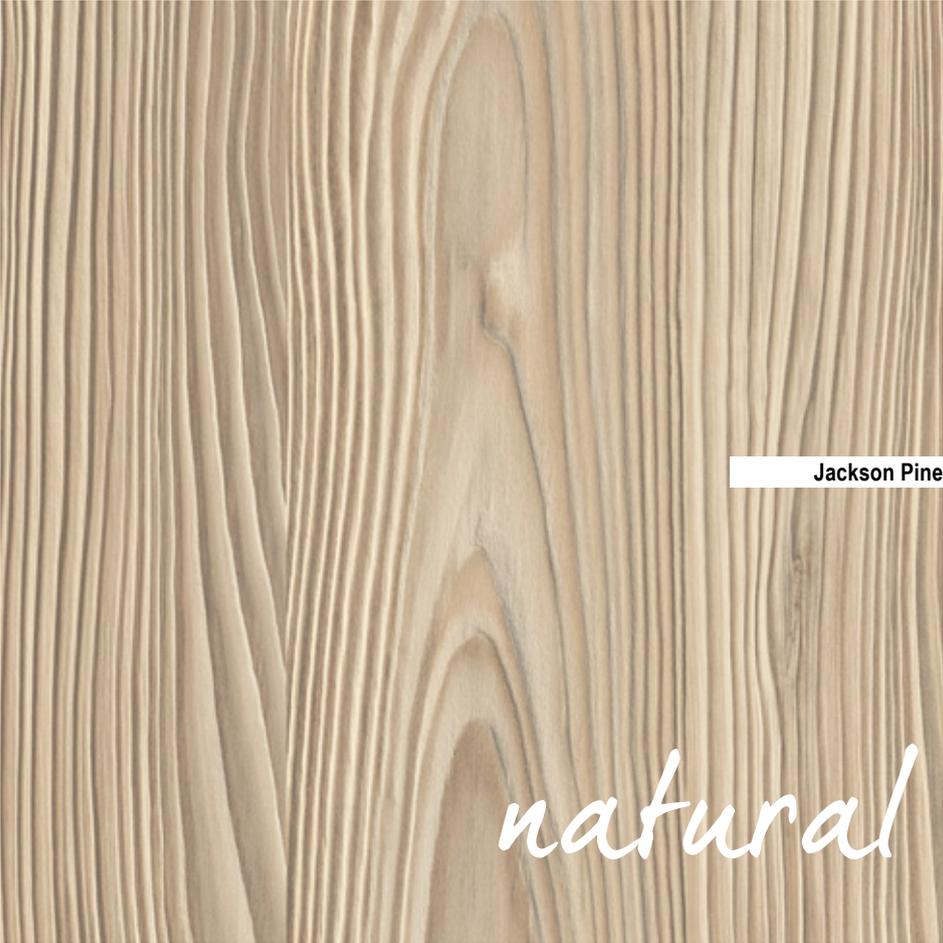




The background of the entire image is a light-colored wood grain, possibly birch or maple, with vertical lines and subtle variations in tone. The text is overlaid on this background.

lucky country life

Marceau

A close-up photograph of a wood surface, showing a prominent vertical grain pattern. The wood has a warm, light brown color with darker, wavy lines and knots. The texture is smooth and natural.

Jackson Pine

natural



beauty

Peyote



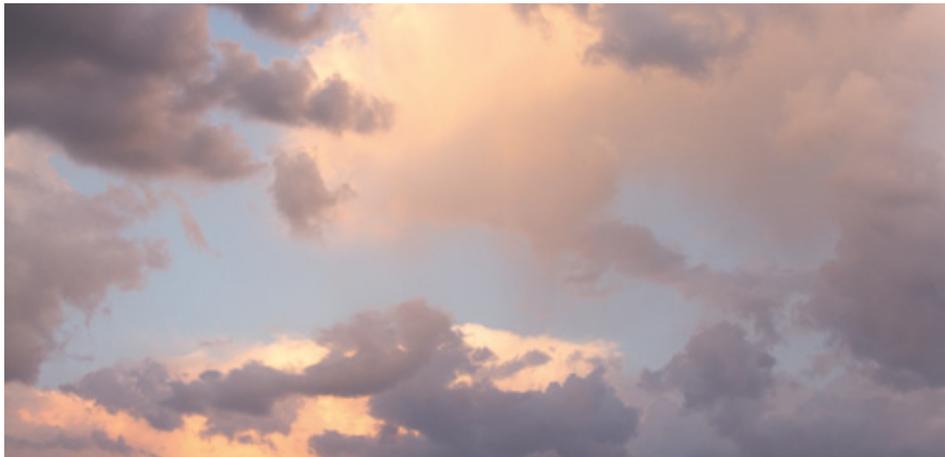


Ibsen Beech

& my home

warm welcome

Pavarotti



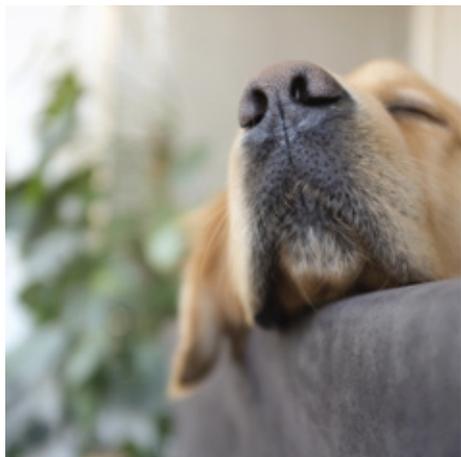


made

Minerva

Tadao

slow mood







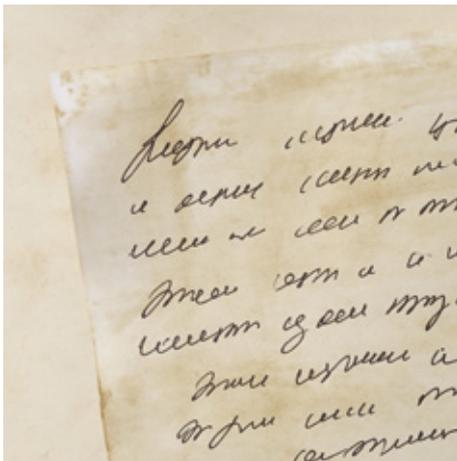
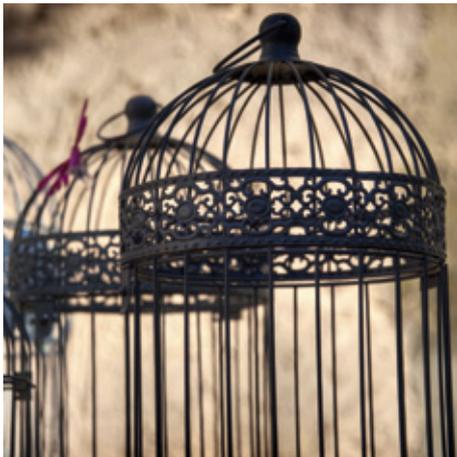
Drake Pine

happy
rainy day

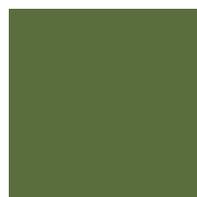
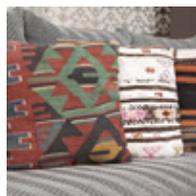


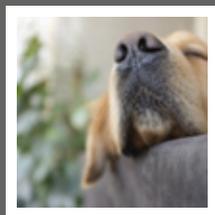
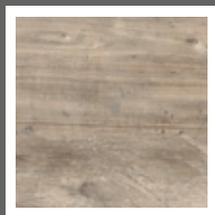
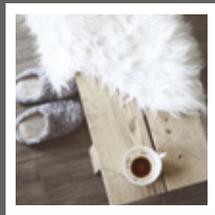
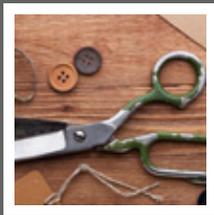
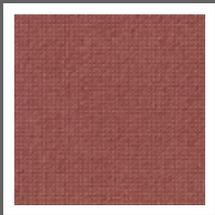
Havanna Cherry

new romance



to be







take care

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