



PRESSEINFORMATION  
PRESS RELEASE

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## **Nebulous preview**

### **RENOLIT AG analyses colour trends for the forthcoming season**

Worms, 30<sup>th</sup> June 2005:– The new furniture colour collection has arrived and it couldn't be more different. The new palette is already creating a sense of surprise and bold enthusiasm. So which creative influences and factors play an important role in this dramatic shift?

Monika Fecht, Head of Design Management at **RENOLIT AG**, Worms, culled ideas from many courses: "Fashion is definitely the pacesetter when it comes to colour trends. Consequently we consulted the German Fashion Institute in Frankfurt am Main, took the colour range of the Colour Marketing Group into account and evaluated trends in Paris". To this must be added our own observations made at trade fairs and exhibitions. The findings gathered in this manner influenced the creation of the new uni-colours series, set new points of emphasis in wood finishing and formed the basis for trend combinations in widely differing surface designs.

### **As in a subtle haze**

All colours of the new range for the next two years appear to be enveloped in a subtle haze to produce a slightly aged effect and with the highest possible respect for the material to which they are applied. The bright colours of the last five years - red, orange and violet – are yielding to green, blue and yellow. Organic greenish-blue hues are now experiencing a renaissance. Neutral shades of white with a hint of green and blue are in, just as the powder and pink shades with a light grey tint that are currently the trend in the cosmetics area.



On the other hand, accessories such as lamps, vases, glasses and textiles, place emphasis on a more subdued colour accentuation in conjunction with the emergence of fluorescent blue, yellow, red and green, also with an electrifying effect for a new impetus in interior design.

**RENOLIT** has carefully analysed these trends and developed a series of ten new uni-colours based on natural materials to harmonize with both the existing and new wood decors. The colour range from pink to brown consists of the shades *Sand*, *Powder*, *Amber* and *Bison*, in the green and blue range the shades *Moss*, *Eucalyptus*, *Jade* and *Fjord* as well as *Sulphur* in a soft yellowish tone and dark grey *Basalt*.

### **Harmony and contrasts**

The possible combinations are almost endless. Sand, Powder and Amber harmonize best of all with reddish woods such as cherry, birch and pear, with Fjord forming an exciting contrast. Moss and Eucalyptus are the preferred shades for green-tinted wood such as teak, zebrano and olive. Sulphur brightens up dark wood such as oak and walnut, while Bison highlights the rustic character of modern oak decors.

These colours must be considered in the context of a defined selection of materials, surface structures and patterns. They are also in keeping with the voluminous cloths currently in fashion - be it as a result of the actual material such as long-haired furs, felt, leather and flannel worked into strips, or bulky pleated materials.

### **Vivid surfaces**

Touch and feel have become a significant factor in surface structures where relief lines, spirals and geometric patterns produce vivid surface finishes. The patterns consist of squares alternating with simple lines similar to the strips of the North American poncho.



The strict geometric structures of the Nordic patterns will be replicated in the Basalt shade, while relief and print effects with the charm of an unfinished appearance are associated with lighter colours.

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