

Theming the future

Dutch interior stylist, Milou Ket returned to the [Decoration + Design](#) International Industry Seminar Series line-up by popular demand. Her sell-out seminar explored six themes she predicts will be the focus for 2012 - 2013. For those who missed it, we asked Milou to share a summary of her inspiring visions for the future.



Milou Ket is the force behind the highly successful styling company, founded in 1980, that takes her name. Her expertise in design and interiors is renowned in her home country, The Netherlands, and internationally, while Milou Ket interior trend books sell successfully at international fairs such as Heimtex, Surtex and Biennale. Milou Ket clients include some of the world's top retail and design brands.

The themes are:

Bare Essentials - Simplicity and honesty for a theme with neutral colours with a lot of tactility and texture.

Naïve & Romantic - a mainly floral and ornamental theme in bright pastels.

Living the Authentic - the emphasis is on ecological awareness and conscious living, in vegetal colours.

Bright Colorama - we see the return of colour especially for accessories, colour blocking and exotic ideas.

Ethnic & Botanic - global influences, from Africa to the Orient play a role.

Rich & Dark - opulent classical and avant-garde influences and dark mysterious colours play a role.

BARE ESSENTIALS - A contemporary styling direction based on honesty, quality, and sobriety. Reduction is a key word. Handmade products and textures are important. Natural materials such as untreated and recycled wood, rough wool, linen, leather, suede, bamboo and ceramics. Also felt, abaca and paper. We see a desire for pure and simple design. We see open and fragile materials. Irregular 3-D patterns and textures are important. The play of light and shadow gives an interesting effect, especially when it is combine with transparency, such as foam, paper and porcelain. We see origami patterns, iridescent, and tactile materials such as leather and suede. Sometimes the surfaces and shapes can be truly coarse and handcrafted, almost primitive. Materials with heavy textures, such as untreated wool, but also hides, furs, salmon skin, patchwork wood, and irregular ceramics. The colours are off- white, white, pale blue/green, light beige, kit, light taupe, leather, and dark brown. Gold and silver are also applied once in a while.



NAÏVE & ROMANTIC - It is based on a romantic attitude, innocent and naïve. The emphasis is on painterly flowers in different interpretations, water colour and handpainted flowers. But we see also more traditional flowers such as roses, (oriental) blossoms, botanical motifs and huge photoprints for instance for wallpaper. Shine, metallics and a touch of silver and gold are indispensable. We see natural motifs such as flowers, birds, butterflies, branches and botanical subjects like mushrooms, but also naïve polkadots and stripes. A homely atmosphere is evoked by recycling and patchwork effects for carpets. Handcrafted designs and old techniques such as knitting and crochet play an important role. The colours are fresh and romantic. We see yellow, pink, salmon, shrimp, light blue, light green, light lavender and sea green. Sometimes we even see some colours with a tendency towards fluorescence.



LIVING THE AUTHENTIC - The focus is on sustainability and consciousness of our environment. There is more appreciation for the local and the regional. Countrylife is idealized. The vegetable garden is a symbol, we have interest in vegetal colours and bio products. Natural materials such as soy, hemp, corn, bamboo and organic cotton are in demand, as well as linen and wool. Weathered and earthy, faded by time. There is an appreciation for our cultural heritage, that shows in interest in brocante and vintage. We see antique crystal, engravings, worn wood, poor man's silver, decorated mirrors, and chandeliers, ikat and kelim's, old leather suitcases, hatboxes and tailors dummies, all for a homely feeling. Imperfect and partly erased. Recycling is very important here. The colours also show this vegetal aspect: aubergine, raspberry, faded berry, old rose, soft yellow, pumpkin, leaf green, and faded blue.



BRIGHT COLORAMA - There are two different directions. One is kind of exotic and tropical, reminiscent of paradise or a tropical island. We see exotic flowers, fruits, orchids, huge leaves, but also a kind of blurred effects. We see handwoven blankets, handcrafted and colourful braided products from Africa and colourful ceramics and colourful walls. The other direction is more geometrical, modern and pixelated. Think of colour blocking, giant multicolour stripes, rainbow effects and transparent modern materials, such as shiny lacquer, glass, resin, plastic, and transparency with Led's. The colours are vibrant, stimulating and optimistic. We see yellow, pink, orange, coral, faded green, ocean blue, emerald and purple. The colours seem to have an almost acid, fluorescent tendency especially when placed in a tropical context.



ETHNIC AND BOTANIC - a mix and match of different influences from all over the world. It is often about handmade traditional products from several sources such as Tribal Africa, Morocco, Turkmenistan and American Indians, India, Indonesia and Oriental influences. Luxury is in this direction essential. It is associated with gold and a warm yellow. We see Chinese inspired fabrics, embroideries, applications, paisley's, but also huge patterns with tie and dye effects. We see handwoven blankets, feathers, old wood. Leather, fake leather and reptile remain important. Budha's, Chinese antique chests, rich handcrafted fabrics and pillows are mixed. The colours are golden yellow, brick, mustard, reddish brown, warm brown, faded green, olive green, and deep olive. When metallic are used, they are often oxidized such as old gold, copper, bronze etc.



RICH AND DARK - used by the avant-garde in a minimalistic way for a very dark interior with hardly any furniture and sober products from the industrial era. Also these colours are used for a classical baroque style. Gold and yellow are definitely a trend colour and give a luxurious touch. We see it in tiles, in glazes on ceramics, in crinkled surfaces, in leather and also in wallpaper. Traditional jacquards and brocades look new again. Blue in all its facets will be important too: from Chinese blue porcelain to the blue glaze of oriental pots. Matte and shine make a nice contrast. We see materials with fine laser cuts like lace, fake fish skin, reptile and furs. 3-D textured walls and huge wallpaper prints add a dramatic effect. The colours are deep violet, peacock, indigo blue, deep red, gold, deep brown, dark grey and black.

