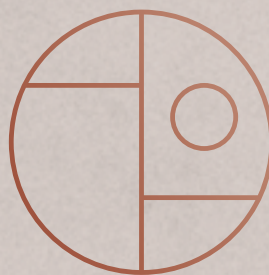


schattdector



RESILIENT HABITATS

2021/22

”

生活节奏在不断加快，这也要求我们的生活方式应时而变，赋予生活空间更多内涵，从固定到灵活，从单一到丰富，不断为现代人构筑安全感和平衡感。

THE ZONES OF OUR LIFE DEMAND
MAXIMUM FLEXIBILITY AT AN EVEN
FASTER PACE.

**LIVING SPACES MUST ADAPT TO
THE INHABITANTS. VERSATILITY
CREATES SECURITY AND BALANCE.**

”



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- 点击进入 trend book ，找到  或是直接选择一款花色；
- 选择“Scan Mode”，将手机摄像头对准图标或花色（距离10-15 cm / 4-5英寸距离）
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- Search for the  symbol in the trend book or select a decor
- Click on „Scan Mode“ and point your camera at a part of the image or decor (10-15 cm / 4-5 inches away)
- The scan is activated automatically

Receive mobile content on:

- Creation and application of our products and decors
- Trends and concepts
- Current collection colors

Personal watch list: Save your favorites!

如意家园

如意家园 守望平安

什么是您理想中的未来生活？作为一家跨国设计公司，我们放眼全球，把握时尚潮流，力求勾勒出美好生活蓝图。

为了了解世界各地的人们对未来生活的愿景，我们开展了大量工作，有对未来生活场景的深度分析，也有对可靠信息的大量收集，最终揭晓的答案表明，变化是新事物产生的幕后推手，是创新和进步的孵化器。

我们所处的空间由居住空间、工作空间和公共空间组成。随着生活节奏的加快，人们对这些空间的灵活性渴求也愈发强烈。我们需要用信心拥抱来自未来的不确定性，需要用快速行动在生活的重重困难中实现突围。

在trend book 2021/22中，我们将目光聚焦于构建变化性强、功能丰富的生活空间，用灵活性来充实弹性，塑造耐磨性。这样的空间释放了人们的手脚，让人们能够从容应对不同环境，内心油然而生安全感和平衡感。

我们立足用户个性化需求，秉持以人为本的理念来设计生活空间，真正做到改变不以折衷妥协为目的，而是以持续提供具有灵活性和多变性的解决方案。

在接下来的内容中，我们会为您介绍多功能室内设计理念，包括理念涉及的形式、花色与饰面，同时也将向您介绍多功能性空间的必要元素。

未来惟勇敢者强，惟创新者胜。

未来已来，我们已做好准备

Claudia Küchen

创意总裁

RESILIENT HABITATS

Safety through flexible living spaces

How do we want to live tomorrow? As an international design team, we have searched for answers to this question throughout the course of extensive trend research around the world.

The intensive analysis of possible future scenarios gave us reliable information and insight into what people want today for their tomorrow – around the globe. We see change as a driver for new things, a driver for innovation and progress.

The zones of our life – our home, working and public spaces - demand more flexibility than ever before and at an even faster pace. We want to master the unforeseen with confidence and be able to adapt quickly to different requirements.

In our trend book 2021/22 we are primarily concerned with changeable, multifunctional living spaces which, thanks to their maximum flexibility, are resilient and wear-resistant – and provide people with the utmost responsiveness. They can be easily and confidently adapted to every circumstance and situation. Their versatility creates security and balance.

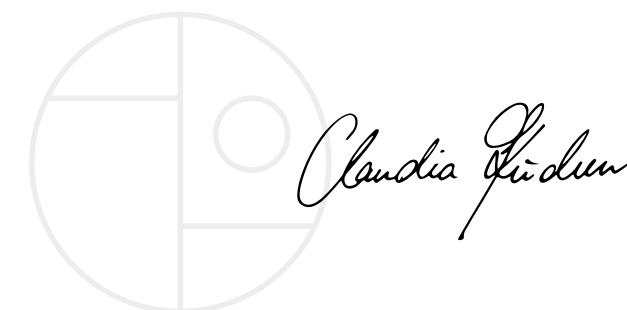
The design of furniture and living spaces is based on the individual needs of the user. Living spaces must adapt to the people living in them. Change demands more than temporary compromises – it requires sustainable flexibility and variable solutions.

On the following pages we have clearly summarized for you which shapes, colors and decorative surfaces we see in progressive, multifaceted room concepts and which components ensure versatility.

The future demands creativity and courage. We are ready!

Yours, Claudia Küchen

Chief Creative Officer





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LIVING ZONES

不同生活空间之间的界限在日益消弭，
因此我们的“家”也要打破之前的单一角色，做到互联互通。

**THE BORDERS BETWEEN
LIVING SPACES ARE BECOMING
LESS DISTINCT. OUR HOME
MUST BE JUST AS CONNECTED
AND WELL ROUNDED AS WE ARE.**



01



Magnolia | Paris | Uni Cream mat+ by Schattdecor



REDISCOVERED HOME

OUR HOME IS OUR
SAFE PLACE.

家，是我们的避风港。在四面围墙的包裹之下，我们的安全感得到细心呵护。居家生活的惬意，以及家居设施的多功能性，令人心身舒畅，也有利于形成积极向上的生活方式。我们希望家里有专门的学习、工作空间，而这些空间又可变身切换为社交场所，或是招待亲朋好友，联络感情，或是一人独处，修身养性。

总之，我们理想中的“家”应当是集隐私性、舒适性、现代性于一体，与时俱进。“家”不仅能在日常生活中游刃有余，还能灵活应对不同场景需求，居者可小住，可小憩，为了达到这个目的，需要在居家环境中纳入各种必要功能，但是，在功能至上的今天，我们同样不能为功能所奴役，当工作、娱乐和运动功能结束后，“家”还可以切换回那个“杂乱无章”的空间。让人们保持身心自由，这也是灵活性居家空间的要义。

Home is our place of retreat. Our own four walls serve as a safe place. Ease of use and multi-functionality will help greatly in creating a well-rounded and positive lifestyle. Eventual expectations will include options such as a designated work or study space that can adapt into a meeting place for friends and family or an area for down time and self-care.

We want it all: an individual, comfortable design with modern technical equipment – always up-to-date. A home that adapts casually and easily to everyday life, but just as fully to unpredictable situations. One that offers a space for both living and respite. A variety of options are required that can be seamlessly integrated into the home environment. While functionality is a must, the option must remain to carefully tuck away work, sport, or play and return to a clutter free living space. Flexible home options create ease.

14-22057-001 Imperia Pear



Imperia Pear | Luanda by Schattdecor

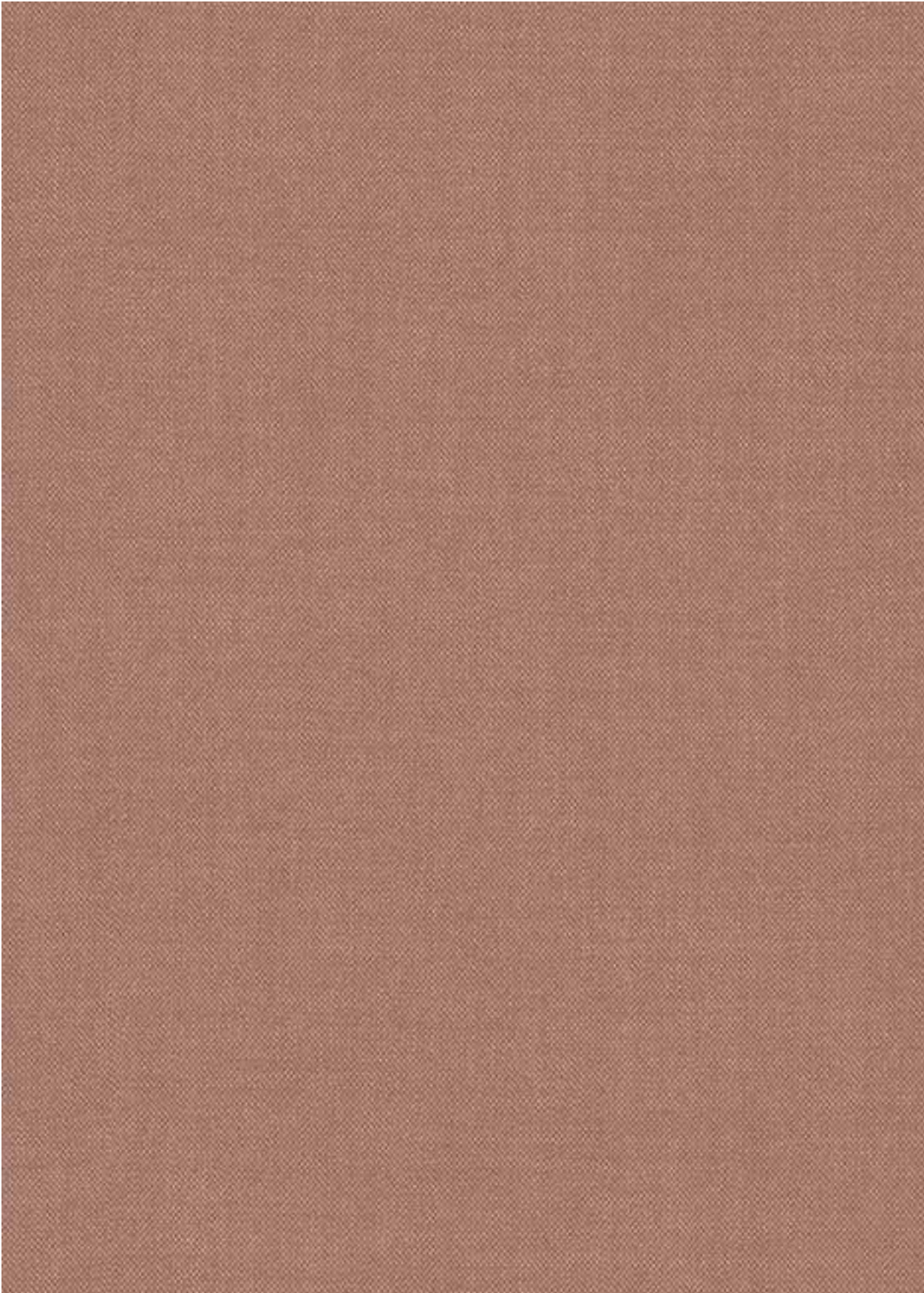


DECOR HIGHLIGHT DECOR

14-24104-001 Papua Palisander



14-57142-006 Paris



MODERN PURIST AESTHETIC AND TIMELESS ELEGANCE.

模糊的界限：不同生活空间之间的界限在消弭，市场更青睐多功能型家具，秉持现代极简美学，推崇结构明晰、造型简约优雅、永不过时的家具。采用极简设计的家具产品简洁明快，内外皆然。设计师为纯天然木纹搭配土红棕色，为空间增添温度与深度，而将该色调用于纺织物花色时，又令人产生别样情绪：家中的感觉，令人感到舒适和安全。

Blurring Boundaries: The boundaries between living spaces are disappearing. Furniture that can be used for a variety of functions is in demand. Pieces that give a modern, purist aesthetic, with clear structures, simple furniture shapes and timeless elegance are popular. The simplicity of the design gives a sense of tidiness both inside and out. Earthy red and brown tones in combination with natural-looking woodgrains add warmth and depth to living spaces. These colors, applied to textile decors, create a special mood: the feeling of home – a place of well-being and retreat.



14-22054-003 Magnolia

02



Firestone | Gran Sasso Chestnut | Uni Mauve mat+ | Canyon Adria Oak
by Schattdecor

NATURAL LIVING

“OUTSIDE IN” –
**WE DRAW STRENGTH
FROM NATURE.**

你我相联：人与人之间的联系无处不在，它存在于网络中、工作上、社交里，也存在于人和自然的相处中。“力发于外，而根植于内”。人类从大自然汲取力量，大自然则以无限包容之胸襟为生活提供色彩和植物。

如今，人们对阳台和花园的需求空前高涨，尤其是在都市中，外立面绿化等现代理念随处可见，这些绿植净化了空气，也净化了现代人的心灵，将人们的注意力吸引到周边环境：从自然环境中发现美，获得建筑设计灵感。由此，自然之美不仅进驻普通人的日常生活，也绽放于大街小巷。

We are connected, not only digitally, professionally and socially, but also by our natural environment. “Outside in” – we draw strength from nature and gain unrestricted access by integrating its colors and plant life into our living spaces. Balconies and gardens are in demand like never before.

In the city, modern concepts such as the greening of external facades, are being used. A few advantages are the positive effects on the air quality, thus enhancing our mental well-being. This shifts our focus to our immediate environment: the beauty and architecture that we find in our natural surroundings. Nature not only finds its way into living quarters, but also into the streets of inner cities.

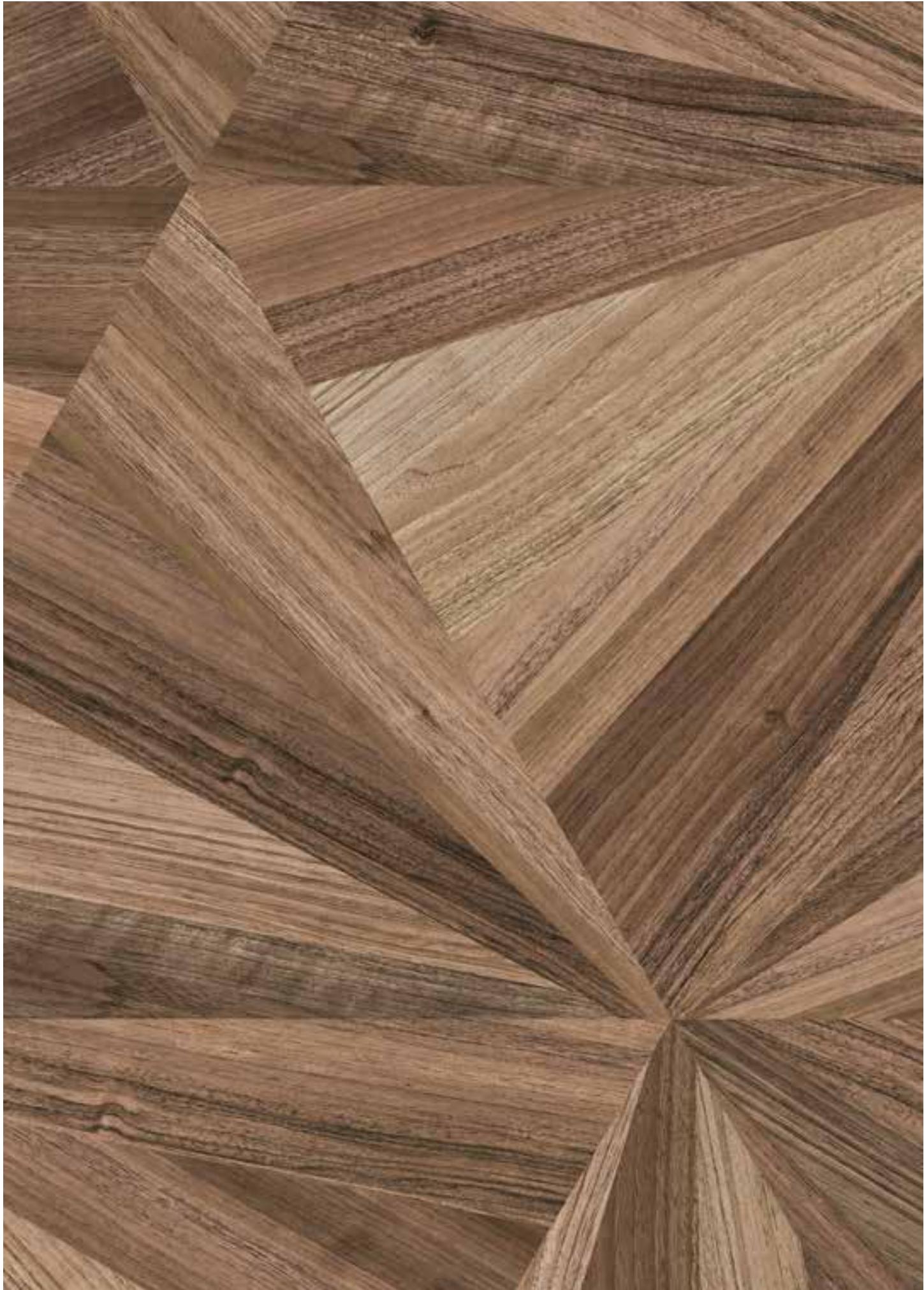


Firestone by Schattdecor

14-54196-001 Firestone



DECOR HIGHLIGHT DECOR



Chadna | Papua Palisander by Schattdecor



INSPIRED BY NATURE.

无论是居家、办公还是学校，餐厨区总是必不可少。从大自然中发现的色彩和材料，也被用来制作饰面材料，装点厨房家具和地面。厨房是重要的社交场合，近年来，其装修材料也趋于家庭化。中岛的设计方便人们共同烹饪美食，让各世代欢聚一堂，此时的心灵在温馨氛围的包裹下获得了舒适和安宁。因此，设计师在打造餐厨区域时，主要采用暖色调和土色调，与浅色调花色搭配时相得益彰，与纯色、木纹、石纹或金属纹花色搭配时，也能取得良好的装饰效果，毕竟这里的生活空间在生命中占据重要位置，值得精心打造。

Everyday family, professional or school life takes place in the kitchen. Colors and materials that we know from nature can be found in decorative surfaces for furniture and floors. In the kitchen as the central meeting place, the materials used have become homier over the years. Kitchen islands are used to enjoy cooking together, welcoming all generations to come together here. A certain level of comfort and peace of mind ensures coziness and warmth. We associate both of these attributes with warm, earthy tones, which can be presented in conjunction with lighter decor surfaces, plain colors or subtle structures in wood, stone or metal decors to create a pleasant living environment, one in which we live and want to spend a large part of our life.



14-12025-005 Gran Sasso Chestnut

03



Pinerolo Oak | Kalamos by Schattdecor



SPACE WITHIN
ROOM CONCEPTS AND
**MODULAR SOLUTIONS
ARE REQUIRED.**

城市化对生活空间的表现形式仍有重要影响。年轻人前往大都市求学、就业，单身家庭日益增多，50岁以上的老年人也搬迁至城市。因此，人们不仅需要生活空间，更需要社交场所。在现代建筑中，阳台采用面对面设计的样式，就是为了加强人们之间的联结感。无论是多居室，还是单居室，“家”必须满足各方面需求，使得目前除了室内装修概念和模块概念之外，又延伸出了空间概念。世外桃源难得，但需求正旺。尽管居家办公是大势所趋，但将其分隔仍是现代人的“最终倔强”。

Urbanization remains a megatrend and has a strong influence on the form of living spaces. Many young people are drawn to the world's metropolises for education and jobs, single households are on the rise and the generation of those over 50 is also moving to the city. The need for living space, but also for community and contact, is growing.

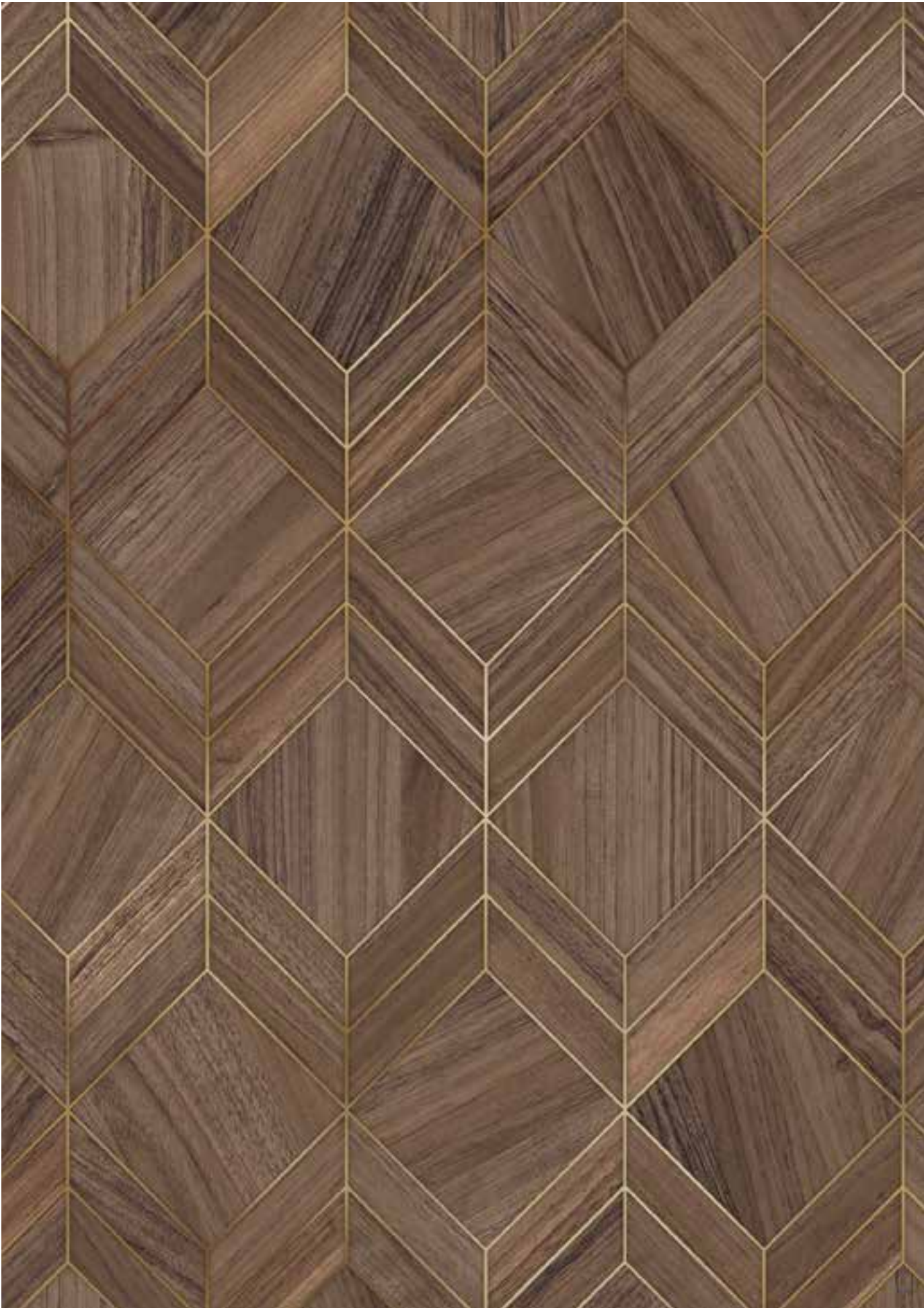
In modern architecture, balconies are planned facing each other, with the goal of strengthening the sense of community. Whether coliving or a one-room apartment, our home must be able to represent all facets of life. So, here too, space within room concepts and modular solutions are required. Space for retreat is limited, but urgently needed. Private and professional life takes place in one and the same place. Nevertheless, we want to separate this in our living space.

COHESIVE LIVING

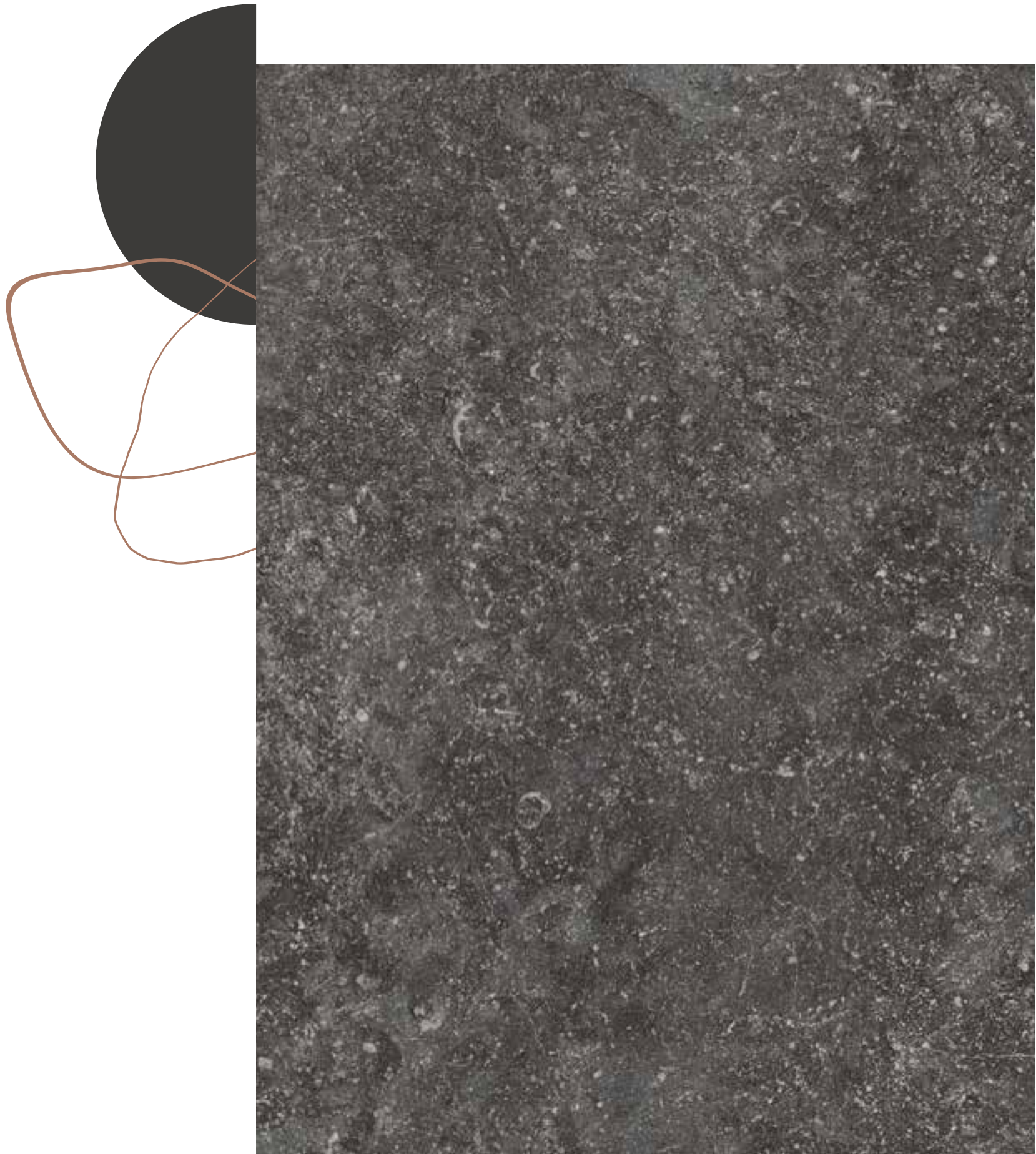


Liam Gold | Canyon Adria Oak by Schattdecor

4000501-01-000 Liam Gold



DECOR HIGHLIGHT DECOR



14-54173-003 Bluestone



14-10412-001 Canyon Flagstaff Oak

14-10768-002 Pinerolo Oak



NATURAL DECORS WITH HANDCRAFTED LOOKS.

空间的分区不仅是可视化的，对灵活性和适应性也有要求，因此，空间需要设置隔断和其他隐私保护设施。此种趋势下，自然观感花色（如藤条等）大受欢迎，也为设计提供了附加值。原生态的木纹和石纹花色保留了原真性，迎合了当下设计风潮，同样受欢迎的作品还包括手作品、辨识度高的自然花色，以及与生命力有关的花色。其中，触感是重中之重。

Rooms are zoned visually. They have to be flexible and individually adaptable. Room dividers and other private solutions are in demand. Decors that take on natural looking features, such as rattan, are suitable here. This also creates added value in terms of design. Rustic woodgrains and stone decors with a natural, original character also remain on trend, especially those with handcrafted looks and distinctive organic or growth-related inclusions. Haptics is the key topic.



14-57148-004 Kalamos





WORKING ZONES

现代人是数字人，也是移动人，
办公环境在打破地域限制后，
被赋予了灵活性和多功能性。

**WE ARE DIGITAL AND MOBILE -
NOT BOUND TO ANY LOCATION.**
THE WORKING ENVIRONMENT MUST
BE FLEXIBLE AND MULTIFUNCTIONAL.



04



Bakersfield Walnut | Moon by Schattdecor

FLEXIBLE OFFICE

THE FOCUS IS ON
**PRODUCTIVITY AND
CREATIVITY.**

关于办公时间和地点的讨论，已是“明日黄花”。如今我们身处的是打破时空限制的数字世界和移动世界，这是由工作内容决定的。各大企业越来越青睐去中心化的结构设计，不再执着于豪华昂贵的办公大楼，毕竟移动不自由，则固定无意义。因此，工作场所必须兼具灵活性和多功能性，确保“打工人”无论身处何种境地，无论是独自办公还是团队合作，远程或在岗，均能集中注意力于工作本身，将生产力和创造力最大化。办公场地在哪里？不重要。酒店大堂，餐厅，均可化身为临时移动办公地点，在事随人走的理念下，空间界限也变得模糊起来。

The endless discussions about when and where to work are a thing of the past. We are digital and mobile – not bound by space and time. It is the content of our work which counts.

Companies are relying on decentralized structures and are doing without large, expensive office complexes. If they must be fixed locations, then they are as mobile as possible. The working environment must be flexible and multifunctional. We can concentrate regardless of our conditions, alone or in a team environment, working remotely or in fixed place. The focus is on productivity and creativity. Where? It doesn't matter! A hotel lobby or restaurant can quickly become a temporary mobile office. We decide where we work – the spatial boundaries are fluid.



16-54193-050 Moon



14-24112-001 Campinas Palisander

BLUE INSPIRES
AND SOOTHES AT
THE SAME TIME.

无论是在校园办公，远程办公，还是二者兼而有之，均昭示了办公场所的移动性和扩张性。这使得超轻材料、模块化办公设施以及智能办公桌成为办公首选。体现在设计中便是，办公场所选用风格清新、造型简约的花色，以浅木纹、金属纹或纺织纹为主。蓝色因其能够激发灵感，舒缓情绪，成为主打色。另外，为了与多功能生活空间匹配，家具也要多功能化。而冷色调混凝土与暖色调木纹的鲜明对比，也呈现出意想不到的视觉效果。

The workplace can be transported and expanded – it can work in a campus setting, remote, or in some combination of the two. Super lightweight and easily modular office furniture and intelligent desks are key for optimal use. It becomes clear in the design – the working world is supported by fresh, simplistic decors such as light wood tones, metallics or textile reproductions. Blue is the “it” color! Blue inspires and soothes at the same time. Just as with multifunctional living spaces, furniture must be able to be integrated for different uses. The contrast of cool concrete and warm wood decors provides unexpected visual interest.



14-20266-001 Bakersfield Walnut

05



Mora Oak | Whiteboard | Matera Shine | Paris | Loft by Schattdecor

**„MULTISPACES“ ARE
COMING INTO FOCUS.**

办公场所变革是大势所趋。共享式办公桌需求大增。全方位设计理念促使人们重新审视旧标准，将注意力从工作地点，转移至工作效率和质量。各大企业不再执着于高大奢华的中央办公区，郊区的小型办公场所受到热捧，成为居家办公的替代，成为萌发创新的温床，也成为了社交场所。随着功能性成为首要选择，多功能区渐成主流。

The changes in the working world are very much center stage at present. Models, such as hot desking or co-working, are increasingly in demand. Concepts that take all possibilities into account challenge us to rethink old norms. In open-plan offices or co-working environments, individual workstations are a necessity. Workers want to have options, because in both the current and future workforce climate, maximum flexibility is required! The focus is not on the location of our work, but on its effectiveness and the quality.

Companies are doing away with large, centrally located offices and renting smaller spaces on the outskirts of cities as an alternative to the home office or as a meeting point for creative and social exchange. „Multispaces“ are coming into focus as functionality becomes top priority.



Mora Oak | Flash | Canyon Loft by Schattdecor

SHARED WORKSPACES

14-10406-001 Mora Oak



14-50080-001 Flash

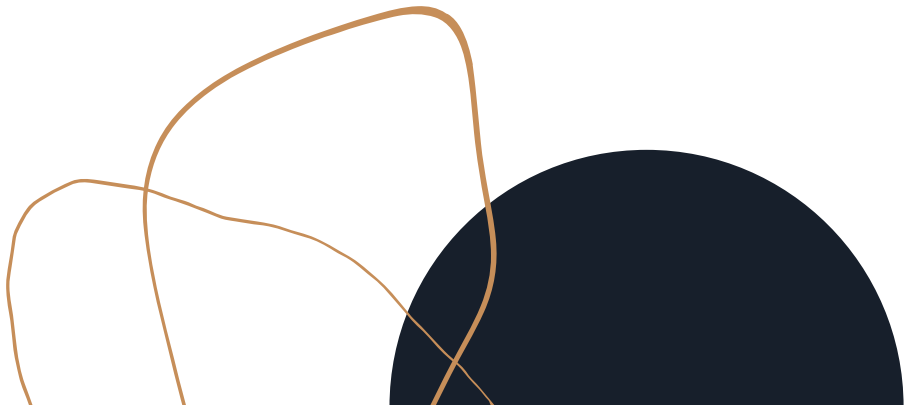


14-10778-006 Flagstaff Oak



DECOR HIGHLIGHT DECOR

interzum
Award
High product quality



14-54197-001 Canyon Grey Caspio

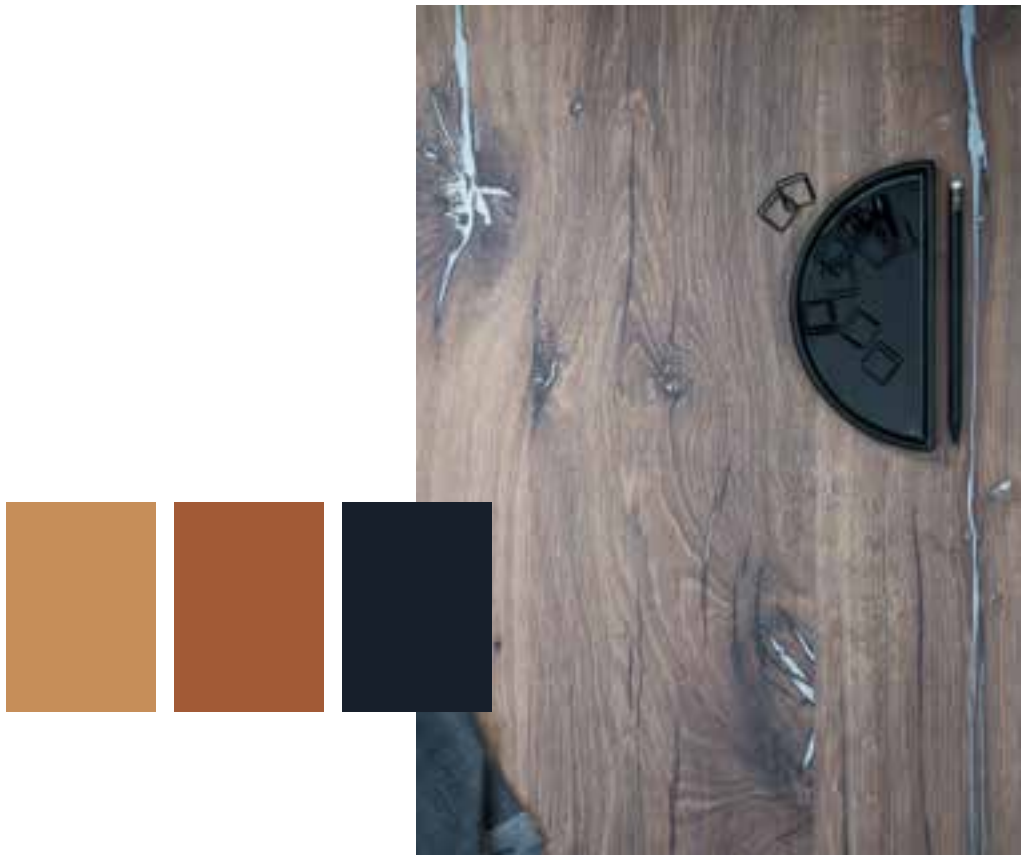
14-10735-001 Garden Oak



UPDATED RUSTICITY
CREATES **SECURITY**
AND TRUST.

开放型办公室和共享办公区的设计偏好采用风格自然的暖色调花色。银色、金属纹花色均属于此类，低调且特别，契合当下流行的质朴风，而此类花色较为日常，也能为人心营造安全感和信任感。在这样的审美引导下，人们注意力更加集中，更能创造性地工作。

Warm, natural-looking decors play a major role in the design of open-plan offices and co-working zones. Understated decors with special effects, such as silver or other metallic nuances, correspond with an updated rusticity. But their familiar characteristics create security and trust. This aesthetic restraint leaves enough room for focused and creative work.



14-10778-006 Flagstaff Oak



14-01083-001 Arctic Fishbone

DECOR HIGHLIGHT DECOR



Garden Oak



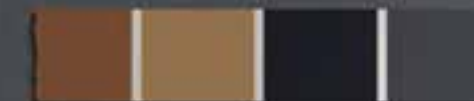
Flagstaff Oak



Bakersfield Walnut



Moon





PUBLIC ZONES

我们渴望体验，迷恋娱乐，追求灵感。混合概念糅合虚拟世界和数字世界，提供全新的舒适体验。

**WE WANT TO HAVE EXPERIENCES
AND FIND JOY AND INSPIRATION.**
HYBRID CONCEPTS ARE COMBINING
ANALOG AND DIGITAL WORLDS,
OFFERING A RENEWED SENSE OF
COMFORT.



06



Noce Tortona | Fancy Steel by Schattdecor



Newport Maple by Schattdecor

SMART CITY

**HIGHLY FREQUENTED
AREAS** WILL EXPERIENCE
THE GREATEST CHANGE.

公共场合，尤其是人流量大的场所将会经历巨大变化。在打造社交场合、营造自然体验时，往往秉持可持续设计理念，这是因为人们重视体验价值，活在当下而不苛求未来。可获得的资源和活动在吸引着我们，重塑人生态度，把握当下成为主流。而场所的可视性和地域性营造出熟悉感，带来安全感，身处其间的我们，是酒吧是餐厅的食客，是商店是公园的访客，也不知不觉成为社交本身。此时，商店和餐厅均重新审视其服务理念，扩大服务内容，毕竟体验将持续创造附加值。

Public spaces and highly frequented areas will experience the greatest change. Sustainable concepts are needed as the basis for more “natural” places for people to come together. Because we place value in experiences, we are more focused on the moment at hand rather than looking to the future.

Our increased self awareness has lead us to be acutely in tune with our immediate environment including the availability of leisure activities, regional products, and local retailers. Available resources and activities grow in appeal, reframing our attitudes to “live in the now.” Visibility and regionality create a sense of familiarity and flexibility. Our presence in bars, restaurants, shops or parks makes us part of a community. Shops and restaurants have to rethink and expand their offerings. The experience itself creates a sustainable added value!



Valongo | Flagstaff Oak | Amazonas* by Schattdecor

*In cooperation with the University of the Arts in Poznan / Poland, the Amazonas design was created as part of the 18th PE-P program with Agata Sargalska and Jakub Michał Rożnowski

14-54031-006 Valongo



DECOR HIGHLIGHT DECOR

14-12115-001 Canyon Creek Hickory



30062-L 203735 Fancy Steel



WARM COLORS SUPPORT WELL-BEING IN PUBLIC SPACES.

公共场合倾向于采用深色木纹、各种蓝色调和精致的绿色。蓝色不仅在工作场所“登堂入室”，在社交场合也大放异彩。天然木纹和石纹优雅而质朴，暖色调之间的撞色对比形成独特、高雅的设计效果，也为公共场所实现视觉舒适，营造出熟悉感和可持续感。丰富的暖色调就像调色盘，虹彩、珠光、金属色分庭抗礼，又相得益彰。

The use of dark wood colorations, shades of blue, and delicate green tones will be prevalent in public spaces. Much like its appearance in the workplace, blue plays an essential role in the design of social spaces. The use of natural wood, allowing for cracks and inclusions, adds multidimensional elegance and approachability when paired with stone decors. Pops of warmth will create interest in the color palette and iridescent, pearlescent and metallic details add visual value without overwhelm.



14-20272-001 Noce Tortona

07



ADVENTURE CITY

**EMPTY SPACES ARE
BEING REDESIGNED
AND USED IN UN-
CONVENTIONAL WAYS.**

一时间涌现出诸多重新设计的概念店，为消费者提供娱乐价值和独特的购物体验。而灵活的店内布局便是新设计理念的彰显。在体验至上的今天，产品、服务、重新设计的空间都要立足于多变的市场需求。在空间有限的情况下，环境要兼顾安全性和快速响应性，被迫向多功能性方向发展。成为消费者，本质上是塑造一种完整的生活方式，在人群中，尤其是在年轻的初创人士或是在快闪店经营者之间，建立起令人兴奋的共生体。另外，空置区域也待重新设计，创新使用值得期待。

Redesigned concept stores will emerge, providing entertainment and a special shopping experience. This new concept incorporates a more flexible store layout. Depending on the experience, product or service, reimagined spaces meet the most varied of needs and requirements. Spatial limitations drive the environment to be used for multiple functions with safety and responsiveness at the forefront.

Hybrid consumer environments will serve various interests within one space to create both a social and practical experience for shoppers. Being a consumer is about building a complete lifestyle. This creates exciting symbioses, especially for young start-ups or operators of pop-up stores. Empty spaces are being redesigned and used in unconventional ways.

08



URBAN QUARTERS

PUBLIC SPACE BE-
COMES A **COMMUNAL**
MEETING POINT.

城市社区意味着丰富的商品和生活体验。公共空间的所有要素被“塞进”一个狭小区域，这样做的好处是，公共服务尽在触手可得之间，通勤快捷，生活独立。无论是购买食品、就医，还是社交、乘车，都很方便。新的生活方式为人们解除后顾之忧，人们倍感舒适、自由。基础设施和明确的社群成为生活重心。大自然凭借植物绿化，悄然“溜进”公寓，它染绿了屋顶和外墙，塑造了楼中庭院。公共空间的公共性真正得到彰显。

City quarters ensure a full range of goods and experience in the immediate vicinity. All components of the public space are contained in the smallest area. The advantages of having immediate access to public living include short commutes and independence. This spans from food supply to doctor visits, as well as meeting spaces and reliable transportation. We gain a sense of comfort and freedom contributing to a new carefree lifestyle. Infrastructure and a defined community become our focal point.

Urban life transpires in the streets and public places. Green areas, plants and nature extend into the apartment blocks in the form of green roofs, facades and inner courtyards. Public space becomes a communal meeting point.



Karlstad Oak | Uni Pine Green mat+ by Schattdecor

14-10107-001 Karlstad Oak

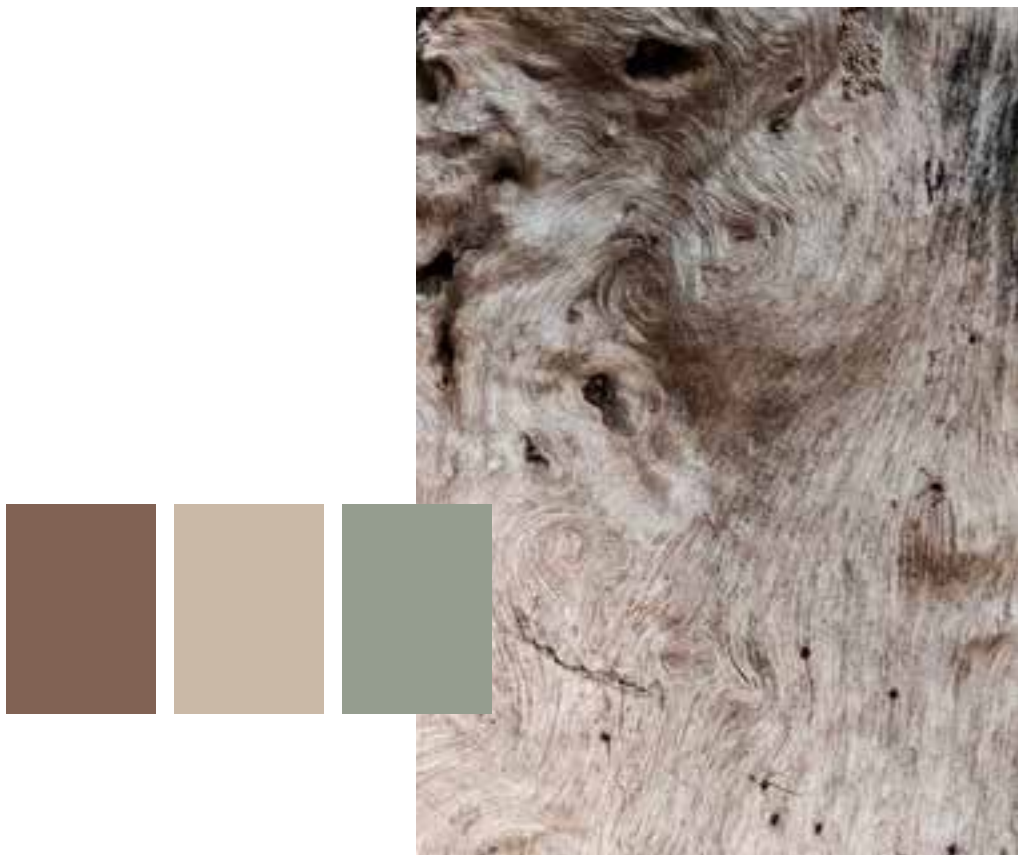


DECOR HIGHLIGHT DECOR

ELEGANT RUSTICITY IN SHOPPING AREAS.

购物区的设计需要兼顾优雅和质朴，暖色调和各种绿色的搭配使用提升了公共空间的品质，其中透露的熟悉感和舒适感与居家别无二致。毕竟现在的社会需要我们照顾好自己，健康饮食，珍视自我，因此朴素的木纹花色成为大众宠儿。

In terms of design, we also find an elegant rusticity in shopping areas. Warm colors and green tones promote well-being in public spaces, suggesting a familiar coziness that we know from our home. This tends to encourage our desire to do something good for ourselves, to eat healthily and to pamper ourselves. Rustic wood decors are inviting.



14-12113-001 Victoria Acacia

09



Triana | Amberwood | Meteor | Canyon Loft by Schattdecor

HYBRID SHOPPING

WHETHER PRIVATELY
OR PROFESSIONALLY-
THE WORLD IS ONLINE.

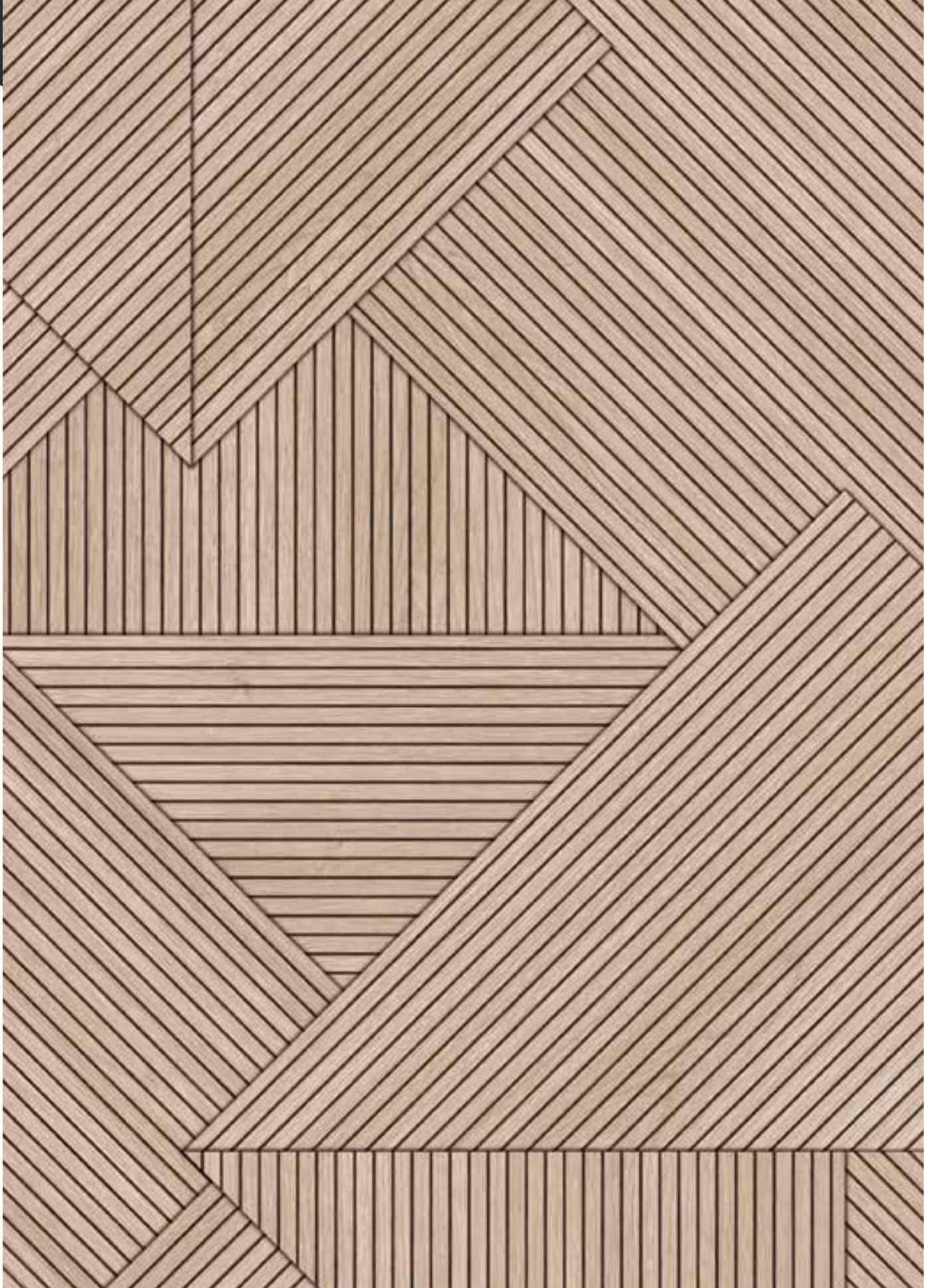
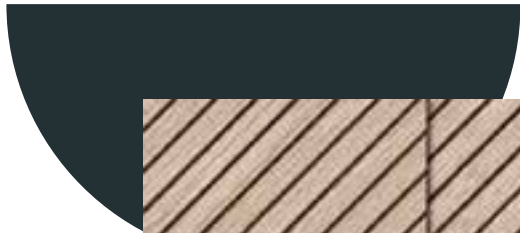
纵然披着“隐形外衣”，数字技术已然是“随风潜入夜，润物细无声”，随时扮演着不同空间之间的纽带，带来丰盛、自由和舒适。而我们，作为空间中的“人”，也凭借着数字技术，打破距离的阻隔，变天涯为咫尺。这是一个网络化的世界，无论是私人生活还是办公，都离不开互联网，享受着网上购物、视频会议、网上展会和活动带来的便利。我们在线上交友，与同事和客户沟通，甚至将全部购物活动都从线下转移到了线上。在这个过程中，虚拟产品体验是重要环节。将“亲临现场”体验与网上娱乐相结合，让客户对品牌产生更加真切的感受，不管是与其他消费者交流体验，还是利用APP将喜爱的家具实景投射到自己所在的空间，此时消费者已不仅仅是消费者，更是品牌的一部分。从这个角度看，混合型购物理念在打造网店、快闪店、或点击收藏时，具有娱乐价值的体验。消费者可以在线点击购买当地零售商商品，或是提前收藏，在线上下单后，能够享受方便快捷的无接触式配送。即使是有一天您的阳台有送货无人机光顾，也是值得期待的。

Even when you can't see them, digital components are ever-present! They merge individual living spaces, enable room for growth, freedom and comfort. We, ourselves, are also present everywhere, regardless of location. Whether privately or professionally, online shopping, digital meetings, trade fairs or events – the world is online! We meet friends, colleagues or customers online. We buy everything on the web. But the analog product experience shouldn't be neglected either. The bond between customer and brand can be strengthened by the unique “in person” product experience in combination with entertainment on the web. The customer can become part of the global brand online, exchange ideas with other consumers or use the app to project the desired furniture directly into their own living room for viewing.

Hybrid concepts, such as online shops and pop-up stores, or Click and Collect, offer an entertaining experience. We order online from local retailers or reserve our items in advance. If the order is placed digitally, we will be happy to have a convenient, contactless delivery - maybe soon by drone – to our own balcony.



14-54192-001 Pure



4000505-01-000 Triana

COOL, CLEAR AND FOCUSED - BRIGHT COMBINATIONS SEEM FRIENDLY.

酷、简明、主题鲜明：商店的陈列区和快闪店能够将产品的魅力淋漓尽致地展现出来，进而介入消费者的决策过程，激起购买意向，因此务必精心设计。在设计时，可采用图形结构，融现代审美、设计和结构于一体，色调上以亮色系为主，烘托出友好的购物氛围，大胆采用不同程度的绿色，佐以精致石纹或金属纹花色，整体基调以生动鲜活为主。

Cool, clear, focused: shop display areas and pop-up stores represent a product attractively. References help with the decision making process and influence our purchase decision. The area must be clearly designed. Graphic structures make an association with a modern aesthetic, design and structure. Bright combinations seem friendly when paired with different shades of green, delicate stone or metal decors. The focus is on liveliness.



14-50082-005 Meteor



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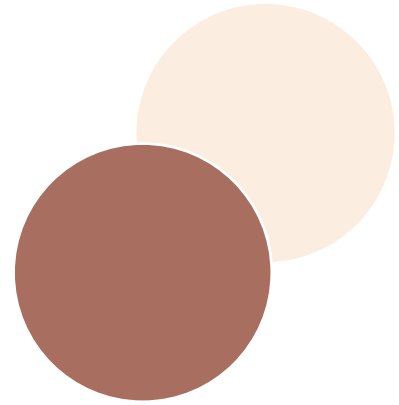
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Uni Mauve | Uni Cream



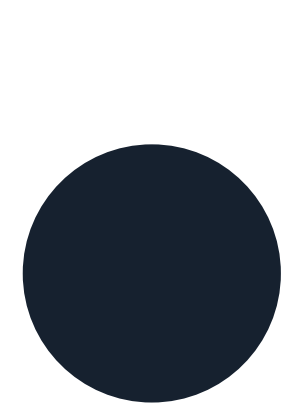
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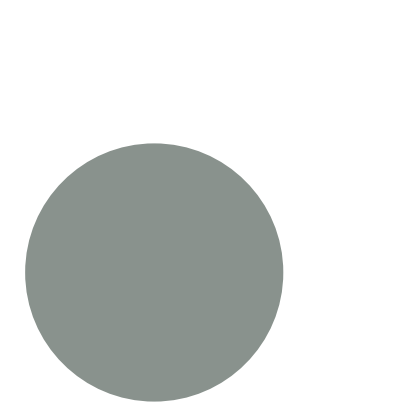
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Uni Pine Green

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