



HILDA

"I've turned my passion for good craftsmanship into a profession. It's not only in my work that I value high-quality materials and the aesthetic interplay of form and color. I also want to feel inspired and secure in my caravan when I close my studio on the weekend to go on a discovery tour through the forests and coastal landscapes of my home country."



WORK-LIFE-BALANCE

This term is used very often. A need that is more and more in demand in today's world, and that more and more people are demanding for themselves. It doesn't matter if you just finished your studies or training, are in the thick of things at work, or are about to plan a family – you just want to get out of the house. Get out. Explore the world.

More and more people are making the most of living differently. To create a healthy balance between work and leisure, and also integrate this freedom into everyday life. And to spontaneously go for a drive on the weekend, to switch off, to explore nature.



Here, we're talking about a target group that has already defined an awareness of itself, and its demands, expectations and what can be got out of life. Down-to-earth free spirits, who believe that self-determination is just as important as a sustainable approach to resources and the environment. This is where quality and longevity are important. A sense of materials, appreciation of craftsmanship, respect for selected items that embellish everyday life, involve functionality, and also bind memories together.



COLOR & MATERIAL

Strong colors are required here that convey a feeling of home and closeness. Graphic shapes and designs underline the passion for homemade products, and the appreciation of craftsmanship, naturalness and durability. Earthy shades in combination with natural and high-quality materials reflect free-spiritedness and down-to-earthness. Delicate wood decors such as Century Elm or Wisla Pine underline the variety of natural and creative options, thanks to their clear, classic and fine lines.

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