

Press Release

Schattdector at Sicam 2021: Resilient Habitats

Stand A30 – A34: This is what awaits you!

Thansau, 27. September 2021: Schattdector launched its new decor collection with the latest trend concept just this spring. The research on "Resilient Habitats: Security through flexible living spaces" revealed that convertible, modular concepts in home, working, and public spaces are currently more in demand than ever.

What modern decors look like and which materials come into focus will be shown by Schattdector during its trade fair appearance at Sicam from October 12 to 15, 2021 in Pordenone, Italy. As usual, visitors can expect the essence of the Interzum repertoire, a selection of decors that have already been met with great reception from the market and our customers. These are the decor highlights for the trade fair. But also featured will be new decor items, further developments in line with current trends and requirements.

Sabrina Wieland, Head of Design Thansau: "The selected decors reflect global trends. They are linked by their expression of a 'new rusticity'. They radiate originality, but without embodying the classic, widespread 'rustic'. These are fine, balanced compositions with refined details that reflect the spirit of the times. This zeitgeist calls for quieter surfaces that radiate naturalness, also combined with wow effects such as metallic colors. They radiate a matter of course and embody self-confidence in the material without appearing intrusive."

Customers and trade fair visitors can expect new color, interior, and decor trends from the surface specialist, Schattdector, for the first time physically this year at Sicam. The trend topics presented at Interzum @home in May also served as the basis for the stand design for this trade fair. The focus was deliberately placed on the areas that are of outstanding importance for the interior and the design of the home: the living and working areas. The kitchen, as the central meeting place for the whole family, will also have a special space. In general, the following applies: the boundaries of living space design are disappearing. What is essential is an open and transparent design, with islands of calm for relaxation, in order to get together with others or to work in a focused way, for example, in integrated working areas. Multifunctional and variable interior design is essential. The working area, integrated into the living area, expresses the current requirements for maximum flexible, mobile workplaces.

These Schattdector highlights for Sicam are a must!

... they are called: Firestone, Valongo, Flagstaff Oak (interzum Award winner 2021 for "high product quality"), Magnolia, and Karlstad Oak - this last one in a new color for Sicam. For the fair, the international market leader is relying on a new, even lighter color, based on current demand. Karlstad Oak is celebrating its premiere in Italy in color "005".

Decor innovations for Sicam

During its trade fair appearance, Schattdector is also relying on some as yet unseen decor innovations that are being presented to visitors and customers for the first time in Italy: Stay tuned!

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Trend Update

On the new Schattdecor website, parallel to the trade fair, a specially set up trend area will contain current room visualizations and decor images with description and story, the highlights and new decor items can be found here.

Following Sicam, the trend update will also be available digitally to customers around the world and will once again provide detailed insights into "Resilient Habitats" in the form of concepts in demand, paired with trendy decorative surfaces.