

Press Release

Schattdector names highlights of Sicam 2021

These decors are needed now for multifunctional, changeable living spaces

Thansau, November 4, 2021: At SICAM 2021 there was a prevailing spirit of optimism: Innovation is in demand now more than ever. In mid-October, exhibitors like Schattdector demonstrated at the trade fair in Pordenone, northern Italy, embracing how wonderfully changeable the world is in the current climate. Flexible, multifunctional concepts are emerging as exciting future topics and reflect the changes that have actually been experienced over the past two years. With its pioneering trend concept and new decor collection under the motto "Resilient Habitats", Schattdector presented, in spring of this year, how these changeable room concepts, new decors, and surfaces look. The new trends were introduced to customers and visitors in the form of a modern exhibition stand and concept, as well as some new decor items that were unveiled to the public for the first time at Sicam.

Schattdector's trend assessment from this spring indicating that furniture, architecture and decors would develop in a soft, pleasing direction has been confirmed. The boundaries within the living space design blend and disappear without exhibiting any hard contrasts. Instead, there is a particular demand for clearly defined, intuitively understandable zones for rest, for time together, for work and for life.

Natural, authentic-looking decors are finding their way into living zones, working zones and public zones. And something especially nice: the kitchen is once again taking center stage in many people's lives.

Decors that are now needed at home, at work and in public spaces

The centrally located kitchen with a dining area has recently become more important than ever to many people. At SICAM it was clear to us that it is the center of life and the favorite meeting place of families, friends and living communities.

Calm and community

In general, the limits of living space design are disappearing: open, transparent design now creates zones for rest and relaxation, for socializing and community or for concentrated work in integrated working areas.

Home office and new workplace approaches

Solutions are urgently needed for home office and new workplace approaches. In other words, the world is finally ready for newly considered, digital, mobile workplaces where multiflexible and variable interior design is essential.

Seen at SICAM: highlight decors for the here and now

The Sicam trade fair confirmed that the questions of what people really need now, how they want to live today, and what residential and living spaces currently have to offer are on everyone's mind.

What individual areas currently need to offer

Press Release

Schattdecor's latest decor collection combines a freshly considered rustic feel – fine originality. The zeitgeist calls for "remarkably calm" and especially natural surfaces - the history of their origins can and should be seen. Their detailed compositions radiate honesty, and in the material they embody, self-confidence without appearing intrusive. The balanced composition of sophisticated, contemporary details creates character and charisma.

Schattdecor highlights of Sicam 2021

Making a statement: Firestone marble decor

Impulsive, exciting, exotic: Our black marble, Firestone, was a show stopper during Sicam in the form of a kitchen block and it quickly became the central point of this year's exhibition for the surface specialist. Its original material comes from Morocco; striking veins colored in ocher run through the subtle structure crossing Firestone's black and gray base and leaving deep traces upon it. The overall affect is that the decor seems to pulsate, a bit like liquid lava. The large-scale layout reflects the diversity of the original material.

You can always rely on Karlstadt Oak

Oak is a material that people can rely on even in turbulent times. Our solid wood imitation, Karlstadt Oak, impresses with its sustainable design as well as its fine composition and a natural 3D effect. For SICAM, the development team presented a new color scheme for the decor – a welcoming rustic feel that attracted an especially large number of visitors.

Surprise: Gran Sasso Chestnut

The SICAM audience shared our own enthusiasm for Gran Sasso Chestnut which we found this confirmation particularly valuable: the fine, two-dimensional wood decor looks restrained, but still exudes a noticeably noble atmosphere in interiors.

Amazement included: Valongo

Slate is born from clay or volcanic ash. We found the original material for our two-dimensional slate décor, Valongo, in the Portuguese region of the same name, an area typical for housing this type of rock. Its homogeneous, well-balanced surface allows for a wide range of uses and combinations. Our SICAM visitors widely preferred one specific option: by using additional cylinders, Valongo may be accentuated with silver or bronze effects. A decor that amazes!

The beauty of old wood: Flagstaff Oak (winner of the Interzum Award 2021)

After its success at the "Interzum at home 2021", the lively old-wood look of Flagstaff Oak has become an indispensable part of the industry. Visually effective silver-accentuated cracks give the oak decor its unmistakable character. It can be cleverly combined as a furniture decor. At SICAM, Flagstaff Oak was creatively staged in working areas and shown in a new color scheme.

Welcome: sustainable designs

Press Release

The Schattdecor team received positive feedback for numerous easy-to-combine decors. There was a demand for two-dimensional sustainable designs that prove to be durable, flexible and support modularity. Our new Oceanside stone decor is the successor to our Pure decor and gets right to the heart of this requirement. The homogeneous, natural surface of Pietra Piesentina looks like a real stone. Its fine structures are also very easy to combine. Cascade, on the other hand, is the perfect decorative hybrid made of textile and stone structure and looks very classy in dark colors.

Trade fair round up

People want to come together again - that is the strong and exuberant message of SICAM 2021. We are attracted by a particularly natural, durable and sustainable materiality in design. It promotes well-being in the room, enables modularity and timeless identification. The world is changing - and we are ready to change with it.