

## **Press release New trend concept 2023**

**Unlimited possibilities for creativity and innovation: Now everything is possible!**

### **FREIRAUM**

"Freiraum" is the name of the new trend concept from surface specialist Schattdecor, which it is presenting to customers and visitors at its new trade fair stand at Interzum 2023. Freiraum creates unlimited opportunities for creativity and innovation. Mentally and creatively. What does that mean for the future? Anything is possible now. The future knows no borders: living at home = working = living. New creative and technological possibilities give more room for change and new trends.

"Our latest trend research shows that the individual living spaces are merging more and more. Shapes and colors in the interior are becoming more universal. Every place is more comfortable now. Three essential factors influence the design of living spaces: a greater awareness of nature and our environment, the demand for a sustainable lifestyle and the progress of digitization with all its new possibilities in work and virtual meeting places," says Sabrina Wieland, Head of Design on the approach to the new trend concept that Schattdecor is marketing in 2023 in the form of a new trend book, including current decor and product innovations, such as bestsellers.

Claudia Küchen, Director of Design and Marketing, adds: "The interaction of all these factors opens up new free spaces for us designers, for architects, designers and our industry. A re-think, new possibilities - unlimited space for creativity and innovation. The basis for a good, positive future."

#### **Create Freiraum in nature**

Shapes, colors and scents from nature will be found even more in the interior and exterior design of all areas of life in the future. They are an expression of strong environmental and health awareness. Without further ado, nature becomes an extended living space: regardless of whether it is an outdoor kitchen or an open-air shower, Freiraum means unlimited creative and innovative design.

#### **Decor and design**

Sabrina Wieland: "The shapes of furniture and interiors are becoming more organic, more universal, but also more comfortable. Consumers attach great importance to sustainability and naturalness. New eco-friendly decorative surfaces such as Fineflex, our recycled PET film for furniture – available with decor print, as a plain or metallic effect surface – are in great demand and an alternative for the future."

#### **Understand digital Freiraum as an opportunity**

Shapes and colors from the digital world are increasingly making their way into analog design concepts. An additional working and living space is taking place virtually. Sabrina Wieland, Head of Design: "The Metaverse, as a further developed form of social media, is already used by millions of users today and offers the opportunity to

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meet privately online, to experience interactive gaming or shopping, or to work. What goes viral there should no longer be missing in the analog world and brings new perspectives, colors and shapes to our daily experience and environment."

"A new target group with new needs is online. A community that sets new trends and determines what is passé with their likes. Digital prototyping means that new concepts and designs can be shared and tested in virtual space. Anything that goes viral becomes a must-have overnight and can also be successful in the same way. In the future, designers will design for both worlds and accompany the transformation from the digital to the analog world, but also vice versa," explains Claudia Küchen.

#### **More Freiraum?**

Content from the new trend book and registration for pre-ordering can be found at [freiraum.schattdecor.com](https://freiraum.schattdecor.com).

#### **Caption:**

The key visual of this year's trade fair appearance with the new trend motto "Freiraum" is the Vaia decor. It strongly reflects the pronounced awareness of the environment and nature on the consumer side. Digitally created shapes and a gold effect create a unique, modern and flowing interpretation of nature. Vaia stands for the merging of our areas of life and new intellectual and creative freedom.