

ULTIMO

EUROPEAN | LUXURY | LIFESTYLE

living

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MILAN 2011

Trend report by Andrew Thornton-Hick

now! by hülsta

Unaffordable luxury - until now ...

now!
by hülsta

Welcome...

Another exciting year in Milan (made all the more pleasant by the distinct lack of volcanic mayhem), and taking the long way home through America and Mexico was a visual feast.

The urban landscapes from Milan to Cancun comprise past, present and future designs influences in a very real cross-section. This reality, this realness, is what struck me about this year's Milan show.

Beyond new-meets-old placements, historical designs and finishes were layered together with new pieces in an historical juxtaposition of form and finish.

From ancient cultures to cutting edge design houses, design as a three dimensional language united furniture styles and finishes at this year's show. The juxtaposition of which created one of the most interesting palettes in years.

A singular style or palette was replaced by a more sophisticated series of balances where the only common denominator was craftsmanship.

We hope you enjoy our top picks from the show. We look forward to presenting these at our annual 12Event later this year.

Andrew Thornton Hick
Brand & Commercial Manager

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COLOUR SPECTRUM:

Despite the Honeysuckle predictions by Pantone which really only came to the fore chez Missoni, colours at this year's Milan exhibition were still dominated by teal and dirty turquoise shades. Interesting and widespread accents came in green hues from jade to jungle with lots of accessorising being found in bottle green and aquamarine tones. Bright highlights were to be found in almost fluorescent oranges and yellows by the likes of Moroso and Poliform but the stand-out shades in bulk were bottle green, mustard yellow and teal.



Hülsta now!
No. 15 Wall Unit



Lacroix range mixing colours, era's, form and design

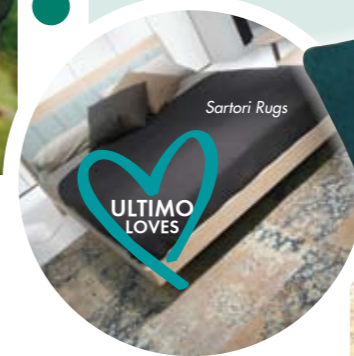


Seven collection merges the old with the new

TEXTURE PALETTE:

Moving on from the colour-blocking trends of Milan 2010, texture-blocking was found this year. Grouped cushions in the same tones but with varying textured finishes or printed/stitched motifs were layered onto upholstery designs. Much black and white graphics such as Gervasoni's visually arresting designs and even a noticeable embracing of Marrimekko and our very own Florence Broadhurst. A small side note was the number of stands decorated with Australian flora from Kangaroo Paws to Bottlebrush (deep green foliage). Another great example of texture blocking this year came with the layering of sometimes up to four different rugs in a setting - often juxtaposing re-dyed oriental rugs with one-colour oriental-effect designs. In some instances also three hides were layered in different colours.

RIGHT: Grouped cushions with varying textures



Sartori Rugs



Oriental rug designs



Layered coloured hides

HISTORY-BLOCKING:

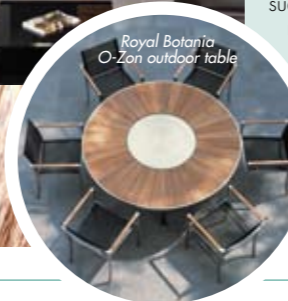
From colour to texture to history! One of my favourite concepts of 2011: beyond mixing old and new, the idea of juxtaposing finishes on to different era's of design. For example placing a 1919 armchair in cobalt blue leather with textured fabric seat cushion, on a 1940's Persian rug design which has been re-dyed and re-made, next to a stunning new biomorphic and incredibly modern sofa. Mixing colours with era's, form with tradition, craft with design. So often we seek increasingly complicated ways of layering meaning to create depth in a space (see the new Lacroix range of furniture) when all we need to do is ignore contrast and seek balance. My pick of the stands this year was Arflex where two collections (Seven and Arflex) merged in a recipe that made MasterChef look like fast food. Other great examples included Lema, Poltrona Frau, De Sede & Cassina.

WOOD and METAL:

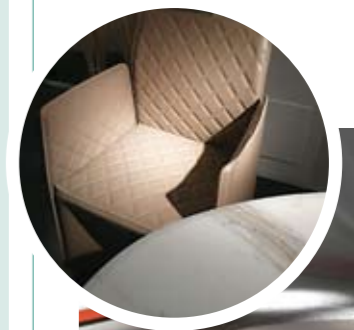
Copper tones jumped in to play and wood took a decent stab at the high-gloss market. Beautiful lighting and framework in copper finishes became the new glamorous touch with pale and highly polished finishes shimmering bewitchingly. Wood tones went two ways this year with many big cabinetry brands darkening their palettes from Walnuts into new finishes such as burnished dark oak, moka oak, dark brown oak, burnished black oak and core walnut. On the flip side were lighter more characterful timbers such as amber tree, elmwood, and structured beech.



Hülsta NEO



Royal Botanica O-Zon outdoor table



SNEAK PEEK...

The **MULTIFORMA** wardrobe system by **Hülsta** does not cease to impress, and now you will covet the incredible new **MULTIFORMA II** innovations launched in Milan 2011.

Integrated glass cabinets, jewellery holders that "hand" you your jewels upon opening the wardrobe door, fully-automated veneered glass surfaces, and BlackMagic feature cabinets are just a few of the cutting edge features. New front designs and unique units give **MULTIFORMA II** its special feeling of exclusiveness, and the complete versatility to create your ideal wardrobe system.

MULTIFORMA II will be available soon at Ultimo Interiors.

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Rolf Benz MIO Sofa

CHOCOLATE - BLOCKING

Quilting, stitching, repetitive and random shapes jumped out at you and screamed to be snapped off like a KitKat. From intricately stitched headboards that folded down around you in bed to bizarre leather-belt wrapped sofas from Scandinavian young guns, blocks of chocolate-like forms littered the halls. Adding to the detail were two-tone finishes and piped edges en masse. Classics were upholstered in neutrals with turquoise piping. Avante garde digitally printed neoprene fabrics cling-wrapped new forms with fluorescent orange piping at Baleri and Moroso. Turquoise blue stitching zig-zagged around the back of new sofa's from Poliform. Flat, French-seamed cushions in shades of mustard floated across Rolf Benz's new Onda sofa. De Sede's re-introduction of fabric collections saw two-sided cushions in leather and fabric combinations.



MULTIFORMA II

2011 MILAN

TRENDS REPORT

UNAFFORDABLE
Luxury...
...until now!

With a commitment to quality and a dedication to design, Hülsta furniture is truly inspiring and everlasting. Using materials that are meticulously selected and sourced from the best and most sustainable avenues, Hülsta ensures the highest quality in each and every piece.

Made with standardised options yet crafted with the same high quality workmanship typical of Hülsta, the now! range presents youthful and innovative furniture ranges for the bedroom, living and dining rooms. Stunning design now more affordable than ever with Ultimo's special winter promotion.



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 BROCHURE

WINTER PROMOTION

Ultimo are celebrating now! by hülsta with

20% OFF all now! range orders until the end of August 2011.

MID YEAR SALE

Savings across all Design Collections: Hülsta, Rolf Benz, Calligaris, Cattelan Italia, Co2 Designs, Kymo Rugs, Noir, Royal Britannia, Varaschin

Up to 40% off selected clearance items. Terms and conditions apply. Please see in store.

