TREND REPORT
HIX 2022



Written by Alys Bryan
designinsiderlive.com

DESIGN INSIDER:





THE HOTEL, AND HIX, IS BACK!

HOSPITALITY IS DEFINED AS THE RELATIONSHIP BETWEEN A GUEST AND A HOST, WHERE A HOST RECEIVES THEIR GUEST WITH JOY AND GOODWILL. WE CERTAINLY EXPERIENCED ABUNDANT HOSPITALITY DURING THE TWO DAYS OF HIX, FROM THE ORGANISERS, EXHIBITING BRANDS, SEMINAR SPEAKERS AND EVENT VISITORS.

Across the two days our team enjoyed learning about the many new products which commercial suppliers chose to launch at this industry leading event. Within this Design Insider Trend Report we will share with you the new product launches, which will enable Commercial Interior Designers to answer their client's briefs and create memory making experiences for their guests.

Within the report we will highlight the ongoing discussion on sustainability and the varied ways in which the commercial sector is addressing this important topic. We will also share examples of the differing ways in which community was created and displayed at the event.

We were extremely privileged to be invited to host a seminar as part of the extensive HIX Talks programme. We guided Tina Norden and Federico Toresi through their conversation focused on The Ultimate Resort and the redefinition of 'all-inclusive.'

Follow all of our news and opinions on LinkedIn by following our Design Insider page.









NEW PRODUCT LAUNCHES



1



2



3

*1. Table Place Chairs_*
The Furniture Book 2022

2. Laufen
SPACE – limited edition design collaborations

3. Knightsbridge
Hailwood, designed by David Fox

4. Panaz
Folio and Shalimar

5. Astro
Gerrit, designed by James Bassant



4



5

THE HOTEL IS BACK!

For hotels and the hospitality sector to flourish commercial suppliers must have a clear and in-depth understanding of their clients', and end user's needs.

The quantity, and variety, of new products launched at HIX this year clearly demonstrates the expertise of UK commercial interior suppliers and showcases their exceptional manufacturing capabilities.



1



2



3



4

1. Sunbury
Leopold, Watson and Caron FR Recycled Boucle, Chenille and Weave

2. Skopos
Beau Trevira CS velvet

3. Hansgrohe
Pulsify Collection

4. PS Interiors
Costura Lounge Chair
Yoisho Sofa
Ropu Coffee Table

5. Warwick
Warwick Contract Collection with Fast Track

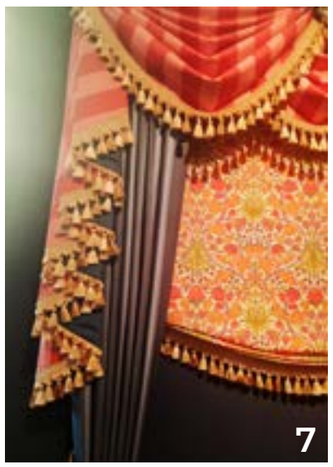
6. Iliv
Kanbina Print Collection

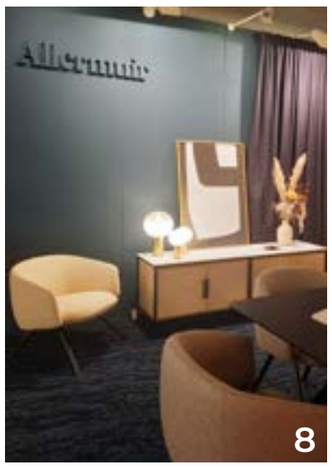
7. Robena
Watts of Westminster

8. Allermuir
Bastille designed by Patrick Norguet
Crate Sideboard


5


6

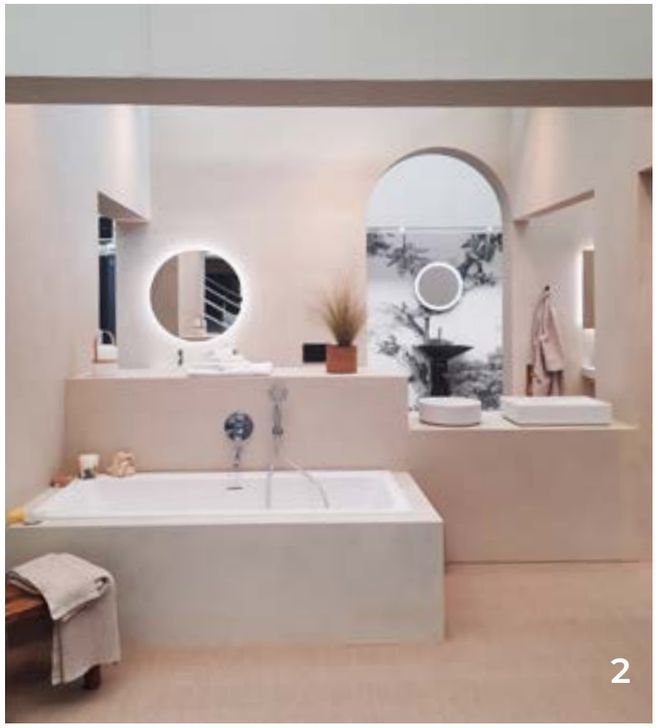

7



8



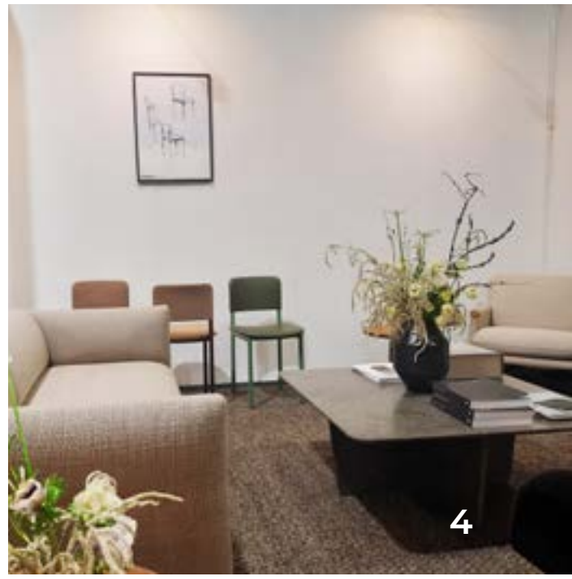
1



2



3



4



5



6

1. Tetrad
Liberty Sofa

2. Roca
Ona Collection

3. Furniture Fusion
Scala Lounge Chair

4. L.Ercolani
Grade Two Seater Sofa from new Grade Collection

5. Roman
Showcase of solid surface fabrication

6. Crosswater
Module Shower Valves

7. Chelsom
Palm



7

NEW PRODUCT SPOTLIGHT



ARGENTEX & ENTWINE: TWO NEW FAUX LEATHERS WITH FINE TEXTURES BY AGUA

Cue their two latest faux leathers, Argentex and Entwine. Both have their own distinct look and feel, but are equally versatile, mixing contemporary colours with intricate embossed textures.

Let's start with Argentex. This vibrant range of faux leathers combines a glossy finish with a fine woven linen emboss, to complement the many plain vinyls that already form the backbone of our collection. The range's 20 colours vary from confident metallic shades to solid neutrals, and all are colourfast to sunlight – perfect for indoor or outdoor use alike. This opens up the collection to all manner of different projects and sectors; from hospitality and cruise settings, to workplace and hospitality. The Agua team think Argentex's subtle sheen looks particularly chic in restaurant and hotel environments, particularly when specified in darker shades like Midnight and Anthracite.



Entwine, meanwhile, replicates a chic hopsack weave fabric, but like all their faux leathers is extremely easy to maintain. It follows the longstanding success of their Parody Linen collection, but replicates a woven material with thicker yarn and a rich melange appearance – unusual for faux leathers. At a distance, the melange effect is particularly impressive. Agua think it's nigh on impossible to mark out Entwine from comparable soft woven fabrics like Pearl and VerdEco – even up close.

Both Entwine and Argentex are in-stock now, and available to sample and order. With their subtle embosses, these are fabrics that need to be seen in the flesh to be believed – please do reach out to the Agua sales team for samples.

aguafabrics.com



GERRIT DESIGNED BY JAMES BASSANT FOR ASTRO

A modern take on the traditional banker's lamp, this LED desk light has been designed as a functional sculpture. Striking yet uncomplicated, it provides a wash of warm white light that's operated via a Touch-free wave sensor. Precisely crafted from aluminium and finished in anodised gold, it has a sleek, tactile appearance with cutting edge integrated LED tape, to provide reliable task lighting for your home or office.

astrolighting.com

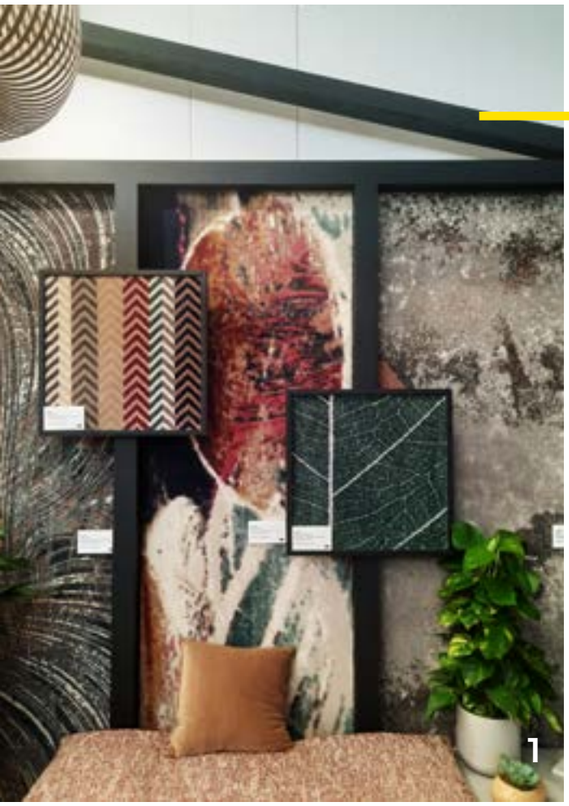


HAILWOOD BY DAVID FOX AND KNIGHTSBRIDGE

Hailwood, designed by David fox in collaboration with Knightsbridge, marries traditional British furniture design with the needs of contemporary hospitality settings through recognisable details such as spindles and a clean and dynamic silhouette.

The range is available in a selection of timbers and was showcased at HIX in American Walnut with leather upholstery, although also available in a wide selection of commercial fabrics. The range is set to expand in 2023 to include a table collection and two seat sofa.

knightsbridge-furniture.co.uk



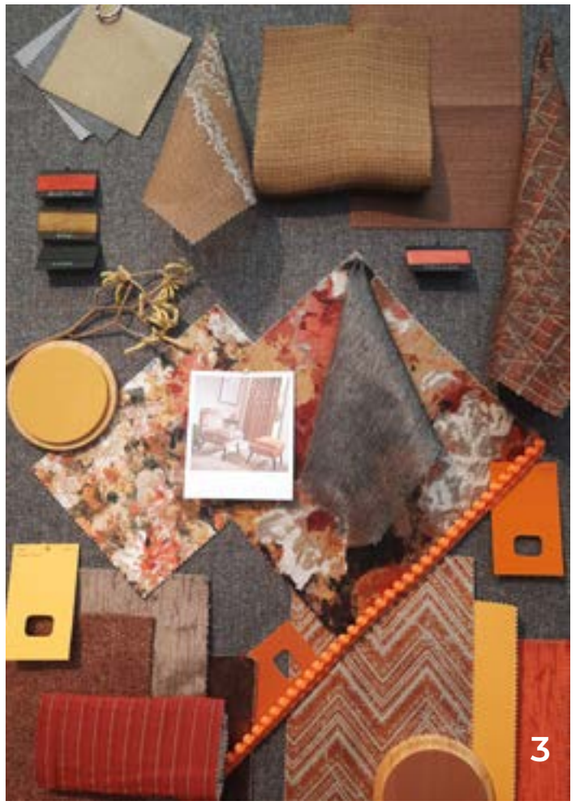
COLOUR TREND 2023

WARM AUTUMN COLOUR PALETTE

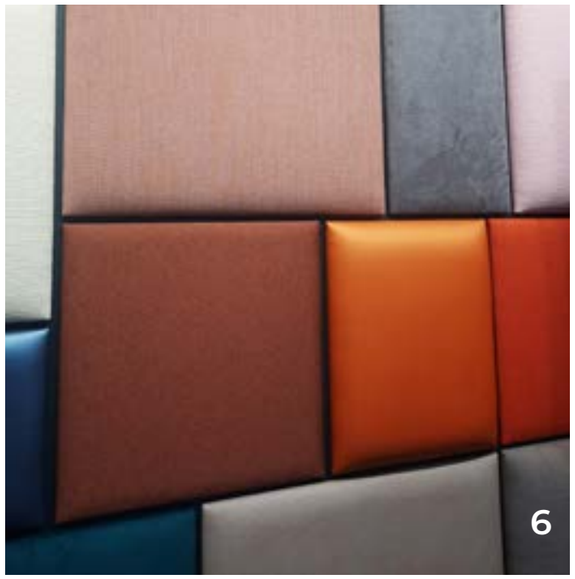
After only a short time exploring this year's HIX event it was immediately clear that the current colour trend is Warm Autumn and that this palette will continue throughout the winter months and into spring 2023. This palette re-emphasises a connection to nature, bringing the outdoors in with a sense of warmth and comfort

When discussing the Autumn/Winter 2022/2023 Colour Palette Pantone explained:

'TIMELESS TONES AND ARTFUL BRIGHTS EMBRACE OUR CONTRASTING DESIRE FOR SERENITY AND STABILITY WITH ENERGY AND EXCITEMENT.'











1. Ege

2. Romo

3. Bancroft

4. Camira

5. Atre

6. Agua

SEMINAR:
THE ULTIMATE RESORT

TINA NORDEN, PARTNER AT CONRAN AND PARTNERS SPEAKS WITH FEDERICO TORESI, GLOBAL VP DESIGN, ULTRA LUXE, LUXURY & PREMIUM BRANDS AT ACCOR. CHAIRED BY ALYS BRYAN, EDITOR AT DESIGN INSIDER.

Our conversation focused on The Ultimate Resort, and redefining 'All-Inclusive'. Having worked together on a substantial piece of research, Tina Norden and Federico Toresi had a lot to share on this new direction for the hospitality sector.

Conran & Partners were tasked by Accor with researching and designing a masterplan for the ultimate resort project; based on research into the behaviours, values, habits and desires set to drive the next generation of guests. Key points raised in our conversation included:

- We must pre-empt how a guest will feel when arriving in their room and consider every aspect of what they will need. Guests don't take away photographs or souvenirs, we want them to take home memories and build 'brand love.'

- Enabling a guest to manoeuvre a 500/1000 room resort without feeling like a tiny cog in a large machine is achieved by breaking down the resort into smaller scale, more personal, islands or neighbourhoods of perhaps 50 rooms.

- 15 minute neighbourhoods, inspired by urban planning principle of the 15 minute city, position everyday services within walking distance and require a journey to speciality experiences.

- Child experiences run in parallel to adult experiences, crossing over at certain times, and it is these cross-over points which generate spaces.

- Every journey includes touch points which generate services and inform design. This is an experience driven way to build design guidelines which prompt you on what points to cover and highlight every single opportunity to generate experiences.

- Creating an environment for the team which is equally as well considered gives them a motivating and engaging experience so that they want to deliver a great service structure which supports the guest's experience.



"TEN YEARS AGO, THE MERE IDEA OF JETTING OFF TO AN EVERYTHING-EVERYWHERE-ALL-AT-ONCE RESORT WAS LAUGHABLE, AS THE MIDDLE CLASSES SHUNNED ONE-SIZE-FITS-ALL HOLIDAYS IN FAVOUR OF SELF-PLANNED TRIPS, WITH THE SEDUCTIVE PROMISE OF "LIVING LIKE A LOCAL".

IN 2011, ALL-INCLUSIVE HOLIDAYS WERE THE SUBJECT OF A DEBATE ON THE OFFICIAL BBC BLOG, WITH COMMENTERS WEIGHING IN THAT THEY "COULDN'T THINK OF ANYTHING WORSE" AND "THERE'S NOTHING MORE PATHETIC".

BUT A FEW GLOBAL DISASTERS HERE, A FEW LIFE-ALTERING CRISES THERE, AND THE ALL-INCLUSIVE IS HOTTER THAN EVER."

AMELIA TAIT, THE GUARDIAN



SUSTAINABILITY

Throughout 2022 Design Insider has instigated many conversations focused on sustainability, we've discussed where a Commercial Interior Designer's responsibilities start and finish, the steps Commercial Interior Suppliers need to take in order for our sector to lead in addressing sustainability and the pros and cons of sustainable accreditations and certifications.

Our conversations have not only covered sustainable manufacturing techniques and sustainable material selection but we have widened this conversation to cover toxic materials and the creation of healthy spaces.

It was not a surprise that sustainability was showcased at this year's event, with suppliers demonstrating their expertise in sustainable manufacture and material selection, as well as making carbon zero pledges.

We strongly believe that it is important to share our sustainable knowledge in order for our sector to excel. We enjoyed speaking with the Havwoods team, whilst enjoying a delicious coffee on their bus, about their expanding programme of CPDs, which cover a range of topics including sustainability.

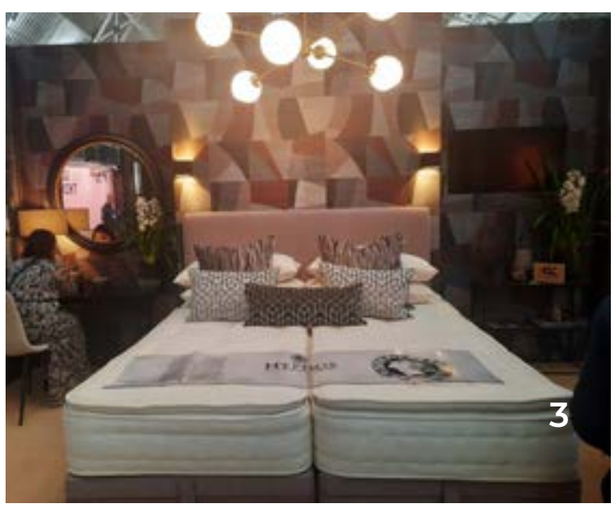
Hypnos introduced us to their partnership with the Woolkeepers® initiative and Red Tractor and told us more about the dedicated producers behind the high-quality British wool they use in their beds, as part of their commitment to support ethical and sustainable sheep farming.

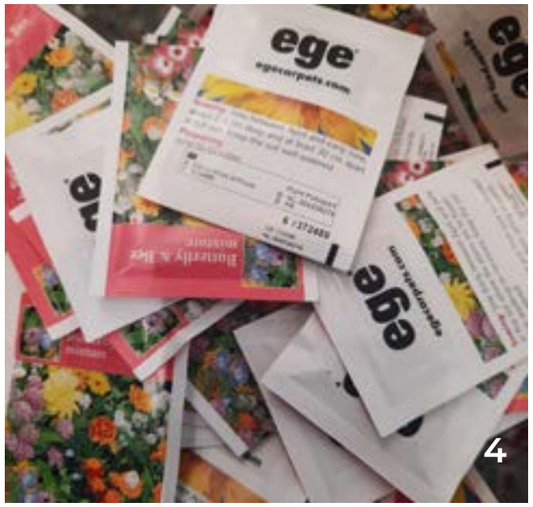
Edmund Bell communicated their sustainable achievements and data clearly, highlighting their commitment to addressing their environmental impact. Edmund Bell aims to be net-zero carbon by 2040!

And, we look forward to sewing our ege seeds!









1. Edmund Bell

2. Havwoods

3. Hypnos

4. Ege



SUSTAINABILE SPOTLIGHT

CLEVER SAVINGS WITH HANSGROHE AND COOLSTART

Sustainability is playing an increasingly important role in the way we think and act, and in the way we live. As a rule, the home still offers great potential for optimization, which has a positive impact on the environment and the energy bill. Measures can also be implemented in the bathroom to help us live more sustainably and protect important resources. The current consumer campaign “80 million together for energy change” by the German Federal Ministry of Economics and Climate Protection points out the energy-saving potential of clever technologies in the bathroom. Just by using a water-saving hand-held shower, for example hansgrohe Raindance Select S with EcoSmart technology and a flow rate of just 8.5 liters per minute, around 1,541 kWh, or 8% of the total energy consumption of a four-person household, can be saved in one year. Because less water also means less hot water. So EcoSmart and CoolStart products also reduce hot water-related energy consumption.

THE RIGHT TWIST TO SAVE ENERGY: COOLSTART

Clever technologies can also be used to optimize the use of the washbasin. The hansgrohe CoolStart technology provides the right twist for an even more sustainable everyday life. It ensures that the faucet automatically supplies cold water when the handle is in the middle position. Therefore, for a short on and off, for example when moistening the toothbrush, no unnecessary energy is consumed for heating water. The integrated EcoSmart+ technology reduces water consumption to just four liters per minute at three bar. Rebris thus reduces flow by a further 20 percent compared with EcoSmart products. There is no need to compromise on comfort and design in the dream bathroom: the hansgrohe Rebris E and Finoris lines offer a particularly eye-catching design and pleasant water spray.

hansgrohe-group.com





SPIRAL: RECYCLED WEAVE FROM KIRKBY DESIGN

Adding to our library of sustainable offerings, Spiral from Kirby Design is made entirely from recycled materials. Full of intrigue and softness, this chunky weave captivates through colour, thanks to playful, multi-coloured, twisted yarns and innovative shades, including Firefly and Ignite. Neutral shades are also available, allowing the inherent texture of Spiral to speak for itself.

The cottons yarns are obtained from recycled clothing, knits and unused fabric offcuts from the fashion industry. Fibres are carded, a process that allows fibres of different lengths to be extracted from highly mixed compositions whilst impurities are discarded. The repurposed yarns are then blended together and spun into new fibres ready to be woven.

The polyester is sourced from recycled plastic bottles. The bottles are ground down to produce PET polyester (Polyethylene terephthalate), this is then melted down to produce filaments which are then spun into yarn.

- 25 Colours
- 45% Recycled Cotton from Fashion, 55% Recycled Polyester from Plastic Bottles
- Suitable for upholstery, drapes and accessories





HAVWOODS - RELIK

Havwoods' Relik reclaimed wood flooring adds character and atmosphere to your interior. Relik is a collection of solid and engineered planks and blocks, translating the beauty of reclaimed timber to a superior wood flooring product.

Proudly displaying the rich patina of its past, each design in the range has a story. Sourced from a completely authentic origin, Havwoods' genuine reclaimed wood starts life in all corners of the globe, salvaged from age-old wooden structures and lovingly hand-repaired and restored by skilled craftsmen. The product is then planed, profiled and sanded using twenty first century production techniques resulting in a hardwearing and multifaceted plank that will bring luxurious character to any interior. The Relik flooring can be used on floors, walls, ceiling, doors, furniture and even lighting, across any designs from private residencies to commercial settings.

havwoods.com

RECYCLED COLLECTIONS: EDMUND BELL

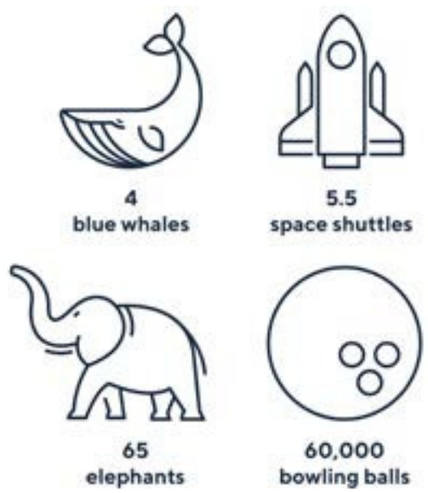
Edmund Bell showcased their comprehensive range of flame retardant fabrics at HIX. But what's more exciting, is they also previewed not one, but TWO brand new fabrics made from recycled materials!

LINK and SWAY – two brand new sheers, are made using inherent FR recycled polyester REPREVE® yarns – the world's leading brand of recycled performance fibre.

REPREVE® high-quality fibres are made from 100% recycled materials, including post-consumer plastic bottles and pre-consumer waste. Using recycled polyester instead of virgin polyester produces fewer carbon emissions and gives plastic bottles a second life, keeping them out of oceans and landfills.

Edmund Bell aims to be net-zero carbon by 2040 and develop even more new products that contain recycled content.

In 2021 they locally coated enough fabric to cover the length of 10,058 football pitches, saving over 408 tonnes on their carbon footprint. That's equivalent to:



edmundbell.com

BUILDING A COMMUNITY





THERE WERE MANY DIFFERENT WAYS IN WHICH COMMUNTY WAS DEFINED DURING THIS YEAR'S EVENT.

We must begin with the centrepiece of several social events, the Mush Room bar, the HIX event organisers explained that:

'WE KNEW THAT NOT JUST ANY OLD BAR WOULD DO. TO TRULY REFLECT THE FORWARD-THINKING INDUSTRY WE BRING TOGETHER AND EMBODY OUR 'GREAT THINGS WILL GROW' THEME.'

Constructed from mycelium – a root-like fungus structure composed of branching, intertwining roots – the central HIX bar was cultivated by organic material artist Côme Di Meglio in collaboration with creative studio La Succulente, and simultaneously showcases the future of sustainable design and highlights the exciting potential of this emergent material.

Laufen took the opportunity to share with us their comminity of collaborators. Embracing technological advances and utilising the expertise built from over 130 years of craftsmanship, LAUFEN presents SPACE. The reimagination of standard products with a series of Limited Edition design collaborations. Exciting material finishes to invigorate the guest experience, including bohemian textured ceramics and faucets by Marcel Wanders Studio alongside digitally printed faucets and washbasins by Swiss artist Monique Baumann and trend setting new colours for ceramics and bathtubs.





Concept Conract turned their stand into a welcoming bar, where visitors were able to learn more about their recent prestigious projects whilst enjoying a glass of fizz. We were also excited to learn about several upcoming UK projects which Concept Contract are working on and look forward to sharing those with our Design Insider readers in coming weeks and months.

Together we'll make it! In light of their soft rebrand, Furniture Fusion re-enforced the importance of a collaborative process between commercial manufacturer and designer. They explained their in-depth collaborative journey, which makes each project a joy to be part of. The team also showcased their bespoke capabilities, another collaborative service, this time bringing the end-user into the process. Examples included the Papas and Scala lounge chairs.

COMMERCIAL INTERIORS UK

COMMERCIAL INTERIORS UK, IS THE NEW NAME FOR THE BCFA – THE UK'S TRADE ASSOCIATION REPRESENTING THE COMMERCIAL INTERIORS SECTOR.

Its 200+ members represent leading manufacturers, suppliers, and designers – all shaping inspirational commercial interiors internationally.

The rebrand comes after an in-depth strategic review ensuring that this highly respected trade association continues to deliver unrivalled support to its members, addressing the business challenges they face, and in doing so, championing issues affecting the commercial interiors sector as a whole.

As Chairwomen, Carolyn Mitchell led the strategic review, and the resulting brand transformation. She said:

"IT TAKES COURAGE TO QUESTION SOMETHING PEOPLE ARE VERY COMFORTABLE WITH, BUT AS LEADERS WE HAVE TO ENSURE WE ARE FIT FOR THE FUTURE.

AS A TRADE ASSOCIATION, OUR PURPOSE IS TO LEAD, INSPIRE AND SUPPORT THE GROWTH AND GLOBAL SUCCESS OF THE UK'S COMMERCIAL INTERIORS COMMUNITY, CREATING A SUSTAINABLE FUTURE FOR OUR SECTOR. TO DO THIS WE MUST BE RELEVANT, INCLUSIVE, AND REPRESENTATIVE."

commercial-interiorsuk.com



INSPIRING AND SUPPORTING THE GROWTH AND GLOBAL SUCCESS OF THE UK'S COMMERCIAL INTERIORS COMMUNITY, CREATING A SUSTAINABLE FUTURE FOR OUR SECTOR.

COMMERCIAL INTERIORS UK