

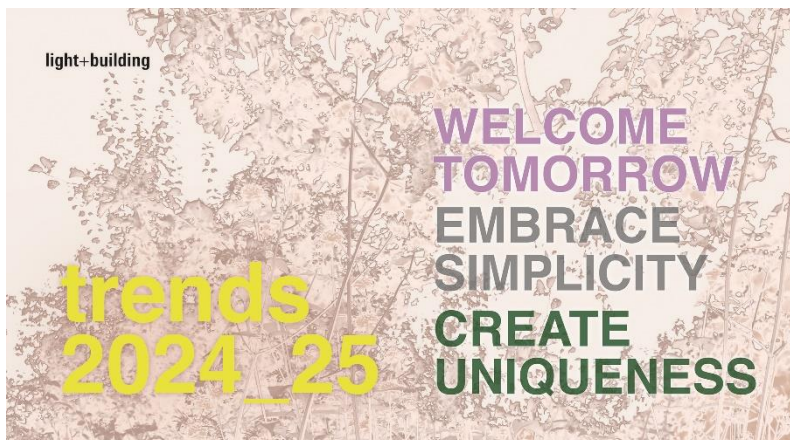
news +++ Light + Building
3 to 8 March 2024

light+building

Inspiring impulses: Light + Building Trends 2024/25

Frankfurt am Main, 22 February 2024. Light is an elementary component of the built-up world. It sets visual accents and, in optimum circumstances, blends perfectly in aesthetic terms with architectural elements while simultaneously fulfilling functional aspects. Innovative technology enters into an exciting combination with future-oriented design. The presentation by the designers of the trend bureau bora.herke.palmisano provide an outlook on the trends for 2024 / 25 during Light + Building in Frankfurt am Main from 3 to 8 March 2024.

On behalf of the world's leading trade fair for lighting and building-services technology, the style experts have researched which social influences and developments will have an impact on lighting design in the 2024/25 season. The designers will give information on this in daily presentations at the Design Plaza in Hall 3.1. Visual impressions and additional information will be provided by the accompanying trend show.



Source: Messe Frankfurt Exhibition GmbH

“With inspiring examples reflecting creative expressiveness, material research and technological innovations, the Light + Building Trends 2024/25 spotlight pioneering approaches in the field of luminaire design. Also in focus are modern manufacturing methods, including the potential of materials and the power of traditional handicrafts. In this connection, exciting impulses with a variety of different focal points have been translated into three independent themes that reveal current trends and demands in the world of contemporary design”, says designer Annetta Palmisano of trend bureau bora.herke.palmisano.

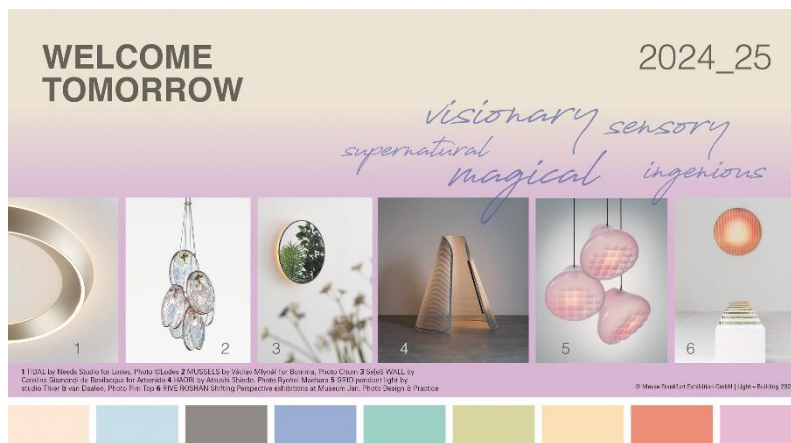
The designers have defined three main trends that they expect will play a role in the colours, shapes and materials of 2024 / 25. They are: “Welcome Tomorrow”, ‘Embrace Simplicity’ and ‘Create Uniqueness’.



Annetta Palmisano - Source: trend bureau bora.herke.palmisano

Welcome Tomorrow: magical – inventive – visionary – sensuous – supernatural

'Welcome Tomorrow' presents a unique synthesis of magic, ingenuity, vision and sensuality made possible by advanced technologies. The pioneering designs of 'Welcome Tomorrow' offer a fascinating insight into a world where the silent observation of natural phenomena and magical lighting effects, fascinating designs and supernatural elements merge into a hypnotic aesthetic whole.



Whether using sophisticated handcraft techniques or digital technologies - 'Welcome Tomorrow' brings together time and again the sensual and the visionary, the magical and the futuristic. Source: Messe Frankfurt Exhibition GmbH

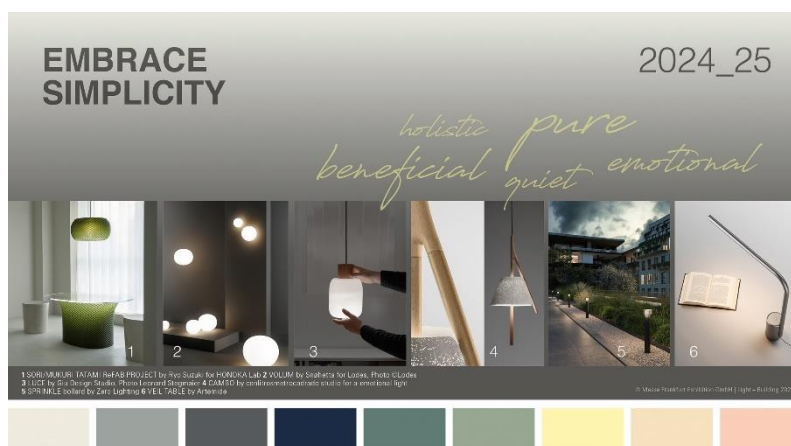
The colour palette is dominated by soft, luminous pastel shades, which seem to radiate from within – magical and graceful. Nude and light-blue shades have a satin or shimmering effect. They are complemented by a dark aluminium, as well as a pale violet an aqua nuance and reed green. Warmth is generated by solar yellow, sorbet orange and artificial pink.

Illusory effects are a recurring design element. For their luminaires, many designers use materials and shapes that play with perception through shadows, reflections and movement. The visual phenomena lead to sensual lighting effects in the room. For example, magical natural phenomena from the realms of air, water and light, as well as transparent, organic shapes and structures, serve as inspiration.

Designers, artisans and development engineers explore the intersection of materials, aesthetics and feasibility. Inventive processes are employed in the production of the luminaires, bringing together craftsmanship and technology. In the creative process, the designers use innovative materials and take account of ecological and sustainable aspects.

Embrace Simplicity: pleasant – calm – holistic – emotional – pure

'Embrace Simplicity' focuses on pleasant, calming and holistic designs. This design trend combines modern manufacturing technologies with an unerring sense for the essential, creating a space that appeals to the senses, and promotes well-being. Overall, the emphasis on structural and material honesty creates a design clarity and authenticity that is not only aesthetically pleasing, but also highlights the values of sustainability, functionality and emotion.



'Embrace Simplicity': With modest materials for the 'aesthetics of everyday life'. Source: Messe Frankfurt Exhibition GmbH

The colour world of the trend theme is characterised by natural and untreated material colours. Sunlit pastels and lightened tones bring lightness and sun-drenched freshness to rooms and have a positive impact on mental and physical well-being. The colours differ in their characteristics: a matt, light mist, soft grey and a dark grey-brown alongside deep, shaded dark blue, a subtle, restrained shade of green and a natural sage, as well as a delicate yellow, a beige-blond wood tone and an ultra-soft rosewood.

This trend combines modern, ergonomic room concepts with warmth and cosiness. As well, the rooms are always a place of tranquillity. Lighting, furnishings and decorative elements are unobtrusive, authentic and durable. They are evidence of simple modernity with clever influences and contemporary beauty.

The designers and developers emphasise honesty and have future demands in mind by focusing on the principles of circular design. In many cases, they consider materials detached from their original context, giving them new meaning and value.

Create Uniqueness: unique – curated – artistic – charismatic – freethinking

When it comes to 'Create Uniqueness', the extraordinary and incomparable is transformed into an eclectic mix of multi-faceted designs, each with a distinctly unique character. In this case, craftsmanship goes hand in hand with a freethinking expression, and an inspiring dialogue between industry and craft yields designs of unmistakable originality.



'Create Uniqueness' revolves around the special, the unique and the incomparable. Source: Messe Frankfurt Exhibition GmbH

The colour character is charismatic and rich in contrast. Colour sophistication plays a key role and brings the designs and materials to life. The palette is colourful, vibrant and allows for unusual, artistic and special colour schemes. It promotes exciting, eye-catching, unusual and unexpected compositions and sets striking accents that become eye-catchers. From a dark slate shade to a light grey, via a light porcelain, decorative, classic blue, sky and a deep glass green, plus honey yellow, to a deep brandy tone and intense chilli red.

The overall effect is artistic, curated and charismatic. The creation of living areas, in which each individual design always has its own special context, attracts attention and emphasises the impact of each object. Luminaires are a key part of this. They are created using a variety of techniques, high-contrast materials and shapes. The result is an unconventional, playful and lively image. Vintage appeal is combined with clear modernity and craftsmanship with a freethinking approach. Aesthetically different concepts are often combined, e.g., strong motifs and patterns with clear shapes.

The trend scouts: trend bureau bora.herke.palmisano

To analyse moods and market demands – and to derive reliable trend forecasts from them – calls for a high degree of specialist expertise. Claudia Herke, Cem Bora and Annetta Palmisano analyse international trends on behalf of Messe Frankfurt. With their many years of experience and their extensive expertise in trend forecasting and materials research, they offer valuable guidance in the form of analyses, presentations and inspiring special shows.

Further information about the Light + Building Trends 2024/25 can be found at <http://light-building.com/trends>

Light + Building – the world’s leading trade fair for lighting and building-services technology. The next Light + Building opens its doors from 3 to 8 March 2024.
www.light-building.messefrankfurt.com

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