



LOEWE Baskets at Salone del Mobile Milan 2019, image courtesy of LOEWE

# RAW CRAFT



Hand-knitted, hand-woven and hand-built - this design direction, grounded in rustic crafts, celebrates the unique irregularity of natural materials. In a backlash against our catastrophic addiction to oil-derived resources, designers are revisiting resilient organic matter with a conscious approach. Tradition becomes radical in the pursuit of better production as archaic tooling and treatments see scorched wood, basketry and thatching enjoy a resurgence in popularity with new audiences.

Designers are slowing down the making process and investing time and skill into their practice in order to make fewer and better pieces that are intended to be loved and treasured for generations. Embracing the imperfect aesthetics of wear and ageing, these carefully crafted products welcome mending and repair, darning and patching. The staining and discolouration of aged material is encouraged through irregular prints and patterns. Far from frugal, provincial or makeshift, this is a luxe design direction where value is attributed to time, skill and craft rather than material cost or branding. An honest palette of unbleached natural hues complements the story of quiet luxury with dirty khaki greens, muddy stone greys, and warm wooden browns.

# EMBRACING THE IMPERFECT AESTHETICS OF WEAR AND AGEING, THESE CAREFULLY CRAFTED PRODUCTS WELCOME MENDING AND REPAIR, DARNING AND PATCHING



Mantiqueira vases by Tacchini, photography by Andrea Ferrari



Archive piece by Duran Lantink



Vase by Fanny Roos Waldemarsson



Linder SS19

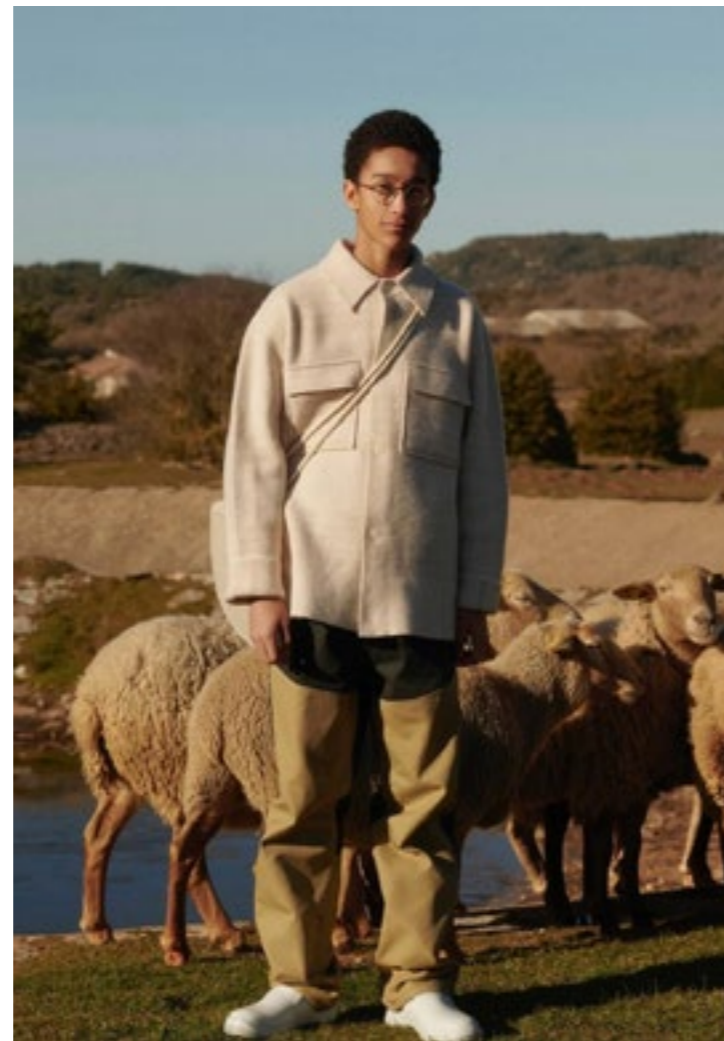




LOEWE Baskets at Salone del Mobile Milan 2019, image courtesy of LOEWE



Basket by Hilary Burns, image courtesy of The New Craftsmen



Le Meunier by Jacquemus AW19

Bystro 2018 by Nadine Goepfert, photography by David Bornscheuer



**DESIGNERS ARE SLOWING DOWN THE MAKING PROCESS AND INVESTING TIME AND SKILL INTO THEIR PRACTICE**

PANTONE 18-1022

PANTONE 13-0916

PANTONE 19-0614

Bram Vanderbeke, part of the BRUT collective installation Bodem, Salone del Mobile Milan 2019, photography © Alexander Popelier



# ARCHAIC TOOLING AND TREATMENTS SEE SCORCHED WOOD, BASKETRY AND THATCHING ENJOY A RESURGENCE IN POPULARITY



Wealden collection by Sebastian Cox



Where the Branch Lived Sculpture by Joe Hogan, image courtesy of The New Craftsmen

# DESIGNERS ARE REVISITING RESILIENT ORGANIC MATTER WITH A CONSCIOUS APPROACH



Mantiqueira vases by Tacchini, photography by Andrea Ferrari

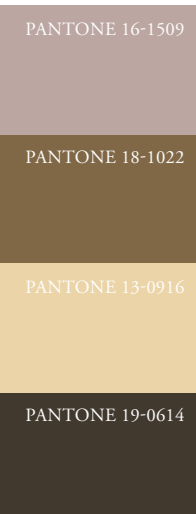


Side Table by Joe Hartley, image courtesy of The New Craftsmen



Basket by Hilary Burns

COLOUR FORECAST 2020/21





*Bram Vanderbeke, part of the BRUT collective installation Bodem, Salone del Mobile Milan 2019, photography © Alexander Popelier*

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PANTONE 17-1532



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