

MC&Co

T R E N D

INSIGHTS & OBSERVATIONS

January '22

WELCOME TO 2022

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How Mid Century Style will evolve in 23/24

02 DISCOVER "SLICK 80's"
A noteworthy emerging style

03 MEET ROBERT MCKINLEY
The ultimate "Montauker"

DISCOVER OUR 2023/24
INTERIOR FORECAST RELEASE

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ON THE COVER + THIS PAGE

[Jen Talbot Design](#)

Editor's Note

We welcome you to our January '22 Insights & Observations issue, where we turn the spotlight onto Retrospective Ambition — currently having an iconic moment and emerging everywhere. It includes styles that reference the nostalgic past and find inspiration in the 70s and 80s especially. Combined with bold and daring Ambition, it results in a masculine & youthful approach to design.

Many hoped that this new year would bring much needed respite and create a "roaring 20s" like comeback. However, sadly this has not been the case for many countries. It's likely one of the reasons why Retrospective Ambition is popular as we try to seek comfort in the past and the golden years of eras gone by. Our cover story, "What's next after Mid Century?" presents this evolution in greater detail.

We also meet the ultimate Montauk resident, interior designer Robert McKinley. Discover his effortlessly chic style that combines vintage gems and mid-century furniture to create relaxed beach getaways — delivering the authenticity we all crave.

Further in the issue, we share Ambitious colour palettes and pages from our Materials + Texture Trend Forecast. It's a way to guide those who wish to incorporate the styles of this issue into their brand. We hope you find this issue useful and it lightens your hearts and your workloads. Happy new year, and let's pray it will be the best one yet!

01 WHAT'S NEXT AFTER MID-CENTURY?

All trends evolve over time; they either transform or decline in popularity. The mid-century style is no exception to these general movements and is now developing into new interpretations.

The classic mid-century of the 50s & 60s has been the dominant (but not the only) style for the last ten years. It's always reflected the ambitious approach to life that represents daring and sophisticated interiors with a mix of youthful energy and masculine attitude. The mid-century aesthetic remains firmly in the ambitious quadrant and evolves into:

- 1 The Slick 80s mood, strongly influenced by the Ordered Aspiration resulting in interiors that celebrate classicism and structure. Emphasis is on sleek furniture with chrome and sculptural elements. The re-emergence of Le Corbusier's iconic pieces and Bauhaus inspirations seamlessly suits the functional simplicity of the mid-century aesthetic.
- 2 The 70s, one of the fastest-growing trends currently. It's a more gilded interpretation and a natural chronological progression for the style. The highly influential 70s mood is an eclectic combination of sensuous fabrics (velvet, leather, boucle), bohemian overlays and re-issued classics.

Below Main Image: [CB2](#)
Inset: [Hardware Design, Jen Talbot](#)

Opposite Main Image: [Chet Callahan's Home](#)
Inset: [Hannes Peer, CC-Tapis](#)



“Slick 80s is a chronological movement but also influenced by the ordered aspiration”



“70's takes a more gilded interpretation and also a chronological movement”

- 3 The Montauk mood, a highly textural and significant trend. It's strongly influenced by the Grounded Aspiration resulting in interiors that exude earthiness and authenticity. The timber panelling, ocean-inspired accents and open shelving symbolise a unique sense of place, Montauk. Widely commercialised and appealing, the style embraces modern living centred on meaningful connections and experiences.
- 4 The Relentless Memphis mood strives for acceptance into the mainstream every trend cycle with little success. It will remain fringe yet influential overall. It infuses mischievous playfulness and daring colour combos into the mid-century style.

In a nutshell, the mid-century style is not going anywhere and has moved in new exciting directions.

Below Main Image: [Robert McKinley](#),
Inset: [Anatolia Collection](#), [Kelly Wearstler](#)

Opposite Main Image: [Kelly Behun](#)
Inset: [Jane Richards Interiors](#), [Non Sans Raison](#)



SLICK 80S

02

Polished, self-assured and with a lust for success, the Slick 80s mood is a nostalgic interpretation of the super-wealthy big-power big-shoulders of 1980s Wall Street. Its emphasis on chrome highlights, exaggerated forms, sculptural elements and grid tiling perfectly exemplifies the high-energy sophistication of the Ambitious approach to life quadrant.

The Slick 80s mood exudes youthful energy and masculine attitude and is in the Nostalgic Aspirational segment with subtle influences from the Ordered Aspiration. As part of the Nostalgic Aspiration, the mood pays homage to the golden memories of past eras delivering a celebration of history.

Slick 80s is a modern reinvention of the sleeker style of the 1980s, which was synonymous with a resurgence in Bauhaus furniture, evident in the bold forms, curvaceous lines and monolith-like moments of the interiors. There's also a retrospective focus with a strong emergence of Le Corbusier classics, chaise lounge and grand confort sofa, updated with a contemporary eye.

Slick 80s is new on the scene, an emerging mood that has gone unnoticed until now. It's a style with wide consumer appeal, and we forecast it will continue to develop and evolve. Expect it to emerge in a predominantly white, black, grey and brown colour palette.

“ The Slick 80s mood exudes youthful energy and masculine attitude



Above: [Jen Talbot Design](#)

Below: [DTile x Pop Corn](#)



Right: [Eileen Gray-Matisse](#)

Below Right: [Kristina Dam](#)

Opposite page: [Liang and Emil](#)





Above Left: [Bed, Bath & Beyond](#)
Left Right + Left Middle: [CB2](#)
Below: [Salviati](#)
Bottom Left: [Amara](#)
Below Middle: [Dechem Studio-Lamp Twist](#)
Below Right: [Michele De Lucchi-Artemide](#)
Opposite Page: [Jen Talbot Design](#)



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bold forms,
curvaceous
lines and
monolith-like
moments



03 ROBERT MCKINLEY

Designer Montauk

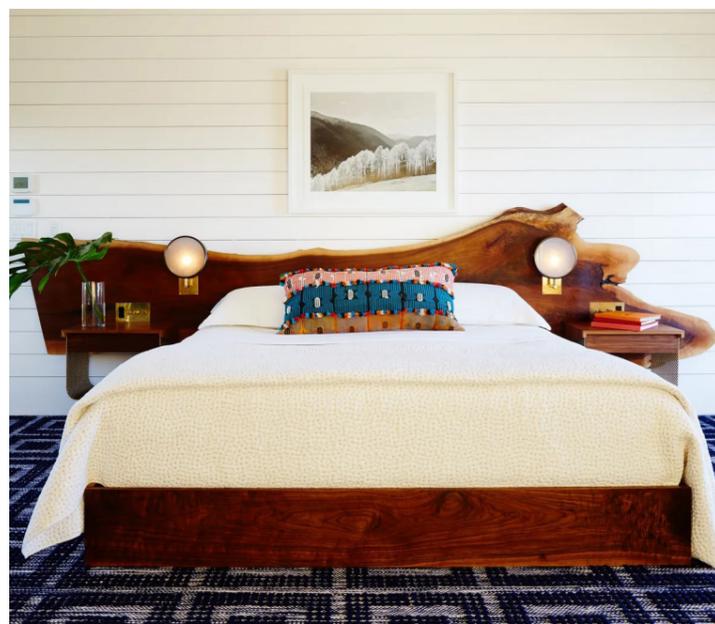
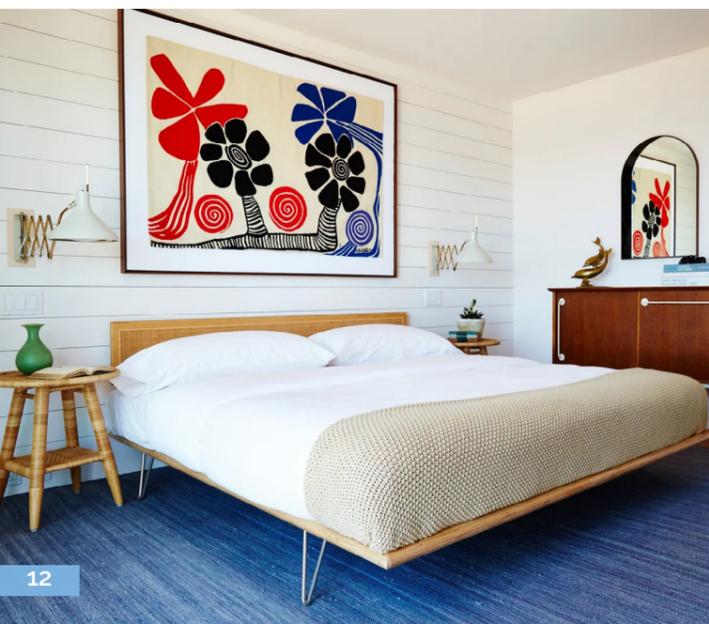
Robert McKinley combines sophistication with a child's playfulness in all he does as an interior designer, hotelier, artist, creative director and DJ. He's the man behind some of the trendiest hospitality venues of recent years, particularly in hotspots like NYC and Montauk. His interiors are almost time-travel machines, where he pays diligent attention to detail and evokes a specific time and place, transporting visitors into a golden past.

As a long-time resident of the holiday town Montauk, many of McKinley's projects are located in the region or at least infused with its spirit. Surf Lodge is one of these, a restaurant/bar/hotel that is a famous must-see filled with celebrity sightings and a nautical summer camp feeling. It's a delightful curated assortment of vintage finds, diverse timber finishes and mid-century furniture. Abstract and graphic artworks inject spontaneity and fun, as do the unexpected bursts of colour. Oversized pendant lighting is also evident, a Montauk mood signature that elevates the calming luxury of the space.

Not limited to one field alone, McKinley and his wife renovate old rundown Montauk bungalows and transform them into popular rentable destinations. "We were inspired to create a residence that truly feels like a dream home, ideal for relaxed beach getaways," explains McKinley. Inspired by Montauk's wild coastline and the casual elegance of Europe's sleepy seaside towns, details like exposed beams, oak floors, and timber panelling add character and authenticity. Interestingly, all items from the bungalows (bedding, furniture, appliance and accessories) are available for purchase for those who wish to bring a little of their holidays home.

The effortless chic of McKinley's style makes us wish for a trip to Montauk (hopefully soon!)

All Images are [Robert McKinley](#)



“
a dream home, ideal for relaxed beach getaways”



“

vintage finds,
diverse timber
finishes and
mid-century
furniture



AMBITIOUS Finish Concepts 04

It's all about Retrospective Ambition this month. The concept is currently emerging strongly and has the potential for widespread uptake. Thus, we're hoping to guide our clients to use ambitious colours and finishes from our trend forecasts and give them the opportunity to create similar styles in their work.

The ambitious quadrant connects emotionally to consumers with interiors that exude a daring, adventurous and self-reliant air. The suggested finishes we've selected are from the Ambitious Approach to Life, and they encompass youthful energy and a masculine attitude. The general trend is towards an increase in youthfulness, resulting in brighter colours that are extra fresh, vibrant and exuberant.

We're sharing three Ambitious palettes, each at different stages of the trend cycle from our Colour Forecast. Greater weighting is given to the core colours that deliver balance and harmony and serve as neutral foundations for the bolder, more vivid accent tones. Also added are materials finishes that complement well with the other colours.

The palettes highlight the versatility and diversity of the Ambitious quadrant. You can incorporate them as extremely or subtly as you would like.

EVOLVING AMBITIOUS PALLETTE

EVOLVING COMBO

ANTIQUE WHITE GARNET NEPTUNE
SHORTBREAD PEAR ESPRESSO

ESPRESSO GARNET

ANTIQUE WHITE SHORTBREAD NEPTUNE PEAR

EMERGING AMBITIOUS PALLETTE

EMERGING COMBO

STONE SEPIA NEPTUNE
DONKEY FRENCH BUTTER RED CURRANT

FRENCH BUTTER
DONKEY
RED CURRANT

SEPIA NEPTUNE

STONE

ENDURING AMBITIOUS PALLETTE

ENDURING COMBO

CLAY RED CURRANT MOSS
INK NEPTUNE TZAR BLUE

INK CLAY NEPTUNE

MOSS TZAR BLUE
RED CURRANT

AMBITIOUS Materials 05

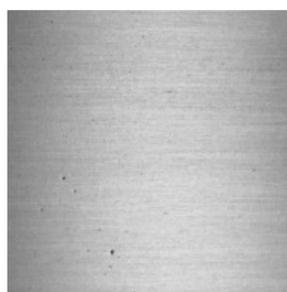
We've turned the focus to Ambitious Materials and will share a few pages from our most recent Materials + Textures Trend Forecast. It's only a small glimpse into the trend analysis on offer.

These are the newest emerging trends in Ambitious Materials. Consumers with an ambitious approach to life connect emotionally with these and the lifestyle dream they symbolise. This market segment lives boldly and seeks authenticity, adventure and an active lifestyle. Thus, the materials reflect these values and are bold, sharp & strong.

We share the emerging Ambitious Metals, Stones and Composites plus Natural and Organics. Core materials deliver refined strength while the accents are used sparingly and create extra pizzazz and impact. To ensure commercial freshness and profitability, we recommend a combination of both the emerging and more enduring trends.

Overall the Ambitious Materials are a highly textural selection. The Metals are influenced by the retrospective Streamlined Moderne mood and thus feature aeronautical influences. While statement-making jumbo-sized terrazzo reigns supreme in the Stones, reflecting increases in joy throughout all quadrants. The newest Naturals are assertive and otherworldly with their geometrically-focused textures alluring to the senses.

AMBITIOUS METALS



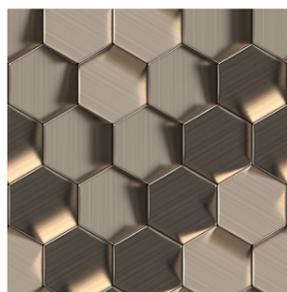
MATT BRUSHED STAINLESS STEEL



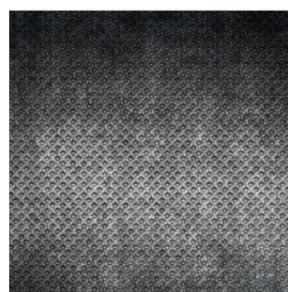
OMBRE STAINLESS STEEL



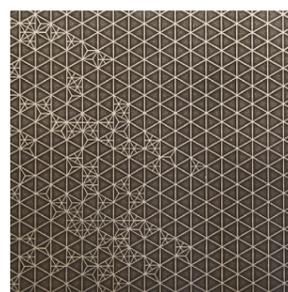
BLACK RUST CAST IRON



SATIN HEXAGON NICKEL

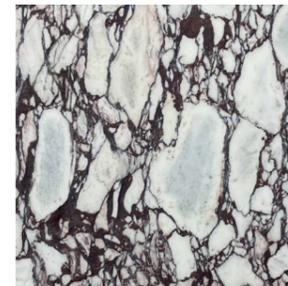


STAMPED | DISTRESSED IRON

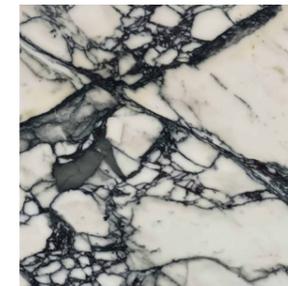


PRINTED NICKEL

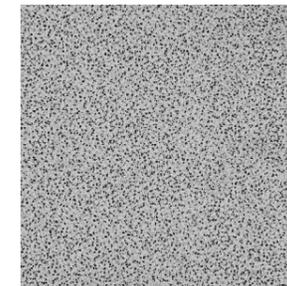
AMBITIOUS STONE AND COMPOSITES



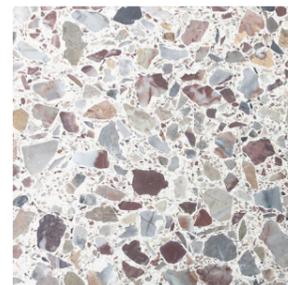
CALCUTTA VIOLA MARBLE



XL PAONAZZA



FINE GRAIN COMPOSITE



ROSARIO TERRAZZO



MINI AGATE SLICE

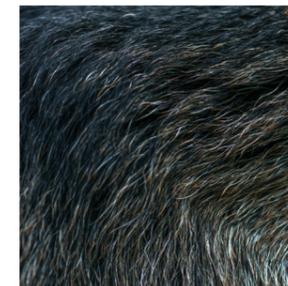


GOLDEN AGATE

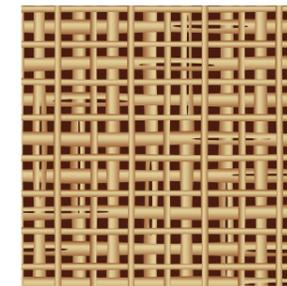
AMBITIOUS NATURAL AND ORGANICS



BONE INLAY



GOAT HIDE



GRID WEAVE



SPLIT HEX WEAVE



COCO SHELL



SNAKESKIN

LE CORBUSIER 06

Le Corbusier is a name that lingers in the air with iconoclastic power and fame. It's the Swiss-French architect and furniture designer, prolific from the 1910s to 1950s. He's renowned for his adoration of ascetic, clean lines and modern engineering in contrast to his revolt against the ornate decoration of the Victorian age. His quest was for efficiency and functionality above all else — once being asked, "what's his favourite chair?" he replied, "the seat of a cockpit".



It's astonishing that his work, particularly iconic furniture, still remain relevant and contemporary more than 100 years later. As is the case with fashion, his designs ebb in and out of renaissance and zeitgeist favour, with a recent strong resurgence of Le Corbusier's popularity in the 1970s and 80s.

Le Corbusier very much speaks to our theme of Retrospective Ambition with a masculine approach to shape and a youthful energy.

Why is he still important now? As styles inspired by the sleek 1970s and 80s re-emerge and strengthen, so do Le Corbusier pieces and Bauhaus-inspired designs to accompany them. The aeronautical influences of the Streamlined Moderne mood also exude hints of utilitarian Le Corbusier inspirations. It also highlights the current trend of leading brands releasing product re-issues of classic pieces.

Prepare for his designs to continue to hold importance. Yet, we recommend looking to more modern interpretations, such as Kristina Dam and her Nordic brand of minimalism.



Opposite page: [Le Corbusier-In Mod](#)

“
A re-issues
of classics



FORECAST RELEASE

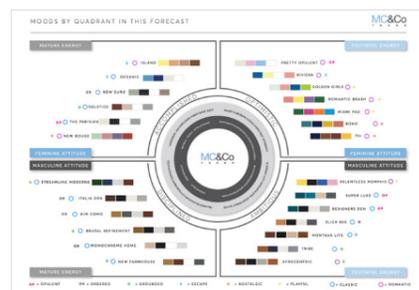
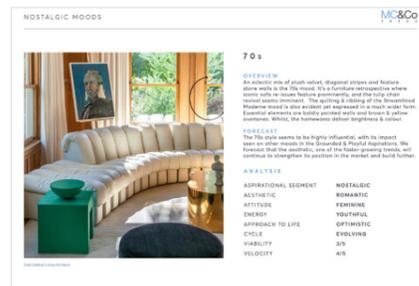
Our new forecasts are now available — [click here to find out more.](#)

We're excited to unveil our new 23/24 Trend Forecast Reports. They'll provide you with the opportunity to lead and differentiate your brand's style position. We release the 5 essential aspects to forecasting — Mood, Colour, Pattern, Material + Texture, and Shape, ensuring you're equipped with the holistic big-picture understanding to interpret trends in a way that connects specifically with your customer. We present all you need to know clearly and concisely so you can focus on creating outstanding products and concepts.

“ This is so much more than a forecast. This is a total system that educates and aligns my team to create exceptionally engaging products.”

V.P. MERCHANDISE -
Omni Channel Furniture Retailer

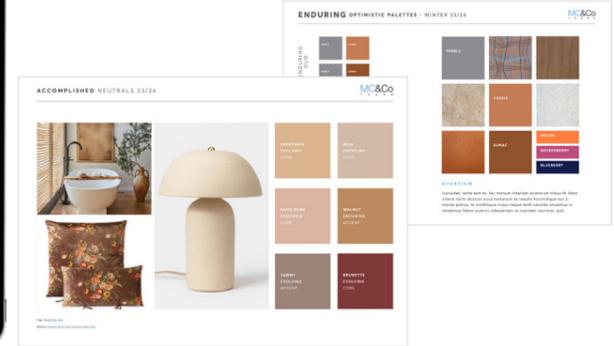
190 + PAGES | 26 DETAILED MOODS
ACROSS SIX KEY ASPIRATIONS



02



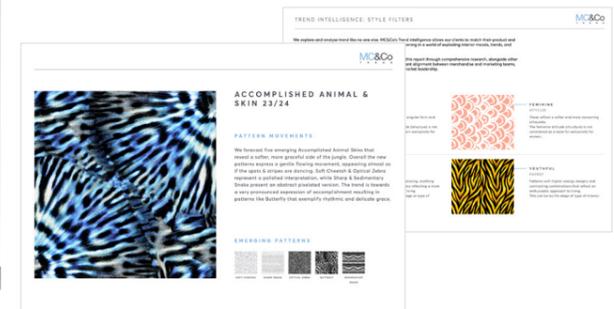
120+ PAGES | 36 INSPIRATIONAL
PALETTES FOR ALL SEASONS



03



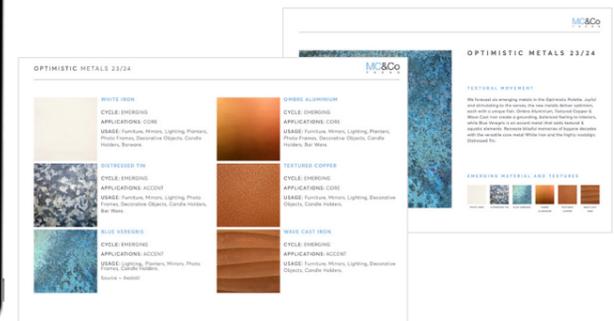
120+ PAGES | 192 PATTERN
EXAMPLES



04



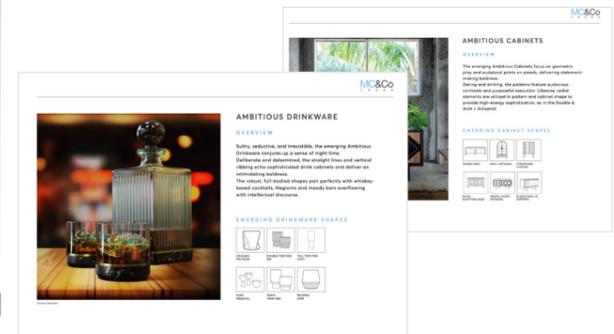
100+ PAGES | 336 RESEARCHED
MATERIAL INSPIRATIONS



05



260 + PAGES | 504 SHAPE
INSPIRATIONS



THE SPOT

08

MC&Co Trend spotlights the key trends from leading designers each month. This month the focus is on products that reflect Retrospective Ambition.



1

[Kristina Dam](#)

Modernist Sofa

Kristina Dam delivers timeless Danish design and captures the essence of Le Corbusier with a contemporary twist. The chrome finishes are notably thinner and more delicate than the original resulting in a classier, more refined look.

Modern interpretations of classics and Bauhaus designs continue to be significant.



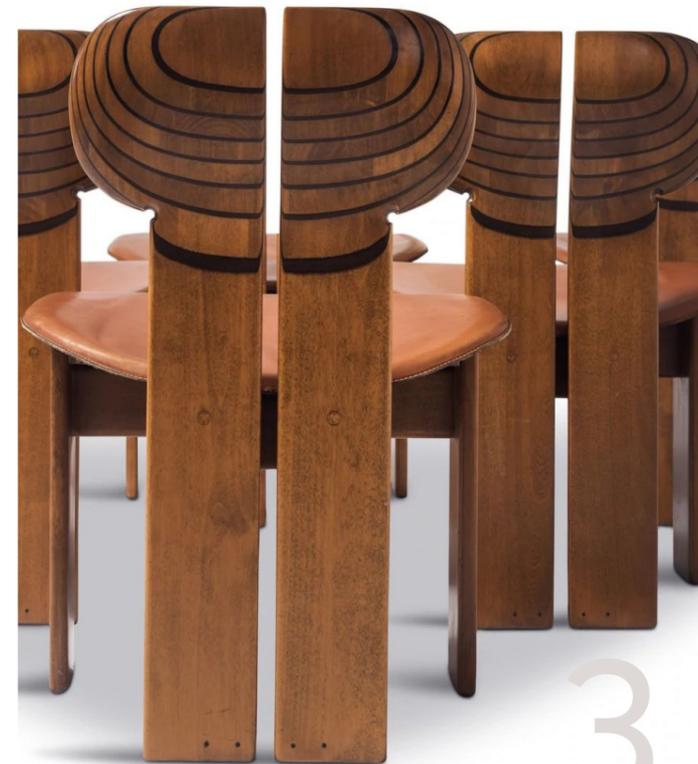
2

[Soho Home](#)

Nora Tambour Media Unit

Expertly crafted from solid oak and a black toned-marble top, the unit conjures feelings of a romantic, simpler time. Its radial edges and ribbing details reflect the aeronautically-inspired Streamlined Moderne mood.

The radial element, usually prominent in the contemporary moods, is here expressed in a retrospective mood.



3

[Afra & Tobia Scarpa](#)

"Africa" Chair

Delightfully mysterious and sculptural, the Africa Chairs were created for Maxalto, Italy, in 1975. They're a rebellious statement against the status-quo of the time where plastics were the go-to material. Recently featured in Alicia Keys' home, they're re-emerging.

Prepare for a resurgence in 1970s classic re-issues.



4

[Armani Casa](#)

Royal Bar Cabinet

The limited-edition drinks cabinet is a nod to the Streamlined Moderne mood. Its curvaceous sides, dazzling metals and aeronautical influences portray the ultra glamour and ambition of Art Deco and Art Nouveau styles.

The idea of the cocktail is again popular, and radial elements continue to emerge.



[Achille Castiglioni](#)

Padina Wall Lamp

Machine-like with its chrome finish and ribbing, the Padina lamp pays homage to the Streamlined Moderne mood. Its sepia-toned lighting enhances the nostalgic sentimentality of interiors.

There's a retrospective feeling to the very simple 1960s light fitting.



[Lara Bohinc](#)

Moonrise Lighting Collection

Inspired by the ever-changing phases of the moon, the Moonrise pendant light appears different from every angle and radiates strength, ambition and opulence. The light is an industrialised mix of the raw elements of Bauhaus, the curls of Art Nouveau and the pewter of Art Deco.

Retrospective inspirations are strengthening.



[54kibo](#)

Nguka Limoges Tableware

Delightfully bold and whimsical, the 54kibo plates reflect the Afrocentric mood and are designed in Senegal and made in France. A portrait of a woman printed on a soup bowl is a surprising quirky detail.

Expect a resurgence in patterned dinnerware. Decals & prints are coming back onto ceramics, moving away from the obsession with stoneware and reactive glazes.



[Greg Natale](#)

Monochromatic Cushions

The sumptuous Greg Natale cushion collection combines opulence with a Grounded influence in the fluid movement and hand-drawn effect of the pattern. Monochrome palettes and monochrome prints are in vogue, as the print would generally be expressed in different colours (browns, greens) and sharper lines.

70s patterns with a Grounded influence are strengthening in importance.



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— [Kristina Dam](#)