

MC&Co



T R E N D

INSIGHTS & OBSERVATIONS

July '22

THE MILAN ISSUE



01 HIGHLIGHTS FROM MILAN
The polarisation of colour

02 MEET CRISTINA CELESTINO
Winner of 2022 M+O's Designer of the Year

03 MATERIAL DIRECTION
Inspirational textures from Milan



DISCOVER
THE KIM COMO MOOD

CONTENTS

01.

COVER STORY:

THE MILAN ISSUE

We explore the polarisation of colour, from vivid brights to neutrals.
02.

DESIGNER FOCUS:

CRISTINA CELESTINO

Discover the winner of Maison et Object 2022 Designer of the Year.
03.

MOOD FOCUS:

KIM COMO

European and Asian design merge.
04.

THE MILAN REPORT +

OUR MASTERCLASS

Our 150+ page Milan report is out now, plus our Masterclass webinar.
05.

MATERIAL DIRECTION

A glimpse of the importance of stone texture at Milan.
06.

SHAPE DIRECTION

More stones at Milan, but not as you know it.
07.

PATTERN DIRECTION

Milan has shown us that florals aren't just for the romantic.
08.

THE SPOT:

TOP 8 PRODUCTS

What else was hot in Milan this year?



ON THE COVER + THIS PAGE

Moooi

Editor's Note

Welcome to our July '22 Insights and observations issue. In "The Milan Issue", we focus on this significant design event, particularly on the polarisation of colour. While bold colours were predominant this year, there was an equal and opposite representation of neutrals.

Our Designer Focus this month is Cristina Celestino - prolific talent and a welcomed contributor to Milan Design Week. Her collaboration with Moooi this year was truly inspirational, unique, and beautifully feminine. Ms Celestino was also Maison et Objet's 2022 Designer of the year.

Asian and Italian fusion was a subtle yet notable aesthetic at Milan. We've been forecasting a mood we call "Kim Como", and we'll explore more in our Mood Focus.

Continuing the Italian design and nature theme, we explore Material, Shape and Pattern direction.

We've also released our Milan Salone del Mobile + Design Week 2022 report that features 49 designers/ companies in over 150 pages. To explain more, I'm hosting a masterclass this month. So, please register and join me. I'm very excited to share my findings.

Happy reading!

Michael

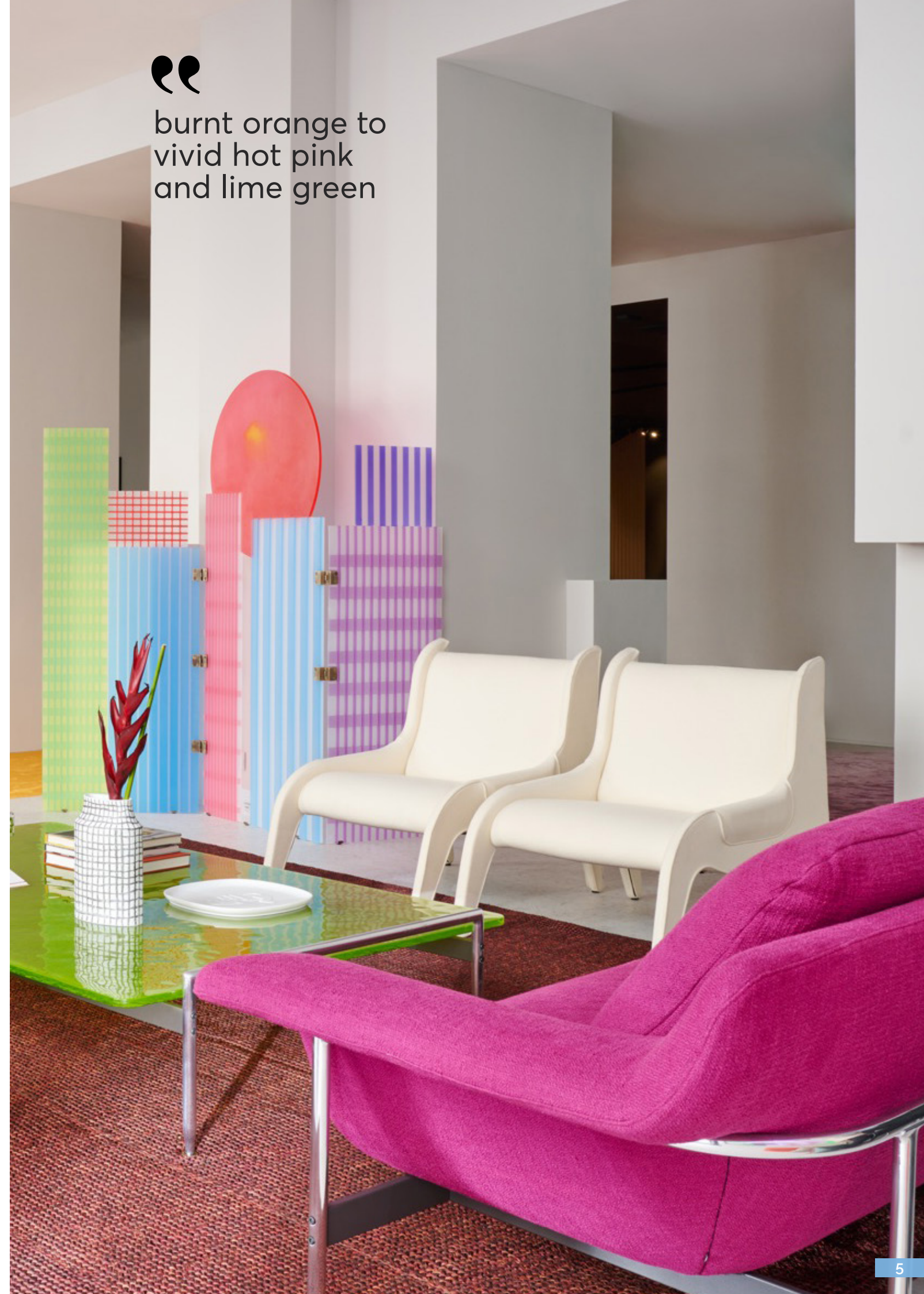
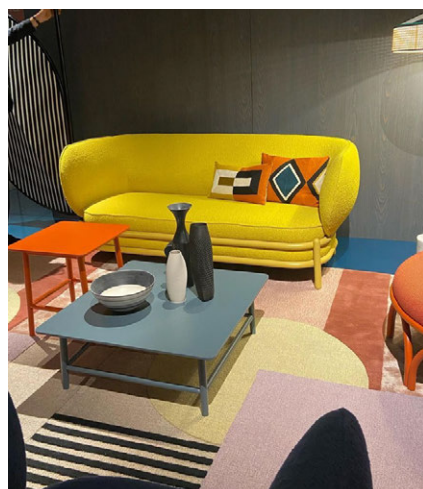
01 HIGHLIGHTS FROM MILAN

THE POLARISATION OF COLOUR

July's Milan Design Week celebrated colour in its two extremes: vibrant bright tones and neutrals. This polarisation of colour was influential throughout. Often we see colour use in upholstery and accessories, but in Milan, bright tones were also emerging on solid surfaces. Coloured stained woods from Bla Station, steam-bent coloured woods from Gebrüder Thonet Vienna and coloured transparent glass by Cassina all reflected a re-emerging application.

The designs featured a dazzling array of tones, from burnt orange to vivid hot pink and lime green. These high colours speak to the Optimistic Approach To Life, bursting with youthful energy and a playful spirit that delivers a bold, lively impact.

Discover more in our [Milan 2022 Report](#).



burnt orange to
vivid hot pink
and lime green

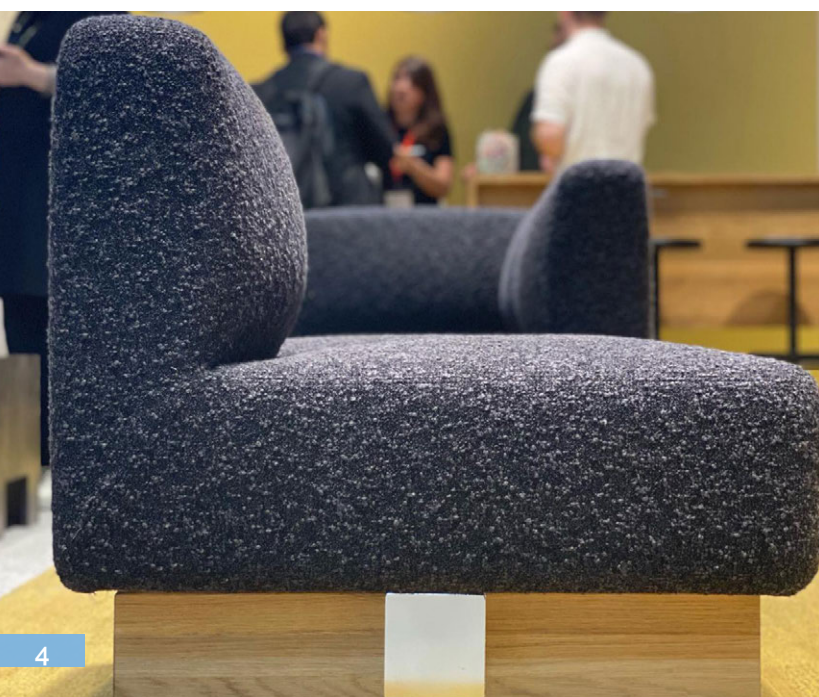
Top + Below: [Bla Station](#)

Center: [Gebrüder Thonet Vienna](#)

Bottom Centre + Opposite Page: [Cassina](#)

Top Right: [Moroso](#)

Bottom Right: [Louis Vuitton](#)



01 HIGHLIGHTS FROM MILAN

THE POLARISATION OF COLOUR

Monotone neutrals dominated in Milan as strongly as the highly saturated colours. Charming white, off-white and buff tones infuse a Grounded and Ordered aspiration to the designs and speak to the Accomplished & Disciplined Approach to Life. Brown tones on the tables by Gervasoni while boucle began to emerge on more masculine Forms and attitudes rather than solely on curvilinear.

Inspired by petals, the pea pod shape of the Maxim table by Cattelan Italia was a standout design, and it represents the continuing trend of sculptural table bases.

Discover more in our [Milan 2022 Report](#).

Left: [Lee Broom](#)

Right: [Poliform](#)

Center Left: [Kettal](#)

Center Right: [Gervasoni](#)

Bottom Left + Right: [Minotti](#)

Opposite Page: [Cattelan Italia](#)



monotone
neutrals
dominated



CRISTINA CELESTINO02

Meet Cristina Celestino, the current darling of design and Paris Maison + Objet's "Designer of The Year" 2022 winner. She's an incredibly prolific talent with her diverse repertoire ranging from interiors to upholstery, decorative vases, and even bathrooms. The Christina Celestino Studio was established in 2013 and is based in Milan, with classic Italian design and romantic use of colour interweaving throughout her work.

A feminine finesse, radial lines, mixing of materials, and refined colour palettes emerge as essential design elements. The butterfly-shaped Aldora Sofa is a highly commercial product that delivered a romantic youthfulness in Milan.

Discover more about Cristina Celestino: [here](#)



Ames: Amazonia Collection



Attico design: Olfattorio



Billiani: Veretta



Margraf: Geode



“
butterfly-
shaped
Aldora sofa



Mooi: Butterfly

03

KIM
COMO

The ordered and grounded Kim Como mood is highly commercial and combines classic Italian design with oriental overlays. In Milan last year, the mood was expressed in the exquisite Gu chair and the Sumo-inspired vases from 101 Copenhagen. In Milan 2022, the European Asian fusion continues to evolve and maintains a steady velocity.

Key designs were the fan-like Serpentine suspension lamps and Zen-inspired Sand rug from Moooi that perfectly represent the Kim Como aesthetic. They exude discipline and calm with a masculine attitude and mature energy.

Discover more in our [Mood Interior Trends Forecast | 23-24](#)

Top Left: [Ma Yansong](#)

Top Centre + Top Right: [Four Hands](#)

Bottom Left: [101 Copenhagen](#)

Bottom Centre + Right: [Moooi](#)

Opposite page: [SCDA](#)



Classic and
disciplined
European Asian
fusion



04 OUR MILAN REPORT + MASTERCLASS

Milan is one of the world's leading centres for design and style in home decoration and home lifestyle. This event is one of the most exciting events we cover.

Our comprehensive review and report on the recent Salone del Mobile + Design Week event in Milan is now available. In this important document of over 150 pages, we review over 49 leading brands and designers. It is an inspirational journey through the most important brands, designers and events. The team here at MC&Co trend has spent hundreds of hours of research, assessment, and qualification to provide you with an easy-to-understand review of the latest shapes, styles, colours, and concepts from Milan.

Discover more in our [Milan 2022 Report](#).

We also invite you to our next complimentary Webinar. We will take you through the macro trends released at Milan and share significant inspirations from the report to give you a quick snapshot of the detailed and profound information provided in the full report.

JOIN US
IN OUR
MASTERCLASS

AUSTRALASIAN

Friday, JULY 15
11 am

[CLICK HERE TO REGISTER](#)

USA | CANADA

Thursday, JULY 14
4 pm Eastern

[CLICK HERE TO REGISTER](#)



HONED + HONEST

05

The materials featured in Milan were highly textural. Stone effects appeared on walls in the form of ribbing, gridding and tiles, which will all be influential. We also forecasted designs such as Salvatori's hexagonal-shaped ribbed stone tile in our 23/24 pattern report.

At Antonio Lupi, brutalist stone basins were paired with fine wall tile gridding. While honed, travertine was combined with wood by Mambo Unlimited Ideas. Prepare to see the continued strengthening of soft bull nosing and a very tactile approach to materials.

Discover the key trends and how to integrate them into your business with our [Materials + Textures Interior Trends Forecast | 23-24](#).

Top Images: [Salvatori](#)

Bottom Left: [Kettal](#)

Bottom Centre: [Mambo Unlimited Ideas](#)

Bottom Right: [Kreoo](#)

Opposite Page: [Antonio Lupi](#)



brutalist stone
basins paired
with fine
gridding



PEBBLES + STONES

06

Shapes in Milan were brimming with pebble and stone references. It's a trend we've been forecasting for 18 months, now emerging strongly in Milan. The earthy colour palette helps ground the looks and enhances the sense of nature.

The Pebble Rubble Sofa by Moroso is the standout, which conjures up feelings of moss-covered river stones. Highly contemporary expressions of the trend are evident in the pebble-shaped mirror by Salvatori and pebble-inspired seating by Draga & Aurel.

Discover the key trends and how to integrate them into your business with our [Shape Interior Trends Forecast | 23-24](#).

Top Left: [Salvatori](#)

Bottom Left: [Ilulian](#)

Bottom Right: [Draga + Aurel](#)

Middle Top + Bottom: [Kreoo](#)

Opposite Page: [Moroso](#)



feelings of
moss-covered
river stones



NEW TOILES + 07 OLD FLORALS

Toiles and florals made a bold comeback in Milan. Cole and Son's textile reimaged the iconic Le Bambole armchair in a mushroom pattern coined the Fungi Forest. Burgundy was reflected in matching cabinetry and wallpaper. The whimsical print contrasts with the chair's robust shape, resulting in light-hearted maximalism.

Traditional floral upholstery paired with 70s shapes is re-emerging powerfully. The Moooi sofa was styled with a highly decorative rug that references Axminster carpets, a nod to the trend.

Discover the key trends and how to integrate them into your business with our [Pattern Interior Trends Forecast | 23-24](#).

Left: [Moooi](#)

Right + Opposite Page: [B et B Italia](#)



toiles and
florals re-
emerge on
upholstery,
walls and
carpets



THE TOP 08

MC&Co Trend spotlights the key trends from leading designers each month. This month the focus is on the standout products from Milan.



Cattelan Italia

Cattelan Italia's Maxim table pairs a grounded colour palette and petal-shaped table base to deliver a refined expression of the Accomplished Approach To Life. The elegant fluidity of the legs is a new shape to keep an eye on.

Expect to see innovation in round tables continue, especially in the form of sculptural table bases.



Moroso

The mysterious Pebble Rubble Sofa by Swedish design duo Sofia Lagerkvist and Anna Lindgren is a sophisticated tribute to the wonders of nature and the shapes and textures of river stones.

Pebble-inspired shapes will continue to emerge as a strong trend.



Moooi

The Serpentine Light by Front for Moooi features a translucent fabric, Asian overlays and intricate twists and turns that keep it suspended in perpetual motion.

Why is it important? The light's Oriental touches show the strengthening of the Kim Como mood.



Dior x Starck

Phillipe Starck injected visionary design and commerciality into the traditional Medallion back chair. His reinvention coined Miss Dior is synonymous with all things feminine and fluid.

Last year, Dior recreated the Medallion back chair with many designers, and the chair's popularity still endures.



GTV x India Mahdavi

Vibrant colours were the stars of India Madhavi's new collection. The playfulness continues in the Loop sofa's surprising design quirks. Its steam-bent wood arms create a spiral effect, reminiscent of Driade's chairs from last year.

What's important is that warm yellows are emerging on furniture.



Bla Station

Bla Station's Maximus collection aims to infuse softness and lightness into typically heavy-duty wood. Soft bull nosing and bright stains help enhance this feeling.

Colourful stains on wood were a strong trend in Milan and will be influential.



Cappellini

The Miya design delivers a surprising take on coffee tables. It celebrates the magic of juxtapositions and sculptural organic shapes, resulting in a unique product.

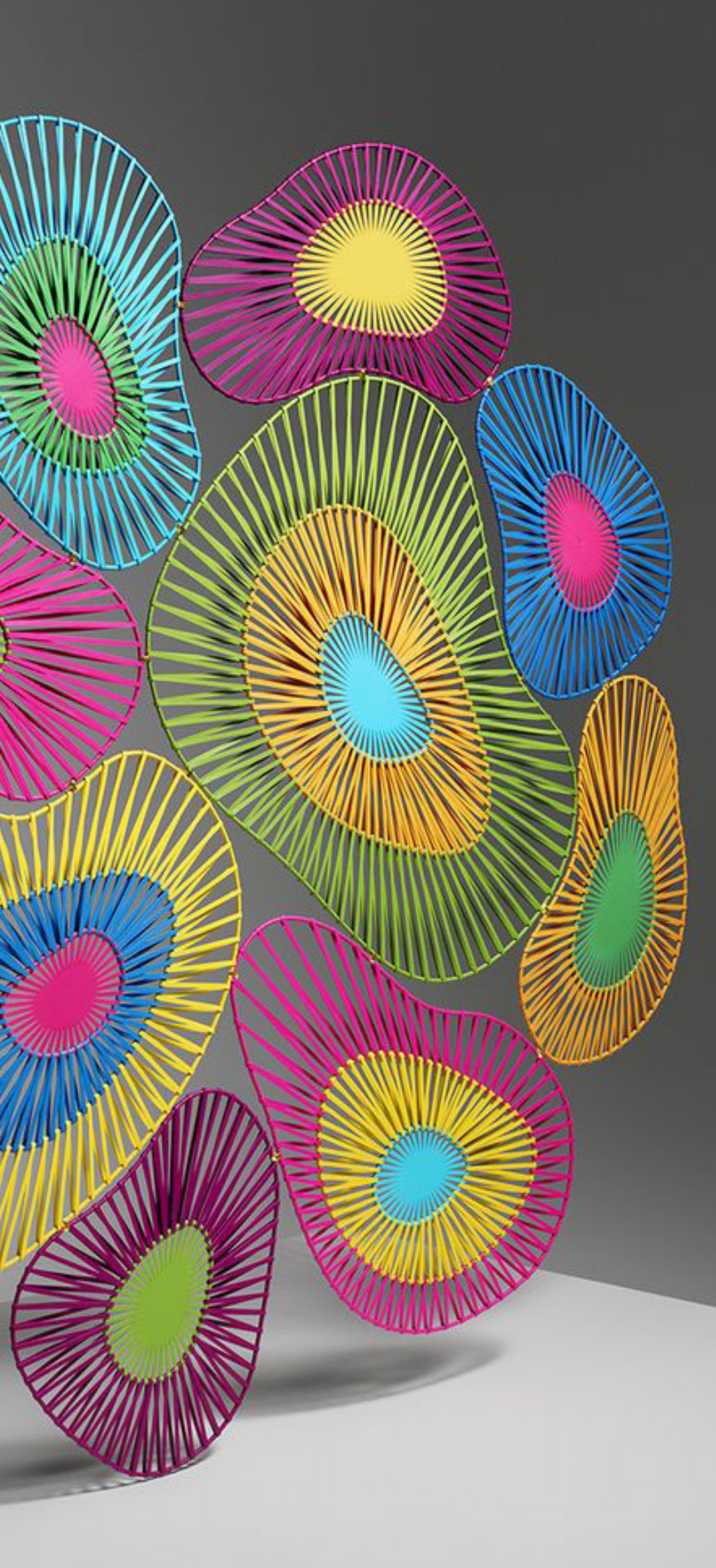
Essential elements are the bulbous organic form, double layering and coloured glass.



Cassina

The elegant Esosoft sofa by Cassina represents the "casual comfort" idea popularized in the 1960s. It's available in a diverse range of deliciously vivid tones.

Cassina announces, boldly, that high chrome colour is back in style.



July 2022 Issue

MC&Co
T R E N D



— *[Louis Vuitton](#)*