

STATIONERY
DESIGN TRENDS
2021

Scarlet **OPUS** 
TOMORROW TODAY

Soul Searching

SPRING / SUMMER 2021

As citizens seek fundamental change in politics, society and the world, they also recognize the need to look inwards and seek change within themselves.

Soul Searching is a summer journey of self-discovery.

Soul Searching

A summer's journey of self discovery...

- Citizens seek fundamental change in politics, society, the world and themselves.
- Many people are taking more of an open armed approach of tolerance and inclusivity.
- There is a sincere desire for equality, to bring about a new type of 'Collectivist Culture'.
- 'Lived Utopianism' encourages liberation from blind conformity and social pressures.
- Push to live your individual idea of a better, happier way of life, now.

Image Credit - @noda5854

... Soul Searching is a summer journey of self-discovery.

'Our intention creates our reality' ... and so despite, or perhaps because of, the protectionism and nationalism setting a turbulent tone of 'Them & Us' in the world; many people are taking a more open-armed approach of tolerance and inclusivity.

Completely at odds with many Government strategies & capitalist economics, but completely aligned with Gen Z's (under 25's) rallying cries for equality and a better world; there is a genuine, and most sincere, desire to bring about an alternative to the inequality, economics, environmental and political despair of recent years.

Soul Searching begins with a 'lived Utopianism' on an individual basis liberating yourself from a blind conformitism and social norms. Not *waiting for change* but *creating change* to live your own idea of a 'better, happier life'.

During Lockdowns everywhere, and in continuing Pandemic times, many people have used the time to contemplate how they want to live and what elements of Lockdown-lifestyle they actually want to maintain.

YouGov polls show that fewer than 10% of the population want life to return to how it was before the Pandemic.



Angkor Wat - Cambodia



Florence Broadhurst

Hako Bar - Mesh

Next summer we'll see more evidence of consumers wanting to escape to a Happy Place. Away from a world full of negativity, uncertainty and aggression.

The spiritual and wellbeing retreats and temples of South and South East Asia will provide the inspiration for relaxed lifestyles and décor.

Wellness Tourism and solo travel has been growing strongly; especially amongst women. As our search for spiritual health intensifies our homes & outdoor spaces will become our *personal retreats* and places where we cultivate happiness on a broader scale.

The summer of '21 will see us begin a search for '*more*' ...

.. more meaning .. more understanding .. more kindness .. more connection ..
more freedom .. more equality and for that most valued of modern day luxuries ...
more time.

Time in which to feel and experience.

Consumers will move to being curious & accepting of difference with regard to cultures and customs. A change that manifests in surface pattern and food trends just as much as actual social inclusivity.

Sunflower Kernel

Golden Green

Dried Tobacco

Chai Tea

Mellow Yellow

Papaya

Sweet Lavender

Dried
Lemon Grass

Teal

Shadowed
Jungle Green

Ginkgo leaf chandelier
Tommaso Barbi

Villa by the Lake / Alexander Diem

Capucin Cushion -
Misia Paris

Mahdavi

Forever Armchair - Kooku Design

The sun streams through this trends color palette.

A lazy morning glow warms the pastels, harvested browns as the metallics usher in a sense of laidback optimism.

Primary accent colors will be Mellow yellow & papaya. Both have a 'refreshing' message and emotion.

The most prominent colors will prove to be the instinctive appeal of the teal, jungle green, Bronze & cocoa brown.

As we've just said, Yellow will trend strongly (has already Begun to). A 'Happy, Sunny, Yellow' will lift spirits and connect your home to that feeling.

Green and all of its shades continue to trend strongly. They connect us with the earth, to nature and this gives us a sense of wellbeing, reassurance and a certain groundedness; mirroring the anti-polluting and soothing effect of welcoming plants into the home. Inspired by the soft textures of sand and pebbles the trend for using more natural surfaces in our homes continues.

Papaya is another color that will increase in popularity and use in the home and on housewares; this will be both as a color and as a pattern.



In this image we see how we can re-create the emotions of compassion, happiness, contentment and a sense of escape into a room-scheme. It meets the changing priorities of people, as these adjust from the material things in life to the emotional ... from 'stuff' to 'spirituality'.

It is a richly patterned trend, ornate & eclectic, but the result is not heavy, rather there is a feeling of lightweight delicacy and hazy transparency.

There is also an appreciation of rustic qualities and artisanal skills; the simplicity and honesty of indigenous crafts. These elements come together to create suitable settings for moments of simple self-indulgence, self-care and reflection ... A pausing for pleasure. Yes there is a 'summer of love' hippy vibe, that echoes the peace, love + protest of the late 60's & 70's America, but this look is not about 'dropping out' or even an off-grid lifestyle. And it's certainly less frivolous than being a Bohemian style.

Relevant materials are from gauzy embroidered sheers to devore velvets, bronze toned ornamental metalworks, teak and Mango wood, leathers & suedes.

Patterns that help get the look just right include intricate mandalas and palm, banana, fern leaves as well as wildlife motif such as macaque monkeys, elephants, tigers and leopards.

Code Naturel Scotland Ltd

STATIONERY

The Soul Searching
Trend as it's translated
for Stationery



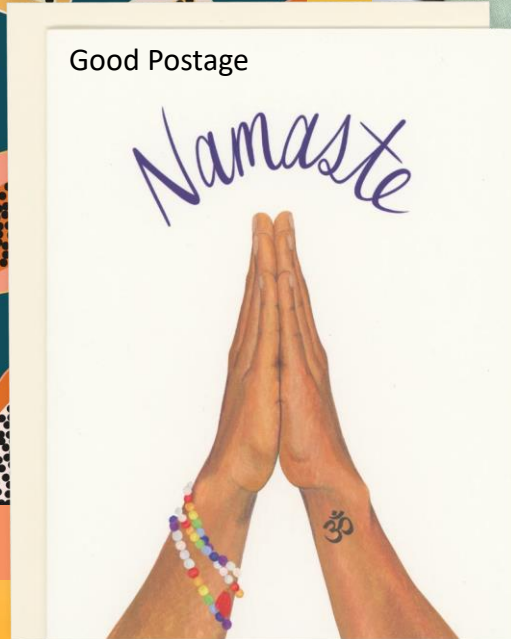
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The Room Alive



The Soul Searching
Trend as it's translated
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Rifle Paper



A JOURNEY OF
SELF DISCOVERY



EARTHAGE 202 1

Scarlet **OPUS** 
TOMORROW TODAY

This trend acknowledges that:

A new Space Age is upon us.

And that technology is fundamental to our lives on earth ... playing a pivotal role in our everyday tasks and interactions

A composite image featuring a vibrant, multi-colored spiral galaxy in the upper half, transitioning into a view of Earth's horizon and clouds from space in the lower half. The word "EARTHAGE" is written in a white, serif font in the upper left corner.

EARTHAGE

To some degree our 'reality' has become skewed because much of our lives are now played out online and viewed through screens with Apps providing a framework for our lives.

During lockdowns, screen time across the world has increased dramatically and is set to continue doing so (albeit more slowly). As we walk toward a future of Artificial Intelligence & the commercialisation of space, we will take time out to rethink the direction of our personal journeys.

It will become imperative to cradle and nurture our *Human Qualities* alongside the advancement of technology. A much greater focus on how we can connect with ourselves and each other without connecting to the internet.

It's a human evolution that will actually take us *backwards* ... to the basics. So whilst there is a new age of technology & a new space age we need also to acknowledge a new Earth Age too ...



Anna Varendorff



Aviva Stanoff Blog

The Look: The style intrigues and evokes deep emotions ... Asking questions about how we can create spaces in which we can live an authentic life feeling safe and soothed. A yearning for a human feel to things, literally down to earth, it's a minimalist trend. Amongst so many interior trends that are the opposite.

Literal and genuine connections to the earth in terms of color & materials whilst also being realistic about the integration of technology into our lives and homes. We can't turn the clock back on that now.

Spaces and products that allow us to be still, content, slowed down, calm and have a sense of wellbeing through a quietness. These spaces are restorative, they exude gentleness in a harsh world helping us to recuperate and compose ourselves.

Strengthened appreciation of natural materials, the earth, a resurgence of interest in ancient cultural beliefs including mythology, astrology, astronomy and animism (the belief that all things possess a distinct spiritual essence) at the core of ancestral wisdom of the Maori, Native Americans. Indigenous Australians and African bushmen all reframed for modern sensibilities.

To connect to the earth we're looking for experiences, tools, products that are Rugged, informal, authentic and functional. We want comfort food & food rituals (the simple act of making tea/coffee) We want to see an Earthen colour palette, natural materials such as clay, marble, stone & terracotta. Pattern is a mix of ancestral artwork and crafts of indigenous people. Spiritual patterns, moon phases, lunar shapes, planets, stars, and symbols such as Hamsa (protective right hand) and 'evil eyes' will trend strongly.

Winter Desert
Sands

Brass

Soot Black

Tobacco

Smoked Brown

Forest Green

Deepest Teal

Anthracite
Lustre

Fig

Moody
Midnight Indigo

The Key colors in this trend's color palette will be Indigo (as blues continue to trend up), Brass (as a natural element of glamour), Earthen and terracotta shades.

Indigo .. Blue, blue & blue ... If it can be said that any color is important, then over the next few years that's the word to be attached to indigo blue and in fact, all shades of blue from the deepest ocean points to the white blue of the sea surface. It connects us very directly with those oceans we now hold so dear. The deeper more dramatic shade of Indigo creates a moody, luxurious, magical atmosphere.

Terracotta is a direct connection (even if just mimicked) with craftwork, old skills, natural materials and the earth. It too will be a popular color for home interiors and outteriors (out-teriors being the subject of a later feature).



EVERYDAY RITUALS



We will all find comfort and security in the conducting of simple rituals, like tea making, bread making, cooking from scratch, making Christmas in a traditional way: homemade decorations, gift cards, wrapping gifts, a fully prepared & cooked traditional family Christmas lunch (not a good year to be a turkey!) and so on.

This trend has been strengthened by the Pandemic and these little rituals that bring comfort, relaxation and peace will be all important without many realising why.



Pattern is a mix of ancestral artwork and crafts of indigenous people

Mud cloth inspired
Also spiritual patterns, moon phase motif, planets, stars, moon and symbols.

Products that offer escape/ wellbeing grounded, simple and earthy.