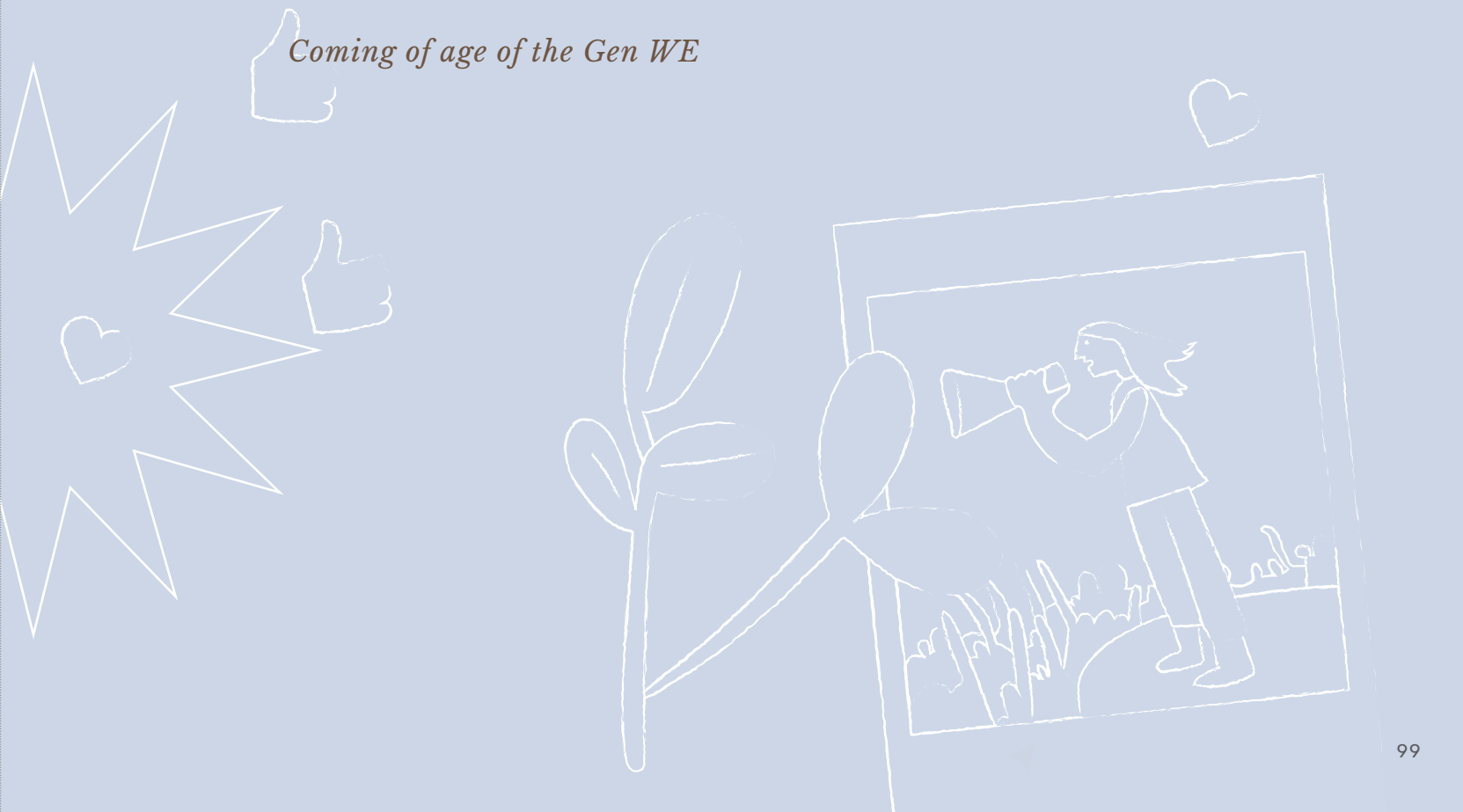




Z FUTUREES

Coming of age of the Gen WE



Z FUTURES

Coming of age of the Gen WE

COLOUR TREND 04

"We are who we are. Aware but not tied to isms. Authentic. We've grown up living the results of the actions of those before us. You may think we're weird, but to us -- WE matter more than your judgements. Society and community, politics and the environment, matter. Justice and fairness, diversity and tolerance, matter. We're tired of all talk – we act. We're tired of waiting for things to be fixed – we fix them. We'll push you to put your weight behind real causes. Because behind our screens, we're stirring up a revolution."

Z Futures is inspired by the self-assured, liberal and fluid attitude of Gen Z – a youthful spirit of adventure mixed with the calm of domestic cosy.



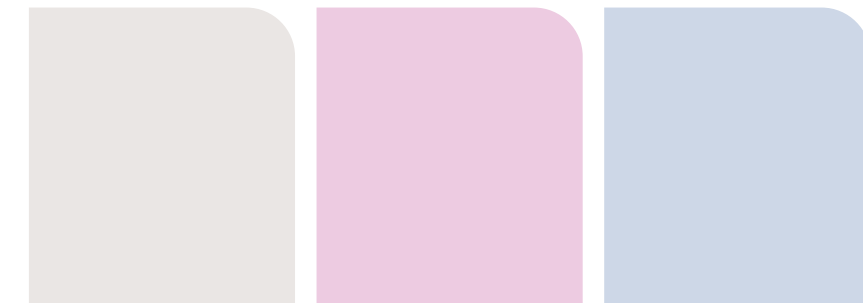
COLOUR & MATERIAL FORECAST

TREND 04 | Z FUTURES

Mature, Clear, Authentic.

Unusual contrasts form the colour palette for Z Futures expressing the fluid, inclusive and tolerant mindset of Gen Z, open to diverse perspectives sans judgements. Light and airy colours when juxtaposed with dominant orange, bottle green and a dark grey bring out the idea of assembled oddities, a trait we associate with the demographic. Fearless **Orange Spark**, confident **Green Sprouts** and endless **Moonless Sky** add that pop to the palette while underappreciated **Candy Floss** and **Pool Party**, and clear **Winter Morn** exhibit the maturity and clarity of Gen Z.

For a generation that cares more about “we” than “me” we looked at materials that are locally and responsibly sourced, sustainably produced as well as accessible and thrifty. Recycled and upcycled materials, both hard and soft, such as **Recycled Plastic** and **Upcycled Textile** have a mixed material quality, never pristine or pure but created with the intention of doing good. **Tie-and-Dye Cotton** makes a comeback but in a cool new form with playful colour choices, while the good old **Kotah Stone** adds that all-embracing tolerance to the palette. The croc-skin texture of **Royale Play InfiniTex Skin** gives the walls a unique leathery feel while the casual criss-cross of **Nilaya Bluebell** gives it a domestic cozy.



Winter Morn | 7228

Candy Floss | 9426

Pool Party | 7250



Orange Spark | 7951

Green Sprouts | 7582

Moonless Sky | 8334

C COLOURS



T TEXTURE



P PATTERN

Royale Play InfiniTex Skin
Base coat Primer | White
Top coat 1 RP InfiniTex | Cream Drop 9523
Top coat 2 Protective Coat | Caffeine 8653

Nilaya Bluebell
Check This - W135X573F75



M MATERIAL



Tie-and-Dye Cotton

Recycled Plastic

DECOR DIRECTION

TREND 04 | Z FUTURES

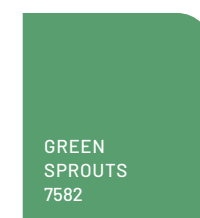
Z Futures explores a modern thrifty décor that doesn't follow normal rules. A mishmash of bought and borrowed things. Fluid spaces, products designed for good, objects that display pride in one's roots.



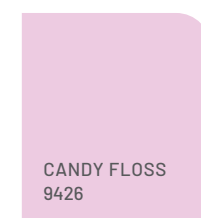
Use of local materials like cane blinds, green oxide flooring & cement tiles makes for a budget-friendly décor

Classic pinstripes on walls add a vintage character to the formal desk area

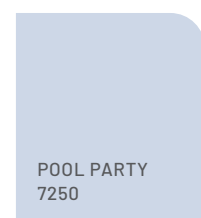
A combination of painted flooring with tiles helps demarcate fluid spaces



GREEN
SPROUTS
7582



CANDY FLOSS
9426



POOL PARTY
7250



MOONLESS
SKY
8334

POOL PARTY
7250

A variety of indoor plants and sleek modular furniture together create a friendly space for discussion and dialogue.

MOONLESS
SKY
8334

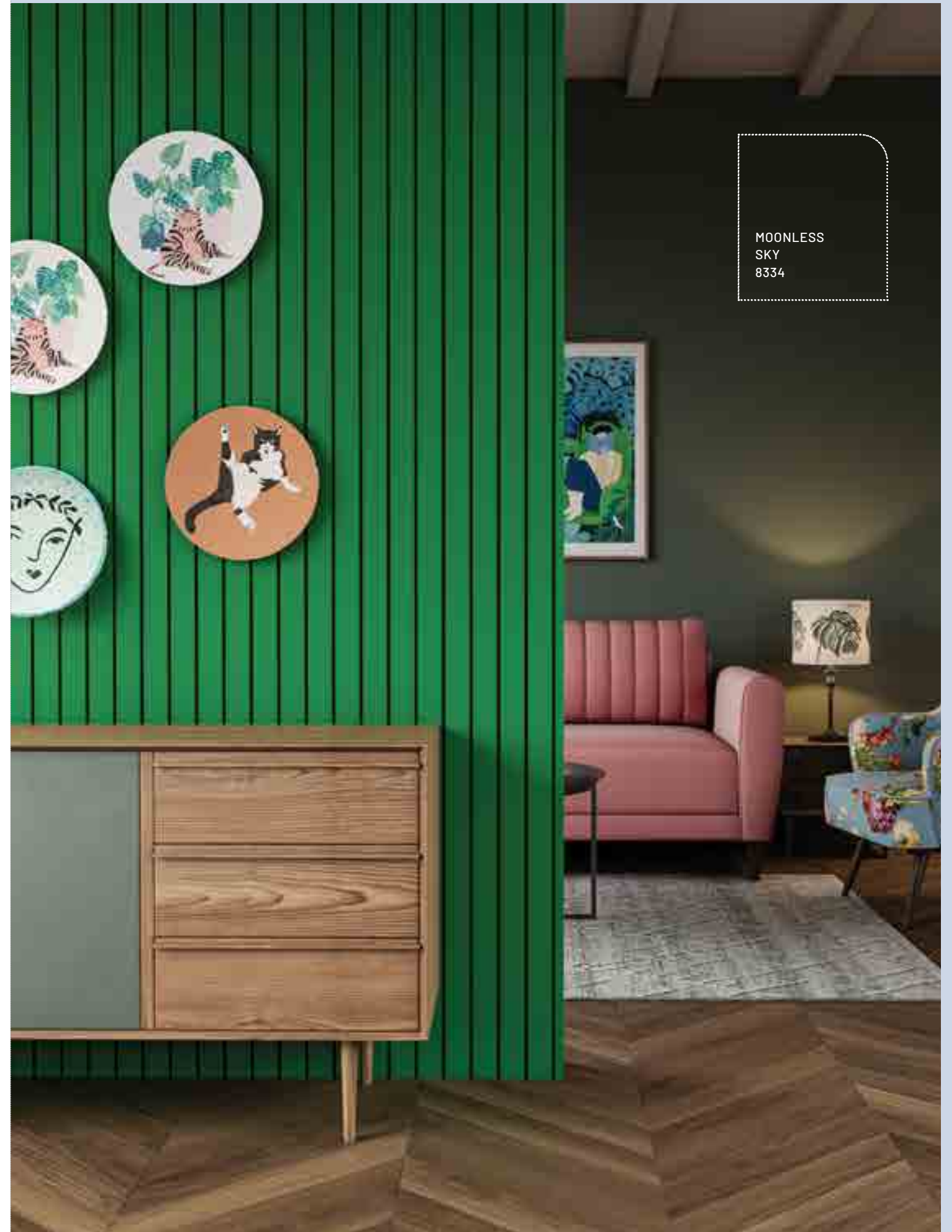




Painted room partitions are creative solutions for open-floor spaces.

GREEN
SPROUTS
7582

CANDY FLOSS
9426



MOONLESS
SKY
8334



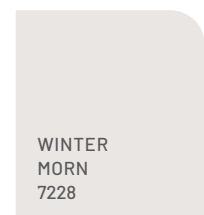
WINTER
MORN
7228

POOL PARTY
7250

ORANGE SPARK
7951

An independent studio apartment where the bedroom coexists with a kitchenette and dining, maximizing a compact space.





WINTER
MORN
7228



ORANGE SPARK
7951

TIPS TO
CREATE
THE Z FUTURES
LOOK



BEST OF WASTE

Ft. Recycled Furniture
by Samsara the recycle company

Made of recycled plastic. Samsara is a design and manufacturing house that works largely with materials that are deemed as "waste".



TIE & DYE YET CONTEMPORARY

Ft. Santorini pendant light
by Asian Paints

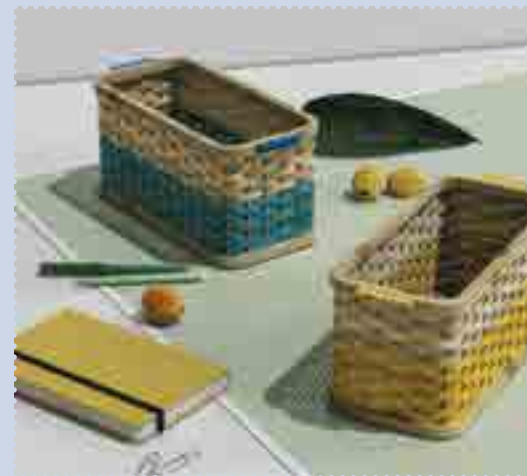
Made from natural mango wood and dyed cotton threads shaded from off-white to blue. A contemporary take on the classic dyed cotton.



VINTAGE COOL

Ft. Shabby Chic Finish
by Asian Paints Woodtech Emporio NXT

Give any furniture a distressed, vintage look with Shabby Chic, an easy-to-apply surface finish by Emporio NXT. Emporio NXT is a range of luxury finishes that can be applied to old or new substrates alike.



VOCAL FOR LOCAL

Ft. Stackable Storage Baskets
by Mianzi Global

Woven in the small villages of Madhya Pradesh by local craftspeople, reviving near-extinct skills. These bamboo-based baskets are styled to spotlight the subtlety and panache of an ancient craft.



MUST-HAVE SMART DEVICE

Ft. Nest Mini
by Google

A mini smartspeaker with a mighty sound quality. Can be hung on a wall; fits any room; has easy volume control. Its form, materials and affordable price point have quickly made it popular with Gen Z.



ECO-CONCIOUS PRODUCTS

Ft. Rice Straw Products
by IKEA

FÖRÄNDRING is a collection of products made from rice straw, a result of the 'Better Air Now' initiative by IKEA that aims to take action on global environmental issues.



ALL FOR A SOCIAL CAUSE

Ft. Upcycled Carpets
by Kanta's Kantha

Katna's Kantha, a Street Survivors India project, is a livelihood generation programme that has taken this traditional and evolved skill of village women to economically empower them.

“What’s so cool about my generation is that being socially aware is ingrained in who we are. It’s almost as though we were born with a debt to society to do our part, to be a part of this peer group that understands pretty immediately the idea that whatever we do has to benefit the greater good of humanity.”

Yara Shahidi