

2024+

Interior design Trends



THINK, CREATE, GROW.



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Release year 2023

DESIGN NETWORK

We are a holistic brand & design agency that drives change through methodical competences and in-depth market knowledge. In our work, design is seen not only as a creative but also a strategic discipline. That is how we create compelling brands, develop future-oriented strategies and find competitive solutions within the design and furniture industry.

DESIGN DIRECTION

To stay ahead, it is important to understand long lasting effects and changes that will happen to the market – with or without you. We at Design Network look beyond the usual to inspire companies with tailored insights that will matter. To do so we not only study the current landscape of the furniture industry, but also look at behavioural changes across industries,

conduct studies to better understand user habits and just walk the world with open eyes. With that we are able to create an accurate and feasible roadmap, based on real, useful and understandable insights. Helping brands to take the right decision when it comes to future directions that can be done, help them grow, and at the end make them an even better brand for their clients.

ABOUT THE REPORT

To better understand trends, it is necessary to identify the reasons and their causes to get a clearer picture of how a trend will develop in the market and how those trends will be applied to the different sectors. Some trends emerge from new behaviours and social needs, and some evolve according to various events.

In this report from Design Network, we discuss trends, explain aesthetic aspects and provide relevant insights following their development from a holistic vision. To do so, we not only mention headlines but will also explain trend directions and design applications in greater detail, especially considering the human factor.

CIRCLE OF COMPETENCE

At Design Network's "Circle of Competence", creative and strategic minds come together and work on products, services and strategies to find joint solutions. We connect individuals with complementary skills and thereby solve different challenges for our customers. In this way we fill our circle of competence that together enables experts to inspire with value conscious design.



Report and design by **Laura Calimano.**
Designer and trend forecaster.

Contents

			Page
00	General landscape. Consumer - Directions	——	08
01	Conscious -Verse _Sustainable innovations _Tech-crafting _Metamorphic	——	13
02	Untouched _Rawness _Back to roots _From Nature-solutions	——	19
03	Human-centred design _Embractive _Adaptable _Sociable	——	25
04	Kaleidoscope _Sculptural pieces _Candyfication _Neo-luxury	——	31
05	The top 10 designers, artists and makers to look out for in 2024	——	37

General Landscape

The consumer.

To comprehend the consumer in the context of the furniture industry, it is imperative to first grasp the broader global situation. In the current era marked by uncertainty, recession and multiple crises, people are navigating through challenging times where the need for refuge or a sense of safety has become crucial across various applications.

Moreover, technological changes and the advancement of artificial intelligence evoke mixed feelings among consumers. These new technologies are beginning to shape interactions with brands and experiences in novel ways.

Within this context, individuals are not only reassessing established norms but also

challenging long-held concepts in furniture design. Innovative perspectives on how furniture can contribute to a more flexible, functional and emotionally resonant living environment are emerging. The consumer, driven by these societal shifts, becomes a dynamic force shaping the future of furniture preferences and trends.

We are also facing an era of deconstruction, where traditional life paths are undergoing redirection due to emerging limitations, necessities and opportunities that are leading to a significant shift in demographics. Within this context, individuals are reassessing established norms, challenging long-held concepts and developing innovative perspectives on how to think, act and live.

Directions.

The design directions express themselves toward a sustainable and conscientious perspective, emphasising the need for usability and application across them. We observe an increase in vivid colours and calculated risks in spaces, viewing them

not just as decorative accents but as crucial elements. The interior designs and inhabited spaces should also radiate a welcoming ambience that provides a sanctuary for relaxation and well-being, creating a comfortable and serene living space.

Conscious Verse

- Tech-celleration
- Information abundance

Untouched

- Extendend Reality
- Climate Crisis
- Bio-revolution
- Redefining Globalization

Human centred design

- Mental health crisis
- Health-care

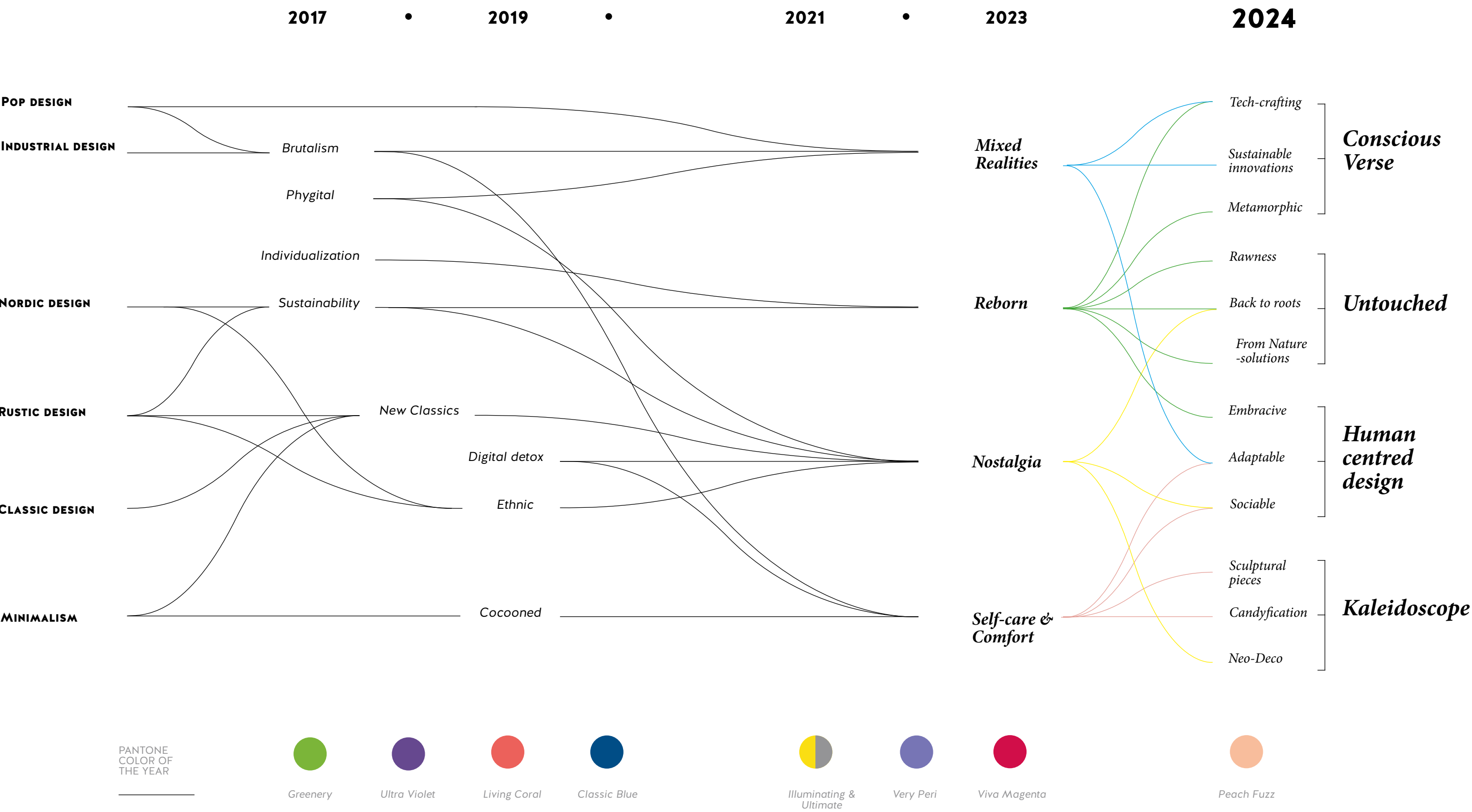
Kaleidoscope

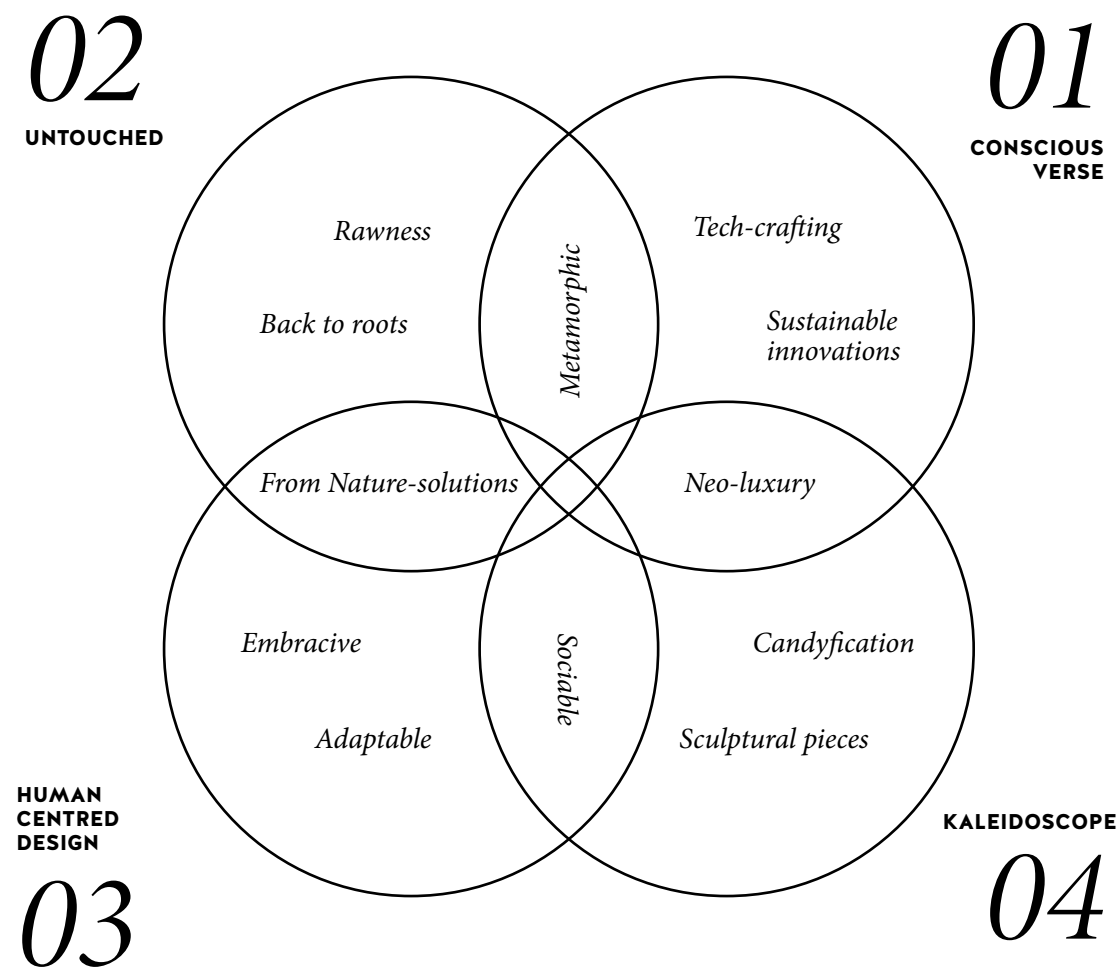
- Wellness
- Urbanization
- Social & Political Polarization
- Conflicts

Evolution of trends

For a clear understanding of design direction, it is crucial to use current trends as a source of inspiration. However, it is also vital to observe past years to get the bigger picture and to be more accurate in our work—clearly distinguishing timing and implementation, past directions, new directions and overall potential in the future.

A summary of past evolutions





CONSCIOUS -VERSE. The introduction of new technologies that aid the ways we manufacture, create, and design products is fundamentally changing our understanding of these processes. However, we also observe how these new technologies must be sustainable and serve a purpose.

UN-TOUCHED. The materials, shapes and designs must be honest, avoiding ultra-processed methods and instead embodying a quality that feels as if they emerged directly from nature, embracing its essence.

HUMAN-CENTRED DESIGN. Embracing the idea of a flexible home, we prioritise innovative designs and high-quality products that serve multiple purposes.

KALEIDOSCOPE. The merging of fashion and interior design has gained traction as people seek a deeper connection within their living spaces. Using them as an extension of ourselves and as a representation of individualism.

01

*Conscious
Verse*

Sandra Keja Planken

1. Conscious-Verse

The introduction of new technologies that aid the ways we manufacture, create, and design products is fundamentally changing our understanding of these processes. However, we also observe how these new technologies must be sustainable and serve a purpose.

New technologies are significantly altering the landscape of manufacturing, creation and design processes. This transformative shift challenges and redefines our traditional perspectives on how we approach and understand these fundamental activities.

Amid this technological revolution, a crucial consideration arises: sustainability. The imperative for these advancements extends beyond their sheer functionality. These technologies adhere to sustainable practices, ensuring minimal environmental impact and

Rollo Studio is an independent design brand working with advanced digital software and cutting-edge additive manufacturing technology (3D Printing).



Rollostudio, LAVORA Collection.

Apple



harmonious coexistence with our ecosystems. Thus, the dual mandate emerges—to not only revolutionise our methods but to do so in a manner that aligns with broader environmental goals and serves a meaningful purpose.



Humane AI pin.

Christien Meindertsma invents technique for 3D printing with wool



Christien Meindertsma.

Humane's Ai Pin, developed by former Apple execs, is a screen-free AI assistant that attaches to clothing. It uses voice commands, a camera for information,



Bello! Lars Beller Fjetland, Hydro.



Bello! is an elegant and timeless bench made from nearly 90% recycled aluminium that is 100% recyclable. This approach ensures that the bench has a minimal carbon footprint, just one-fifth of the global average.

Sustainable innovations

The exploration of innovative manufacturing methods prompts a necessary shift from conventional practices. Contrary to the common belief that pursuing sustainability in materials entails sacrificing aesthetics or colour, a new direction emerges. Makers and designers are actively engaged in crafting alternatives that defy traditional categorisations of just eco aesthetics. The focus extends beyond mere sustainability, aiming to produce alternatives that are not only visually appealing but also environmentally conscious and forward-thinking.

This approach reflects a commitment to creating vibrant, sustainable and futuristic solutions that challenge existing norms in design.

Carnegie Fabrics, Full Spectrum collection.



Carnegie Launches PFAS-Free Line

'Digitally Woven,' a project that explores craft techniques in 3D printed recycled polymer. Digitally Woven is a collaboration between Gareth Neal and The New Raw, which was funded by The Better Factory through an EU grant. The printing method developed throughout this project pushes the boundaries of traditional 3D printing.

Gareth Neal, Digitally Woven.



Tech-crafting

Tech crafting fuses historical elements with a contemporary design touch, evoking a sense of nostalgia. By combining craftsmanship, digital design and artificial intelligence, geometric shapes experience a renaissance, giving rise to products that not only boast enhanced appeal but also showcase innovation for the latest generations.

The aim is to emphasise their digital origins, creating a seamless connection between the past and the cutting-edge technology of today.



Nyxostudio, Primavera.

This coffee table is rendered in lenga, a Chilean wood also known as 'Patagonian cherry,' and black basalt. With an irregular spiral expanding from the inner basalt circle to the edge of the table, the texture gradually decreases in depth, transforming a geographical image into a solid geometry.



GT2P

3d printed tables. Primavera is a collection of sculptural coffee tables, an iconic family of pieces that evokes the floral world and the circularity of the seasons.



Wonjae Sung transforms discarded plastic and makeup into elaborate chairs and lights.

Meta-morphic

As an evolution of the experimental trend seen in the 23+ trend report, we now encounter the metamorphic trend where organic forms take centre stage. Influenced by liquid forms melting from the world of NFTs, we find this fluidity and these organic-metamorphic shapes as an important source of inspiration for design.

Wonjae Sung, *Always break.*

01

The works of Keja-Planken let you search for the connection between people and nature and behaviors. She creates her tapestries and rugs by using eucalyptus, bamboo yarn, deadstock and recycled clothing.

Sandra keja Planken, *Messmerizing.*



Toni Losey, *Squished in Pink.*

02

Untouched

Unplash.

2. Untouched

The materials, shapes and designs must be honest, avoiding ultra-processed methods and instead embodying a quality that feels as if they emerged directly from nature, embracing its essence.

In the midst of the climate crisis and the persistent depletion of natural resources, there is a strong emphasis on the imperative to preserve the planet and its ecosystems. This overarching philosophy revolves around actively collaborating with nature rather than exploiting it. The central idea is to maintain designs in their untouched state, embracing a raw and

natural aesthetic that emanates organically from experimental processes. This approach is driven by a commitment to keeping designs as close to their natural origins as possible, avoiding excessive alterations. The raw effect, derived from thoughtful experimentation, adds an authentic and genuine quality to the products. This overarching philosophy contributes to environmental conservation.

ARCHISONIC® Cotton is a circular solution made in Italy from renewable materials. 100% of the acoustic absorbers can be returned to the production process, making it fully recyclable.



Archisonic® Cotton.



TalNarkis.



Abrahamm Creative Studio.



Stem design, Ito Floor Lamp.

The Ito floor lamp embodies the transience of life's passing moments that we often wish to hold on to. It is an ode to the beauty of the ephemeral experiences that keep the momentum of life flowing. Ito comprises individual strands of soft cotton threads suspended freely from a brass frame, cast from hand-sculpted patterns exploring the essence of the human touch and the natural beauty of impermanence through contrasting materials.

Natural Material Studio.*Pietraonline, Raw stone.*

The table, made of materials such as glass and ceramics, brings together elegance, transparency and durability. The combination of craftsmanship and sustainable design. Inspired by traditional handicrafts and the beauty of nature, every detail is produced by experienced artisan.

*Tym Mimarlık / Zade Design, Teardrop Side Table.*

Rawness

The essence of rawness emerges from the exploration of innovative methods in generation and manufacturing, defining these designs. They skilfully play with the art of mimicking nature, seamlessly blending with its organic patterns.

The materials, shapes and designs are crafted with authenticity, avoiding ultra-processed methods. Instead, they embody a quality that resonates with nature's intrinsic essence.

The new RAW Collection reveals the true character of stone. To create the RAW Collection, stone has been finished to look unfinished.

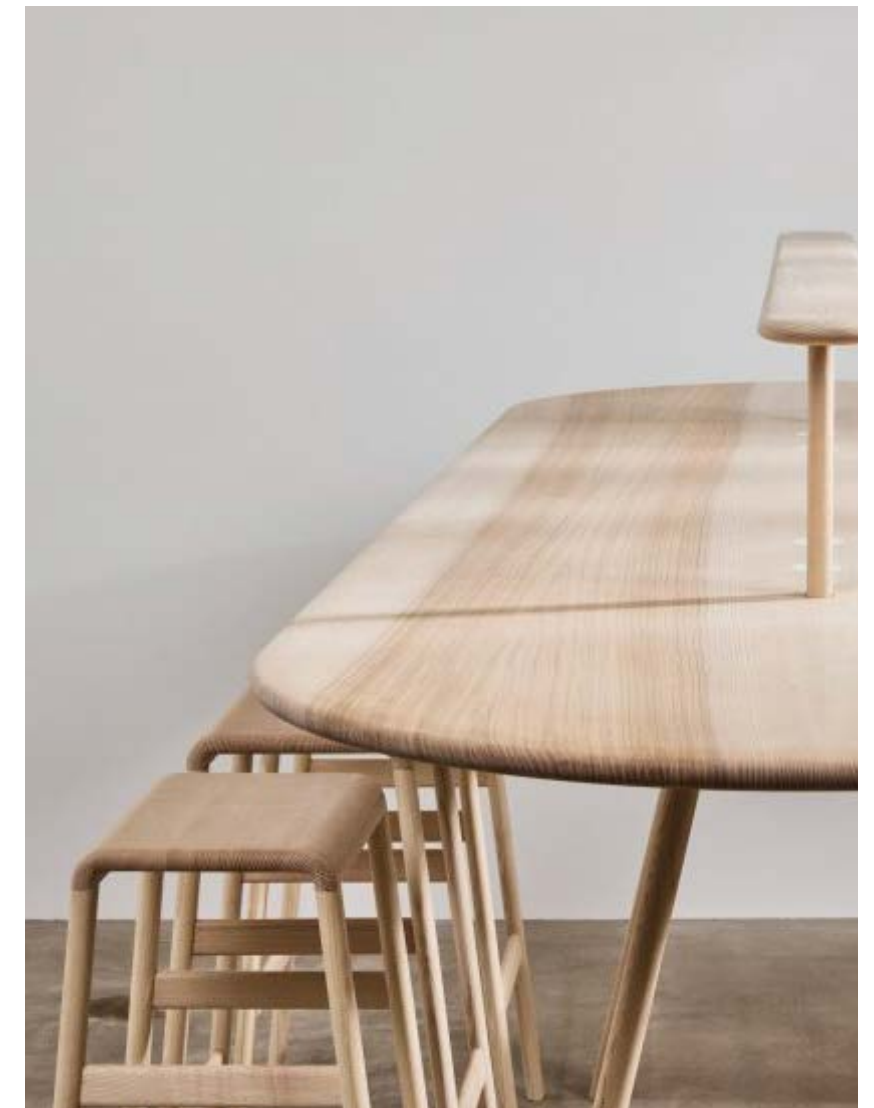
Tanja Kirst's Planted installation at Material Matters 2023. Image: Nanna Navntoft.*Foster & Partners, Aya-collection.*

The AYA collection has Red List Free Declare Labelling, meaning that it is free from toxic chemicals and meets the air quality standards for WELL certified buildings.

Back to roots

As a progression embracing a nostalgic approach to materials and forms, 'back to roots' signifies the embodiment of honest and authentic designs. This movement reintroduces traditional and sustainable methods in a contemporary context, emphasising not only structural longevity but also aesthetic appeal.

The focus is on creating objects that endure, showcasing a harmonious blend of enduring craftsmanship and updated aesthetics.





Gessi, Jacqueline.

Human Material Loop aims to bring to market textiles crafted from hair.



Human Material Loop.

From Nature-solutions

The significance of materials has never been more pronounced, with a heightened focus on discovering new, eco-friendly alternatives. It's not only the pursuit of innovative materials that matters; the integration of sustainable tra-

ditional materials is equally crucial, especially in the realms of interior design and furniture. This year, cork takes centre stage as a versatile and eco-friendly protagonist, finding itself in a wider array of applications than ever before.

02

Artisanal cork creations crafted and made in Austria.



Clarissa Kork.

03

Human-centred design

Haldane Martin, Haldane.



Antropologie.

3. Human-centred design

Embracing the idea of a flexible home, we prioritise innovative designs and high-quality products that serve multiple purposes.

In embracing the concept of a flexible home, our approach revolves around prioritising innovative designs and investing in high-quality products. The emphasis lies in creating living spaces that are not confined to a singular purpose but rather adapt and cater to the diverse and evolving needs of individuals and families.

The human-centred design trend recognises the dynamic nature of modern lifestyles, where homes are no longer static entities but

rather fluid environments that accommodate various activities and functions. By focusing on innovation, we aim to introduce designs that seamlessly integrate versatility, ensuring that every product serves multiple purposes, thereby contributing to the overall adaptability of the living space. This approach aligns with the evolving preferences of individuals seeking homes that are not only aesthetically pleasing but also highly functional, offering a harmonious blend of form and utility.



Contour collection, Haldane Martin, Haldane.

The Contour Daybed is an ethereal escape amidst natural environments where couples can nestle into layer upon layer of its sculpted contours.

Paradoxically futuristic and naive, the Contour Daybed holds its own space with its encapsulated architectural form.



Egloo, Tornado.

The ingenious invention that warms the home with a fascinating, entirely natural rotating flame.



AMO, Jacquemus Store Galeries Lafayette Haussmann.

03

Embrative

'Embrative' is a holistic approach that transcends aesthetics, aiming to create spaces that not only appear welcoming but also envelop us in a comforting embrace. It's about fostering an atmosphere that prioritises well-being, where elements, ranging from furniture to architectural details, collaborate to provide a sanctuary-like experience within our living spaces.

The use of soft, natural materials enhances this inviting atmosphere, promoting tactile engagement and forging a sensory connection with the surroundings. Additionally, the incorporation of curved shapes into both furniture and architectural spaces serves a dual purpose. These curves not only introduce a touch of elegance but also contribute significantly to the overall sense of comfort and cosiness.

Controvento, Peekasit sofa.



Inspired by the famous Fendi Peekaboo Bag, the Peekasit seating project by Controvento is defined by a soft, welcoming structure, exemplifying the deep and powerful bond between luxury fashion and design.

Photographed by Helen Cathcart. Interior design by Hutch Designs.



Alexander Lotersztain, Derlot.



Inspired by the bold, free-spirited designs of the space age era, Pipeline features a distinct, cylindrical backrest capable of contouring to almost any setting. This flexible modularity, paired with a minimalist form, create an incredibly simple, yet iconic design.

Controvento, Fendi casa.



The playful spirit of Fendi comes alive in the Blow Up sofa by Controvento. Infinite design solutions for a modular sofa with soft shapes and generous volumes, adaptable to any environment

Adaptable

Adaptable furniture underscores the imperative for pieces to seamlessly integrate with the dynamic nature of spaces and cater to ever-changing needs. This contemporary approach introduces innovative solutions, such as modular sofas and transformable elements, that possess the ability to morph or conceal, effectively optimising space utilisation. Interiors have transformed into multi-functional hubs where a myriad of activities unfold. This shift has elevated the significance of adaptability in furniture design.

Adaptable also represents a holistic approach, where form and function converge to create versatile, comfortable and aesthetically pleasing living spaces that evolve with the demands of modern lifestyles.

Another Country.



Dylan Small is designed by Rodolfo Dordoni. "The project expresses the perfect balance between the simplicity of the design and the wealth of refined details with a couture flavour, such as the sophisticated stitching and the sinuous curve that outlines the backrests and armrests".



Minotti, Dylan Small.

Sociable

The sociable trend in interior design transforms living rooms and spaces into environments that actively foster conversation. This shift is achieved through the incorporation of circular structures and compositions, deviating from the conventional arrangement centred around

a television. The focus is on creating spaces that prioritise human interaction, encouraging people to engage with one another.

In this design direction, it is not just the physical layouts that embody the sociable concept but the very designs themselves.

03

Dosalcubo, Casadecor.

Designed by Helen Sánchez, David Moya and Javier for Casadecor.



04

Kaleidoscope

Unsplash.



Laura Wood, Kaldewei.

4. Kaleidoscope

The merging of fashion and interior design has gained traction as people seek a deeper connection within their living spaces. Using them as an extension of ourselves and as a representation of individualism.

This direction represents the epitome of individualism, drawing inspiration primarily from the fantastical. In this creative direction, objects and spaces boldly embrace heightened risks and forms of self-expression, guided only by the limitless bounds of imagination.

KALEIDOSCOPE is intricately woven through with art, luxury and a profound connection to fashion. The interplay between

these elements elevates the expression of individualism, creating a rich tapestry where creativity flourishes, and the boundaries of traditional design are pushed.

In essence, this aesthetic direction is a celebration of creativity, an exploration of the uncharted and a harmonious fusion of individualism with art, luxury and fashion. It encourages a departure from the mundane.

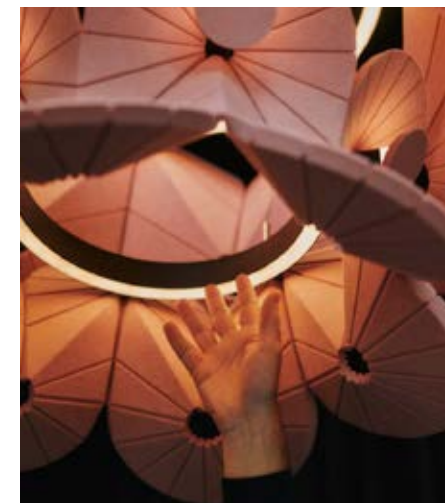
04

Curiosity's labyrinthine concept store in Osaka takes form through the use of yellow glass bricks and louvers.



Studio Curiosity, Osaka.

TeamLab, Pace gallery.



Oloid, Atelier Oi.

transformative lighting experience that seamlessly blends functionality and artistic expression. The innovative design, coupled with excellent sound absorption, redefines the way light and sound interact, enhancing the atmosphere in any space.





Rotganzen, le carre rose.

Alexis Foiny,



Sculptural pieces

Sculptural fixtures make a bold statement in furniture design, with the pieces bringing distinctive and attention-grabbing elements to any space and showcasing unique and striking designs. These fixtures often come in larger sizes than traditional furniture, allowing them to stand out and

infuse a sense of drama into a room. This statement furniture acts as a powerful tool in design; it has the potential to elevate any space with a touch of drama, sophistication and elegance, transcending the traditional boundaries of lighting and seamlessly integrating with furniture elements.

Oca Chair, designed by Arthur Arbesser.



In the 'Oca Chair', fashion designer Arthur Arbesser pays homage to the late master of Italian design, Enzo Mari. Arbesser has transformed the seat and backrest of the Beetle into the snapping bill of a goose, while the base references Mari's cement panettone dispersed all over the Milan cityscape. In collaboration with Italian artisan Alan Zinchi.



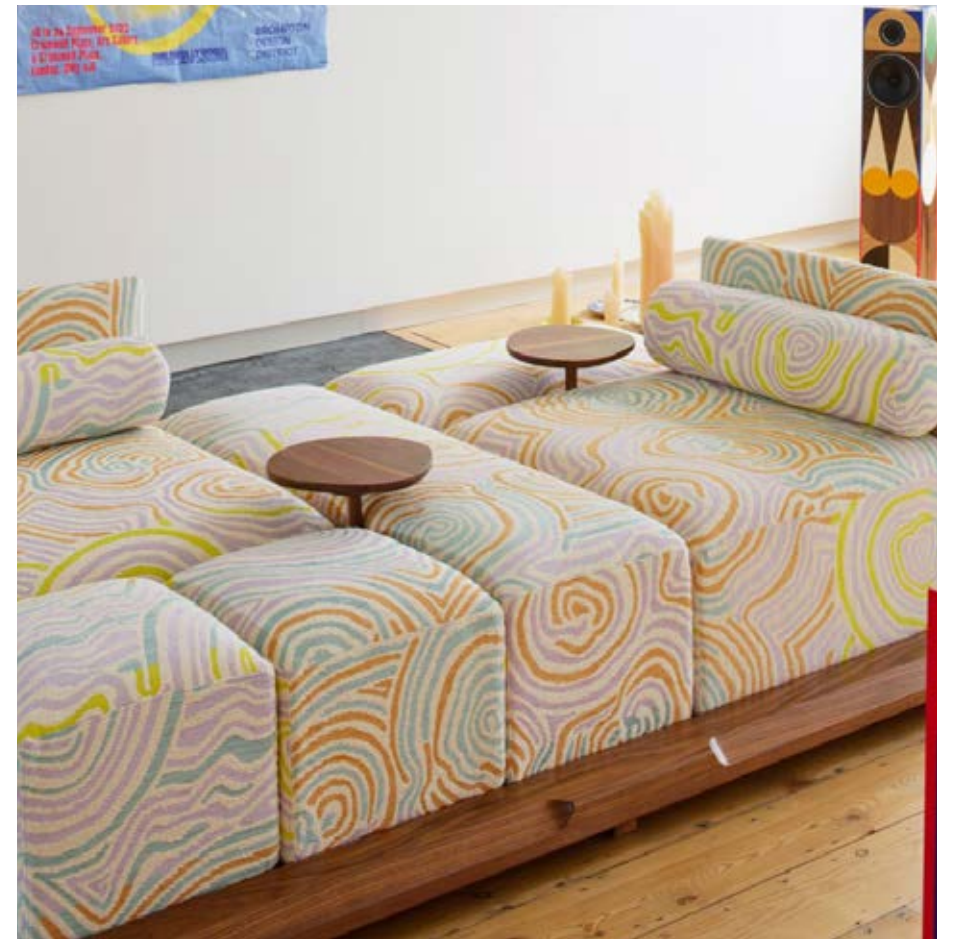
Nichetto Studio, Lladró.

Candyfication

From dream-like aesthetics, a candy world serves as a captivating source of inspiration. Previously witnessed last year, ballooned elements in upholstery now resurface with a renewed touch. Infused with a playful essence, pastel colours come together to create a sweet yet joyfully enchanting composition.

Candy cane stripes are currently making a notable comeback in interior design. These playful stripes adorn floor-to-ceiling curtains, accent chairs, cushions and ceramics, presenting a delightful array of vibrant primary colours.

Paul Ketz, Big Marshmallow.



Rio Kobayashi's Manus Manum Lavat at Brompton Design District. Image: James Harris.



Mathias Garnitschnig, Tet.

Mathias Garnitschnig's seating sculptures were created through an artistic examination of organic forms and technical infrastructures. The traditional company Gebrüder Zwing turns this into high-quality upholstered furniture.

Neo-luxury

A contemporary paradigm shift in the perception of luxury is unfolding, ushering in novel approaches that emphasise sculptural objects, vibrant colour applications and a refreshed Art Deco aesthetic. This evolution serves as a conduit for the expression of individualism and self-expression, forging a direction intricately

intertwined with the world of fashion. The emergent concept of luxury embraces a multifaceted expression that harmoniously melds the realms of art and design. It signifies a departure from convention, inviting a more inclusive and dynamic interpretation of opulence that aligns seamlessly with contemporary sensibilities.

Photographed by Lillie Thompson. Interior design by Tali Roth. Styled by Joseph Gardner.



Note Design Studio.

Asthila sofa by Antonin Hautefort & Ignatio Tenggara for studiotwentyseven.



*The top 10
designers,
artists and makers
to look out for in
2024.*

1. Mathias Garnitschnig Metternich

Mathias Garnitschnig's seating sculptures were created through an artistic examination of organic forms and technical infrastructures. The traditional company Gebrüder Zwing turns this into high-quality upholstered furniture. The materials - loden fabric from Italy and down fluff in a cotton lining from Austria - surround a core made of wood and cold foam.

mgarnitschnig.wordpress.com



2. Stem design

Stem's work is characterised by the simplicity of a thought. Led by Aman Bhayana and Sugandhi Mehrotra, a tactile aspect exists within the works of Stem. The studio's work strives for cultural and societal relevance, questioning the role of an object in space. Through our work, we constantly explore and engage in the constant dialogue between the idea, hand, and object. The final products are only a glimpse into a deeper thought. Our vision is to blend the rich heritage of Indian craftsmanship with contemporary design sensibilities. We believe in transcending borders and cultures through our products, making them universally relevant.

Stem celebrates the art of handmade creations. We prioritise the hands-on involvement of skilled artisans in every step of the making, valuing the uniqueness and character it brings to each piece. Our approach to craftsmanship is driven by the harmonious union of tradition and innovation, where every product becomes a meaningful bridge between cultures, embodying authenticity and becoming bearers of stories, connecting generations, and serving as a source of inspiration throughout a lifetime.

www.stemdesign.co



3. Arthur Arbesser

Born and raised in Vienna, Arbesser was deeply immersed in the city's history and culture as he grew up. After graduating from London's Central Saint Martins College he moved to Milan to work for a leading fashion house for several years.

Subsequent to launching his label and being a finalist of the 2015 LVMH prize, he quickly became recognized for his graphic aesthetics and personal design language.

Aside from his namesake label, Arbesser is a creative consultant and also works on numerous collaborations from furniture to product design.

www.arthurbesser.com



4. Sandra Keja Planken

Sandra Keja-Planken is a self-taught designer and artist. Her work is about the relationship between people, nature and the nature of man. Anthropomorphic color pop mixed with fantasy forms from the human psyche. Keja Planken, for example, processes her feelings and messages in wall hangings and objects that make you part of the work and her fascination for nature.

The works of Keja-Planken let you search for the connection between people and nature and behaviors. She creates her tapestries and rugs by using eucalyptus, bamboo yarn, deadstock and recycled clothing. Her wallpapers, lamps and tables also take shape from nature. All objects with their own fantasy forms and for each a unique emotion.

www.sandrakejaplanken-noun.com/



5. Rotganzen

Rotganzen (2009) is a Dutch art collective in the tradition of American Pop Art and the Italian Radical Design movement. Rotganzen bridges art and design, and finds inspiration in daily life and popular culture. By changing the appearance and context of everyday objects and products, they create work full of contrast and surprise, visually as well as conceptually. Their intricate use of color and choice of materials stand in clear contrast with the simplicity of their design language.

[@rotganzen](https://www.instagram.com/rotganzen)





6. Clarissa kork

Indulge in the craftsmanship of Clarissa Cork, where handmade vegan leather products are created in the midst of the German-Austrian collaborative project within the Nagelfluhkette Natural Park in the Alps. The brand's factory is passionately dedicated to producing exceptional, high-quality items.

clarissakork.com

7. Paul Ketz

Paul is a product designer from Germany, based both in Cologne and Istanbul. Growing up in the countryside he wanted to become an inventor, a job that seemed non-existing. As a teenager, Ketz went to Cologne and discovered the study product design. After graduating in 2014 he moved to Istanbul where he started his design studio. Since then Paul Ketz stands for creation addressed to Peter Pan inside Lord Grey, because things don't have to be boring to be serious.

www.paulketz.com



8. Christien Meindertsma

Christien Meindertsma, a textile designer, is distinguished for her meticulous examination of product and raw material life cycles. Her work uniquely serves dual purposes, acting as documentation of processes while inspiring the creation of commercial products. She consistently champions themes of local production and the exploration of underutilized resources.

www.christienmeindertsma.com



9. Gareth Neal

Gareth Neal operates as a progressive and collaborative design and craft studio situated in East London. The studio, under Gareth Neal's leadership, seamlessly blends traditional and digital techniques to produce distinctive and finely crafted pieces. The core values of the Gareth Neal studio revolve around high-end craftsmanship and a commitment to quality, extending beyond the mastery of techniques to a broader understanding of the craft.

For the studio, craft is not merely about learned skills; it is a comprehensive approach to objects, considering their production location, methods, and the individuals involved. The ethos of Gareth Neal's studio is succinctly encapsulated by three pillars: People, Process, and Place.

www.garethneal.co.uk



10. TalNarkis

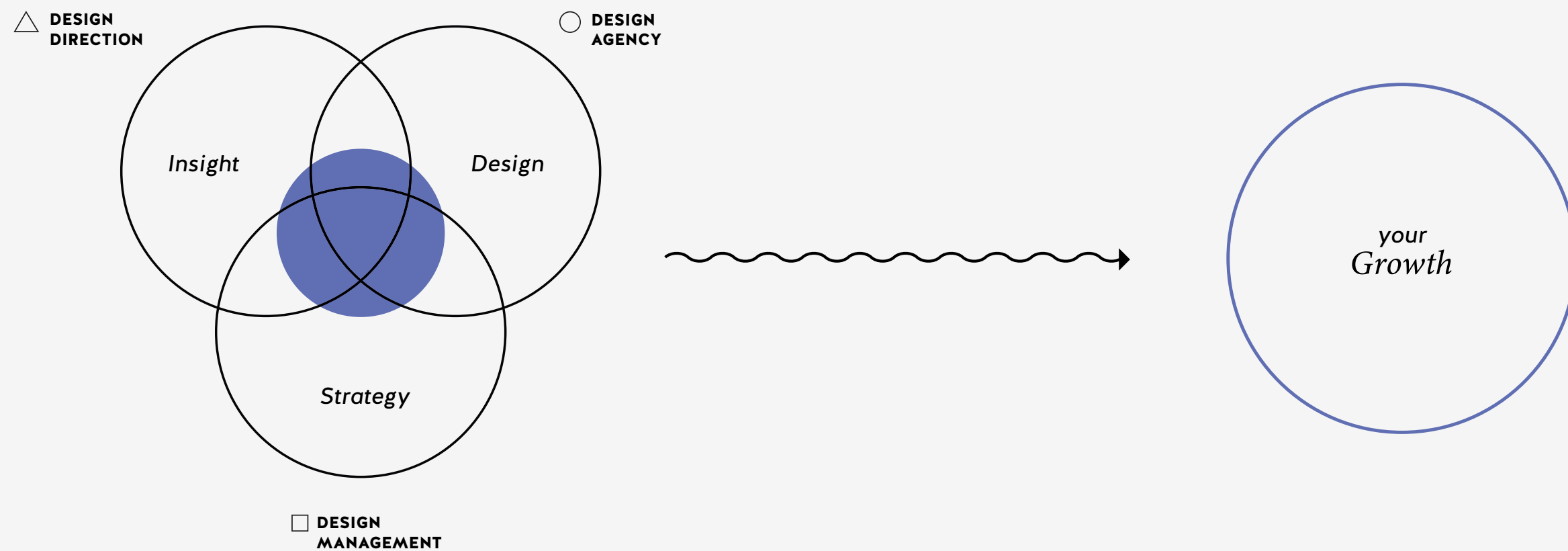
The textile designer and weaver operates at the intersection of art and design, combining historical narratives with familial connections to structural weaving researchers. She firmly believes that true innovation necessitates delving into the past and establishing connections between age-old crafts and modern technologies.

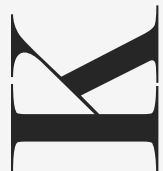
[@talnarkiss](https://www.instagram.com/talnarkiss)

THE TOP 10 DESIGNERS, ARTISTS AND MAKERS TO LOOK OUT FOR IN 2024

Growth Strategy

by Design Network





We are a Team of *creative*
and *strategic* think & doer's.

Thus we see & use ***DESIGN***
not only as a creative – but
also as a *strategic discipline*.

We discover

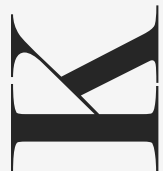
INSIGHTS

We define

DESIGN

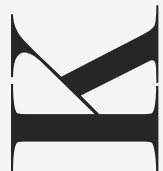
We develop

STRATEGIES



We do not only talk
about our *idea* to
solution approach.

But together with our
clients we actually
make them happen.



We think that every challenge needs furniture. That's why we like to be different. It is that joy together with an in-depth understanding of our client's world that gives us the spirit and focus for the right path. Developing growth opportunities within and between organisations in the design industry.



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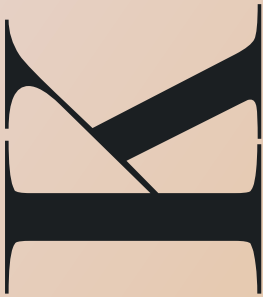
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