



INTERIOR DESIGN TRENDS

2025+



THINK, CREATE, GROW.



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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, practical and understandable insights. Helping brands to make the right decisions regarding 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.

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General Landscape

The consumer

The consumer landscape in 2025 is marked by extreme polarization, driven by rapid technological advancements and societal shifts. On one hand, the rise of AI-generated designs and the desensitization of human touch in creativity have made imperfection a powerful aesthetic tool, offering a sense of authenticity and relatability. On the other hand, economic instability and political conflicts have sparked a demand for vibrant, joyful designs that provide an emotional escape from reality.

Directions

In 2025, interior design takes on a transformative role, redefining the connection between nature, technology, and creativity. This year’s trends emphasize innovative approaches that turn spaces into expressive and emotionally resonant environments, seamlessly merging form and function. By incorporating elements of grounding minimalism, immersive natural aesthetics, bold and playful creativity, and a strong focus on sustainability, these designs create spaces that feel both cutting-edge and deeply personal.

Amid these contrasts, timeless and sustainable designs remain essential, reflecting a growing desire for meaningful, lasting solutions in a throwaway culture. Meanwhile, the latest technological breakthroughs are unlocking entirely new aesthetic possibilities, blending innovation with individuality to shape the future of interior design. This duality—balancing the digital and the human, the joyful and the grounded—defines the consumer mindset moving forward.

Prioritizing mindful living, these approaches highlight the importance of thoughtful consumption, versatile design, and environmental awareness, while fostering dynamic personal expression. The result is a shift toward interiors that not only serve practical needs but also inspire and connect people on a deeper, more meaningful level. This evolution in design offers a harmonious balance between beauty, purpose, and emotional resonance, shaping the future of how we interact with our environments.

Drivers

Neo
Primitive

Information abundance

Tech-celleration

Climate crisis

Liquid
Nature

Sustainability

AI

Technology

Electric

Multiverse

Political conflicts

Mental health crisis

Rooted
Minimalism

Health-care

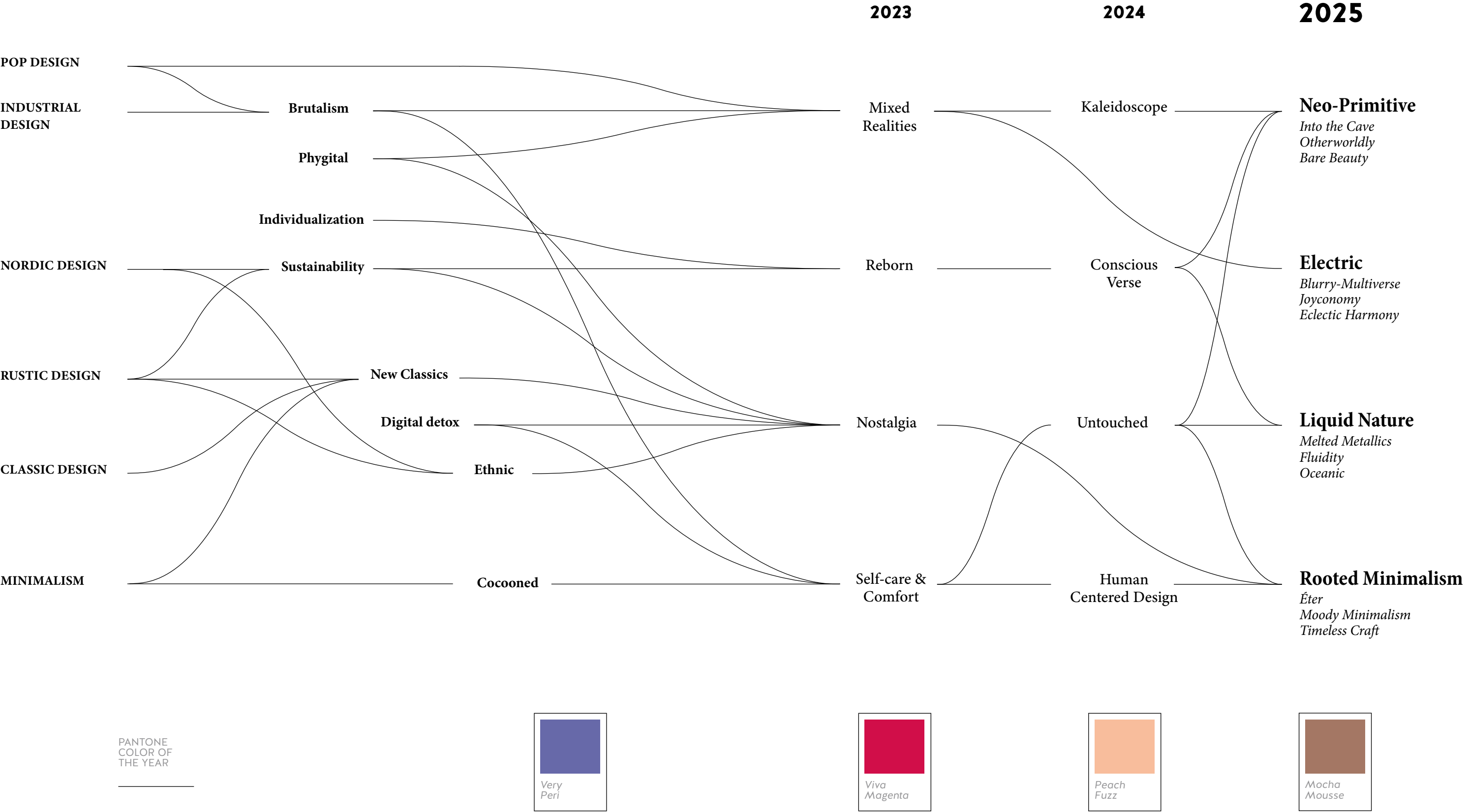
Longevity

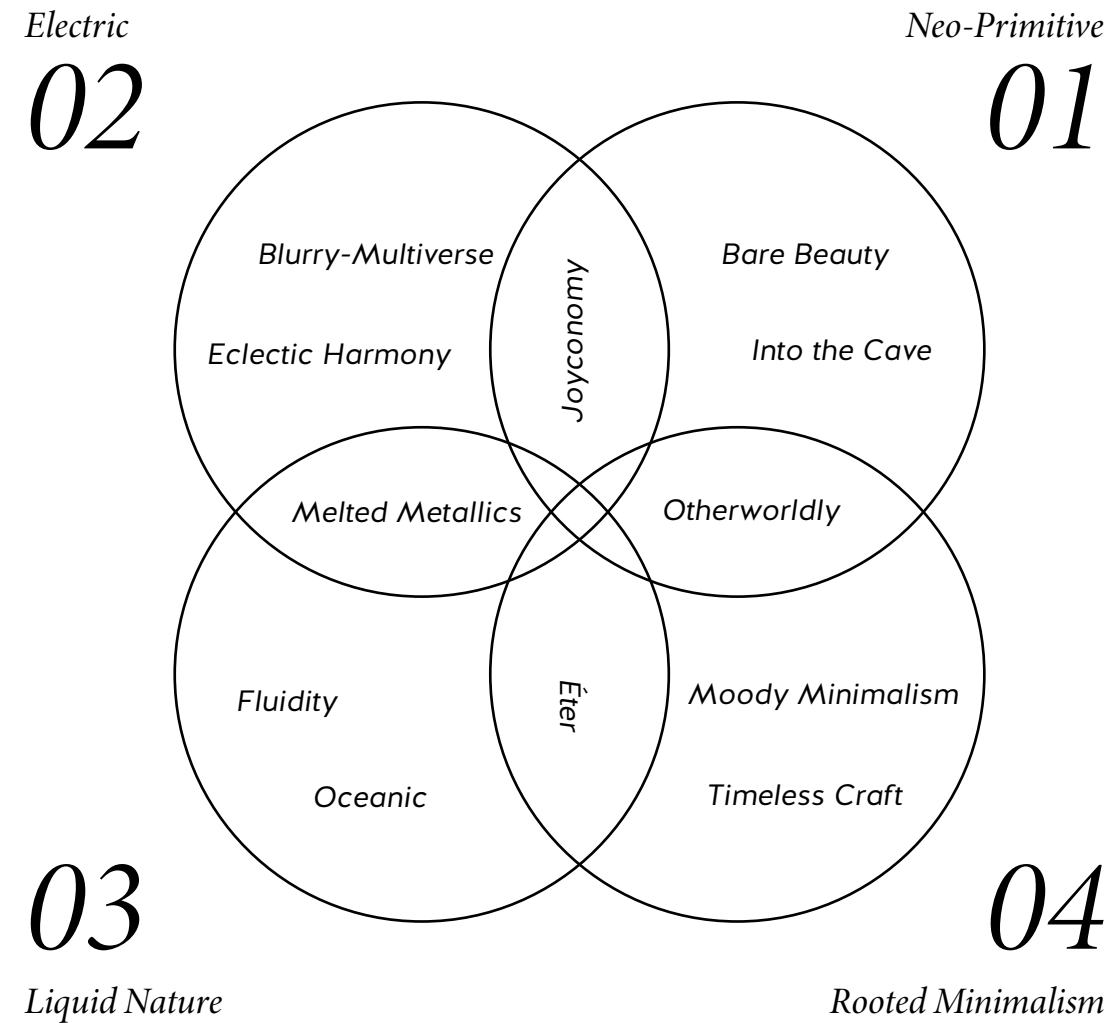
Wellness

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 trend directions





Neo-Primitive draws inspiration from prehistoric aesthetics, evolving brutalism into a dramatic form of minimalism. Characterized by raw materials and organic shapes, this style evokes grounding security and stability, blending natural strength with refined design.

Electric is a bold, joyful escape from modern stress. With vibrant colors, playful shapes, and innovative materials, this trend fosters creativity and optimism, turning spaces into dynamic, immersive environments.

Liquid Nature transforms underwater worlds into immersive interiors. Inspired by the fluidity and texture of the ocean, this trend uses marine colors and tactile surfaces to create spaces that promote environmental awareness and evoke serenity.

Rooted Minimalism embrace warmth, comfort, and sustainability. The focus is on thoughtful consumption, with an emphasis on versatile, durable pieces that promote longevity and mindful living, while allowing for personal expression through customized traditional designs.



“Luz x Simon” Imanol Calderón y Marta Alonso

Neo-Primitive

Draws inspiration from prehistoric aesthetics, evolving brutalism into a dramatic minimalism.

Neo Primitive draws inspiration from the prehistoric era, reinterpreting primitive aesthetics through a modern lens. This style evolves from brutalism into a dramatic form of minimalism, creating spaces filled with character and raw robustness. Evoking the natural shelters of the Paleolithic age, interiors designed in this direction exude security, stability, and a sense of grounding.

Materials take on a “washed-out” and ultra-natural appearance, emphasizing sustainability and functionality. Organic shapes dominate these spaces, not only enhancing their visual continuity but also subtly defining distinct zones within the interior. Neo Primitive celebrates a raw yet refined approach to design, reconnecting us with a more primal and authentic sense of home.



Ethan Stebbins



Maine based master stone carver and wood crafter, Ethan Stebbins explores the possibilities of the two mediums through the traditional sculpture techniques of subtraction with minimalist Japanese joinery to create organic forms that emphasize the material's inherent beauty.



Brut by Roberto Sironi for Tachini

Brut is a table with strong references to Art Brut, spontaneous and informal, and brutalist architecture both in the volumes, accentuated and massive, and in the materials, concrete and only partially controllable.



Cafe designed by BLUE Architecture Studio in the Chinese seaside resort of Aranya.



Ecoplen space by Héctor Ruiz-Velázquez for Casa Decor



Sfer Ik art centre, designed by Roth Architecture



SFER IK is a multidisciplinary space that inspires artistic exploration and fosters dialogue between artisans, local communities, world-class artists, and nature. Completed in just nine months by 480 workers, the 1,100-square-meter SFER IK Uh May was built using an organic approach, free from formal architectural plans, to let creativity flourish.

Into the Cave

Into the Cave explores an interior aesthetic deeply inspired by the raw, organic essence of caves. This direction embraces cocoon-like spaces that evoke a sense of refuge, grounding, and primal comfort. Interiors designed in this style feature sculptural, textured walls, earthy tones, and irregular, flowing forms that mimic the natural contours of a cave.

Materials such as stone, clay, and plaster take center stage, creating a tactile and immersive environment. Into the Cave is about reconnecting with nature's raw beauty while offering a sanctuary that feels both protective and serene.

Architecture studio has created a wood-lined office space in Mexico City informed by an "animal's refuge" and other cave-like spaces.

Javier Senosiain Arquitectos



Otherworldly

Step into the future of design with Otherworldly, an interior trend that bridges the ethereal beauty of the cosmos with the grounding essence of the earth. This style is a harmonious fusion of celestial inspiration and natural elements, creating spaces that feel simultaneously otherworldly and deeply connected to our planet.

The Otherworldly trend offers a serene yet awe-inspiring aesthetic. It's ideal for those who seek to create a sanctuary that feels both futuristic and deeply rooted—perfect for dreamers, stargazers, and anyone looking to bring a touch of the infinite into their home. This trend celebrates the idea of exploring the unknown while staying grounded, reminding us of the beauty of the horizon where earth and sky meet.



'el cosmico' hotel by ICON and Bjarke Ingels

Liz Lambert, founder of El Cosmico, collaborates with ICON and Bjarke Ingels Group to redefine luxury camping in the Texas desert. ICON's 3D printing technology merges with El Cosmico's off-grid, nomadic spirit, transforming its 21-acre campground of tents, yurts, and trailers into a visionary retreat.



"Luz x Simon" Imanol Calderón y Marta Alonso



Suspension Lamp by Henri Bursztyn



Kokeshi by Kai Linke for Pulpo



Rock Azul by Max Enrich

Enrich's work is a testament to his ability to combine timeless craftsmanship with contemporary design, offering pieces that are as sculptural as they are functional..



LOX by Alfonso Martinez Brianza for Mondesign

Bare Beauty

Bare beauty responds to the rise of AI-driven design by celebrating imperfection and humanity. This direction resonates with our innate need for community, craftsmanship, and a deeper connection to the Earth.

encouraging us to value the intrinsic worth of materials and processes over superficial perfection. Shapes and finishes in Bare beauty embrace flaws, evoking strength and resilience while fostering a sense of well-being. This trend invites us to appreciate the beauty of imperfection and to connect more deeply with the craftsmanship and story behind the spaces we inhabit.

Nature and its elements are the protagonists of a new sculptural vision. The primal, unstoppable force of fire is captured and shaped, transformed ultimately into furniture. What is consumed by flames, does not cease to exist: it changes into new forms, cloaked in black charcoal. This vision of destruction and rebirth is the inspiration behind a wide fiberglass bench, in which the traces of combustion are skilfully recreated through a series of smoothened ripples.

Carbon black by Verter Turrone for Imperefettolab



The collection is informed by Navot's design vocabulary and his longstanding fascination for traditional crafts, raw materials, their essence, and their stories. Whether carved in stone or cast in bronze, each piece is a sculptural interpretation of topographic landscapes with emphasized details and textures that highlight the artisans' dexterity.



Archetype II by Raphael Navot

02

Electric



Draga & Aurel



The artwork Flor de Una Noche by Chris Wolston, an American designer based in Medellín, showcases his experimentation with Murano glass through this vibrant chandelier sculpture.

Electric

Flor de Una Noche by Chris Wolston for Dolce and Gabbana

A Vivid Explosion of Color and Creativity

Electric embodies a vibrant, joyful escape from the stresses of modern life. In a world marked by economic challenges and uncertainty, this trend embraces playful, whimsical designs that spark optimism, curiosity, and a sense of wonder.

Color takes center stage, infusing spaces with bold energy and a lively atmosphere. Fueled by a growing interest in technological innovation and creativity, Electric design employs cutting-edge techniques that integrate physical colors and LED

lights into materials such as resin, polymer, glass, and textiles. These translucent and lenticular textures create immersive, ever-changing visual effects that captivate and engage the senses.

This trend celebrates the fusion of intense, eye-catching colors and striking materials, resulting in a bold and unapologetic color palette. Electric is a fresh, positive style that encourages self-expression and creative freedom, transforming spaces into dynamic environments that inspire and energize.



Gaetano Pesce's Shadow armchair for Meritalia

"Cabinet is Me" is a search for the different meanings of being a body in a domestic space.



Ear Blooms 2 by Vincent Pocsik



Lynk & Co Club Madrid by Masquespacio



More than just a dealership, the Lynk & Co Club Madrid is configured as an open and versatile space where users can work, shop, socialize, attend events, and even test drive the brand's 01 model. The design by Masquespacio and the Lynk & Co Design Team inspired by the seven artistic disciplines and emblematic references of the city of Madrid, offers a 'fun and ironic' experience in every corner.

3D Interior inspired by my 2019 "Job Interview" Exhibition at Last Resort Gallery, Copenhagen. 3D Artists: Andrés Reisinger, Carlos Neda.



Reisinger Studio, Last Resort Inspiration

Draga & Aurel



Miriam Alia, Casadecor

Blurry Multiverse

In past reports, we mentioned the growing significance of Phygital aesthetics. However, this direction is becoming increasingly important and relevant, evolving into Blurry Multiverse represents a bold evolution in interior design, where the boundaries between the physical and digital worlds dissolve, giving rise to immersive, surreal environments. This trend emphasizes a heightened sense of creativity, merging reality with the fantastical to unlock new levels of self-expression and experimentation.

By blending tangible elements with digital influences, Blurry Multiverse facilitates the creation of unique, captivating spaces that challenge conventional design norms. It paves the way for bold, one-of-a-kind concepts and striking pieces that capture attention and inspire awe, redefining the future of interior aesthetics for 2025.



FriendsWithYou collaboration of Samuel Borkson and Arturo Sandoval III



friendswithyou's autonomous fuzzy robots play healing sounds inside cleveland public library.

Mooodi

Joyconomy

Joyconomy offers a bold, with exaggerated, candy-like shapes and unexpected proportions, Joyconomy appeals to our inner child, turning interiors into lively, almost edible environments. The trend encourages freedom and creativity, with sumptuous textures and playful silhouettes transforming spaces into captivating sensory experiences.

Expect to see this trend flourish not only in homes but also in commercial spaces, where it brings joy and connection for all ages. The focus on tactile, plush materials invites touch, further enhancing the sense of delight and interaction.

Mooodi launches carpets designed by eight-year-old.



Regina Experimental Hotel, interiors by Dorothée Meilichzon



Built in 1907 by architect and landscape designer Henry Martinet, the impressive building boasts a 15-metre-high atrium, expansive bay windows, a glass roof, and subtle art deco influences. While much of the original space was well preserved, Meilichzon modernized the interiors by updating the furnishings and decor, introducing vibrant colors and patterns to refresh the atmosphere while drawing inspiration from the hotel's coastal setting.

Gregory B studio



Eclectic Harmony

Eclectic Harmony is the Celebration of Expressive Design, is a trend that embraces individuality and creativity by blending styles and eras, resulting in spaces that are uniquely personal and expressive. As the boundaries between design aesthetics dissolve, this approach allows for a harmonious coexistence of diverse influences, fostering an environment that feels both dynamic and balanced.

By 2025, design will see a stronger embrace of mixed trends, from contemporary to rustic, all woven together seamlessly. Eclectic Harmony thrives on the interplay of contrasts, blending vintage and retro aesthetics with sleek, modern elements to create interiors that tell a story, reflect personal identity, and exude creativity.

Pez palma wool, Mestiz Studio

La oficina,
Chris Wolston Studio

Mestiz is a vibrant & disruptive creative studio that thrives on syncretic ventures with regional artisans.

03

Liquid Nature

Trace of Water by Honoka



Japanese design collective Honoka teamed up with Aqua Clara, the producer of returnable water containers, to find ways of reworking and adding value to the polycarbonate from expired bottles.

The old bottles were shredded into shards as well as small pellets from which the designers experimented with reforming the material into a variety of objects, including translucent and semi-opaque tiles, moulded stools, textured vases and 3D-printed vessels.

Liquid Nature

Trace of Water by Honoka

Transforms underwater worlds into immersive interiors. Inspired by the fluidity and texture of the ocean.

Liquid Nature is an emerging interior trend for 2025 that draws deep inspiration from the captivating beauty of the ocean and liquid nature, transforming underwater worlds into immersive, design-forward spaces. It goes beyond mere aesthetics to celebrate the vast, mysterious ecosystems of the sea while raising awareness about environmental issues like pollution and conservation.

This trend evokes a profound connection to

water, harnessing textures, forms, and colors reminiscent of marine life and underwater landscapes. Tactile surfaces play a significant role, mimicking the fluidity and rhythm of the ocean through wave-like patterns, reflective finishes, and soft undulations. Think tiles inspired by shimmering pools, vibrant tropical blues that reflect the ocean's depths, and surfaces textured like the shells of aquatic creatures or the sleek flow of a caudal fin.

Maya table by Capodarte



CLAMS, designed by Marco Barotti, is a series of kinetic sound sculptures that translate data from water quality sensors into sound and movement. Inspired by the natural function of clams as water purifiers, each sculpture is constructed from recycled plastic and incorporates a speaker.

CLAMS by Marco Barotti



A'mare Lettino Prendiseole by Jacopo Foggini for Edra



Cafe Shin, by Studio Uchronia

Melted Metallics

- 03 Melted Metallics brings the fluidity and reflectiveness of water into metallic finishes, creating dynamic interiors. This trend features metals like polished brass, chrome, and rose gold, with textures that mimic rippling, flowing, or molten surfaces. These materials interact with light to produce mesmerizing reflections, adding energy and movement to spaces. Curvilinear furniture and sculptural decor embody the molten aesthetic, while reflective surfaces enhance ambiance with a futuristic, luxurious feel. Melted Metallics transforms interiors into vibrant, evolving environments, blending modern innovation with the timeless elegance of metallics.



Dubailusion by Orfeo Studio

La-De-Da by Nightworks Studio



Transient Terrain by Elena Rocabert



The piece embodies the paradoxes of destruction and creation, desolation and shelter. Cast from 50 kilograms of recycled aluminum, this piece unfolds as a metal topography, where the surface mimics an alien landscape, both inviting and forbidding.

Gordon Gu Celestial Water



Maya table by Capodarte



Pointillisme Taiju Yamashita



Fluidity

Fluidity the essence of liquid and water-inspired forms, bringing a sculptural and almost magical quality to spaces. This trend emphasizes flowing, fluid shapes that mimic the movement and elegance of water, creating interiors that feel dynamic and organic. Furniture and décor take on curved, seamless silhouettes, blurring the lines between art and function. Fluidity transforms spaces into immersive environments where every piece feels like a natural extension of the liquid world, evoking a sense of harmony, grace, and continuous movement.



TUTTOATTACCATO

Oceanic

Oceanic aesthetics and innovative design takes center stage, with blue tones and underwater influences making bold statements in interior spaces. While green dominated recent trends, symbolizing a return to nature, blue now emerges as a key player, complementing green to evoke a sense of tranquility and depth. This trend extends beyond color to embrace technology, as digital and physical

worlds merge. 3D-printed materials offer a futuristic glimpse into the evolution of design, while translucent materials like frosted glass and acrylic introduce an element of mystery, reflecting light and creating dynamic visual effects. The Oceanic trend blends natural beauty with cutting-edge technology, offering spaces that are both serene and forward-thinking.

Hotel Hábitat by de Héctor Ruiz Velázquez



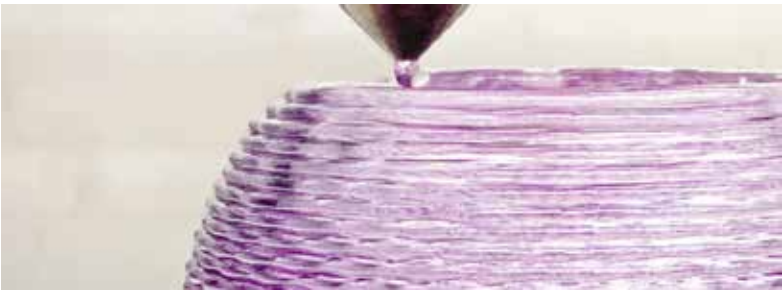
04 Rooted Minimalism

Glass-Like transparency by Sekisai

03



This project emphasizes adding design value while prioritizing sustainability. CAFBLO®, a biodegradable cellulose acetate material from Daicel Corporation, is derived from natural sources and offers glass-like transparency. Using this unique material, we've crafted luxurious interiors with the elegance of glass but without its fragility, offering a sustainable and durable option for enhancing spaces.



Giopato & Coombes



Dedicated to the creation of sacral quality in his objects, Gruber's work spans a variety of product categories in a continuous dialogue with craftsmanship excellence, traditional manufacturing techniques and refined materials. His narratives arise from the poetic exploration of materials and from mythological and anthropological imagery.

Rooted Minimalism

Luca Gruber

Versatile, durable pieces that promote longevity and mindful living, while allowing for personal expression.

Interior design is shifting from the bold, "Electric" trend its counter trend to embrace warmth and comfort.

This trend also highlights a move toward more thoughtful consumption, with a growing focus on longevity and sustainability over disposable trends.

There is an increasing demand for versatile, durable pieces that not only stand the test of time but also promote mindful living. This minimalist approach is complemented by

personal expression, as traditional designs are reimagined with unique, customized touches.

Shapes and proportions are being redefined with unexpected twists. Wavy lines, rounded forms, and organic shapes introduce softness and movement, while quirky embellishments add personality to classic designs. Whether through sculptural elements or the creative repurposing of materials, this trend strikes a balance between practicality and individuality, offering a fresh take on timeless designs while ensuring sustainability and longevity.

Nazara Lázaro



Through objects and interiors, Nazara Lázaro seeks to transform spaces into sculptures while using her intuition to experiment with different techniques and materials.

Malva Office , Ueno Bench



The wooden bench inspired by the Ueno neighborhood in Tokyo perfectly captures the blend of tradition and future. Crafted from solid oak, this bench showcases the timeless beauty of the while embracing contemporary design elements, making it versatile and visually stunning piece for any space.



Giopato & Coombes

Re Bar, the collection was developed by Hendry's studio, Hot Wire Extensions. The innovative process involves creating solid, bone-like forms by passing an electric current through wires embedded in waste material from 3D printing powder.



Re Bar by Fabio Hendry

Éter

Éter trend focuses on minimalist, simple shapes that evoke warmth and comfort. This trend blends parametric shapes with a mix of computer-generated design and handcrafted elements, resulting in unique and luxurious pieces.

The fusion of technology and craftsmanship creates a distinctive aesthetic, where sleek, modern forms are combined with the warmth and texture of artisanal details, offering a refined yet inviting atmosphere in interior spaces.

Buzzipleat Edel by 13&9 Design for Buzzispace



Experience the exceptional acoustic performance of BuzziPleat, delivered by its architectural folds. The large-scale, yet lightweight sculptural forms can be ceiling-suspended or wall-mounted.

The installation is part of the Future Art program at Palazzo Strozzi and exemplifies DRIFT's commitment to developing art that goes beyond passive contemplation. The piece invites viewers to pause and enter the space as if stepping into a sanctuary where technology, far from imposing itself, observes and learns from nature.

Shy Society de DRIFT, Palazzo Strozzi



La Geria, Gandía Blasco

Moody Minimalism

Moody Minimalism reimagines the union of Japanese and Scandinavian design by embracing deeper tones and bold contrasts.

While staying true to the clean lines and simplicity of its roots, this aesthetic introduces richer shades like charcoal, midnight blue, and forest green, adding a sense of depth and drama to interiors.

Natural elements such as raw wood, matte metals, and textured fabrics bring warmth and tactile sophistication, creating a harmonious blend of refinement and comfort. Inspired by the Japanese concept of "shinrin-yoku" (forest bathing), this style integrates nature into design, achieving a calming elegance that balances light, shadow, and organic textures.

Catifa Carta, by Arper and PaperShell



Catifa 53, first introduced in 2001, evolves into a new era of sustainability with Catifa Carta. Featuring a re-engineered shell made from PaperShell—a revolutionary wood-based composite—this innovation retains Catifa's iconic bi-curved silhouette while dramatically reducing its environmental impact.

Nico, table, Minotti



The Nico table is an ode to the purity of material and the bold taste of the 1970s.

Distinguished by a fascinating alternation of solids and voids, its base is formed by an interlocking interplay of shaped geometries which, in balance with each other, become the table's stylistic hallmark.



To flower by Caroline Harrius

To flower is about embroidery and decorative porcelain. Caroline highlights cultural heritage and makes it visible to a new audience.



The LC14 Tabouret Cabanon, by Bottega Veneta and Cassina

Timeless Craft

Represents a shift toward longevity and sustainability in interior design, focusing on quality craftsmanship and enduring beauty. As people increasingly value items that last, this trend emphasizes the importance of timeless aesthetics and durable materials. In a world of overconsump-

tion, designs that stand the test of time—both in function and appearance—are becoming more essential, particularly in luxury interiors where high-quality, handcrafted pieces take center stage. This direction celebrates a return to thoughtfully made, lasting designs that prioritize longevity over disposability.

Lines rug by Mayice for Gan



Spanish studio Mayice has created a tactile, angular rug made from pure, undyed Merino wool for Spanish design brand Gan. The Lines rug features rows of undyed, long-pile Merino wool arranged in zigzagging sections that Mayice likens to an aerial view of fields.

The top 10 designers, artists and makers to look out for in 2025

1. Raphael Navot

Born in Jerusalem, Raphael Navot moved to Paris after graduating from the Design Academy of Eindhoven in the Netherlands. The multidisciplinary designer has built a cohesive body of work that encompasses furniture pieces, architectural elements, and the creative direction of complete interiors for both institutions and private clients. His artistic vocabulary is deeply informed by the organic material itself and the designer's fascination for the time-honored techniques that rarefied contemporary artisans carry on.

www.raphaelnavot.com



3. Kai Linke

The Dutch-German designer who has lived in the Netherlands and in Japan founded a studio in Frankfurt am Main in 2009. Since 2015, he teaches at the Kunsthochschule Kassel. In his design process, Kai Linke translates impressions from flea markets, nature or art. The affinity for visual art is shown in his work for Tobias Rehberger or Tomás Saraceno. However, the most important inspiration comes from the material itself, the sketches, models and studies he forms with his hands.

www.kailinke.com



2. Sekisai

A Tokyo-based Japanese design studio specializes in creating innovative surface designs and forward-thinking product concepts that blend aesthetics with functionality. Their approach centers on preserving sustainability through unique design practices and environmentally conscious manufacturing processes. By leveraging proprietary 3D printing technology, the studio pushes the boundaries of design, enabling the creation of intricate, eco-friendly products that reflect a deep commitment to sustainable innovation. Their work demonstrates a harmonious balance between cutting-edge technology and timeless design principles, contributing to a more sustainable future

www.sekisai.com

4. Draga & Aurel

Established in 2007 by Draga Obradovic and Aurel K. Basedow, Draga & Aurel is a multidisciplinary studio and workshop for art, collectible design, and furnishing items. Armed with a diversified background in art, fashion, and craftsmanship, Draga & Aurel are widely known for combining original methods with an artistic approach to materials and composition.

Pioneers in upcycling in the design sector, they began their journey by reinventing vintage furniture and objects in their own style and shaping the first Deshabillé and Heritage collections. Their 2009 debut at Milano Design Week marked the beginning of significant partnerships with furniture companies, firstly Baxter and Wall&Deco, followed by new ones throughout the years, including Visionnaire and Gallotti&Radice, and more recently Poltrona Frau and Giorgetti.

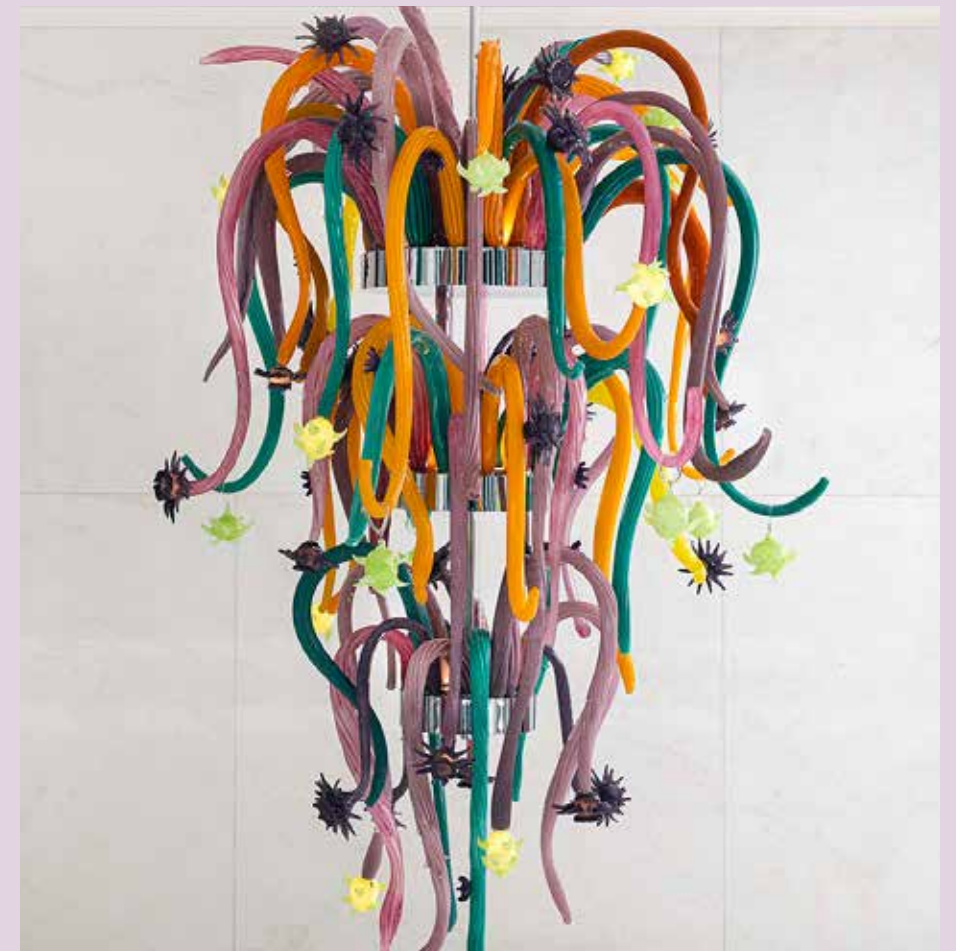
www.draga-aurel.com



5. Chris Wolston

Chris Wolston is an American artist and designer based in Brooklyn, New York and Medellín, Colombia. His thoughtfully conceptualized and deliberately fabricated work which ranges from furniture and lighting to installation and sculpture rigorously blends traditional techniques and materials with a wry, contemporary realism, arriving at an entirely original postmodern aesthetic, imbued with material fluency and environmental urgency. Wolston's interest in non-Western art-making traditions originated at the Kokrobitey Institute, in Accra, Ghana, where he studied before receiving his Bachelor of Fine Arts in 2009 from the Rhode Island School of Design. He later earned a Fulbright grant to study pre-Columbian ceramics in Colombia.

www.chriswolston.com





6. Nazara Lázaro

Through objects and interiors, Nazara Lázaro seeks to transform spaces into sculptures while using her intuition to experiment with different techniques and materials. Born and raised in Tenerife and currently based in Berlin, Lázaro has been navigating foreign lands throughout her life, developing a personal design language that is imbued with the patterns and traditions of the territories she has crossed and inhabited.

After studying at the Istituto Europeo di Design in Madrid, she spent almost two years exploring Japan and gaining hands-on experience in traditional woodworking, architecture and exhibition design. Inspired by the story of the Silk Road, she decided to return to Europe by land and travelled across China and central Asia, delving into the interconnectedness of the habits and rituals of the people she encountered along the way.

www.nazaralazaro.com



7. Luca Gruber

Luca Gruber is a German designer, working between Germany, Austria, Switzerland and Italy. His practice is rooted in excellence. He matured a sensibility towards high-end craftsmanship during his years of apprenticeship at Bodo Sperlein's and Ini Archibong's studios, before opening his namesake studio in 2022. His current collaborations include Carl Auböck and J. & L. Lobmeyr. Through each of his objects, Gruber attempts at realising tangible phenomena of poetry: in contrast to our fast-paced era, he celebrates care and dedication, that of the craftsmen who refine every detail of his pieces. Carving, funneling, welding, polishing odes to men's labour and skills.

www.Luca-gruber.de



8. Reisinger Studio

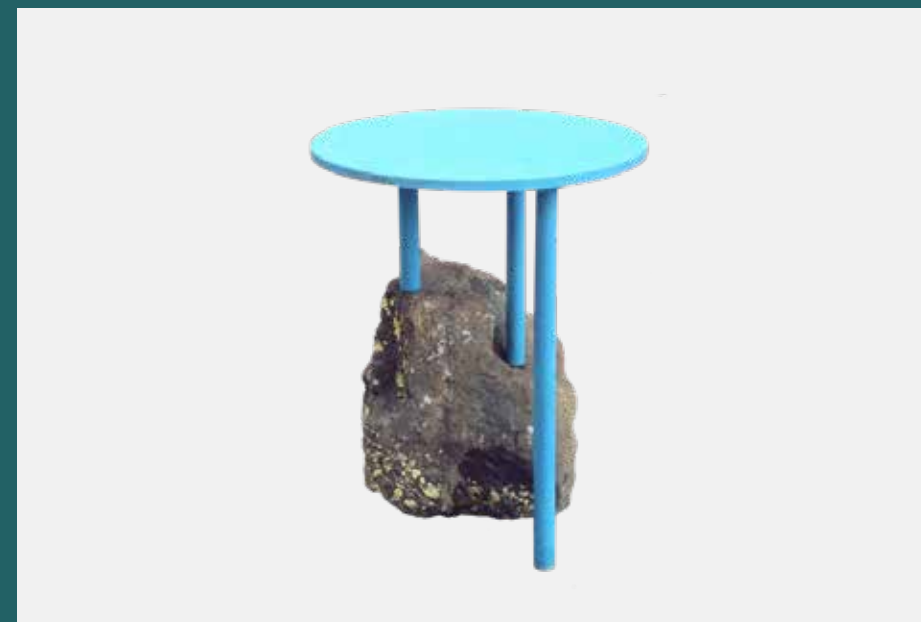
Andrés Reisinger's work dissolves boundaries between function and illusion, transforming digital objects into provocative reflections on technology and culture. His pieces, like Pollen, The Shipping, and Hortensia—now part of the Vitra Museum collection—challenge the commodification of the digital world, offering spaces that feel both familiar and otherworldly, inviting viewers to question reality's constructed nature. Exhibitions like Too Much, Too Soon! at Nilufar Gallery, Let's Get Digital! at Palazzo Strozzi, and DREAMS at Moco Museum reveal a growing cultural appetite for Reisinger's worlds, where digital culture reshapes desires and identities in a fluid, compelling landscape.

www.reisinger.studio.com

9. Ethan Stebbins

Maine based master stone carver and wood crafter, Ethan Stebbins explores the possibilities of the two mediums through the traditional sculpture techniques of subtraction with minimalist Japanese joinery to create organic forms that emphasize the material's inherent beauty. Through their elegant simplicity, Stebbins' sculptural pieces embody the master craftsmens painstaking work as well as his humility before the natural materials. Stebbins' work is deeply informed by the ethos of traditional Japanese craftsmanship and by those of Japanese American furniture maker George Nakashima – "The purpose is usefulness with a lyric quality".

www.ethanstebbins.com



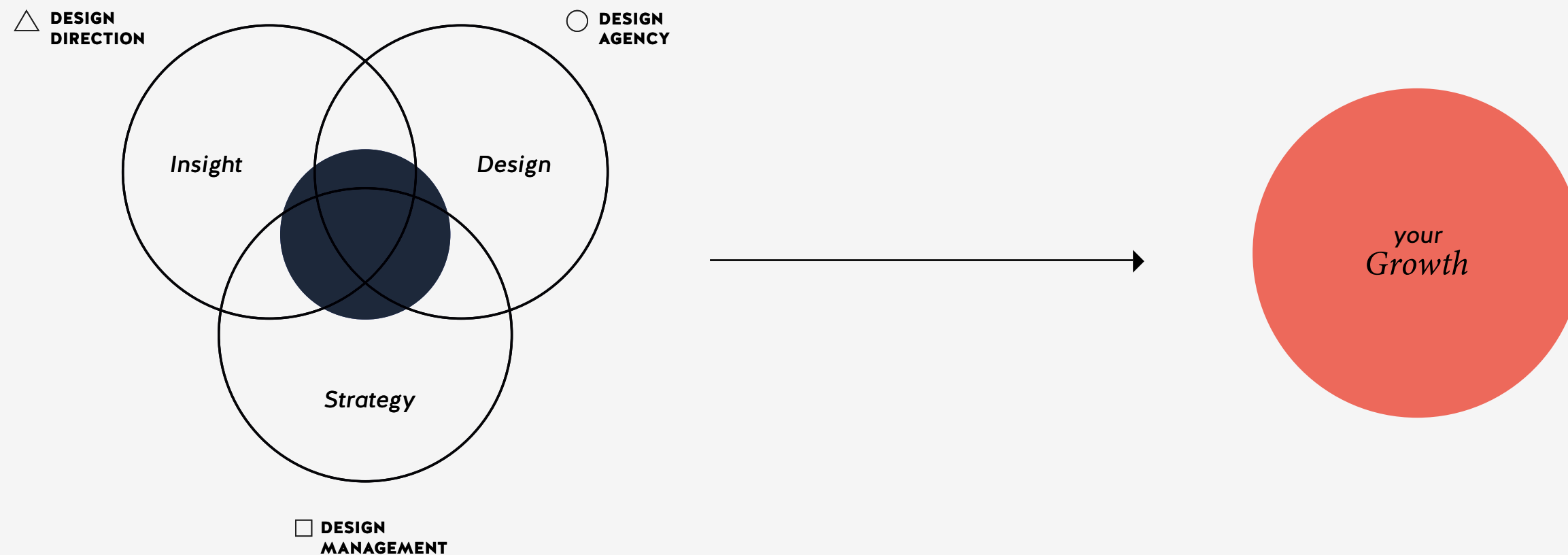
10. Max Enrich

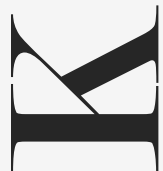
Max Enrich's work seeks to provoke the user by breaking down the barriers between function and form. He believes in the infinite potential of the most common materials, exploring new creative processes and raising attention to the ordinary through a playful approach, where color is key. Stone, metal, wood and glass have been his best partners so far. He experiments around the concept of how the familiarity and roughness of this materials can turn into something graceful and delicate.

www.maxenrich.com

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

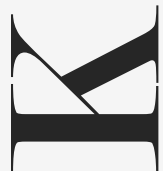
INSIGHTS

We define

DESIGN

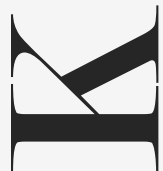
We develop

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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