

e • t

REGENERATION

2019/21

Trend Book N# 1

“The renewal or restoration of a body, bodily part, or biological system after injury or as a normal process.”

IMPRESSUM

©Eclectic Trends 2019

All rights reserved. No part of this publication may be reproduced, distributed or transmitted in any form or by any means, including printing, photocopying or the electronic or mechanical methods, without the prior written permission of the editor, Gudy Herder.

The publisher has made every effort to accurately gain permission from and credit all parties.

Any errors or omissions will be corrected upon notification for the digital issue.

If you want to book Gudy Herder for a trend lecture on this report, feel free to drop a line at gudyherder@eclectictrends.com

Contributors:

Gudy Herder - @gudyherder

Elena Gardin - @vidabarcelona

Geraldine Kann - @cavall_mari

WHERE DO WE COME FROM

REGENERATION is understood as 'renewal or restoration of a body, bodily part, or biological system after injury or as a normal process' and replaces the general term of sustainability.

REGENERATION INCLUDES TWO MANIFESTATIONS:

1.
"I want to regenerate myself to feel good and do good to serve better my community."

&

2.
"I want to be able to help regenerate and restore the much needed environment."

WHERE DO WE COME FROM

We will need to look into sustainability, in the interest of all citizens, extremely thoroughly to avoid that the term starts to sound as a mainstream concept that requires no action.

An increasing number of end consumers will ask to re-signify the concept of good design in its conclusive purpose of serving society on a low-impact level.

What means sustainability today and where can we even start to understand the many concepts that are involved?

In order to create a higher awareness, recycled outputs and innovative biodegradable materials have to be no longer dull and humdrum but more desirable, attractive, considering beauty in green design, and why not, go for a more stylish approach respecting low impact procedures.

LIVING ORGANISM

“Biotechnology offers exciting opportunities for novel and more sustainable alternatives for the design and manufacturing of products. One of the most promising approaches is the fabrication of materials from living organisms, such as fungi and bacteria. [...]

The results of Growing Design illustrate how the conception of materials in design evolves when designers co-perform with biological organisms. This alters how the design process unfolds and the mindset adopted in design practice, shaping a novel, systemic vision on production and consumption practices.”



THE GROWING LAB BY OFFICINA CORPUSCOLI



The 'Growing Lab' is an ongoing design-research project by Officina Corpuscoli, actively engaging with exploring and assessing methodologies for the implementation of Mycelium, as a main agent for the development of novel materials and processes.

Mycelium is the fast-growing, vegetative part of fungi, consisting of a tight network of interconnected filamentous cells with the potential of converting waste products into novel compounds.

REGENERATION 31

e • t



Depending on the species and on the growth parameters, in fact, it is possible to develop materials with peculiar properties, as for instance in relation to strength, elasticity, thickness, homogeneity, water repellency, etc.



The resulting materials – both structural and decorative – are highly interesting for the development of applications which relate to architecture and design.

REGENERATION 32

ANDREU CARULLA FOR EL CELLER DE CAN ROCA

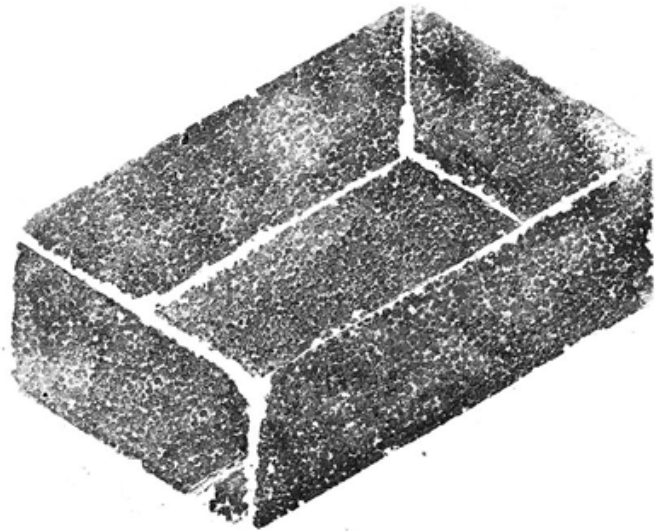


The eco-friendly project by one of the best ranked restaurants of the world the Celler de Can Roca started in 2016 aligning with their philosophy of enhancing proximity products and favoring sustainability.

REGENERATION 79



One of their recent zero waste projects was created in collaboration with Andreu Carulla and showcased during Salone del Mobile 2018 in Milan. RR201 stools are a series of objects made out of 6 boxes of polystyrene each that the Celler de Can Roca discards every day.



TRASH



TREASURE

BRANDLESS ONLINE STORE

e • t



Brandless is an online concept store that offers from high quality food to beauty products at a very low price. The company aim is to make better stuff accessible and affordable for more people. Their mission is deeply rooted in quality, transparency, and community-driven values.

REGENERATION 155

e • t

This is possible by keeping very minimal both packaging and branding by reducing what they call the 'BrandTax™', which are all the hidden costs behind owning a strong brand identity that cause customers to pay up to 40% more than the actual food cost.



**Minimal both
packaging and
branding.**

REGENERATION 156

GREEN MATERIALS

A green material suits most tunefully within ecosystem practices and donates to the achievement of a service-based economy.

Due to the properties of non-toxic, organic and recycling elements, green materials are widely used in various industrial applications, but also on smaller scale which emerging designers on the forefront by researching on local and renewable materials.

TOTOMOXTLE BY FERNANDO LAPOSSE



Totomoxtle is a surfacing veneer for interiors and furniture made with native Mexican corn husks that are naturally colorful. The husks are flattened and glued by hand and laser cut to make marquetry. Besides creating a new sustainable material, the project also raises awareness about the rapid loss of the original species of corn in today's globalized world.



PALETTE REGENERATION

PANTONE 544-U

PANTONE 2183-U

PANTONE 188-U

PANTONE 7517-U

PANTONE 2320-U

PANTONE 150-U

PANTONE 7401-U

PANTONE 2006-U

PANTONE 2427-U

PANTONE 2283-U

REGENERATION 159

COLOR COMBINATIONS



REGENERATION 160



REGENERATION 161



REGENERATION 162

1/4 billion people across the world connected to take part in the world's first One Plastic Free Day on June 05, 2018.

On June 05, 2019, for just one day, say NO to consuming food and drink products that are packaged in plastic.

Contact aplasticplanet.com for more info.

This Trend Book is protected by copyright in all countries that are signatories to the Berne Convention. The content shall not be reproduced without prior consent of the publisher. ©2019 Eclectic Trends