THE TREND GUIDE

COSENTINO®
NATURAL ELEMENTS Nature is the star of the show. Both in the elements that accompany the spaces and in the materials that refer us directly to their origin.

EXPOSED CONCRETE Contrary to what you might think, concrete will bring warmth and quality to the spaces it adorns. It is a great ally that organically unites different styles with its highly unique decorative presence.

New for 2018
Spaces are filled with contrasting trends.

2018 sees the consolidation of two trends that were already very visible last year: We are talking about the Natural and the Industrial. We see the return of open and exposed spaces along with the elegance of Natural Chic, and unpretentious beauty in raw materials that are visible at first glance. Dual spaces where the contrasts are evident, displaying aged materials alongside objects that are minimalist, futuristic or even characterised by classical beauty.

Woods, iron and plenty of concrete. In this guide we aim to help you explore two trends with contrasting origins yet so similar in look and feel. Both can share and enrich a space with contrasting shapes, colour and even texture.

WE FURNISH OUR HOME WITH NATURAL MATERIALS THAT REFLECT THEIR ORIGIN.
In a world where everything is shifting and moving so quickly, and we are constantly connected, stressed out and barely able to draw breath, the natural and the authentic rebel like a breath of fresh air. They allow us to enjoy the day to day and live in peace and harmony with our surroundings. For followers of this new trend, the home is a mental construction created through a multitude of arrangements and formations.

Different cultural and aesthetic styles are showcased for you revealing an essential way of living, helping us to disconnect and value the simple things in life. The natural trend pays homage to the beauty of organic imperfection, elements that age with charm over the years, and the craftsmanship and naturalness of the most authentic, untreated and un synthesised materials.

The main purpose of this trend is authentic well-being. It’s at the heart of this trend, showing us how to live and breathe slowly again, be in contact with nature and our authentic origins. The intention to reconnect with the natural is achieved by increasing the amount of plant life in communal spaces, multifunctional designs, and all that allows us to live in simplicity and practicality.

The home is an imagined construction, created by a multitude of arrangements and new formations.

THE FINEST MATERIALS THAT STAND OUT FOR THEIR ORGANIC NATURE.
Nature permeates every corner of the home, in the form of light and sparse materials, textures and colour, to provide an apparent decorative simplicity. It’s a more elegant concept that allows you to enjoy an environment where quality is prioritised over extravagance, thereby bringing more natural warmth and comfort to the space.

The various shades of white, pale grey, bleached wood and powdery pink become essential colours. Fundamental for designing spaces with a natural edge made from impeccable materials, with no frills or excess and always of a high quality, such as marble, wood and natural stones.

To add an exciting edge to the whole look, metals such as copper, gold and silver are used with different finishes, whether it be polished, brushed, matte or shiny. These metals are combined with furniture, decorative accessories or elements that are hand-crafted down to the finest detail.

Along with golden elements, marble finishes add a touch of elegance to the ambiance, creating distinguished spaces without losing the natural essence.

Technical fabrics fuse, and are in keeping with the most natural and ecological elements to provide us with highly textured decoration alternatives, giving special recognition to the finishes with 3D designs and effects: structured, soft and rugged surfaces provide a greater sense of decorative peace and serenity. In this process, new manufacturing techniques where technology is an essential component, play a major role in creating futuristic compositions, highlighting their commitment to the environment and sustainable living, to bring greater well-being and balance to our surroundings.
The objects that surround us transform into pieces with personality and simple uses, which do not try to be anything beyond what they are. The softer and lighter shapes and materials differentiate themselves from the crude minimalism of yesteryear, which merely communicated frailty and discomfort to furnish spaces that appear lifeless. Instead, we discover newer, more pleasant silhouettes that reject excess, complications and impossible designs.

Everyday objects become authentic works of art in their own right through their simplicity and perfect or imperfect beauty, thanks to the use of metallic elements or hand-crafted and traditional components that communicate the authentic luxury of an object with soul. Tradition and avant-garde align to create simple, functional, cherished and authentic objects with which more accessible spaces can be designed.

The design of 21st century homes becomes more elemental without renouncing the functionality of new technologies, to create elements that meet a specific goal. This is largely achieved through sustainable means, because environmental awareness is fundamental to the style.

New technologies are applied to spaces with natural style, to reduce the environmental impact of our domestic habits. Less energy, water and light consumption and more respect for nature, to enjoy a cleaner and more natural life.

EVERYDAY ITEMS BECOME WORKS OF ART.

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NATURAL COMPANIONS

From left to right. Lamps by Normann Copenhagen, dustpan and brush by Menu, and salt and pepper shakers designed by Norm Architects for Menu. Occasional table by Oliver Bonas. Colour – Kira, Natural Collection from Dekton. Brass clock by Norm Architects and Jazz ceiling lamp by Vibia. Setting by M.R. Italia.
The objects have a personality of their own. They wear their own personality and character.
The beauty and naturalness of wood and stone and the brutalist texture of the cement or concrete and iron are the most frequently-used materials for industrial-style decoration. Choices that, when combined, complement each other to create warmer and more inviting spaces.

Surfaces with more texture and marble or velvet finishes are particularly apt for adding personality and comfort to different spaces, and the most elegant and sophisticated fabrics together with aged surfaces and structures such as leather, wood or velvet become essential elements in promoting a warm atmosphere.

In terms of the most frequently used colours in the design of industrial spaces, whites, greys, browns and blacks, in aged and rusty textured finishes become the main suggestions to achieve an impeccable look. As well as these, pale pinks, dry greens with grey tints or copper and gold are the perfect complements for creating more sober and distinguished spaces.

**PERFECT MATES**

Decorative balls of different sizes made of leather and suede by Norm Architects.

**COLOURS AND TEXTURES THAT COMPLEMENT EACH OTHER TO CREATE WARMTH**

**URBAN TRENDS**

**Colours, Textures and Materials**

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**TRENDS 2018 | URBAN TREND**
Noteworthy pieces are made with simple lines and raw materials such as iron and wood, in the form of dining tables made from untreated wood with iron legs, coffee tables with galvanized profiles or made from old sewing machines, pieces of wooden pallets and restored spools or furniture with large wheels, an element that allows you to design a space with an industrial edge, full of personality and style.

Furniture and accessories made from cement have become a key trend in the design of industrial-style spaces: ceiling lights, vases, candlesticks, and even tables and chairs fill homes to create an atmosphere filled with personality and style. Striking pieces that, combined with other materials such as wood, acquire an extraordinary warmth that is less brutalist and more organic.

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STRIKING PIECES FULL OF PERSONALITY AND STYLE.

Some pieces have become true design icons of the industrial style, such as the Tolix chair, an industrial-chic classic that has just celebrated eight decades at the forefront of design. Originally made of galvanized zinc by the Frenchman Xavier Pauchard in 1934, this model gained popularity in factories and hospitals for its low cost, durability and ease of cleaning and maintenance. It was redesigned in 1956 as the model we know and love today, in different finishes, and myriad colours and sizes.

This type of design adapts itself in harmony alongside other on-trend elements with contrasting characteristics: materials made from cement, concrete or iron with distressed finishes, along with essential rustic, contemporary or natural pieces, add warmth, uniqueness and comfort to a space.
NEW PRODUCTS

COSENTINO®
This trend seeks to rediscover Nature and share spaces with it. Surfaces, ambiances and materials that embody harmony and show themselves unadorned and revealing their original appearance. Plants, stones and colours that give order to our homes and our minds.

We present unique ideas from Silestone® as well as Dekton® that will give a feeling of naturalness and warmth to any surface in your home. Take a look!
The New Et. Collection® delivers an interesting addition following the current trend of marble and elegant neutral spaces.

Vibrant tones, reinventions of the classics, are now materialized in golden and elegant grey hues.

Three new proposals with a wide colour range that are born with the aim of giving versatility, luminosity, and personality to both cold and warm spaces.

Discover them all.
An elegant and subtle reinterpretation of the desirable Calacatta. It stands out for its uniform grayish veins that cross the neutral background with a translucent appearance. The Classic Calacatta evokes nature thanks to its great resemblance to real stone.

Combines electric thick veins with a luminous background. The new Bianco Calacatta has the most character from the entire collection. Contrast and personality that will enhance any space that it touches. It brings a dramatic effect to either a classic or contemporary taste.

Evolves an icy surface patterned with fine and clear veins. It offers a very balanced and uniform translucent design. Inspired by the classic and long-lasting marble trend, it stands out for its easy combination with any type of material or architectural element.

Silestone Bianco Calacatta

Silestone Classic Calacatta

Silestone Desert Silver
Emperador stands out for its creamy streaks and bright touches scattered on an earthy brown background. Natural tones very in line with the trend of marble and warmer environments. Tradition and elegance that reinvents itself with a touch of sumptuousness. Make a bold statement.

Silestone
Et. Marfil
Soft copper veined on cream background. Warm and minimalistic. The Et. Marfil is a new reinterpretation of Crema Marfil marble, a neutral colour that brings naturalness and serenity to any space. It is sure to bring long-lasting beauty with its unique details.

Silestone
Et. Emperador
Emperador stands out for its creamy streaks and bright touches scattered on an earthy brown background. Natural tones very in line with the trend of marble and warmer environments. Tradition and elegance that reinvents itself with a touch of sumptuousness. Make a bold statement.
The new colours of the Natural Series seek to offer the inaudible and natural perfection of stone. Colours that enhance any surface – whether indoor or outdoor – with a harmonious and eternal look.

Let yourself be seduced by the new Vera and Para colours.
Its veining and its cement background make Vera a fusion between the natural and the industrial, highlighting the most elegant elements of both. Its greyish background colour combined with its pale veining break with the aesthetics of conventional colours.

Inspired by natural stone, it resembles Carrara thanks to its elegance and versatility. Kira is a colour based on earthy tones and has contrasting light grey veining. Fine veining – naturally arranged throughout the slab – and the smooth matte texture endow it with a timeless colour.
The Urban trend roots lie in traditional industrial architecture. Characterized by unadorned structures and huge visual appeal, industrial spaces are replete with beams, brickwork, and concrete.

At Cosentino we have interpreted this trend by creating contemporary colors imbued with industrial personality, beauty, and functionality. Now is the time to join the new industrial revolution.
Following on from the very successful Industrial Series, Dekton® presents 4 new ideas to round off this very urban collection. Fiercely contemporary colours that perfectly imitate cement and concrete.

Aesthetic beauty plus the durability and quality of Dekton. Discover them. You'll love your home.
Dekton Lunar
A reinterpretation of conventional cement inspired by industrial aesthetics. Its subtle structure over a white base tone make Lunar a trendy color. The pattern and background merge perfectly.

Dekton Kreta
Inspired by classic cement floors, with calm movement. The design is even and controlled, although it provides darker or lighter areas depending on the density of the pattern. Its matte texture and gray tone combine with any type of material and make it suitable for any application.
Inspired by classic cement floors, the pattern and colours have been meticulously designed. Its structure of realistic veining combines with a background filled with details. Foreground and background merge perfectly thanks to a range of greys, making it a versatile colour that adapts to any application.

With its dark colours and its worn structure, it reflects the personality of the industrial design range by reinterpreting it and showing its most innovative and trendy side. Aesthetically pleasing thanks to its grey veining and warm shades, it is combined with a smooth matte finish that makes it ideal for today's most contemporary spaces.

Dekton Soke

Dekton Laos