New 2018 Trends and Collections
for the Imaginative Mind

Gerflor®
theflooringgroup
Introduction

As a global manufacturer competing in world-wide markets, excellence in design is fundamental to our business. Headed by the Creative Director, Gino Venturelli and our in-house design and research teams, Gerflor work closely with designers from around the world, studying international design influences and identifying key trends related to the world of fashion, interior design, architecture and surface finishes.

Drawing inspiration from all different types of textures including natural materials such as wood, stone, marble and concrete as well as graphics and architectural forms, a series of themes and then colours are identified. These colour-ways and also surface treatments are applied to the creation of our pioneering, design-led, flooring innovations that are tailored to the individual markets we serve.

Trends come and go with the seasons, so the unique designs of flooring are continually updated and renewed. Some of the collections adopt new hues, whilst others embrace more traditional textures.

Let’s turn the spotlight onto the major trends for 2018 from an award winning manufacturer.

Exclusively designed by

Gino Venturelli
Creative Director - Gerflor
DARE to befriend the NEW 2018 Trends and Collections?

That’s what we’re inviting you to do. What you have in your hands is the logical culmination of our expertise… a collection of colours linked to themes that will hit the market in the near future. The time has come to fuel your imagination with a spectrum of endless design possibilities.

Colour Trends 2018

Fantasy

![Fantasy Colour Swatches](image)

Geometria

![Geometria Colour Swatches](image)

Retro Now

![Retro Now Colour Swatches](image)

Roots

![Roots Colour Swatches](image)

Tropical Glam

![Tropical Glam Colour Swatches](image)
surrealism
fantastic animals
poetry
Fantasy

A brand new theme that is all about surrealism and telling a story. The colours identified are connected to the elements within the theme.

Surrealism pushes the boundaries of traditional thinking and unleashes the creative potential of the unconscious mind. It is a cultural movement that began in the early 1920s, well known for its visual artworks and writings. The aim is to ‘resolve the previously contradictory conditions of dream and reality’. Artists paint illogical scenes with photographic precision, create strange creatures from everyday objects and develop painting techniques that allow the unconscious to express itself.

Telling a story is inspired by the man who looks deep into his soul and then out into the universe to understand what is the meaning of life. This is depicted with the strong imagery, an example is with the use of faces and eyes, these are becoming increasingly common in fashion where such imagery has started to replace the images of skulls on textile materials.
city utopia
architecture
design habitat
This theme is very straightforward, it involves the production of decorative patterns or designs based on geometric shapes that can include circles, squares, hexagons, triangles or straight lines. These shapes are inspired by popular contemporary architecture strongly evident in iconic buildings and their structural fabrication. This theme is slowly but surely migrating across into the interiors market within lighting and furniture.

This theme pushes the creative boundaries and is totally unrelated to the imitation of natural materials, it is completely human made and offers the full scope for endless design possibilities in a variety of colours, shapes and sizes. The colours identified are connected to the elements within the theme.
RETRO NOW

urban nostalgia
jazz
barber’s shop
The interesting analogy of themes is that they can often repeat themselves over the course of history. Retro considers the imitation of styles, fashions or objects that are from the past.

The Retro theme predicated by Gino includes an element of gothic combined with cool vintage. Inspired by industrial architectural buildings, with materials that have oxidised and where rust has formulated. It’s becoming a popular choice for contemporary living and working spaces.

Metallic colours including coppers and dark burnt woods are combined to create a perfect balance for interiors. The colours identified are connected to the elements within the theme.
This theme is all about realism and going back to our origins. It is completely inspired by nature, the phenomena of the physical world collectively including plants, the landscape, other features and products of the earth. We live in a world that is increasingly becoming more and more dominated by the digital revolution and this theme is a reminder about where we come from and who we are.

An example is the crafts person who by hand is carving utensils or the artisan who skilfully produces an inanimate object, ultimately what would have been done by our ancestors over 100 years ago. The trend is all about moving away from woods that have been contaminated by colours and to the real woods which were indeed created in all their former glory. The colours identified are connected to the elements within the theme.
Tropical Glam

People might sometimes think that a tropical style is cartoonish and over the top with pink flamingos and junglemurals, in fact it’s just the opposite. Tropical glam is all about being vibrant but not garish, and its lively overtones are grounded in dignity. Although it can vary between countries and continents, commonalities include being exotic and an emphasis on bringing the outdoors inside.

The golden era of green is back and will be hitting the interior design market hard in both wall coverings andfloorings. Palm beach glamour and a theme that is linked to natural and organic elements, a strong reminder ofMiami and other luxurious breath taking destinations.