Trendease & HP at Heimtextil 2018

Bringing designs to life through digital print.
Drumroll Please...

What happens when HP, a tech company with the slogan “keep reinventing”, and Trendease International, a multi-media and design research firm with the tagline “reporting to inspire”, get together to envision the possibilities of digital print for interiors? Magic.

For the occasion of Heimtextil 2018 in Frankfurt, Germany, HP commissioned Jennifer Castoldi, CEO/Chief Creative Director of Trendease International, and her team, to curate the 126-square meter stand in Hall 6.0, the same high-profile space where Heimtextil’s Trend Table stages its 2018/2019 trends in the Theme Park.

The HP space is so much more than demonstrating the power of print; it showcases the myriad of substrates and interior applications, and goes far beyond aesthetics, acting as a platform to highlight surface designs from over one dozen creatives from around the world, that not only are beautiful designs, but also address some of the most important issues of our time.

Here Trendease and HP bring designs to life through digital print.

This is our story, actually, many stories balled up into one, that we hope will inspire you and stay with you long after your visit.

So many substrates.
So many applications.
So many stories.
And Then There Was Light

The world’s first OLED wallpaper: when walls can become a light source.
In 2003 Meystyle pioneered the world’s first LED wallpaper. The ground-breaking development has not stopped there. Sisters and creative duo Ekaterina and Maria Yaschuk, born in Russia, raised in Norway, founded Meystyle in London, and now have unveiled the first-ever OLED wallpaper in the autumn of 2017 in collaboration with LG Display. OLEDs, organic light emitting diodes, are an organic material-based surface light source.

Meystyle has been printing with HP latex for years; their latest synthesis of technology and creative application transforms any wall into a light source.

Such bleeding-edge design is the ideal backdrop for the main entry point to the HP stand, the reception area. Swarovski crystals, LEDs, handmade texture that is digitally printed upon and finished by hand with gold leaf, demonstrate the highest luxury known to a wall. The LED and OLED wallcoverings are applicable for both commercial and residential projects.

The reception wall panel is made of Meystyle’s Photon, the floor is their Ribbon design, and the paisley textile swoosh is from Chloe Nalwoga.
The Kings of Kew

Print Design: ATA Design
Lights: Innermost
Kew Gardens are forever an inspiration to creatives based in London and visiting from around the globe. Annette Taylor Anderson, the powerhouse behind her own label ATADesigns, has based her latest collection ‘All Things British’ on excursions to these enchanting grounds.

‘General Bulldog’ is collaboration design by ATADesigns and Arka Chergui. Inspired by the British Bulldog, sketched by the talented Arka Chergui.

This intricate backlit mural that makes up the bar features an eclectic collection of elements including goggles, a whistle, bugle, and pocket watch, drum, and medal with a hint of the British flag. Annette smiles, “Everything General Bulldog might need to perform his duties.” The collage is resting on an assemblage of flowers.

Swooshing overhead the length of the entire stand is ‘Kews Ghost Roses’, a traditional and yet contemporary, ethereal take on the classic blossoming rose design. Underfoot is ‘Kews Leafy Florals’, “a seamless forest style design; featuring scattered flowers nestled on clustered leaves and twigs on a deep richly colored background, highlighting the foreground blooms.”

Hanging above the bar are four Cork lampshades from Innermost. The six lampshades in the center of the bar lounge boast ATADesigns’ prints and are produced through Innermost’s own made to order shade business in their factory in Telford, United Kingdom. Innermost manufactures lampshades for a number of independent designers as well as large retailers.

“We want a world where plants and fungi are understood, valued and conserved - because our lives depend on them. Royal Botanic Gardens, Kew’s mission is to be the global resource for plant and fungal knowledge, building an understanding of the world’s plants and fungi upon which all our lives depend.”
– Kew Gardens mission & strategy statement
Space Lounge

Take a load off of your feet by journeying to the Cosmos bar nook.
It is out of this world. Or is it?
‘Les Voyages Fantastique’ of part of the Cosmos range from German designer Katja Behre, the whimsical talent behind the brand Elli Popp based out of London, UK.

Katja explains her detailed mural:

Travel has always inspired, and here we’ve been inspired by the travels of Jules Verne’s tales of travel - tales through space or deep into the center of the earth. As we’re experimenting with new worlds - we will surely use some of our otherworldly colors and 3D techniques in future designs. This growing collecting continues our common curiosity of space, other worlds and the cosmos, while inspired by turn of the century scientific discoveries and travels.

This range of designs is playful in approach, combining vintage photographs from over 100 years ago with contemporary imagery.

‘Fantastic’ landscapes, which could either originate from far distant planets or from earth. Bringing the ‘unknown’ closer to home and making us aware of the vast openness and unknown, we are still at the beginning of discovering. This detail reflects the surrealism of its reality - bathing in the ‘water’ or ‘sand’?!

What is reality, who creates it and how true is it? A vintage photograph from 1898 with a lady looking over the ocean, but how real are the waters and shores...? Cosmic overlay of realities...stones, stars, nebulas, planets, English countryside...what is real, when and where does it happen...the layers of life. Imagine a world with no imagination...

Let’s go back to being light spirits, taking in and feeling the lightness and joy we feel when playing at the sandy shores, watching the water or feeling the light breeze when setting off to plunge into fresh clear waters.

‘Les Voyages Fantastique’ is printed on a pearlescent material for the walls, with a few elements extrapolated from the design to create mirror decals and a wrapped high bar shelf. The beanbags, printed on eco-leather, are part of the Cosmos collection with overt and hidden details to open up discussions about plastic pollution and space pollution.
Sky Walker

Take a walk on over to this lounge nook in the sky - who knows, you might be able to have a coffee and chat about the messages within the Cosmos light disks with Luke Skywalker, or even better, the designer, Katja Behre herself!
‘De la Terre à la Lune’ (From the Earth to the Moon) is a wall mural that is part of the Cosmos series from Elli Popp.

Known for hidden images with meaning, Katja has added some here as well. Look closely at the under-lit wallpaper disks each containing a theme as the titles convey: Oil Pollution, Dying Bees, and Space Pollution (on table).

Surface design can have an impact far beyond that of pleasing aesthetics; it can be a catalyst for conversation and a positive influencer.

*Wallpaper, flooring, light and table disks are all rocking designs from the Cosmos range. Eco-leather armchairs are upholstered with the ‘Dusk-The Sound of Water’ pattern from Elli Popp.*
Into The Wild

“Freshwater ecosystems are home to more than 100,000 known species of plants and animals, and are now one of the most endangered habitats in the world as a result of human development, pollution, and climate change.”

- WWF
This digitally-printed bathroom with eco-friendly inks is home to Beth Travers’ ‘Hunted’ and ‘Sands of Time’ patterns from the ‘Before They Pass Away’ collection. The sink wrap, tile and mirror decals, shower curtain, flooring, and anti-microbial wallpaper are fashioned with these motifs inspired by Africa and carrying a global meaning.

Beth comments, “It’s a jungle out there! Be adventurous and immerse yourself in this visual story, carefully peeling back the layers, get lost amongst the dense foliage to take yourself on a journey of discovery. Encounter the hidden objects and camouflaged wildlife throughout the intricate layers. This collection highlights global warming, extinction, and hunting. Change your thinking and you can change the world. Appreciate our planet and its inhabitants, celebrate our diverse cultures and be wowed by nature.”

‘Hunted’ and ‘Sands of Time’ patterns from the ‘Before They Pass Away’ collection are designed by Beth Travers of Bobo1325.
Natural Beauty

Climate change is real. No fake news here.

Print Design:
Sasha Donkin
Charlotte Jade

Lights:
Innermost

Trendese & HP at Heimtextil 2018
In terms of global warming NASA reports, “Most of the warming occurred in the past 35 years, with 16 of the 17 warmest years on record occurring since 2001[...]. Data from NASA’s Gravity Recovery and Climate Experiment show Greenland lost 150 to 250 cubic kilometers (36 to 60 cubic miles) of ice per year between 2002 and 2006, while Antarctica lost about 152 cubic kilometers (36 cubic miles) of ice between 2002 and 2005.”

Sasha Donkin recently finished her postgraduate in contemporary design crafts specializing in textile print. Her final project was influenced by the effects of global warming: she used ice-dyeing, scanned in the result, and the large-scale digital prints are something to behold. The technique of ice-dyeing employed is when the textile is bunched up, ice is placed on top, on top of that pigment is sprinkled, as the ice melts the fabric absorbs the color. It is like tie-dye with an environmental message.

Complementing Sasha’s designs in the bedroom, Trendease called upon Charlotte O’Reilly of Charlotte Jade for her immaculate illustrations: Animal Flora.

Charlotte shares, “From travelling and visiting new cultures, I was inspired to create the ‘Animal Flora’ collection, as a celebration of the beautiful animals within our world. I love drawing animals, as well as flowers, plants and foliage, focusing on the natural textures and fine details of my subjects, so this was a perfect combination for the collection. With some of the animals being endangered, I was inspired to capture the natural beauty of each animal, with detailed hand drawn pencil illustrations.

I liked the idea of combining these exotic animals with flowers and plants from my British back garden, creating an innate connection from myself to these beautiful creatures.”

*Sasha’s ice-dyes adorn the acoustic wallcovering, accordion window blind, sheets and duvet back. Charlotte’s Animal Flora can be found on the cork flooring, the front of the duvet and the decorative pillows. Special thanks to Innermost for their Lighthouse lamps, which give off the look of sunlight shimmering through ice in this interior.*
Living Pattern

Trendese aims to stimulate a conversation about the “silver market” as an opportunity in an era of demographic and psychographic transformation. A business opportunity and also an opportunity to improve well-being as we age.
According to The World Demographic Association, by the year 2025 it is estimated that there will be 1.2 billion people aged 60 and over on this planet. Age is being redefined. The association also pointed out this shift in mindset and refers to “Woopies” (well-off old people) and “best agers”, noting that “above all, this phenomenon reflects a change in perception of what it means to be old today”.

This change in living can translate into a modification in decoration for these best agers. With this in mind, the living room setting presented at Heimtextil is that of a fictional elderly woman in her 90s, whose deceased husband that she adores was a famous athlete. Seeing his face brightens her day. She chose to customize the wall of her sitting room with one of her favorite photos of him in his heyday. She has also specially ordered decorative pillows for her sofa, one covered with an image from her wedding day, another that has taken a drawing from her great-granddaughter and transferred it to a soft textile. Framed pictures and photo albums are also close at hand to bring a smile to her face.

To realize this concept to its fullest, Trendease called upon Australian wallpaper designer Angela Groundwater, whose OAP collection fits in with this sentiment.

The OAP wallpapers were created in collaboration with Age UK East London. In the OAP Gents chevron houndstooth pattern on the wallpaper and window blind you can see a geometric design with a twist. Angela has adorned the OAP Ladies in roses and the sacred geometry of the ‘Flower of Life’. This pattern celebrates these lovely local ladies as the treasured flowers they are. The motif put in repeat seen on the curtain was born from a drawing done with Angela by a man named Serge who suffers from dementia. She frequently encourages the elderly to embrace art and also brings around children to draw in encouraging communities.

“Wallpapers can be so much more than just decorative, they are the perfect vehicle for narrative – real or imagined, informative or educational, for a business or something more intimate and all to reflect your personal aesthetic.” - Angela Groundwater

Serge, OAP Ladies & OAP Gents, and commissions are available through Angela Groundwater. All other imagery is copyright of the Castoldi family.

Print Design: Angela Groundwater
Say
Ahhhhhh!

“One in every seven adults who has been to a dentist suffers from extreme dental anxiety” reports the British Dental Health Foundation. A visit to the dentist office need not be stressful; it can be a fun immersion into the sea.
An office design is made to be as relaxing as possible by using interactive magnetic wallcovering with mermaids to entertain the young ones, and antibacterial wallpaper to keep germs at bay, plus latex inks are VOC-free. Let’s incorporate a soothing wave to curl from the wall onto the vertical blinds for a calming effect during consultation.

Emily Dupen explains her Mermaids Wallpaper, “Dive under the sea into the magical water world of the merpeople... Drawing inspiration from the Art Nouveau era, this intricate design is sophisticated enough for adults, as well as being suitable for children. It can be displayed as it is, or used as a coloring-in wallpaper for an interactive adventure that’s sure to keep the kids (and adults) occupied for hours!

Discover the beautiful Oceane as she perches elegantly in her rock cave, Melody who makes the most alluring music, and Pearl as she hunts for hidden treasures of the deep. Surrounded by an abundance of coral and plant life, they’re joined by their friends, including a school of jumping fish, Clarence the Crab and Octavia the Devious Octopus.

Magnetic and color-in wallpaper design from Dupenny. The majestic wave is from South African surf photographer Kelly Cestari through Robin Sprong. The lightbox is not only for x-rays; it is an ideal spot to demonstrate the different substrates available for backlit digital prints.
“Since I was young I have always found the beauty in natural forms really influential within my drawings. I’m mostly inspired by the nature around me, drawing influence from animals, plants and flowers. I love designing patterns which bring the beauty of the outside world into our internal environments. This relates to the idea of ‘Biophilic Design’, a concept which brings elements of the natural world inside our homes or businesses, driving our innate connection to nature that within such a technology driven world, we have somehow lost.

With my love of succulents, I wanted to capture the textures and colors within the design, creating a realistic and vibrant wallpaper which brings the beauty of the natural world into the home.”

– Charlotte O’Reilly

’Succulents’ by Charlotte O’Reilly for Charlotte Jade.
“They say that the desert is one of our planet’s harshest environments. Yet living things still manage to function and survive. More than just design with a function, it’s a message. Taking inspiration from Picasso’s rose and blue periods this collection from Bobo1325 depicts a journey of mental health in an aim to banish the stigma. When I think of mental health, whether it be depression, anxiety or crippling insecurities; I imagine a dark powerful magic. It can feel like your mind and body are no longer your own; almost like you are suspended in time withering under the haze of a spell. Isolated. Surviving in the harshest ‘environment’ of your mind.

But who wants to just survive, when you can live and you can thrive? Like the blooming desert flowers, you can break the spell and live your life once more in a riot of color. ‘Bruja’ is a design of power signifying new life. A living, thriving being is unleashed. The darkness is no longer at the forefront – but banished to the background of your mind as you begin to rebuild yourself once more. Breaking the spell. Your eyes are now opened to the riot of color of all that is life.” – Beth Travers

‘Bruja’ by Beth Travers for Bobo1325.
Endless Wonder
The impressive large-scale modern paisley design from recent graduate Chloe Nalwoga sweeps across the length of the HP stand coming out of the printer, up the wall, draping across ceiling of the bar and lounge, billowing down to welcome everyone arriving to the reception counter.

Digital print is the future of design and business. Benefits include printing in non-repeat, scalable designs, unlimited color, seamless gradation, customization/individualization, print on-demand, no stock keeping, and the ability to stay on-trend.
“Endless Abstraction draws inspiration from our surrounding environment, natural textures, and crumbling weathered surfaces revealing layer after layer of different marks, patterns and colors.

The collection is purely about the creation of beautiful marks, using a range of different tools and techniques to apply paint and ink to paper.

Individual layering and careful placement makes each design have its own unique combination of abstract marks, that create a sense of curiosity, wonder and imagination within interior spaces.”

– Robin Sprong

‘Endless Abstraction’ by Rebekah Hutchinson is under license with Robin Sprong Wallpaper.
Come on in

The Trendease Team does not claim to be an expert group of mixologists, but we did have fun trying!

Join the teams of Trendease and HP for happy hour daily and a very unique CMYK cocktail evening where the printers’ ink colors have inspired extra special libations:

**CYAN**
9 parts Prosecco
1 part Curacao liqueur
Served in a flute.

**MAGENTA**
4 parts Cranberry juice
1.5 parts Vodka
1 part Cointreau
Light squeeze of fresh lime juice
Served chilled straight up or over ice.

**YELLOW**
(non-alcoholic)
1 part Orange juice
1 part Pineapple juice
Chinese 5 spice on rim of glass
Served over ice.

**KEY (black)**
5 parts Kahlua
2 parts Vodka
1 shot of Espresso
Served over ice.
Keep Reinventing.

The HP booth (Hall 6, C11) features HP’s latest collection of digitally printed design and décor applications. From a dentist’s office with antibacterial wallpaper, to a lounge with sound absorbing sofas and OLED Wallpaper, the rooms show what’s possible with digital printing in interior design and customized interior decoration, of any scale.

HP is reinventing the graphics industry to meet the changing needs of the large format and interior design audiences. With digital print technologies, small print service providers (PSPs) are able to expand into new applications and grow business profitably while medium to large PSPs are able to expand into new applications beyond signage.

HP is enabling creatives to transform their printed experiences in new, inventive ways. Interior design today is nimble, customizable and bespoke thanks to digital print technology.

HP Inc. creates technology that makes life better for everyone, everywhere. Through its portfolio of printers, PCs, mobile devices, solutions, and services, it engineers experiences that amaze. More information about HP Inc. is available at http://www8.hp.com/us/en/commercial-printers/latex-printers/products.html
The HP Heimtextil stand concept and curation was done by Jennifer Castoldi and her team at Trendease International. The room settings reflect works from some of the most cutting-edge surface designers of our time that have been scouted during regular global travels.

Founded in June 2003 and launched in April 2004, Trendese International is a multi-media and design research firm acting as a resource for the home fashion, design, and lifestyle industries. Traveling extensively to gather visions from shops, showrooms, trade fairs, exhibits, and design shows in all the major creative capitals and yet-to-be discovered gems, Trendese aims to inspire through the publishing of its research, broadcasting, and via the creative support it offers its clients. The Trendese International mission is to help leading-edge people gain a definite competitive and strategic advantage through a combination of fast-breaking information, breakthrough thinking and applied creativity.

Jennifer Castoldi is the founder, CEO, and Chief Creative Director of Trendese International. In addition to Trendese, Ms. Castoldi works as an industry consultant and contributes to various local and international publications. She consulted in the Philippines, where she was recruited by the government as the European and American design trend expert for the Department of Trade & Industry design and marketing updating program, as well as in Thailand where she worked with the Royal Thai Government and private sector to help export the country's vast creativity.

Ms. Castoldi is the author of the Market Edge Report, a cutting-edge review of emerging trends and future market intelligence. Another passion of hers is teaching. She also speaks at various industry events as well as private events. She holds an MBA from the International School of Management, Paris, a BS in Home Products Development & Marketing, and an AAS in Fashion Merchandise Management from the Fashion Institute of Technology, New York, and is currently working towards her PhD in international business with a focus on creative social responsibility.

With an accomplished background in the lifestyle industries from exhibition curation, retail buying and merchandising, product development and design, international sourcing, publishing, to interior decoration, she aims to inspire the industry through knowledge she has accumulated and continues to acquire. She has been working with HP since 2013.
Meet the designers

**ATADesigns**
Annette Taylor-Anderson
anette@atadesigns.com
www.atadesigns.com

**Bobo1325**
Beth Travers
beth.travers@bobo1325.com
www.bobo1325.com

**Innermost**
Stephen Jones
Russell Cameron
info@innermost.net
www.innermost.net

**Charlotte Jade**
Charlotte O’Reilly
charlotte@charlotte-jade.co.uk
www.charlotte-jade.co.uk

**Elli Popp**
Katja Behre
info@ellipopp.com
www.ellipopp.com

**Robin Sprong Wallpaper**
Robin Sprong
Rebekah Hutchinson
Kelly Cestari
robin@robinsprong.com
www.robinsprong.com