



ATHOME AWX 27/28 preview



WAAROM DEZE PREVIEW?

ATHOME AWX 27/28 is ontwikkeld voor professionals die werken aan home decor, interieur, kleur, materiaal, styling, inkoop en collectieontwikkeling. Het boek helpt om nieuwe richtingen te herkennen, keuzes te maken en collecties te ontwikkelen met meer samenhang, eigenheid en toekomstwaarde.

Voor bedrijven binnen keramiek, tableware, decoratie en interieur biedt het boek inspiratie voor kleurgebruik, glazuur, oppervlak, vorm, materiaalcombinaties en seizoenspresentatie.



ATHOME AWX 27/28 LEES DE EDITORIAL.

EDITORIAL



Titia Huisman

Between the Rainbow

This book consists of seven themes, all emerging from one shared question: how do you create distinctive collections within a zeitgeist in which almost everything seems possible. Colour palettes become saturated, materials and atmospheres drift closer together, and many collections begin to resemble one another. When everything is allowed, choosing becomes complicated. That is precisely where I see the core of trend forecasting: making visible where choices can be made. Not by adding more, but by selecting.

While working on my trend books, I noticed how difficult it had become to truly differentiate those seven themes. Colours began to overlap, almost as if every palette wanted to contain the full spectrum of the rainbow. From that tension, a phrase formed in my mind that gave this search its name: *Between the Rainbow*. Not all colours at once, but the space in between. Where colour is not an effect, but a consideration. Where choosing creates direction.

One of the first themes to emerge from this was *Natural Shield*. Soft and tactile materials have been gaining ground for some time. Wool, felt, fibrous textures, rounded forms and distinctly fluffy surfaces reflect a growing need for protection. War, threat and climate instability make the outside world feel unsettled, and that sense of unease filters into how we want to live and inhabit our interiors. Protection becomes tangible. Not as isolation, but as a filtering layer between inside and out.

At the same time, our attitude towards one another is shifting. The focus moves away from seeking attention, from the constant "look at me", towards giving attention. Towards hospitality and receiving. Attention becomes an act: making an effort for a gesture, for a carefully chosen gift, for welcoming the other. *Bonbon Salon* translates this movement from individual to collective into objects and rituals of hospitality.

The search for meaning takes on an increasingly grounded form. Ritual objects gain ground. Incense holders, sandalwood burners and chocolate ceremonies appear in wood, ceramic and stone. Tactile and sensorial. At the same time, science makes visible what long remained unseen, such

as neoliths moving through space. This tension between the tangible and the intangible forms the core of *Terra Halo*.

Alongside this, there is a strong movement towards working in scale. Miniatures, maquettes and small worlds are used to gain grip on complexity. By reducing and framing, an overwhelming reality becomes manageable. Chessboards and backgammon sets appear as concentrated landscapes on the table. Designs often begin small before being scaled up into full-sized objects. *Diorama Drama* speaks to this need to bring the world back to a size we can comprehend.

At the same time, a desire grows for what is allowed to remain. Not everything needs to be fleeting. There is a clear search for new classics: products designed with care and craftsmanship, intended to last. Sometimes handcrafted, sometimes machine-made, but always driven by durability, quality and meaning. *New Relics* asks how we design today what the future will consider worth keeping.

Parallel to this runs a renewed longing for nostalgia. Even among generations who never lived through those times themselves. The idea that the past was more orderly, less complex. Not as a literal return, but as a counter-movement to an overloaded present. Within this context, *Extra Vierge* functions as a metaphor for ripening, layers and origin.

In contrast stands *Nappé Doré*, where seduction and material research converge. Experiments with sugar, glazes and resin result in rich, glossy, almost edible surfaces. Materials bubble, simmer and remain fluid. Abundance here becomes another way of investigating material expression.

Together, these seven themes do not offer a single answer, but a direction. They make visible where opportunities lie to create collections within this zeitgeist. Not everything has to be included. It is precisely through choosing that distinction emerges.

Between the Rainbow is therefore not a conclusion, but an invitation. To keep searching for what lies in between, rather than reaching for whatever shouts the loudest for attention.



ATHOME AWX 27/28 BESTAAT UIT ZEVEN
ZORGVULDIG GECUREERDE TRENDTHEMA'S.





7X

ELK THEMA HEEFT EEN DUIDELIJKE
STIJLRICHTING.
DE VOLGENDE PAGINA'S GEVEN EEN
EERSTE INDRIJK VAN DE ZEVEN THEMA'S.





naturalshield

Bescherming krijgt een tactiele vorm, met zachte vezels, gewatteerde volumes, minerale oppervlakken en schildachtige silhouetten. Interieur wordt een laag die filtert, verzacht en houvast biedt.

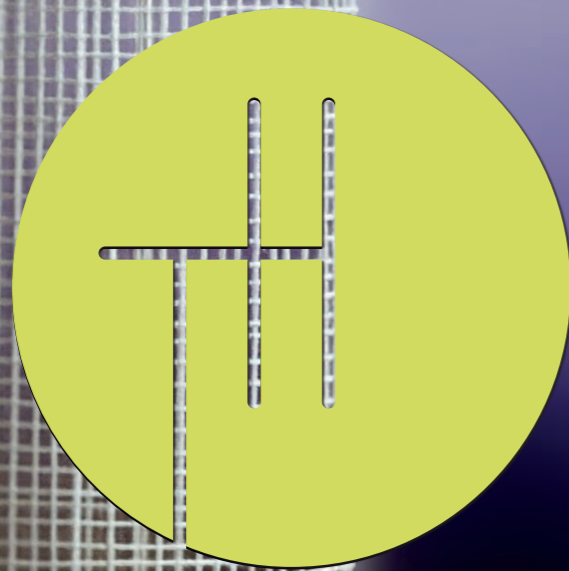




diorama drama

Spel wordt een manier om grip te krijgen op een complexe wereld. Kleine scènes, verplaatsbare objecten en uitgesproken kleurcomposities maken interieur persoonlijker, beweeglijker en verhalender.

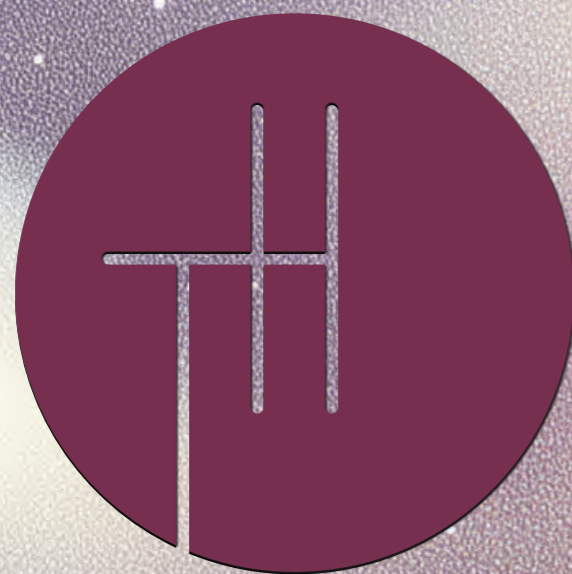




NEW RELICS

In een cultuur van voortdurende vernieuwing groeit de waarde van objecten die mogen blijven. Structuur, ritme, vakmanschap en heldere vormen geven nieuw design al vanaf het begin een gevoel van tijd.





TERRAHALO

Ritueel keert terug als stille vorm van aandacht. Steen, keramiek, glas, geur, glans en zachte kleurvelden verbinden aardse materie met licht, energie en het bijna onzichtbare.





extravierge

Nostalgie wordt vertaald naar herkomst, rijping en zintuiglijke diepte. Olijfolie-groenen, warme blauwen, aardse bruintinten en geglazuurde texturen geven dit thema een gerijpte, bijna eetbare warmte.





NAPPÉDORÉ

Luxe wordt dikker, warmer en tastbaarder.
Karameltinten, gesmolten oppervlakken, glanzende
huiden en stroperige lagen vangen materialen op
het moment tussen vloeibaarheid en vorm.





bonbonsalon

Aandacht wordt een vorm van gastvrijheid. Zachte kleuren, gifting, verfijnde details en decoratieve objecten maken ruimte voor ontvangst, nabijheid en zorgvuldige verbinding.



7X

ELK THEMA HEEFT EEN
UITGEBREIDE TEKST MET
UITLEG VAN DE TREND.

A glowfield of belonging

Terra Halo is about a refined way of looking. Not because something is "magical", but because more and more of what has always been present is becoming visible and measurable. Imaging, data and material research make patterns legible that were previously beyond reach. Phenomena such as neurolytes, signals that have only recently become measurable, open up new forms of understanding and imagination.

The theme moves between earth and atmosphere. Heavy, mineral materials and geological textures are placed alongside light, diffuse finishes, sheen and semi-transparent layers. The contrast is essential: weight versus haze, structure versus glow. Colour itself behaves as a material. Gradients and soft transitions refer to sky, clouds and the atmosphere, while stone and rock provide an earthly anchor.

Terra Halo remains firmly grounded. It is not about belief, but about relation. A renewed attention to scent in the home is also noticeable, with increasingly refined designs for incense, resins and sandalwood. About how matter and environment influence one another, how energy behaves, how light refracts and how layers emerge. This translates into design that is layered and precise, with surfaces that reflect, absorb and shift depending on light and viewpoint.

The result is an aesthetic of earthly clarity with an atmospheric edge. Tactile and mineral, yet open to perception, nuance and subtle change. Within Christmas design, *Terra Halo* offers space for planetary forms, space-inspired ornaments and colour gradients that treat light and atmosphere as material.

TERRA HALO

The colour palette of *Terra Halo* moves between atmospheric lightness and earthly depth. Pale whites, dusty beiges and misty greys form a calm upper layer, as if shaped by light and air. Beneath this surface sit saturated accents in intense blue, vivid orange and deep red. These colours act as points of energy within the palette, almost luminous, referring to movement and measurable forces. Dark brown and soil-like tones anchor the composition and give it weight and grounding.

The design language is layered, balancing mineral structure with atmospheric softness. Forms reference geological strata, sediment and stacked matter, while patterns introduce gradients, fades and diffuse transitions inspired by sky, clouds and air. **Texture** is essential: rough beside smooth, porous next to polished, opaque alongside translucent. Motifs appear as halos, rings, veils and shifting fields rather than fixed geometries. Candleholders, vases and objects feel like refined finds, while textiles and surfaces suggest movement, lightness and gradual change rather than static form.

Soft materials introduce a tactile counterbalance to the harder elements. Textiles appear padded, layered or gently lustrous, catching and holding light. Surfaces show subtle structures and tonal shifts that recall mist, clouds or particles suspended in air. Softness is restrained and refined, creating equilibrium alongside mineral weight.

Hard materials form the foundation of the theme. Ceramics, glass and stone-like surfaces express mass, weight and material presence. Finishes reveal traces of making, with flowing glazes and textures that are not fully smoothed out. Glass and ceramic work with depth and light, while stone and mineral forms retain density and gravity. The result is tactile, grounded and precise.

Sustainability within *Terra Halo* lies in appreciation and attention. Materials are chosen for their intrinsic beauty, like a found stone kept because it has gained meaning. The earth provides forms and materials that are not easily discarded because they carry weight, both literal and perceived. Sustainability emerges through respect for material and origin.

TERRA HALO



84

Evolving from *Living Wealth* [ATHOMESS26]27 and *Magna Forma* [ATHOMESS27]



ELK THEMA HEEFT
EEN ZORGVULDIG
OPGEBOUWDE
KLEURKAART MET
ECHTE PANTONE
TPG SWATCHES
INCLUSIEF COATED
KLEURNUMMERS.

7X







ELK THEMA HEEFT
EEN UITNEEMBAAR
KAARTJE MET
BELANGRIJKSTE
MATERIALEN.
OP DE ACHTERKANT
STAAT DE KLEURKAART.

7X





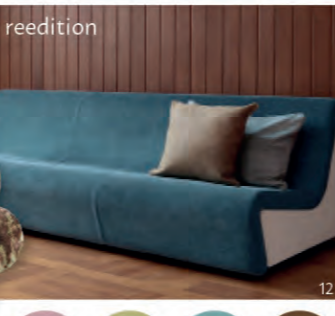
ELK THEMA HEEFT EEN MOODBOARD
DAT HET HELE THEMA IN ÉÉN OOGOPSLAG
'SAMENVAT'.



7X



Extra Vierge centres on surfaces shaped by time rather than trend. Colours feel rich and warm, even when drawn from blues and greens, as if saturated with oil, glaze or varnish. Browns, olives and softened oranges create a retro-leaning palette that evokes familiarity without becoming literal. Forms draw from nature, appearing rounded, organic and softly irregular, echoing growth, layering and erosion. Materials feel coated and protected, as though wrapped or glazed over time, preserving what lies beneath rather than concealing it. Craft is visible in woven structures, relief and ornament, giving objects a sense of depth, use and continuity. The result is a world where design feels already lived in, grounded in memory, tactility and a natural sense of endurance.



extravierge
INFLUENCES AND SOURCES OF INSPIRATION

1 & 2: Arrogant Verneuil, gallery interior, PDW25 3: Saba Italia, Salone del Mobile stand, MDW25 4: natural wall decoration, M&O25 5: Jeanne Ochat, M&O25 6: Kersten stand, M&O25 7: Ruwal, M&O25 8: smocking fabric, TH25 9: Honoré, PDW25 10: Tadeco Home, CWA25 11: Piet Hein Eek, Strijp-T, DDW25 12: Source Edition, Alcova, MDW25 13: chair and side table, Nilufar Depot, MDW25 14: Chiodeli Arte, Palazzo Litta, MDW25 15: tableware, M&O25 A: Jakobsdals, CWA25 B: Clip Return to Sender, CWA25 C: Wegter, CWA25 D: vase, Elle Decoration exhibition, MDW25 E: Bitossi Home, M&O25 F: Ludivine Mirgay, Palame Studio, M&O25

ATHOME AWX 27/28 © studiohuis.nl



ELK THEMA BEVAT MINIMAAL ZES
VERSCHILLENDE KLEURCOMBINATIES.

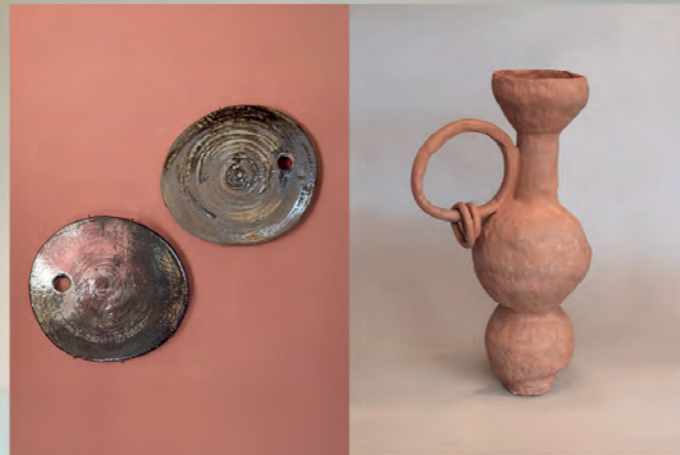


21X

STONE . GLASS . CERAMIC



naturalshield



28

erosion made gentle

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STONE . GLASS . CERAMIC



naturalshield



29

raw surfaces held close

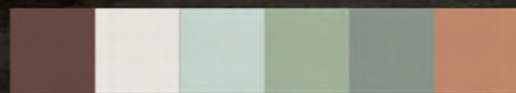


21X

INTERIOR CURATION



heavy forms held quietly



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ATHOME AWX 27/28 © studiothuis.nl

INTERIOR CURATION



calm shapes with crisp edges



NEWBELICS



HET BOEK RICHT ZICH HOOFDZAKELIJK OP HOME DECOR, MAAR TOONT VOOR HET COMPLETE BEELD OOK INTERIEURBEELDEN EN RUIMTELIJKE TOEPASSINGEN.



7X

INTERIOR CURATION



bonsaloon



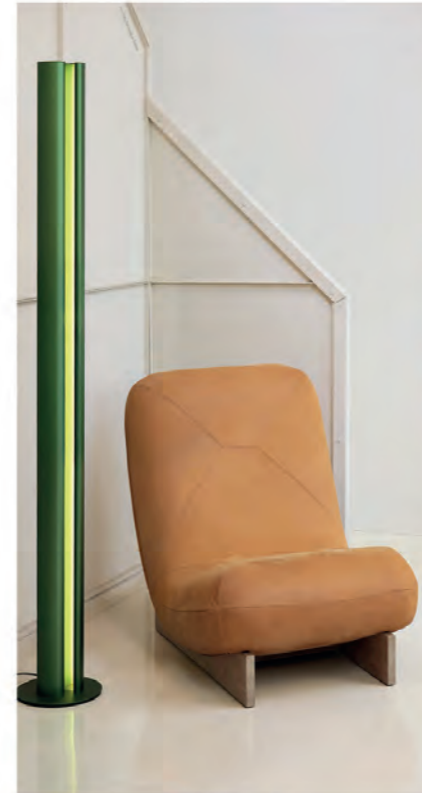
160

gentle colour choreography

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ATHOME AWX 27/28 © studiohuis.nl

INTERIOR CURATION

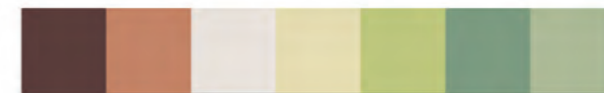


bonsaloon



161

objects in good taste



ELK THEMA BEVAT MEERDERE PAGINA'S MET
INSPIRERENDE BEELDEN SPECIAAL VOOR
KERST- EN SEIZOENSDECORATIE.



CHRISTMAS CURATION



TERRAHALO



forged and melted objects



ATHOME AWX 27/28 © studiohuis.nl

CHRISTMAS CURATION



mauve mineral rituals

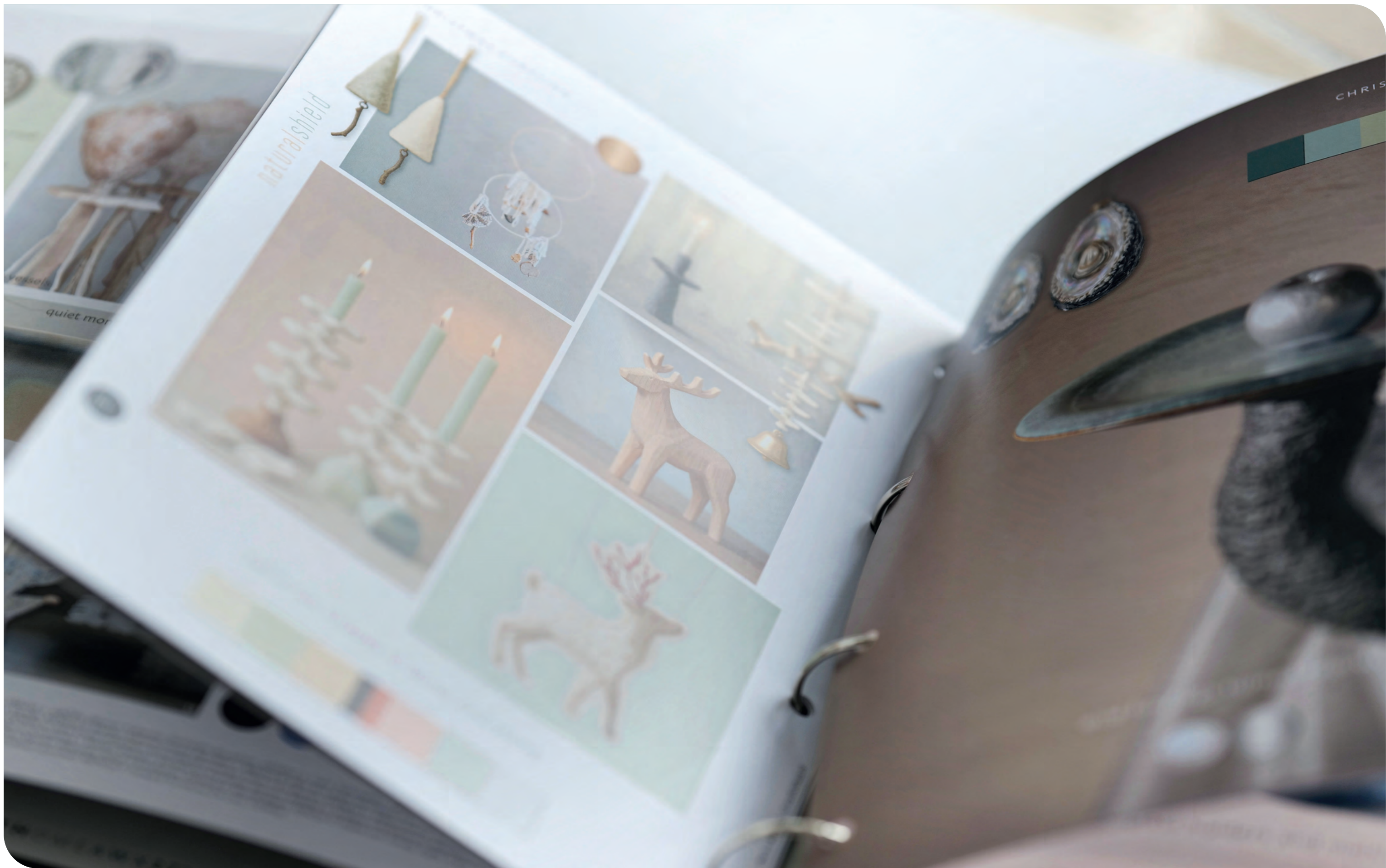


TERRAHALO



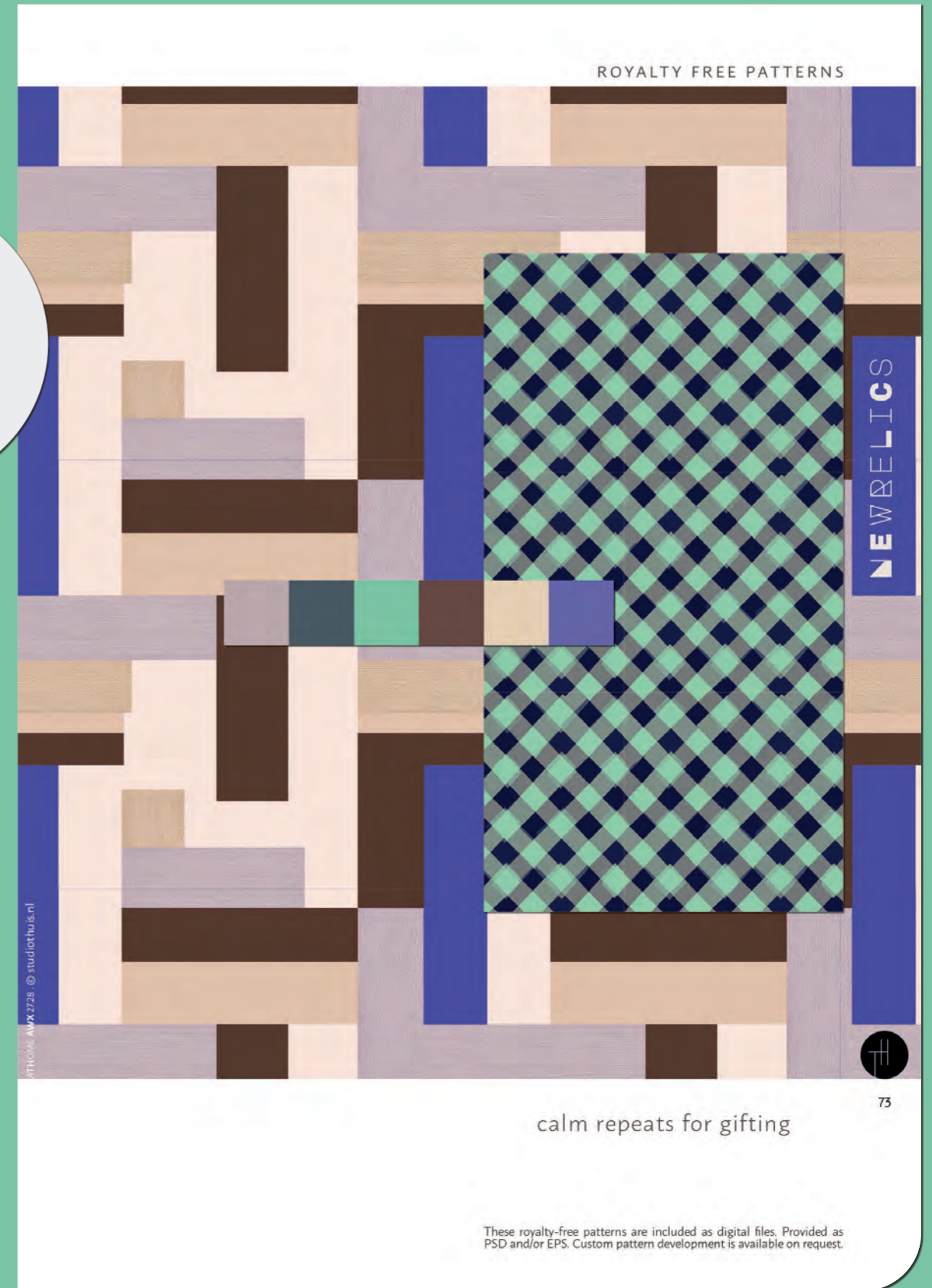
95





ELK THEMA BEVAT
TWEЕ GRATIS TE
DOWNLOADEN EN
TE GEBRUIKEN DESSINS.

7X



ELK THEMA HEEFT TWEE PAGINA'S MET
INSPIRATIE VOOR HOME TEXTILES.



7X

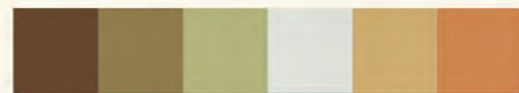
HOME TEXTILES

extravierge



126

texture becomes comfort



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HOME TEXTILES

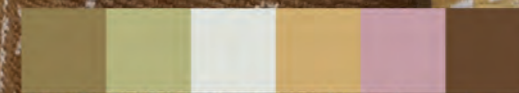


extravierge



127

handmade marks remain



HOME TEXTILES

TERRAHALO



100

woven gradients

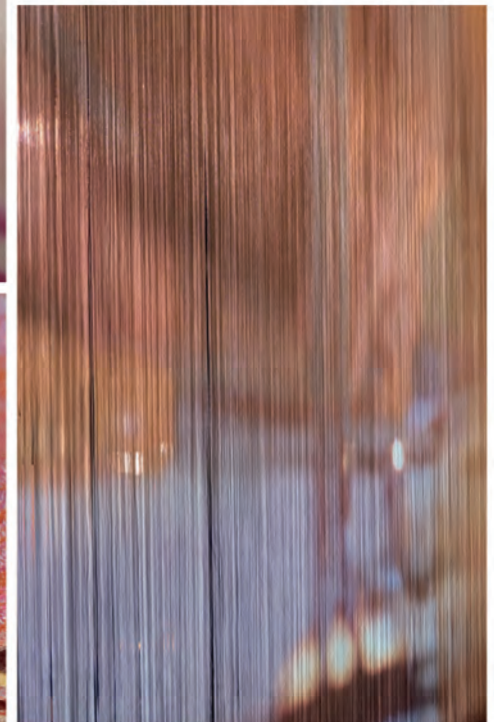
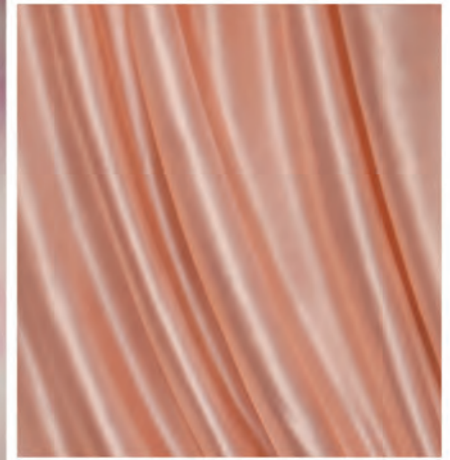


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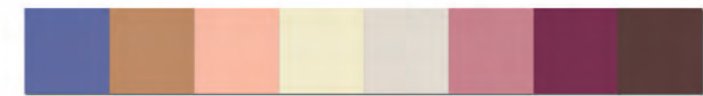
HOME TEXTILES

TERRAHALO



101

tactile shimmer weaves



ELK THEMA HEEFT MEERDERE PAGINA'S
ROND GLAS, METAAL EN GLANZENDE
MATERIALEN.



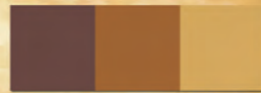
GLASS



NAPPÉDORÉ



glass flows like caramel



152

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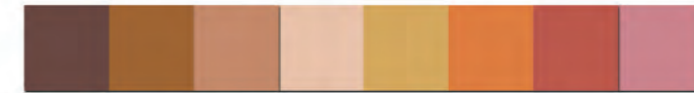
GLASS



NAPPÉDORÉ



glass feels candied



153

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GLASS



bonsalton



175

generous design

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METAL



bonsalton



179*

metallic colour mix



ELK THEMA HEEFT MEERDERE PAGINA'S
ROND KERAMIEK, TABLEWARE EN
DECORATIEVE OBJECTEN.



7X

NEWBELIGS



80

muted colours for dining



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CERAMICS . TEXTILE

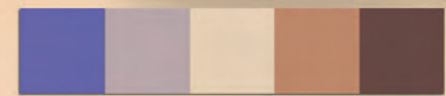
NEWBELIGS



18

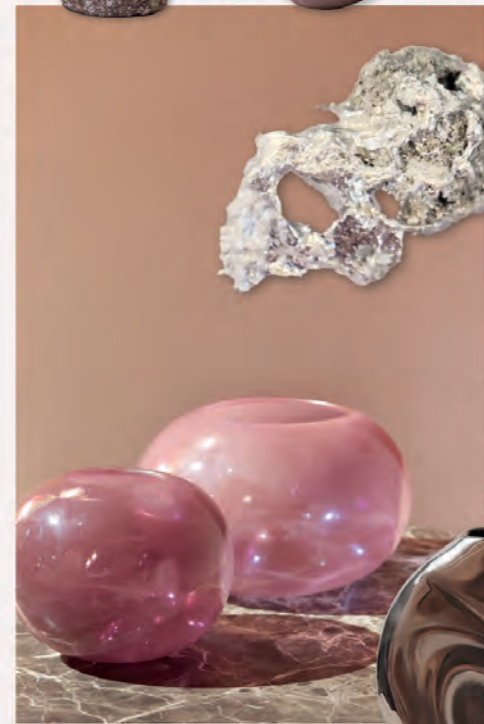


tied in patience



GLASS . CERAMIC . METAL

TERRAHALO

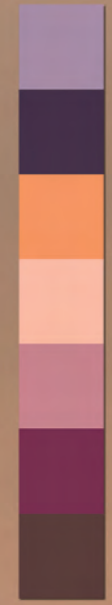


102

grainy vessels smooth spheres



GLASS . CERAMIC



TERRAHALO

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103

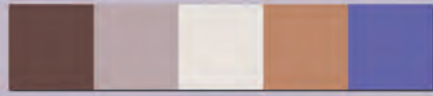
glazed bubbles on stoneware



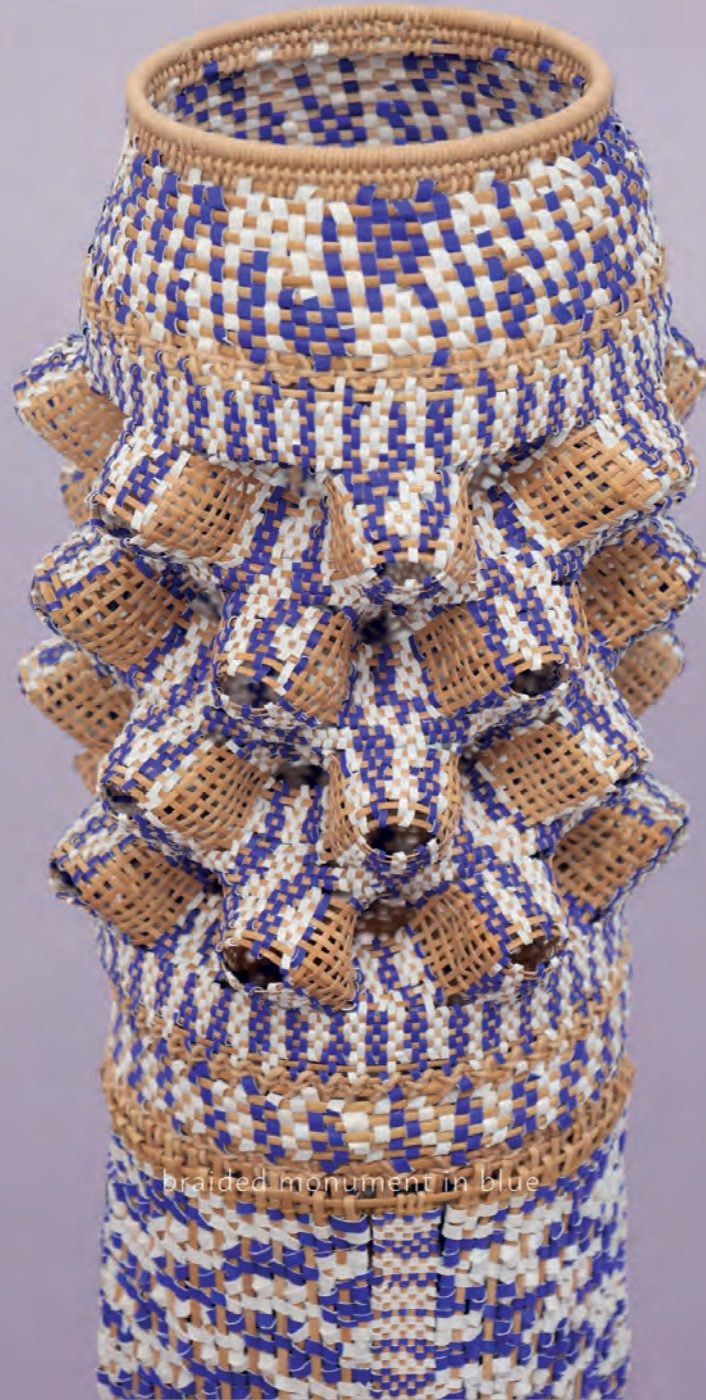
ELK THEMA LAAT MATERIAALTOEPASSINGEN
ZIEN, WAARONDER HOUT, VEZELS EN
PLANTAARDIGE MATERIALEN.



INTERIOR CURATION



NEWBELICS



braided monument in blue

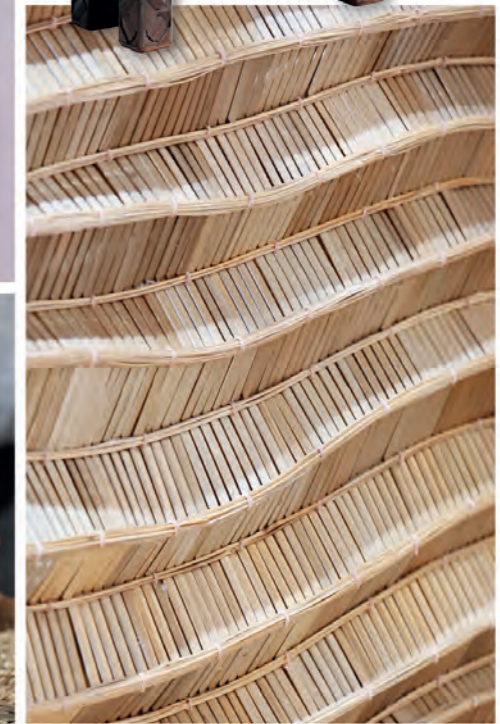
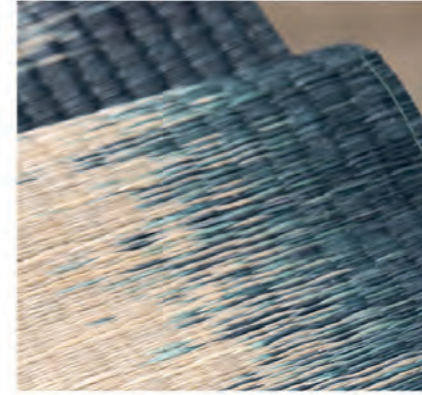


66

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PLANT BASED MATERIALS



NEWBELICS



79

plant weave as architecture



ELK THEMA BEVAT HANDGEMAAKTE
MATERIAALSTALEN DIE KLEUR, TEXTUUR EN
OPPERVLAK TASTBAAR MAKEN.





7X



Real materials that have been carefully adhered.





7X



KORTOM: EEN COMPLEET TRENDBOEK
VOOR COLLECTIEONTWIKKELING,
KLEURKEUZE, MATERIAALRICHTING EN
SEIZOENSDECORATIE.
OP DE VOLGENDE PAGINA VIND JE
EEN OVERZICHT VAN DE INHOUD EN
PRAKTISCHE INFORMATIE OVER
ATHOME AWX 27/28.



WAT BEVAT HET VOLLEDIGE BOEK?

- 7 trendthema's
- 7 uitgebreide trendteksten
- 7 moodboards
- 7 kleurkaarten met echte Pantone TPG swatches en Coated referenties
- 7 materiaalkaarten
- minimaal zes kleurcombinaties per thema
- meerdere pagina's rond home decor, keramiek, glas, metaal, hout, textiel en interieur
- seizoensdecoratie en kerstcuraties
- 14 royalty-free dessins als digitale download
- inspiratie voor collectieontwikkeling, styling, inkoop en productrichting

Deze preview toont slechts een selectie uit het volledige boek.

ATHOME AWX 27/28 bevat 179 pagina's met trendinformatie, kleurkaarten, materiaalrichtingen, curaties, dessins en inspiratie voor collectieontwikkeling.

De prijs voor ATHOME AWX 27/28 is € 1.750,- exclusief btw in Nederland.

Liever eerst inzien?

Binnen Nederland kom ik graag een keer langs om het boek te laten zien en kort toe te lichten.

Hartelijke groet,
Titia Huisman

