

M.O.W. Press release of May 3, 2010

M.O.W. 2010: What will come, what will stay

The trends from the M.O.W. Fair Centres

Convenience, genuine materials, combination possibility, individuality – these are the greater trends of the consumer class for the coming season.

Furniture enhance quality of life

Large suspended motor-driven doors open with the tip of the finger, wardrobes with synchronised panorama system, light engineering with motion detector changing the colour according to the mood, upholstered furniture which can be put in relax positions at the push of a button, door and flaps that open by sensor or knocking.

Cooker hoods that come out of their casing when necessary, retractable kitchen counters, mobile media furniture and much more design life in the privacy of your home as comfortable as in a luxury hotel. Everything is intended to be for your convenience, although it is absolutely affordable and invisible despite all technical sophistication. This is the proof of very intelligent product development. This means that the supplying industry has done a great job in cooperation with the furniture manufacturers.

Modern design standard

Italian chic is still much in demand. The rectilinear style of the system without handles offers individual design according to your personal taste and dominates high-quality living and dining rooms. But the illustrated combination proposals for the consumer market always allow for sufficient storage space. Minimalism as shown at the Milan Furniture Fair does not find a ready sale in Germany with its still leading per capita furniture turnover. Here the ingenious accommodation of electronic media is a must and this refers more and more also to the attractive integration of books. As an antipole to Italian rectilinearity not only modern materials but also solid wood for box-type furniture allow soft rounding and flowing fronts. Light is a must and is used in all living areas.

Individuality highlights the front

The sizes, finishes, materials, combinations, and fronts, either opaque or transparent, can be chosen individually. The new system programs offer nearly unlimited variation possibilities. Be it a solitaire or a large media network wall unit – the customer can choose how to combine it. At this M.O.W. the mirror finish trend practically hits its peak and can be found in all product groups – from service to self-service. In some cases matt varnish is offered as an alternative for the high-quality consumer segment. Beside metal looks, bronze and silver there is black, grey and white/cream. Iridescent finishes are also available from lacquer specialists. A mix with veneer and glass still finds the customers' approval. Beside the mentioned finishes the end customers can also have their wardrobe fronts imprinted with their private photographs. Everything is possible with digital printing.

Upholstered furniture as adjustable relaxation islands

Sitting, relaxing, lying. The new upholstered furniture allows for nearly every relaxed position. Several levels for comfortable seating, individually adjustable seating depth, motorised or manually adjustable seat inclination angles, bed functions, hinged armrests, mobile footrests, get up aids, storage space – nearly no sofa without function. But the technique remains invisible. Floating look, cubical, round, small units, TV corners, large landscapes, everything is possible and promotes individuality and the sense of well-being.

The new upholstered furniture world comes with discreet colours. Black and white beside earth and coffee tones, grey and violet are new. Red is considered to be the eye-catcher of the exhibition. The trend towards softly shining thick leather types enhances the feeling of luxury. The haptics caress the structured fabrics of which most are primarily plain-coloured. Patterned designs set genial accents on decorative cushions.

Solid wood is trend-setting

Out of the ordinary relief structures, cracked finishes, weighty tables: solid wood is trend-setting! High-quality handicraft design and genuine materials become visible and conceivable at first sight. Walnut maintains its high value. Oak comes in grey/brown or in natural whitewashed shades, as well as ash either limewashed or naturally oiled. New products in the solid wood range: elm and acacia. Alder is still much in demand. Customers are very interested in core wood with its vivid grain. In the high-quality range people attach great importance to straight edges with precise mitre joints and continuous grains on all sides.

Multi-faceted bathroom furniture

At the M.O.W. 2010 the bathroom specialists' offers range from bathroom furniture in cartons for 99.00 Euro (wholesale price) to expensive luxury designs with leaf gilding for up to 9,000.00 Euro.

Intelligent fitting technology, innovative use of materials and edge processing brought to perfection optimise user-friendliness and resistance in the bathroom. The washbasins together with the worktops form a continuous comfortable zone. Interior design systems in line with demands provide practical storage space. Great importance is attached to versatile combinations also in the bathroom. Individual sizes, finishes and compositions, from small to large, and even bathrooms as room dividers are realised. Extravagant fittings and taps ensure real pleasure. White dominates the fronts, but in the high-quality range also black and grey, gold or silver. As an alternative you can choose from violet shades or wood decors and/or veneers in light as well as grey/brown limed designs.

Furniture adapts to the needs of children and young people.

At the M.O.W. the specialists showed a lot of imagination for babies, children and young people. Changeable furniture transforms children's rooms into real adventure playgrounds, whereas the single elements can be individually adapted to the adolescent's age. The baby changing unit is transformed into a sideboard or writing desk, the cot to a divan bed for singles. Here too the basic colour is white, however, mixed with other bright colours. In most cases in the form of colourful applications, containers and textiles, often arranged in separate assortment lines for the different target groups of boys and girls that are to be given special attention.

Indoor and outdoor living

At the M.O.W. 2010 closest attention is also paid to outdoor living, whereas outdoor mingles more and more with indoor. By now teakwood and cane furniture has not only been introduced indoors but upholstered furniture from artificial leather has also been introduced outdoors. Large tables, preferably extensible thanks to pull-out mechanisms invite to sociable round table discussions with the family and friends, either on the terrace or in the garden or in the living-room. Comfortable benches, armchairs and chairs are required for indoor as well as for outdoor areas.

Sustainability & green design

The use of domestic wood types and health-conscious living does not only become more and more important, but the new furniture is also more and more sustainable: climate-neutral seating furniture from cane, furniture with energy-saving concept, light engineering with motion detector – such subtleties save energy and contribute to a pleasant environment. The idea of sustainability also includes timeless, long-lasting design, genuine materials, well-balanced quality, down to reasonable prices.

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