



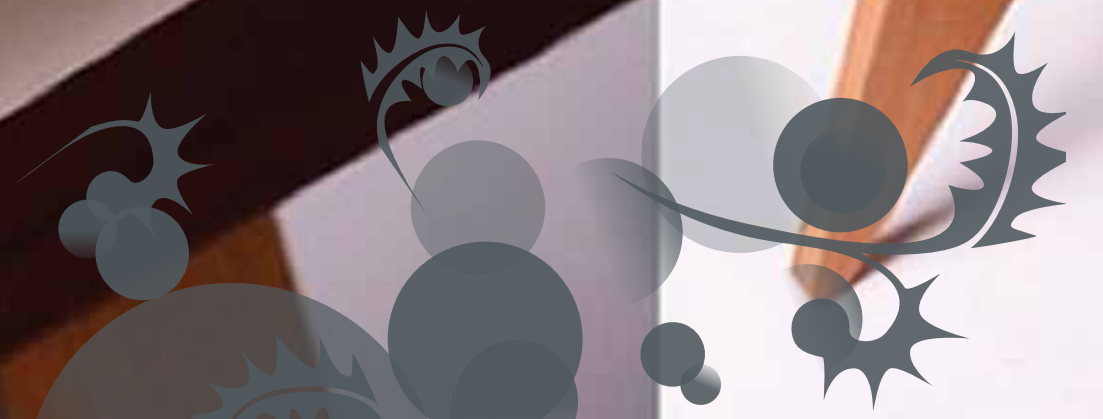
美克美家
MARKOR
FURNISHINGS

2013年

秋季

流行趋势

fall 2013 *trends*




2013年

秋季

流行趋势

fall 2013 *trends*

当我们试图将新的元素带进家的时候，是时候去考虑“重新目的化”。家具将成为功能性的艺术，也将揭示我们对于如何运用旧材料并在家居环境中赋予它们新的生命和个性的认知与理解。通过运用这些材料，我们创造独特、优越的产品。2013的秋季，将碎麻、金属、黄铜、再生材料等转变成新的、重复利用的面料或材质将变成主流。



*fall*²⁰¹³ trends

As we strive to bring newness to our homes it's time to think repurpose. Furniture will become functional art and open up our understanding on how using old materials brings fresh life and character to our homes. By using these materials we create something that is unique and delightfully stunning. Crushed linens, metals, primarily brass, recycled materials made into new, overlapping fabrics and substrates will dominate in the fall 2013.

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2013年秋季流行趋势 *fall 2013 trends*



原木改造成的功能艺术品
Raw wood created into functional art



天然编制材质织成的复杂图案

Natural woven yards make intricate oversized patterns



抛光的灯具、轻薄的质地、角桌、装饰品都追随着光亮的脚步。

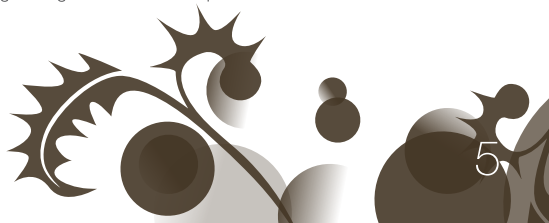
Polished lamps, light fixtures, end tables, and accessories shine bright.

天然材质

天然、朴实的材质为蓝色和绿色奠定了色彩基础。原生的木材、黄铜制品、水泥、厚重的粗布和改造类的产品等，增加了天然元素的深度，引导着流行趋势。而艺术在家具和装饰中的融合在逐步发展，同时装饰品也逐渐活跃起来。

earthy textures

Earthy textures lay a new foundation for palettes of blues and greens. Bare wood, brass, concrete, heavy thick yarns, and repurposed products, add to the depth of natural elements leading the trend. The melding of art in furniture and decor is progressing and creaturelike accessories will come alive.



用粗木做墙面的装饰品或者可以放在一个超大的花瓶里。

Rough wood functions as wall art or can be housed in an oversized vase.





楼梯扶手、灯具、衣架、窗帘杆都可以成为艺术品

To be used as art, stair rails, lighting fixtures, coat racks shelving, and curtain rods.

2013年秋季流行趨勢 *fall 2013 trends*



水泥的重新利用，光滑的、肌理感的、原生的外观呈现了功能艺术。

Repurposed cement molded, smooth, textured, rough that represent functional art.





木材、金属、黄铜等原生材质的应用和表达，将塑造出来的“动物”显得更加生动。

Creatures come alive in product development with the used of raw materials such as woods, metals and brass.



2013年秋季流行趋势 *fall 2013 trends*



重叠的面料、钢质的窗帘杆、木材以及玻璃

Overlapping fabrics, steel rods, wood and glass.



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抛光或者亚光的黄铜材质
可用来做桌子、装饰品、
镜子或者灯具，还可以和
其他金属材质混合使用。

Polished and matte brass is
used as tables, accessories,
mirrors and lighting. Mix with
other metallic substrates.



2013年秋季流行趋势 *fall 2013 trends*





现代材质的围绳，层层围绕交叉的肌理和新古典主义的家具混搭在一起，给传统风格增添了一丝复新气息。

Contemporary textured ropes, overlapping and gathered yarns, mixed with neoclassical furniture brings a renewed experience to traditional styling.

重复、大花图案的装饰性地板营造了一种戏剧化和精致典雅的氛围。

Decorative flooring in repeating floral patterns create drama and refined elegance.

2013年秋季流行趋势 *fall 2013 trends*



造型简单，色调丰富的抛光玻璃

Polished glass with various tones and simple style.

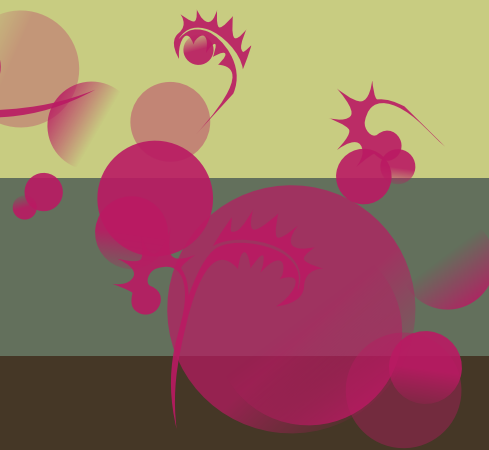


色彩

与以往相比，随着越来越多的顾客更加关注独一无二的风格以及实质性的主题。对于零售商和设计师来说，去关注未来色彩的趋势是至关重要的。为了能够成功地引导顾客，色彩和色彩的搭配一定要足够具有吸引力、鼓动性、多变，同时最重要的是——精确。

colors

With consumers seeking distinctive styling and considerable substance more than ever before, it is critical that retailers and designers be aware of future color trends. To successfully entice consumers, colors and color combinations must be appealing, evocative, transformative and most importantly — on-target.



菩提绿 liden green
C24 M10 Y61 K100

青苔 deep lichen
C60 M41 Y63 K22

可瑞特 carate
C55 M61 Y77 K58

米克诺斯 mykonos
C96 M45 Y09 K48

锦鲤 koi
C06 M75 Y85 K00

活力 vivacious
C13 M95 Y29 K14

热情桑巴 samba
C12 M99 Y75 K15

湍流 turbulence
C68 M45 Y48 K28

爱莎伊 acai
C76 M10 Y61 K00

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REPLACE IMAGE!!!

工业、机器、战争，绿色和灰色编制材质的粗细搭配与层叠。

Industrial, mechanical, battled, overlapping layers of thick and thin yarns woven together with colors of greens and grays.





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相同基调的色彩，简洁的斯堪的纳维亚风格。
Tone on tone color palettes with simple Scandinavian style styling.



几何的形状、重复的元素
搭配大胆的颜色
Geometric shapes and repeating
patterns mixed with bold color.



爱莎伊象征浪漫和奢华，搭配橘色
和绿色给你带来一种视觉趣味。

Acai represents romance and
luxury. Combine with orange or
green to give a visual interest.

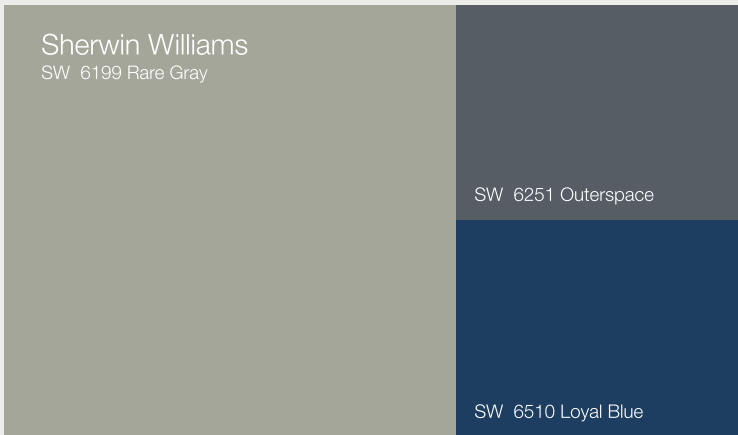
墙漆

它是飘忽不定的，但是我们却无法自拔地去探索它的脚步和内心。色彩总是喜怒无常、变幻莫测的，虽然这一秒会呈现男性化的感觉，但下一秒它就会给你带来维多利亚和未来主义的审美观。现有的工业制品不停地引诱着我们，当戏剧化的效果、古灵精怪的产品，或者花呢、千鸟格这些以男式服装为灵感的面料都会引发你的好奇心。

paint colors

It's our dark side, and we're irresistibly drawn to exploring its murky depths and shadows. The colors are moody, the vibe is masculine and the aesthetic is both Victorian and futuristic. Visible mechanicals intrigue us, while theatrical effects, eerie collections and menswear-inspired fabrics like tweed and hounds tooth evoke Sherlock Holmes and the Prohibition era of secret doors and speakeasies.





2013年秋季流行趋势 *fall 2013 trends*





这是黑暗世界的思考，融入极具戏剧化效果的灯具来营造一种“黑夜吸血鬼”的感觉，高明度色彩的对比增加了浓重的神秘感。

Its the dark side of thinking, mixed with dramatic lighting to create a night-life vampire look with pops of colors to contrast the mysterious mood.



精致、优雅、显赫、财富以及乡村生活。

Highly refined, elegant, prestigious, estate and countryside living.



戏剧化夸张的效果
通过机器工业时代
的混凝土来传达。
The drama is elevated in
a mechanical industrial
in shades of raw concrete.

2013年秋季流行趨勢 *fall 2013 trends*



安静、放松、温暖、精致、
传统、优雅、迷人、简洁

Its calm, relaxing, warm, sophisticated,
traditional, elegant, charming and clean.





前沿创想

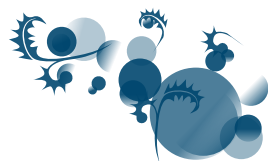
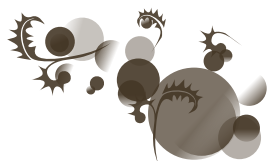
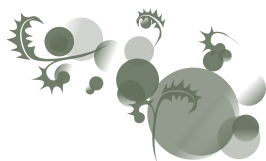
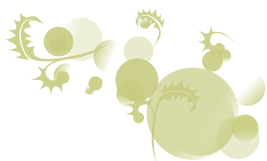
优雅的荆棘和柔和风与薄纱织物交织在一起将传统经典的典雅带进人们的生活，激发起人们的想象力去感知经典的美。

creative lead

Traditional elegance is brought to life with thistles and wind illustrations that gracefully intertwine with voile fabric to inspire the imagination to embrace classic beauty.



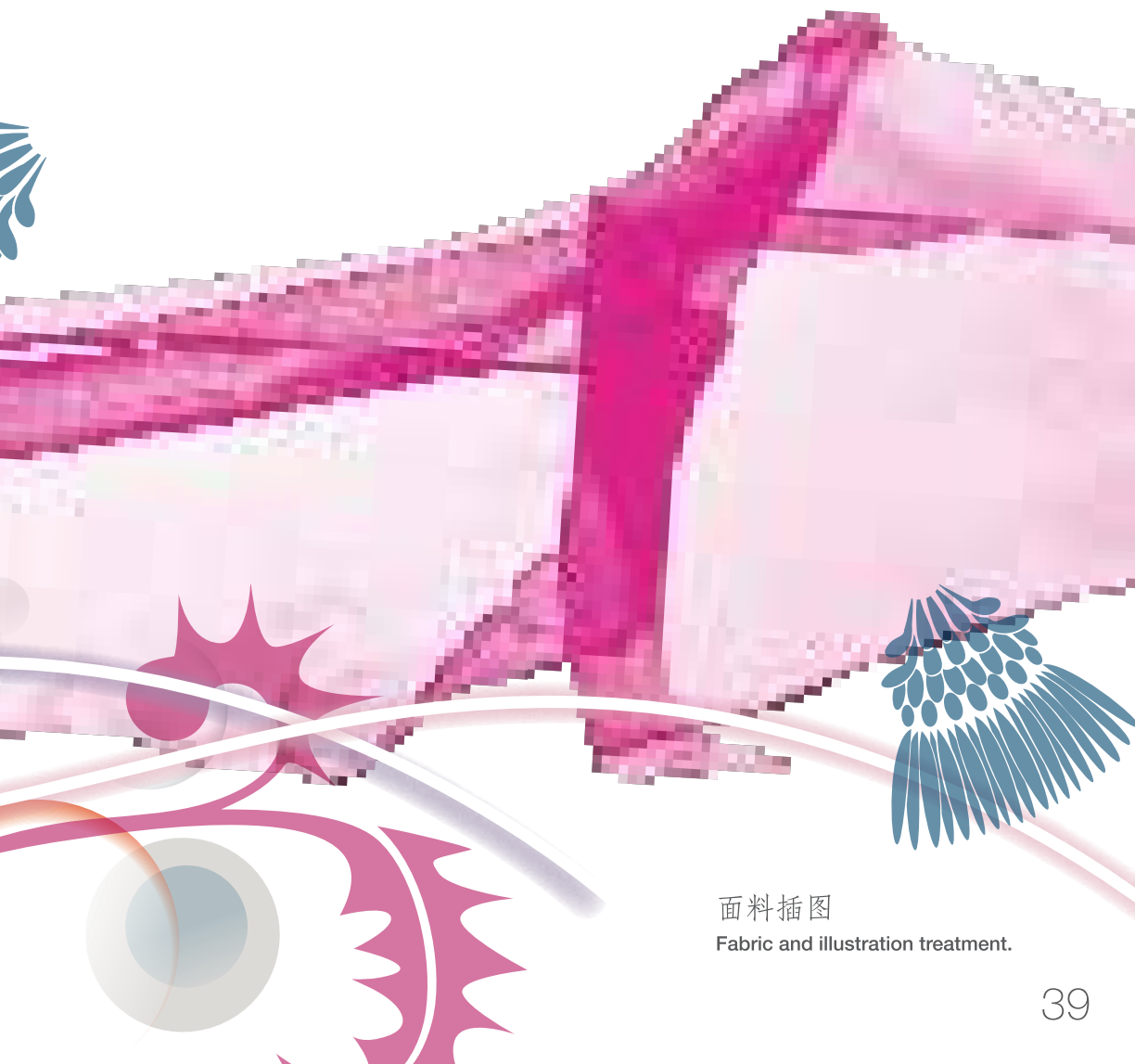
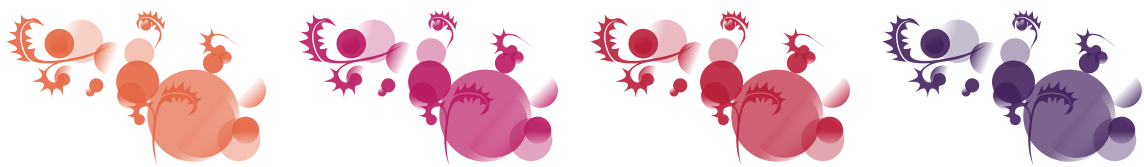




插图

Illustrations





面料插图
Fabric and illustration treatment.

排版

我们如何“拼写”会对印刷媒体的表达产生非同小可的影响。这一季，手写字体和传统字体将会被组合起来形成一种全新的风格，就像是给产品穿了一件定制的外衣。

typography

How we “spell it out” makes a big difference on the tone that is conveyed into our print media. This season hand-lettering and traditional fonts are being combined to form new ways of communication as well giving products a tailored look.



正式的印刷字体是很有性的、饱满的。

Formal lettering is stylized and bulbous.



CLASSIFICATION



SERIF

Serifs are used to guide the horizontal "flow" of the eyes.

Serifs are used to increase contrast and spacing between different letters and improve identification.

Serifs are used to bond characters into cohesive 'word wholes'.

Serifs are used for body text because it is more legible and less likely to cause fatigue.

Two types of serif fonts:

ORGANIC **ADNATE**

BLOCKY **ABRUPT**

SANS

COPY → COPY → COPY

Sans serif is better at small sizes because the fonts survive reproduction and smearing because of their simple forms.

Sans serif is typically used for **EMPHASIS**.

Sans serif is better for children learning to read since the simplicity of the letter shapes makes them more recognisable.

When sans-serif is blown up, the characters retain the general shapes.

字体的选择将会从始至终地影响印刷、视觉、数字媒介等多个方面。

Choose a font that will transfer consistently across all aspects of print, visual and digital media.





叠加与多种元素的重复将会带来视觉的趣味。
Stacking type with various weights create visual interest.

汉字与拉丁字母的区别
The difference between Chinese
and Latin letters

| | | | |
|---|-----------------------------------|-----------|---|
| 字母 → 发音符号 → 最小印刷字号 4号 → 成段 → 篇幅大，不易对齐，有节奏 → 规则少 | | | |
| Aa Bb Cc Dd [] [] [] [] | font style (1) size: 100 times 20 | mark/home | Space is relatively large, is not easy to align, and there is a sense of rhythm |
| 汉字 → 具体意义 → 最小印刷字号 6号 → 单字 → 篇幅小，易对齐，不易错落 → 规则多 | | | |
| | 六号字 | 美克美家 | 英文的篇幅普遍比相同意义的汉字的篇幅要多，在设计时，英文本身更容易成为一个设计主体，而且因为英文单词的字母数量不一样，在编排时，对齐左边那么右边都会产生自然段落始空两格“标点占一格” |

黑体

没有衬线装饰，字形端庄，笔画横平竖直，笔迹全部一样粗细。由于汉字笔划多，小字黑体清晰度较差，所以一开始主要用于文章标题。在中文字体中常用“黑体”，在西文中常用“无衬线体”的称呼。



宋体

笔画有粗细变化，而且一般是横细竖粗，末端有装饰部分（即“字脚”或“衬线”），点、撇、捺、钩等笔画有尖端，属于白体，常用于书籍、杂志、报纸印刷的正文排版。因从明朝传入日本，而又称为明体、明朝体。

圆体

一种由黑体演变而来的字体。大概出现于清末。拐角处，笔画末端为圆弧状。字体清晰，端正，严肃，适合于报纸大字头、图书封面、招牌、广告、网站标题的制作。变体为幼圆体、娃娃体等。





以上字体展示共包含13种中文常用字体
Including thirteen Chinese common characters

2013 年秋季 流行趋势

这本趋势手册从全球视角出发，收集并整理大量信息，针对2013秋季推出。趋势手册中内容的灵感来源于专业机构的趋势预测、流行趋势观察员、Pantone色彩专家、纽约、英国、法国等公司以及美国和法国不同的秀场。趋势手册紧跟Potterybarn、The Conrad Shop、Crate & Barrel、Ethan Allen、Anthropology、Harrods、Macy's等各大高级女装定制设计商场。此本参考手册仅供美克美家广告、商品、店面建设使用以及装饰过程中对色彩、材质和涂装的引导。手册的制作是为了提供新的灵感和创意而不仅限于文字内容。

fall 2013 trends

This trend book is a cohesive formula to global insight which has been collated together for fall 2013. Influences are derived from trend reporters, trend spotters, color experts from Pantone, companies in New York, England, France, as well as lectures presented in the US and EU. These trends are being followed by Potterybarn, The Conrad Shop, Crate & Barrel, Ethan Allen, Anthropology, Harrods, Macy's and all haute couture design emporiums. This reference tool is solely for the usage of MHF advertising, merchandising, store architecture and decor as inspiration and as a guideline of color, texture and finishes. The looks presented are for inspiration and not be taken literally.



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