

light+building

Light + Building presents the trends for 2024/25: Of magical effects, quiet design and uniqueness

Frankfurt am Main, 31 10 2023. Light + Building shows the most important products and solutions in the field of light and lighting. A valuable orientation aid in the large range of products at the world's leading trade fair is the trend presentation by the trend bureau bora.herke.palmisano. The style experts have identified three relevant trends for 2024/25, which will be highlighted in analyses, lectures and an inspiring Trend Area.

Light is an elementary component of the built world. It sets visual accents, ideally combines aesthetically with the architecture and at the same time fulfills functional aspects. Innovative technology enters into an exciting combination with forward-looking design. An outlook on the trends in 2024/25 is provided by the presentation of the trend bureau bora.herke.palmisano, during Light + Building at the Design Plaza in Hall 3.1. From March 3 to 8, the trend experts will be giving daily presentations on social influences and developments that will have an impact on luminaire design in 2024/25.

The trend bureau gives this brief outlook: "The Light + Building *trends 2024_25* take up the groundbreaking developments in the lighting sector and show a broad spectrum of resource-efficient manufacturing techniques, durable materials, traditional craftsmanship as well as modern, digital manufacturing technologies. The latest products meet sophisticated and specific design requirements and show the dialogue between the individual, the room and its lighting," An accompanying trend presentation will show how this is reflected in concrete terms in colours, shapes and materials. Three key trends will play a role.

Welcome Tomorrow

WELCOME TOMORROW combines magical lighting effects, fascinating designs with advanced technologies. The designers and developers ingeniously explore the innovative possibilities and create visionary designs. With stunning visual and illusory effects such as reflections, movement, unreal colour glow as well as sensory lighting effects, they create a hypnotic, supernatural aesthetic. Craftsmanship and sophisticated technologies come together consistently in the trendsetting designs.



Visionary designs create a hypnotic, supernatural aesthetic. Source: Messe Frankfurt Exhibition GmbH

Embrace Simplicity

EMBRACE SIMPLICITY looks at the ever-growing awareness of beneficial designs and quiet arrangements. New design approaches open the view for holistic considerations: sustainable, functional and emotional are the results. Pure, natural, with structural and material sincerity, the authentic luminaire designs and the sustainable material developments are always associated with a story. Here, quality craftsmanship is just as much in focus as natural materials, imaginative experiments with alternative materials, modern manufacturing technologies and an unerring sense for the useful and the emotional.



Quiet design and a holistic approach in focus. Source: Messe Frankfurt Exhibition GmbH

Create Uniqueness

CREATE UNIQUENESS unleashes the special, the "one of a kind", the incomparable. Here, diverse and special designs with a distinctly unique character come together in an eclectic mix. Striking shapes, expressive surfaces, unconventional designs - the interiors look like a select, curated collection of artistic pieces. The use of very different materials, which come together in unexpected, contrasting combinations, is also eye-catching. The spatial effects are charismatic: vintage appeal combines with clean modernity,

craftsmanship with a free-spirited expression. In an inspiring dialogue between industry and craftsmanship, distinctive designs and stimulating compositional ideas emerge.



Striking shapes, expressive surfaces and unconventional design come together. Source: Messe Frankfurt Exhibition GmbH

The trend scouts: Trend bureau bora.herke.palmisano

Claudia Herke, Cem Bora and Annetta Palmisano analyse international trends in fashion and art, interior and lifestyle for Messe Frankfurt. With their many years of experience and great expertise in trend forecasting and materials research, they provide valuable guidance with analyses, lectures and inspiring special shows.

Information on the Light + Building Trends 2024/25 is available here:

www.light-building.com/trends

Light + Building - The World's Leading Trade Fair for Lighting and Building Technology. Light + Building takes place from 3 to 8 March 2024.

www.light-building.messefrankfurt.com

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