

EXCLUSIVE **ARIK LEVY** REPORTING FROM ART BASEL MIAMI

ELE DECOR

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**FOCUS ON
BEDROOMS**

THEMED
INTERIORS,
WARDROBES,
BEDS, LINEN,
LIGHTING...

FEBRUARY-MARCH 2009, RS 100

NEW SECTIONS
THE BUZZ
FROM THE WORLD
OF DECOR

IN CONVERSATION
WITH **RAJEEV SETHI**
WHAT IS HOME?
BY **FARRUKH
DHONDY**

HOT TREND
HORIZONTAL
LINES

**TRY EDIBLE FLOWERS
BOLD BLOSSOM SPACES
SUNSHINE SHOPPING**

THE JOYS OF SPRING

MATERIAL MATTERS TRENDCASTING FOR 2009

For any thought to take shape, the application, technique and tangibles are as important as the innovation itself. ELLE DECOR spoke with George Beylerian, Founder and CEO of Material ConneXion, who has been championing this cause for over a decade

TEXT BY PRAGNYA RAO

MagneCote is an ultra thin printable magnetic sheet comprising of a gloss coated paper backed with slurry. It is flexible, tear-proof and does not de-laminate

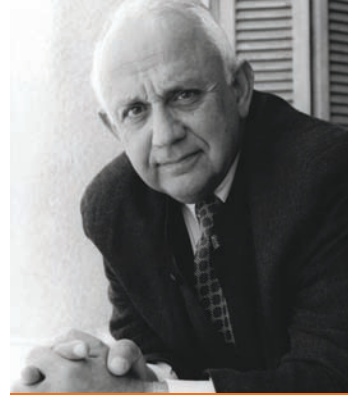
How can some people and organisations generate a seemingly endless supply of ideas, while others struggle to come up with anything fresh, creative, or out of the ordinary? “We provoke designers to ask themselves how materials, particularly the ones they haven’t thought of using before, can help make their products better,” says George Beylerian. “Material trends are moving from value-based to those that consider the impact they have on the environment. The tendency to buy more, new, better, cheaper products is not going to have to change. Simpler, better-made, lower-impact supplies are likely to win out,” he adds.

“MATERIAL TRENDS ARE MOVING...TO THOSE THAT CONSIDER THE IMPACT THEY HAVE ON THE ENVIRONMENT”

The choice of resources is strongly driven by innovation. This, whether it is in a new finish, process, technology or sustainability allows for a wider choice and better production values. For example, it is likely that titanium will become as cheap as steel in the next decade, due to a mutation in the way it is processed. And suddenly you will find the face of

furniture, product design and packaging altered just by that one change. “However, with the availability of so many more options to choose from, it is difficult to predict a single material that will be in vogue for the coming year. That said, bio-polymers will continue their ascendancy against plastics. LEDs will continue to grow in use, eventually taking over compact fluorescents, though this may take a while. I don’t immediately see any new metals coming in, but I do see more transparency, in terms of lighting, electronics and walls,” elaborates George. With one eye trained on the future, we are also tracking the trade’s response to the global movement for a sustainable future. He says, “It is important to support efforts to increase recycling thereby reducing the amount of waste in our landfills. It takes 95 per cent less energy to recycle aluminium than it does to mine it from the ground. We are also investigating technologies where we can generate plastics without using petrochemicals. It is important to use resources other than oil to create them, which will reduce pricing volatility.”

Yes, it’s true. Design cannot exist in a vacuum. Today, it is difficult for one business or industry to have all the answers. Innovation comes from the front lines and it is the front-runners that set the tone. Are you willing? ♦



GEORGE’S WORD ON...

DESIGN Is what happens when an individual, a culture, a nation creates what works best for them as a practical medium

STYLE Is an aesthetic representation of objects or lifestyle, involving comfort and practicality

WORK Is doing the things that need to be done, some willingly and some because I have to!

I AM A conductor of an orchestra with things and people, beautiful or otherwise

Below, from Left Power glass by Glas Platz GmbH incorporates LED lighting with no visible wires. Clear polymer films transfer electricity to white or coloured LEDs

LED films by SUN-TEC Swiss United Technologies GmbH are polyester-based sheets that transmit electricity to LEDs combined with high image resolution printing

The 100 Year Pillow by the Good Guy Group has natural fillers such as buckwheat hulls. It is mixed with Thai herbs and wood additives to prevent infestation of insects and dust mites

All innovations shown here are a collaborative effort between Material ConneXion and the companies

