

press release

//FREIRAUM//: Anything is possible now!

Innovations at Sicam 2023

After its successful participation at Interzum, Schattdecor is looking forward to the start of Sicam in the autumn in Pordenone, where it will once again present numerous new decor developments and the Fineflex Structure product in various colors.

Limitless design possibilities

The framework for this is provided by the new trend concept "Freiraum." "Now everything is possible," is stated in the preface to the new trend statement, which Claudia Küchen, Board Member for Design and Marketing, describes as follows: "Today, we have new technological and creative possibilities at our disposal that allow us, as designers of living spaces, to react differently and in new ways to meet the challenges and trend developments of our time. A new generation of bright minds, greater freedom when it comes to designing and using innovative technologies, and a rethinking of society are the decisive factors for a material evolution within our industry. We are continuously working to meet emerging needs in the form of new, forward-looking products such as Fineflex, which meet the requirements of environmental friendliness and sustainability."

Universal designs are in demand

This new freedom is also reflected in the designs. The design team led by design manager Sabrina Wieland is increasingly observing a merging of our home and outdoor living spaces; not only are people finding themselves more receptive, but also the different areas of our life are becoming more connected. This requires a more universal design language and color scheme. According to Ms. Wieland, "We open ourselves to the environment and thus also to our immediate surroundings. As always, nature continues to be a major source of inspiration. Shapes and colors are oriented toward natural living, but modern living space concepts also drive this openness to the outside. Freedom in terms of design means that living space becomes cozier, and the decors more universal. Designs that we relate to the home are now extending into the workplace or public space."

Decors and products

Decors such as Riva or Sydney have already received positive feedback from customers and visitors at Interzum. The trend toward naturalness, large-scale layouts, unobtrusiveness, and interpreted in a modern way, is also reflected in the booth concept at Sicam. Coupled with a dozen new developments, Schattdecor is covering trends and new concepts. Decors such as Bilbao Walnut will be presented to the public for the first time.

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The topic of surfaces also arouses interest. When it comes to tactile sensations, there is a new and exciting product from Schattdecor and Fine Décor: Fineflex Structure in the Fineflex Metallic collection colors with a striking pearl bronze accent.

Klaus Müller, Head of Sales for Finished Surfaces, sees this as “the next new thing.” He says: “For customers, this product offers added value in terms of design. To create Fineflex Structure, we have given our Fineflex Metallic collection an innovative embossing. In this way, we offer customers more freedom in terms of design. They can implement and vary new tactile values. It is an exciting topic to bring the next new theme to the market.”

Fineflex Structure

For years, tactile sensation has been in high demand. The motto “More is more” here translates as “More tactile feel, more naturalness.” Fineflex Structure offers a new level of tactile sensation. Combined with the metallic collection colors, the surface looks elegant, modern, and features the sought-after anti-fingerprint effect.

Interested parties can see for themselves from October 17 to 20 in Hall 6, Booth A30-A34. The Schattdecor team is ready to offer advice on upcoming designs and innovations for the future.

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Anyone who wants to find out more about the new trend concept and the decor collection for “Freiraum” can do so at freiraum.schattdecor.com, true to the motto: Now everything is possible!