



ambiente 2008

basic & i mini. to be “in”.

Four trend themes about the materials, colours and shapes likely
to be 'in' in the coming season.

For the first time, the decisive influences for the coming season are impressively showcased in the **Ambiente 2008 trend forum**.

“Trends are more than new products and ideas, they are the essence of a plurality of possibilities – a cocktail of the most eclectic stylistic trajectories.” From this premise the **bora.herke style studio**, (Berlin/Frankfurt) discerned four signpost trend themes from the current key movements and influences: 1) clean & pure, 2) decorative & reduced, 3) playful & intensive and 4) natural & innovative.

In this way the designer team has created a presentation in Ambiente '08 which closely approaches reality and is, at the same time, a trend show, a buying aid and a source of inspiration for decoration ideas.

Our **Basic Espresso Coffee Machine** & our **I.mini grinder** were selected for this international presentation under the theme : **Clean & Pure**.

Trend Forum 2008

Clean & Pure



Avant garde purism is shaped by ultra modern alliances : minimalistic and poetic, innovative and sensual, functional and comfortable. Appealing materiality is reflected in cool chrome and stainless steel features and warm brass effects with brown-tinted mirrors.







Trend Forum. Ambiente 2008
Gallery 1
Messe Frankfurt

Ascaso Factory
Barcelona, Feb 2008