

MORE FROM WOOD.



EuroCucina
June 2022



EuroCucina delivers kitchen inspiration



Aimee Fletcher
EGGER UK Decor Manager

Aimee Fletcher, Decor Manager at EGGER UK, shares her experience of EuroCucina, Europe's only dedicated Kitchen trade fair.

With a reputation for highlighting future kitchen trends that are going to shape demand from consumers, EuroCucina is a showcase for high end design. Part of the prestigious Salone Internazionale del Mobile, the fair attracted over 268,000 visitors across six days, all eager to see what was new.

After a raft of exhibition cancellations and travel restrictions, it was good to see that attendees were feeling optimistic about the industry and happy to be back. Arriving at the Milan Exhibition Centre, you were struck by the electric atmosphere and the excitement for what lay ahead.

The past few years have stalled in terms of product and trend development, but the hunger for new inspiration was finally satisfied by EuroCucina. There was a clear evolution in the direction of design towards pastel uni colours, classic and emotional woodgrains, and solid metallic materials. Product development was a hot topic too, with contemporary design and next generation technology leading the way. Read on for a roundup of the key design trends from the show.

Solid Colours

Solid uni colours were everywhere! Not just at EuroCucina, but also in the wider Milan Furniture Fair. Everything from **warm greys to pastel blues, clay reds, and refreshing greens**, provided a spectrum of colour on display.

Cool greys have dominated over the last few years, but we are heading towards warmer, redder tones, that give an earthier and softer look. Taupe and stone colours are being elevated and pair really well with woodgrain styles like Vicenza or Kaiserburg Oak, with that neutral and contemporary style, as shown by Scavolini.



Warmer, redder tones offer an earthier and softer look.

Green is very much at the forefront of design. This is no surprise, as the impact of the sustainability megatrend takes hold of the consumer's mind-set. Layered pastel tones by GB Group were fantastic to see. These can be installed in a modular way, just as we had forecasted, and pair well with classic linear woodgrains.



Green is at the forefront of design and works well in modular design.

Pastel blues are moving from deep, dark tones to a more serene shade, like Smoke Blue or even a classic Denim Blue. Clay reds are gaining traction since we first saw them in Cologne at IMM in 2018. They range from pink shades through to terracotta, and offer a fresh take on traditional uni colours.

Previously, grey was the base colour of choice to pair with other materials, but we are now seeing pastel tones take their place. All with a black pigment, they work beautifully with the matt black we see across accessories, brassware, ceramics and furniture, as shown on the Stosa stand. Black is here to stay, so it is important that everything works well together.



Pastel tones are taking the place of grey, the base colour of choice.

Classic Woodgrains

Dark walnuts, oak and teak decors are making a comeback in a retro style, across table tops, small accent furniture and frontals. They offer a new dimension to luxurious interiors and a refreshed look for furniture design.



Dark woodgrains are making a come back in a retro style.

Pale and quiet woodgrain styles are in contrast to this, with slab and fluted style doors bringing a holistic feel to living spaces. Interior styles will feel neutral and breathable, working together with silent solids and soft stones, as shown by Scandola.

Pale and quiet woodgrains with fluted style doors bring a holistic style to an interior.

Walnut with solid matt, or even stone accents, creates a high-end look that is incredibly fashionable, as shown by Italia and Century Brazil. Consumers are looking for carcasses that contrast with frontals on either traditional shaker style kitchens or modern slab styles, so these classic woodgrains will work perfectly.



Emotional Woodgrains

Tactile and **rustic** woodgrains are also in the mix, but in a modern way and paired with painted, handle-less shaker doors, that we have not seen much of in the past. Another example are heavy, striking woodgrains used as statement cabinets, as shown by Porcelanosa, in combination with a contrasting uni colour.



Tactile and rustic woodgrains paired with a statement uni colour create a striking look.

Materials and Metallics

The rise of **solid metallic** decors, with a **subtle sheen**, is an emerging trend, found throughout the fair. The **soft metal** look in **taupe**, **steel**, **bronze**, and even **dark green**, offers a luxurious look and an alternative element to matt, solid slab doors. Brands like Boffi and Scavolini displayed multiple such styles and structures on their stands and in their showrooms.

Another refreshing style is a sandstone slab frontal, offering a striking feature for furniture design. Gloss also looks to be making a comeback, but in a more modular style and paired with multiple material types.



Subtle sheen is an emerging trend.



Worktops

Stone, **marble** and **terrazzo** are popular choices for worktop materials. **Dark grey** and **black marble** with a **semi sheen** and **coloured veins**, in a **soft red** or **natural shade**, were a standout. A variety of thicknesses offers impact, especially when used at

different heights across islands and long benches, as shown by GB Group. New worktop shapes are also visually appealing, with curves proving popular.



A variety of worktop thicknesses offers impact, especially when used across different heights.

In summary, what was shown at EuroCucina was very much in-line with our developments across furniture decors and is reflected in our EGGERzum trend collection this year. We can certainly see these designs and colours emerging onto the UK market over the coming months.

www.egger.com

EGGER (UK)Limited

Anick Grange Road

Hexham, Northumberland

NE46 4JS

T 0845 6068888

From R.O.I please call T +44 1434 613304

productsupport@egger.com