

# INTERIOR

2ND EDITION | THE INTERIORS MAGAZINE FROM  SWISS KRONO GROUP



## INSPIRATION

THE NEW DECORS

### BEHIND THE SCENES

HOW ARE DECORS CREATED?

### INNOVATION

YOUR PERSONALIZED DECOR  
WITH DIGITAL PRINTING

**DEAR READERS,**

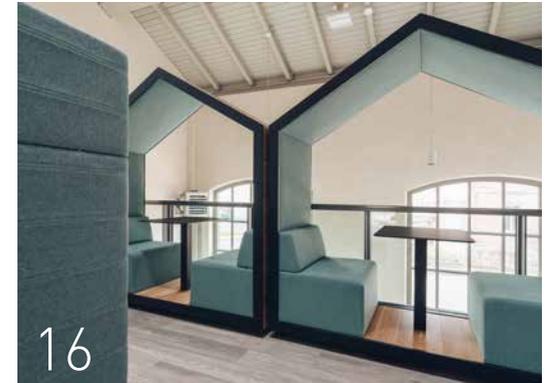
How do you define a great room experience? There is no definitive answer to this question! Instead, there are many individual ones. We believe that spaces should tell a story, show character, express individuality and, above all, create a feeling of wellbeing. This magazine aims to provide you with enriching inspiration from our ONE WORLD collection for your space's personal story and showcase exciting and sustainable design options. We hope you like it!

/ **Fabian Kölliker**  
HEAD OF MARKETING / SWISS KRONO GROUP



U4809 VL Granit Grey

D3811 OW Venice Walnut



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# The world of furniture decors

/ Enriching the global ONE WORLD collection with new designs

**An interior project** – endless possibilities. Whether you are furnishing a medical practice, creating items of furniture, designing a kitchen or fitting out a restaurant, with our ONE WORLD Collection of furniture decors, there are no limits to the interior design possibilities. Consisting of a basic collection available worldwide and country-specific furniture decors, the ONE WORLD collection unites everyone while celebrating their individuality at the same time. The basic collection has now been expanded with 39 new decors, in keeping with the latest global design

trends. The melamine-coated decor papers can be applied in a range of surface textures to various carrier boards, such as our sustainable BE.YOND chip-board, and can also be provided with the antibacterial BE.SAFE finish. Follow us on our journey as we create decors and collections and find inspiration for putting ideas into practice in our ONE WORLD.



U4446 VL Tender Rose



## ONE GLOBAL COLLECTION MEETS FIVE LOCAL WORLDS OF STYLE



**SWISS Decors**

Natural and muted shades convey closeness to nature.



**FRENCH Decors**

Classic and timeless decors reflect French style.



**POLISH Decors**

Colorful and realistic on-trend decors create a contemporary look.



**UKRAINIAN Decors**

Dark and expressive designs create a noble cosiness.



**RUSSIAN Decors**

Designs between tradition and modernity radiate an elegant warmth.



D4419 0V Rustic Chestnut White

Playful details or clean elegance. ONE WORLD offers the perfect decor for every interior style.



U119 VL Light Beige

U3261 VL Vanilla

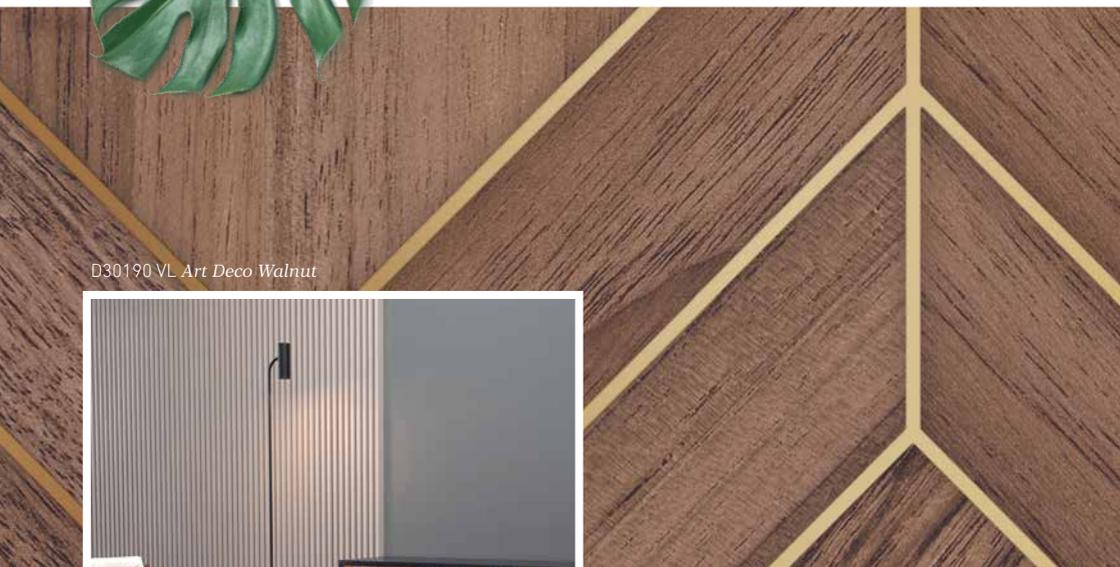
D4415 0V Craft Oak

# Relaxing & cosy

/ The new decors for the interior trend "The Me-Shed"



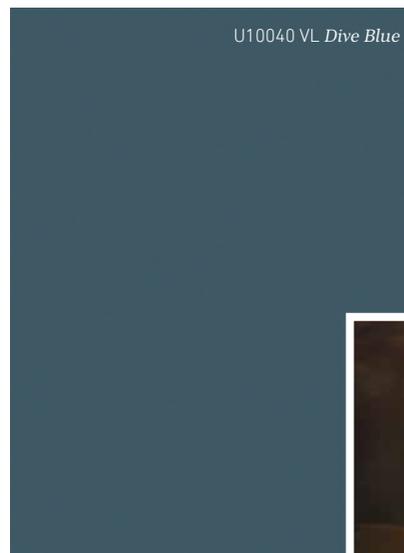
D20110 OV Soul Oak Natural



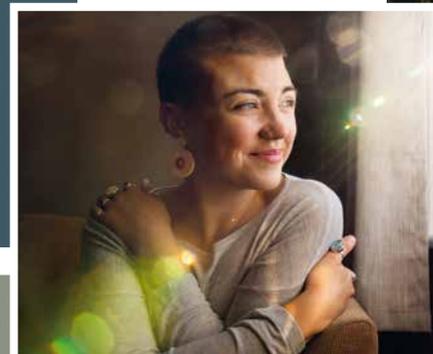
D30190 VL Art Deco Walnut



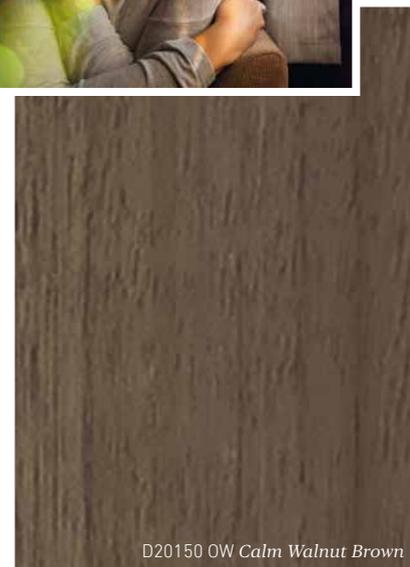
Shades of soft to strong green combined with oak and other valuable regional and traditional materials like walnut and marble create a personalized feel-good space where you can sit back and switch off.



U10040 VL Dive Blue



U10030 VL Aloe Green

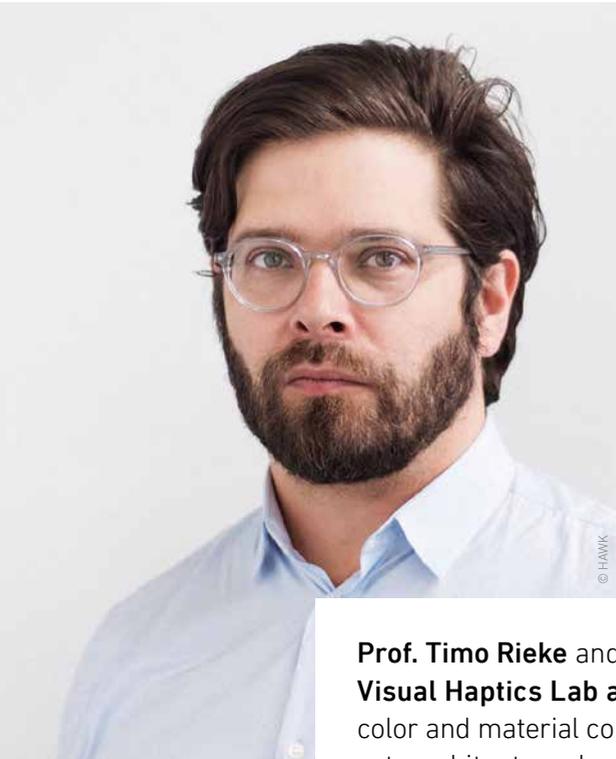


D20150 OW Calm Walnut Brown



D20140 OV Cosy Oak Natural

# Colors send a message and transmit attitude



**Prof. Timo Rieke** and his team at the **Visual Haptics Lab and IIT** develop color and material concepts for design, art, architecture, brands and science based on research and strategy. Their methodology and expertise supported us in finalizing the current global ONE WORLD Collection.



Color and material concepts for product design and architecture.

## How does your institute (IIT) methodology work?

*As our basis, we begin with a trend-scouting workshop at the Faculty of Design at the University of Applied Sciences and Art (HAWK) in Hildesheim. We view and analyze around 20,000 images from trade fair visits, design blogs, journals and magazines. These insights, coupled with information on megatrends and social phenomena, are then sorted according to color and style worlds and combined into clusters. From here, colors can be developed for different themes.*

## When you walk into a room, what does it need to do to inspire you?

*I am a fan of subtle spatial ratios, thrilling haptic surfaces, exciting and bold colors combined with nuanced details.*

## Which colors do you think have the most exciting effect?

*It's never about individual colors – it's about color combinations. Unexpected combinations that reveal new possibilities. We always try to find that sort of combination in our trend reports. At the heart of it all is a combination matrix that creates just that: exciting color relationships.*

## Can every color be combined with every material?

*Some colors are not compatible with some surfaces. A powdery rose tone, for example, only works with a soft, matte surface. Natural matte is very much on-trend at the moment. Gloss works with some colors and with metals and glass, but not with natural textures and hues. As messages, the color and finish must complement one another and not clash. Only then will the material feel authentic.*

# Natural & gentle

/ The new decors for the interior trend "Conscious Home"



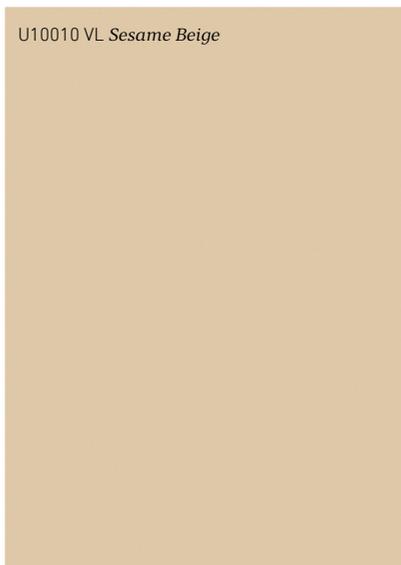
D70050 OV *Tender Oak Natural*



D30100 TO *Woven Cream*



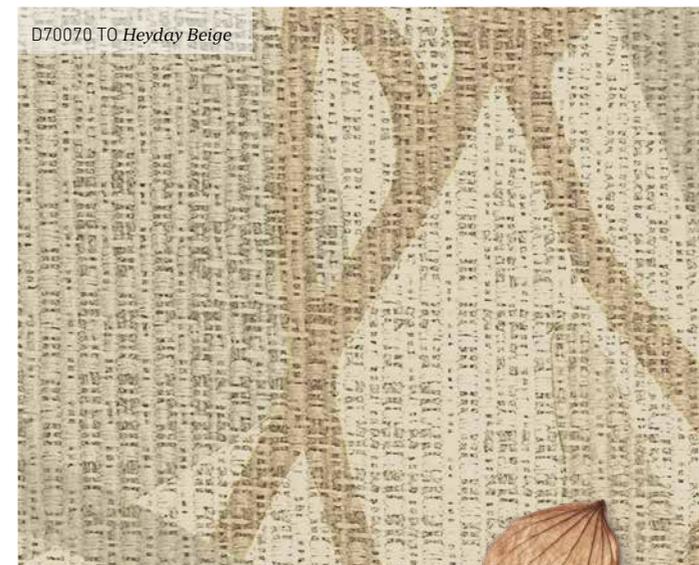
D20230 OV *Grace Oak Natural*



U10010 VL *Sesame Beige*



D4450 LX *Levante Sand*



D70070 TO *Heyday Beige*



D30160 TO *Seaside Beige*

The combination of warm, light natural tones and velvety, super-matt surfaces and textiles creates a soothing and gentle atmosphere to reflect our growing awareness of nature and a feeling of wellbeing.



# From tree to high-quality decor

/ How the new “Grace Oak” decor is made from an oak tree – with precision and patience



**1. It starts with the raw material:** the oak. The tree is debarked after felling.



**2. From trunk to board**  
The oak trunk is sawn into boards. The closer you get to the core of the tree, the smoother and more even the wood structure becomes. Grace Oak is made from boards close to the core, which is what gives the decor its elegance.

### 3. Drying and processing

The board has to dry before the sawn timber is further processed and finished. Depending on the location and the wood, this can take up to two years. This process is important for adapting the wood to room humidity for later use in order to minimize swelling and shrinkage. The characteristic fissures of the Grace Oak decor also appear during this drying process. This often happens in the core areas of the trunk because there is greater tension there.



### 4. Digitalization and printing

When the precision work is completed, the surface of the finished board is scanned in high resolution. The decor design is optimized in digital post-processing and, after engraving the wood grain, printed in high quality.



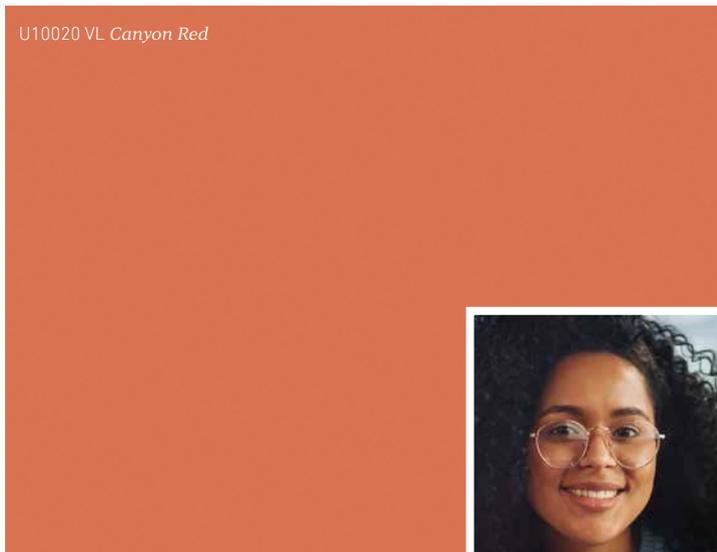
# Lively & positive

/ The new decors for the interior trend "Playful Spaces"

D30090 TO *Cloudy Grey*



U10020 VL *Canyon Red*



D70060 TO *Terrazzo Fresh*



D30220 TO *Quartzite Grey*



D20210 SD/MX *Lamella Terra*



D20200 SD/MX *Lamella Cream*



**Bold experimentation with bright and vibrant colors and accessories creates exciting spaces full of positive energy that make a real impact.**

U4446 VL *Tender Rose*

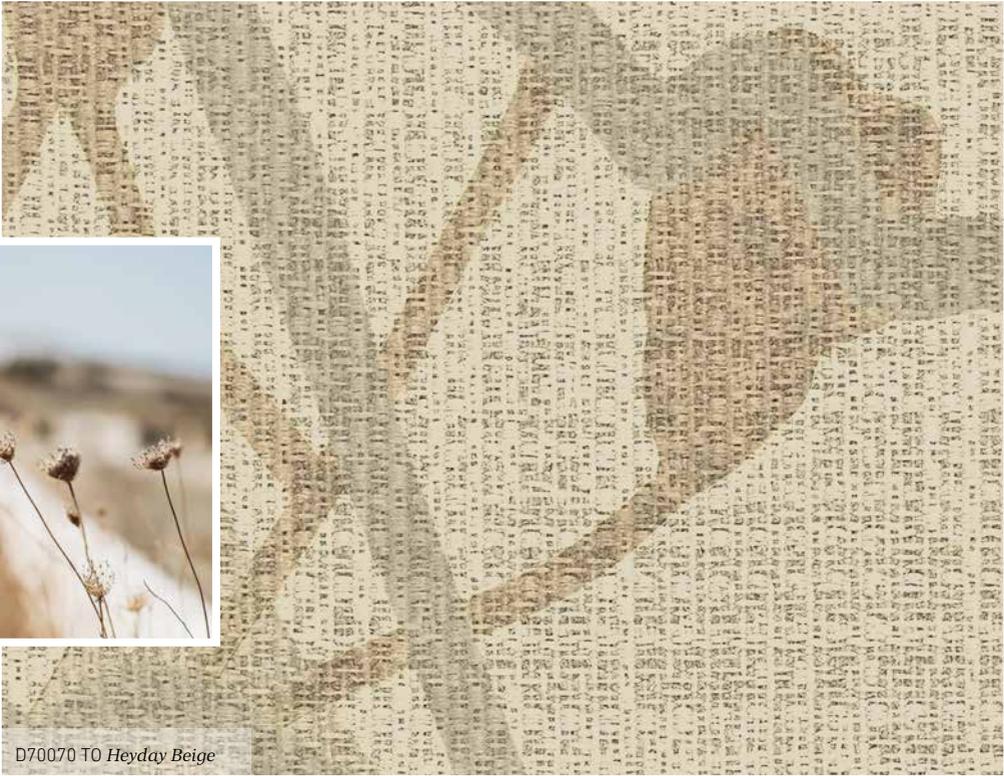


# Design your own on-trend decor

/ Your design idea will be transformed into a personalized, high-quality product



D70060 TO Terrazzo Fresh



D70070 TO Heyday Beige



**Creative individuality, high flexibility & small volumes**



**Do you have** a specific design in mind that you would like to implement in an interior project? In our factory in Heiligengrabe, located between Hamburg and Berlin, individual decor wishes can be realized by digital printing. For this purpose, we offer everything from a single source in our Design Center, from the analysis of the source material to decor development, digital printing and production of the finished product. This enables us to respond to individual design wishes and to produce special requests flexibly and to a very high standard, even in smaller margins, in a comparatively short production time.



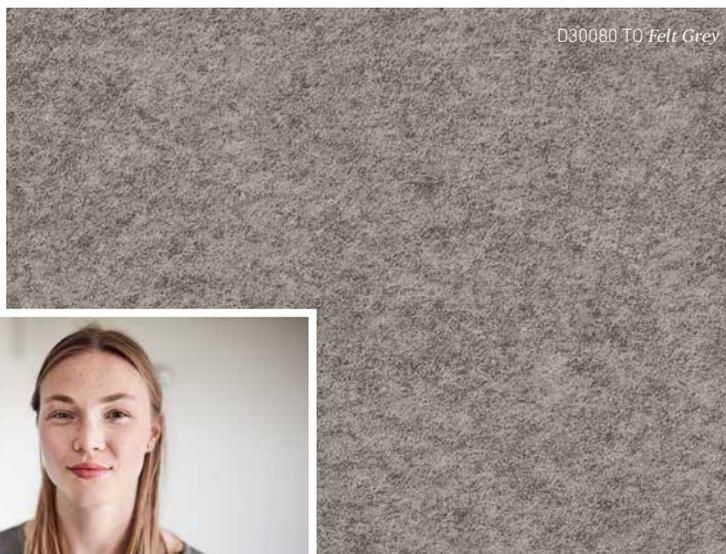
D70050 OV Tender Oak Natural



Scan the QR code to find out more about our offer

# Adaptable & proactive

/ The new decors for the interior trend "Responsive Furniture"



D30080 TO Felt Grey



D20120 OV Soft Chestnut Light



D30180 TO Stonetex Black



D20130 OV Soft Chestnut Natural



U2653 VL Light Grey



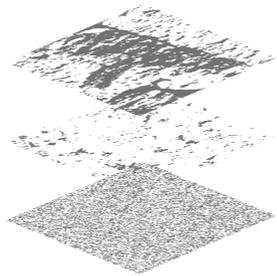
U3188 VL Toffee



Modular furniture and flexible, versatile surfaces in minimalistic and neutral colors combine to form multifunctional spaces that adapt to modern lifestyles and radiate serenity.

# Tangible elegance

/ With its stone structure, the new Touch One surface structure brings a certain haptic something to the ONE WORLD collection



The combination of three texture layers ensures the natural look and feel of Touch One.

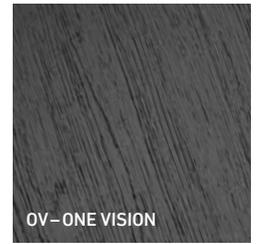
## Touch One - The aura of permanence

Caught between timeless down-to-earthness and shimmering flamboyance, the latest surface texture Touch One, with its original stone structure, is the ideal complement to wood structures that are also available within the ONE WORLD Collection. Durable stone surfaces, created over millennia, stand for the perpetual need for permanence and reliability. With its fine, not too deep relief, Touch One radiates a calm air of permanence. At the same time, the structure features typical mica effects and gentle reflections, giving it a modest elegance.



TOUCH ONE

In addition to the new Touch One stone structure, the decors of the ONE WORLD collection can also be combined with other high-quality surface textures.



# Architecture of the future

/ New pioneering projects showcase innovative ideas and illustrate what ecological construction and living spaces might look like in the future



© Garbe Immobilien Projekte

### Roots Hamburg

By 2024, Germany's tallest wooden high-rise building (65 meters high with 19 floors) will be completed in Hamburg's Hafencity. Overlooking the harbor, 5,500m<sup>3</sup>

of pinewood will become an architectural highlight that combines urbanity and the environment, designed by Hamburg-based architects Störmer Murphy and Partners. [www.rootshamburg.de](http://www.rootshamburg.de)



© The Ellinikon Experience Center

### Ellinikon Project

A "15-minute city" that requires minimal travel is to be built on the 6.2 million m<sup>2</sup> site of the former Athens airport directly on the Mediterranean coast in one of the world's largest urban renewal projects. Cutting-edge energy-saving strategies will enable an ecologically sustainable net-zero carbon footprint and make Ellinikon self-sufficient in terms of water and electricity requirements. [www.theellinikon.com](http://www.theellinikon.com)



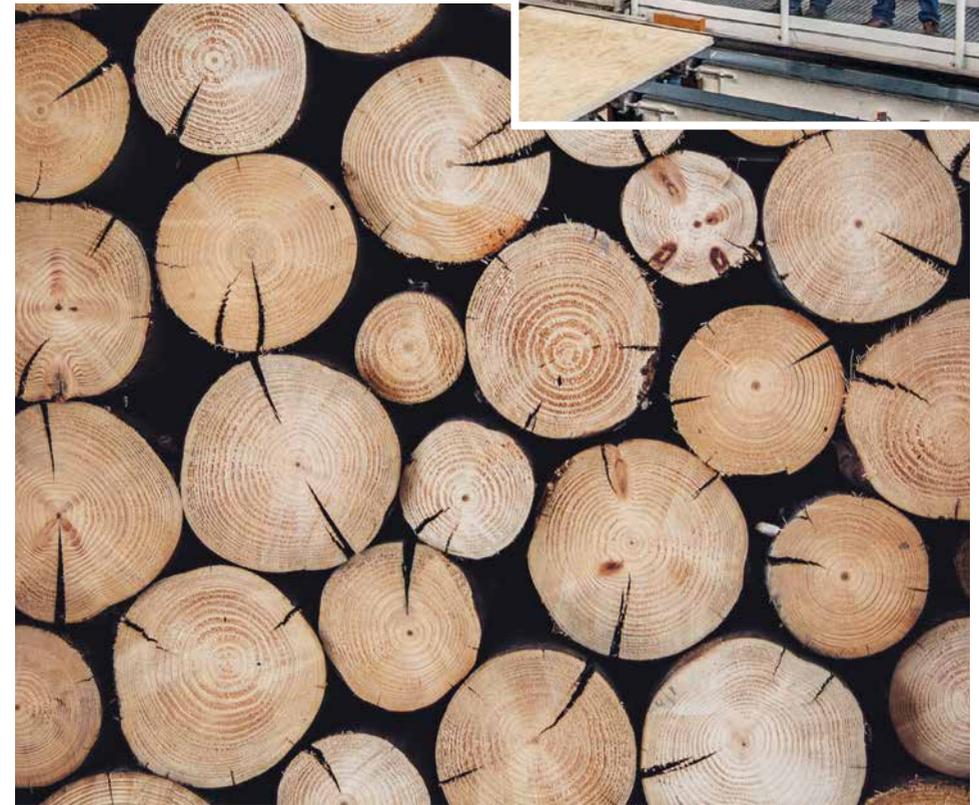
# Creating a sustainable future together



**It is and always has been** our passion and, more importantly, our responsibility to provide a wide range of sustainable wood-based materials that support building with wood. Through the increased use of renewable building materials, SWISS KRONO is contributing to a better and healthier world to live in for generations to come. But since the best is not always enough, we are constantly questioning the status quo and continuing to strive towards our vision of becoming world's leading provider of circular building materials by 2027. Our circular economy goals are based on eliminating waste and pollution, reusing and recycling as many products and materials as possible and regenerating nature. Our production processes and ecological projects such

**Sustainable and responsible use of wood as a resource is particularly close to our hearts.**

as the Green Steam project are already enabling us to produce 90% of the thermal energy we use from renewable sources in a climate-neutral way and to start replacing existing energy systems in some production areas. At SWISS KRONO, we also already continuously recycle wood and other raw materials to optimize our processes so that they are truly sustainable and actively help to reduce CO<sub>2</sub> emissions. By using coarse and fine wood chips in production, we can already recycle a tree almost in its entirety.



D30220 T0 Quartzite Grey

D30100 T0 Woven Cream

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*Tell your very own  
stories with your design  
and bring rooms to life.*



**ONE**  
**WORLD**  
COLLECTION

 **SWISS KRONO**