

The Trend Area exalts the concept of the family

The area at the entrance to the fair changes format with respect to the past editions, and becomes an intimate environment capable of evoking a “familiar” atmosphere

A little “refuge”, a comfortable corner decorated with the companies’ fabric samples, so that the visitors to PRIMA will feel right at home. It will be like settling down in the midst of relatives in the Trend Area, that welcomes visitors to the penthouse floor of the Central Pavilion. Because the family is the actual source of inspiration for the six trends of fall-winter 2011/2012: Tender Basics; Rural Romantics; Urban Invisibles; Animistic Fibres; Androgynous Classics; Artistic Traditions.

With respect to the past editions, the format chosen for the design of the Trend Area organized by Li Edelkoort’s staff is more suited to the model of a fair than a forum, with a more enclosed structure that lends itself to represent the dominant theme of the family. The warm, homey atmosphere evokes convivial moments at the table, with the fabric samples displayed on cutting boards and the shade cards framed on enormous white walls. As soon as the visitor enters the trend area, the family dimension is apparent: the personnel that welcome the visitors not only invite them to come in and sit down, have something to eat and drink, but also visibly incarnate the concept of the father, the mother and the son. It is easy to be drawn into the atmosphere of fashion and trend, paging through the book or even an iPod, for those who prefer to apply technology to everything. Even easier to get a taste of the trends live, with an explanation that the personnel at the entrance are glad to offer. It is simply impossible to leave PRIMA without knowing what we’ll wear in fall-winter 2011/2012.

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