

Casa Cor SP2022 trends report

July 5th - September 11th 2022, São Paulo, SP

Fabien DARCHE, Strategic Marketing Americas COA November 2022





Hi, welcome to EMD Surface Solutions!

Since more than 360
Years, as part of our
Journey as a vibrant
company of Science and
Technology, we
developed curiosity
about our world and
what surrounds us.

This is why part of our mission is to bring to our partners and customers, insights and trends visions from different perspectives.

This information is not necessarily directly related to our activities, however it could contain relevant trend markets insights that could be adapted or transferred in short or mid-terms to cosmetics, coatings or industrial applications.

Enjoy the Journey with us!



CasaCor SP2022

To celebrate its 35th birthday, CasaCor SP located this commemorative edition in the heart of São Paulo. With more then than 10 000 m2, and erected more than 63 years ago by David Libeskind, one of the most iconic architectural landmark of the city, the Edificio Conjunto Nacional, has been chosen to head the renown interior design and architecture fair.

Based on the theme
"Particular Infinite", the
fair holds projects for
lofts and living studios
as well as leisure islands
such as coffee shops
and a restaurant.

CasaCor SP occurred from July 5th to September 11th.

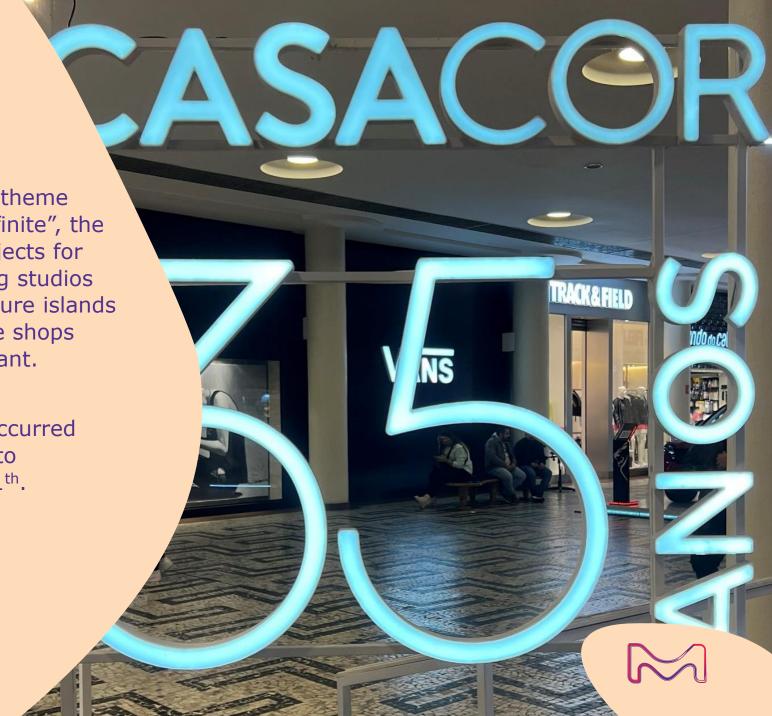


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The fair

Main trends

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the fair

75 ambiances were created for the edition, by architects and interior designers.

Virtual tour of the exhibition here:

https://www.tours-

casacor.com/edicoes/casacor-sao-paulo-2022/



















overview

































CASACOR

5 spotted trends



the Power of Darkness



Mineral Veins



Fi-breathe



the Midas Touch



Re-brand



Dark ambiances were the favourites this year, offering subtle variations of blacks, and light plays with shadows.

Irregular surfaces are also a hit. Volumic and massive objects become lighter with a darkened finish.

the power of parkness

























Natural veiny stones are coming back for flooring, wall covering and even working surfaces.

Nowadays colored, they are valuable for their irregular marks and veins which create unique signature to the interior they are applied to., like exposing natural marks or scars as a proof of authenticity.

Mineral veins

















Irregular and lose woven fibers are used to add a light & comfy touch to interiors. They could be applied on floorings, upholstered surfaces or as simple adds-on like cushions or blankets. By their knitten or woven irregularity they contribute to a breathable take.

Fi-breathe













Golden touches, with different gloss levels, invade the ambiances to bring up more sophistication, especially as color accents combined to cold, neutral or wooden surfaces.

the midas touch











Based on the principle that a good design never dies, the use of iconic brand and design references to warm up emotional feelings into interiors became a strong trend in interior design.

Re-use, re-build, re-significate...

Re-brand





















References

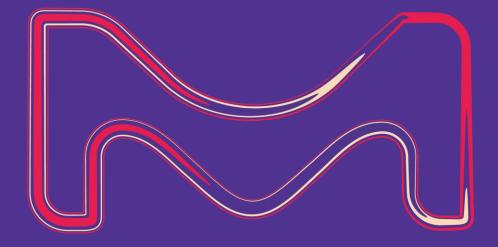
Need more information?

All pictures

Fabien Darche

Caso Cor SP oficial website

https://casacor.abril.com.br/mo stras/sao-paulo/



More info

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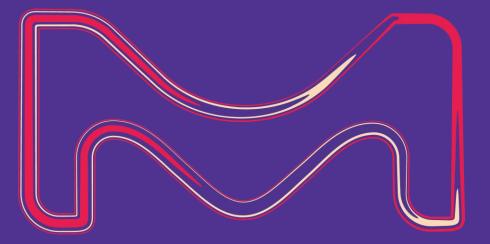
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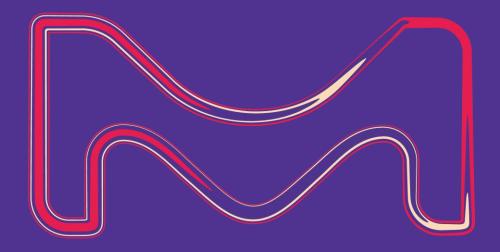
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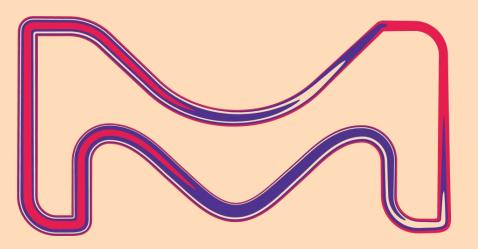


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