



Material **TRENDS** for Navigating the Pandemic

ChangeUp

Summer 2020

WHAT'S NEXT.

The pandemic has caused us to reevaluate what it might mean to design for a world that will never be quite the same, especially when it comes to how we gather in and use public spaces, like restaurants and retail stores.

Design has long been a community driven by passion, artistry, joy, invention, and of course, the details. Here, we've curated a forecast of compelling material and finish ideas that will breakthrough and paired them with solutions to inspire you.

In a script that's rewritten each day, there are a few constants: we'll need to look forward, to adapt, and to take nothing for granted.

Let's dive in.

OVERVIEW

renewed
perspectives

Reflections of nature.

transparent
connections

Transparency creates trust.

brutalist
beauty

Influence of practicality.

return to
imagination

Maximizing wonder.



renewed perspectives

/ renewed perspectives

// brutalist beauty

/// transparent connections

//// return to imagination

renewed perspectives



Summer is here. We're awakened and renewed with the smell of flowers, the sun shining, and the sounds of nature. We've gained a new respect for our environment and moments of tranquility that our time outside has given us.

We've seen the positive impact isolation has made on our environment – from air quality to plant and animal life. As businesses re-open there is an excitement to return to shopping, dining, and entertainment. Connecting back to these elements that were often the highlight of our days will ease the transition and reset our minds. Ultimately, we're all trying to gain perspective and establish a new balance in our lives.

Warm neutrals paired with soft pastels will provide a feminine touch to the environment. Reflections of nature will be seen in textures, materiality, scent, and sound – creating an immersive experience that eases our anxieties. Integrated lighting that floods the space will feel natural and comforting. Spaces will not only welcome you in, but they'll also invite you to stay and absorb your environment. Simple, conversational communication will provide that next level of human interaction that we've all desired.



renewed perspectives // **LOOK & FEEL**

simple
calming
reassuring
reflection
shared experiences
feminine
soft

1

Amplify the natural light in your space. Consider larger windows or doors, faux skylights, and reflective materials placed strategically to reflect and refract light.

Coelux:

Faux Skylights offer a flexible and cost-efficient solution to inject your space with a realistic reproduction of natural sunlight

Jockimo:

Artfully refract light with a colored mirror

2

Incorporate natural elements to add warmth, texture, and a bit of earthiness. Focus on key customer experience moments.

Concrete Collaborative:

Easy to install prefab terrazzo countertops adds pops of texture and color

Lindsey Adelman:

Decorative lighting can help bring fluid shapes to life

Concrete Collaborative:

Wall tiles that offer a range of unique character, natural texture, and organic pattern

3

Acoustics, paired with an immersive sound experience, will help to soothe and transport.

Baux:

3D acoustical wall panels that are fun, colorful, and simple to install

Casalis:

Moveable and flexible acoustical room dividers that come in earthy but vibrant colors

Mood Media:

Create a custom sound to set the perfect mood

***click** a company name to view the product*





brutalist beauty

/ renewed perspectives

// brutalist beauty

/// transparent connections

//// return to imagination

brutalist beauty



On the other side of the pandemic, there will be a new awareness and appreciation for clean, practical spaces with stoic materials and a contactless slant.

These designs have a straightforward language with a tech-driven flourish. The aim is to convey to consumers that they are in a pristine space that is stylish without sacrificing safety or succumbing to fear.

We will see new takes on anti-microbial and hydrophobic surface finishes applied in new ways to new mediums. We can also look to familiar materials and forms used in new combinations: hard angles and rounded curves co-exist, brushed metal and concrete, and monotone soft earthy color palettes infused with pops of color. Practical feeling spaces will gain additional meaning and appreciation as we pare down on the number of objects we own, and our values have a hint of new-age survivalist. Across all aspects of the space, present beautiful, minimal, sensitive solutions to reduce and even eliminate contact for the consumer.



brutalist beauty // **LOOK & FEEL**

stoic
pristine
tech-driven
orderly
utilitarian
direct



1

Breathability is the key focus here.
Minimize – pair down items in the space – declutter.

2

Think high-touch, low transfer. The use of anti-microbial/hydrophobic surfaces in high-touch areas is a simple but impactful way to combat the spread of germs.

Cambria:

Quartz is nonporous which makes it naturally anti-microbial and an excellent solution for countertops

Wilsonart:

Anti-Microbial Laminate is a cost-conscious solution for countertops and fixturing

3

Technology and high-tech materials add a layer of ease and safety.

PMC Lighting:

Anti-Microbial Lighting is a subtle but highly effective way to kill germs

MJD Interactive/Valtech:

A technology partner can help bring to life beautifully branded and personalized omnichannel experiences

4

Utilize common industrial materials to create unexpected, artful spaces.

Build Solar:

Solar Powered Glass Blocks provide sustainable energy with an industrial look and feel

Panel Piedra:

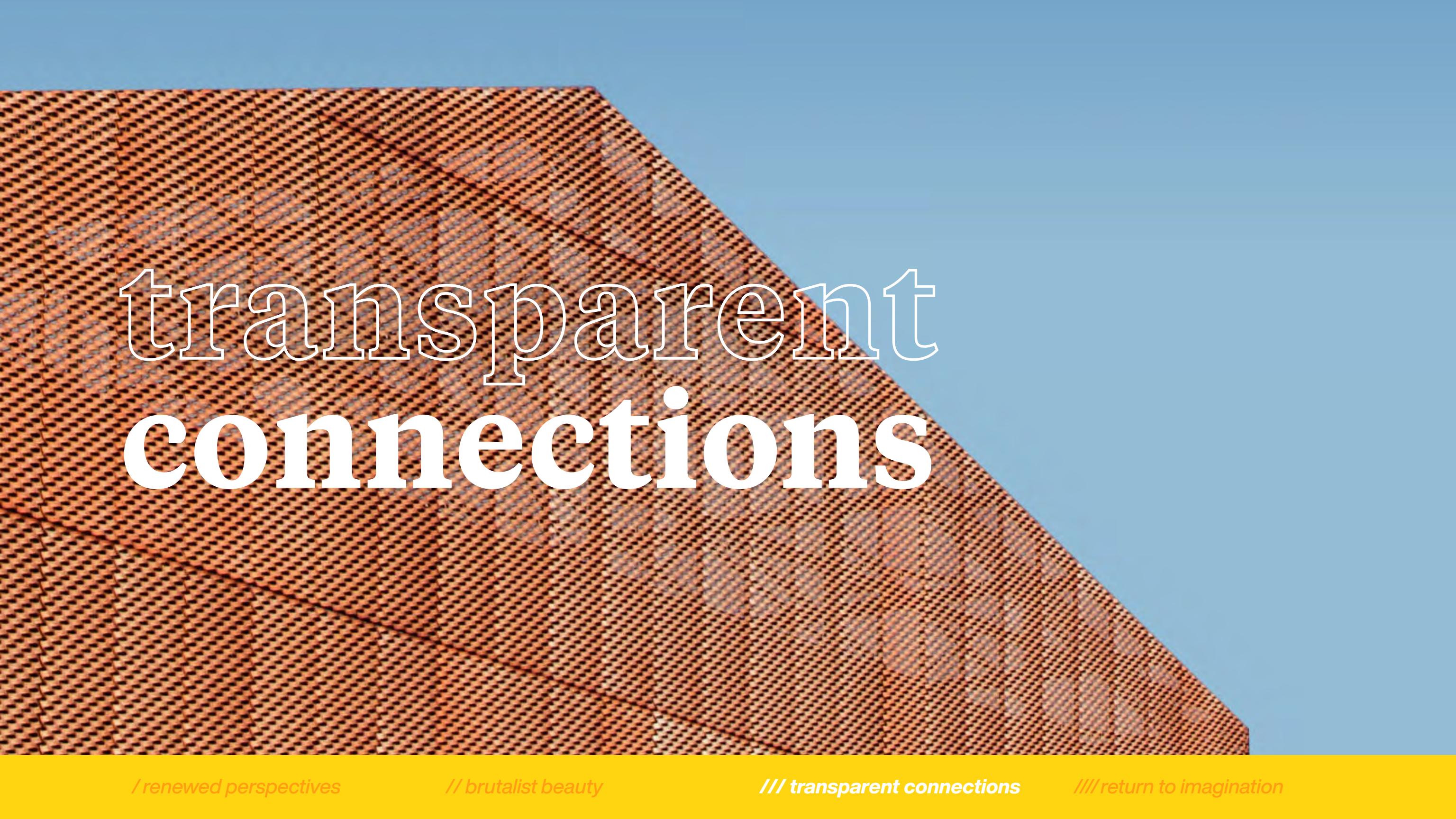
Decorative concrete panels are an easier alternative to traditional concrete methods with countless variations

GKD Metal Fabrics:

Metal Fabrics provide transparency with a utilitarian edge

***click** a company name to view the product*





transparent connections


/ renewed perspectives

// brutalist beauty

/// transparent connections

//// return to imagination

transparent connections



Over the last several months, we have all seen the unprecedented “togetherness” shared across social media platforms. These real-world photos and uplifting content pieces are the new norms coming from both big brands and their influencers.

With this new transparency in sharing, brands have pivoted away from the priority of “sell, sell, sell.” In turn they’ve not only successfully captured our attention, but they’ve also built a new connection with their core consumers. Right now, this trend is mostly communications based; however, people will expect these behaviors to continue in-store. Walking through an experience should feel more transparent than ever before.

Neutrals add warmth that balance the open airy environment and instill a feeling of purity. Expressing this takes both 2D and 3D working together to create a more intuitive customer journey. Showing operations (instead of hiding them) will give consumers confidence to know the journey products have taken to end up in their homes. This trend will also influence how employees engage with customers, the language they use, and where that interaction takes place in-store. Brands that start to walk the talk and implement these changes will be the ones to thrive post-pandemic.



transparent connections // **LOOK & FEEL**

airy
open
pure
timeless
welcoming
honest



1 **Hyper-direct navigation and uninterrupted store flow will help make the shopping experience more transparent and fluid.**

2 **Simplify fixturing and merchandising. Remove underutilized fixtures and replace fixturing systems with more flexible and adaptable modules.**

Visplay: Fixtures that offer a solution for every need that can be continually reconfigured

3 **Open it up! Transparency not only in operations but throughout the space gives confidence to consumers.**

Skyline Design:

Numerous opacities and patterning options in etched glass

Moss Inc:

Light-weight tensile fabric solution for partitions, ceiling elements, and graphics

Molo Design:

Contemporary acoustic room dividers that feel light and add a touch of warmth

***click** a company name to view the product*



return to **imagination**


/renewed perspectives

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//// return to imagination

return to imagination

 **Consumers will exit this experience with a new appreciation for environments that unapologetically give us wonder, optimism, and curiosity in response to feeling overwhelmed with constant information and analysis during a global pandemic.** People will be looking for personality, humor, and even a bit of whimsy. This trend breaks molds and puts us in a new portal of creativity. Think if a little bit of Rococo and the 1970s meets surreal digital reality.

It will use color, texture, lighting, graphics, and silhouette to celebrate the parts of life we've all missed while sheltering in place, with an eye on our evolving virtual connectedness. There is no room for one-dimensional approaches – the more personality and theatrics, the more engagement.

Spaces will amplify and respond to a new appreciation for public life with hyper-embellished and indulgent saturation of color mixed with spirited and playful metallics and soft pastels. Think moody and unearthly lighting, glossy and mirrored materials refracting and blurring reality, layering of textures with contrasting scales, and the play of opacity and transparencies. Expect whimsical environments, unconventional varieties of colors and materials, and a tongue-in-cheek attitude. It's okay to have fun here.



return to imagination // **LOOK & FEEL**

magical
escapism
curiosity
indulgent
whimsical
vibrant



return to imagination // **HOW TO ACTIVATE**

1

Layer in different materiality to window displays and merchandising. Play with a distinct pattern, reflectivity, and different scales of texture.

Bendheim Glass:

Add movement through color with Dichroic Glass

Genesis Display:

Take a sculptural approach to the traditional mannequin

Ilmex Illumination:

View lighting as structure and fantasy

2

Enhance your lighting to be more theatrical. Swap out the traditional lights with color-changing LEDs (on exteriors or a surprise moment in-store) and accent with interactive projections.

Vertigo Systems:

Interactive Projections help surprise and delight

Martin:

LED Color Changing Lights are a simple way to set the mood

Flex Mirror:

Combines video imaging and mirror, which turns reality into a new dimension

3

Graphics are a simple, quick, and impactful way to transform a space.

Flavor Paper:

Wallcovering is a quick and inexpensive way to inject pattern and color into your space

Graphic Image Flooring:

Custom graphic LVT is a cost-efficient and durable way to add fun bold patterns to the floor

LED Neon Flex:


Flexible LED neon offers maximum versatility for graphics and signs with countless features

4

Think about your spatial layout as more wandering than precise and tight. Organic can still be functional and will inject a sense of exploration.

***click** a company name to view the product*





Let's **CHAT**

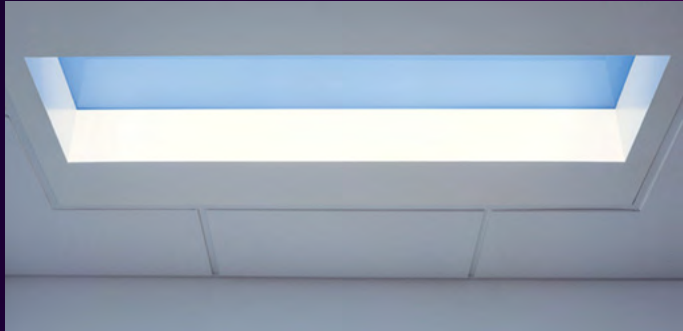
retail@changeupinc.com

ChangeUp is an independent retail brand experience agency that's connected customers with unforgettable brands for over 25 years. From start-ups to established companies, we drive change for fast-moving brands. We believe change is not a risk; it's the answer.

ChangeUp

visual reference

renewed perspective



Coelux Faux skylights



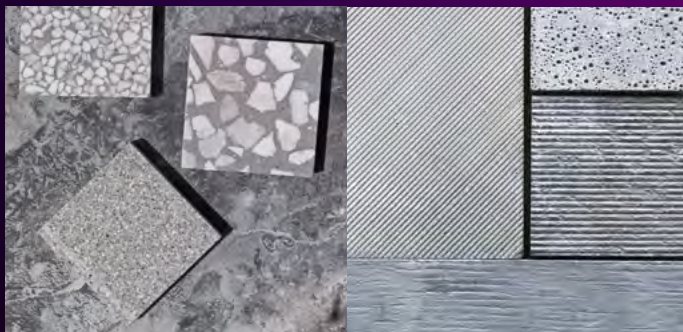
Lindsey Adelman Decorative lighting



Jockimo Colored mirror



Baux 3D acoustical wall panels



Concrete Collaborative
Terrazzo & Wall tiles

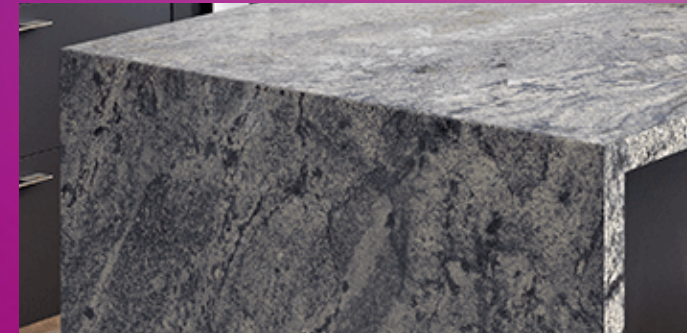


Casalis
Acoustical room dividers

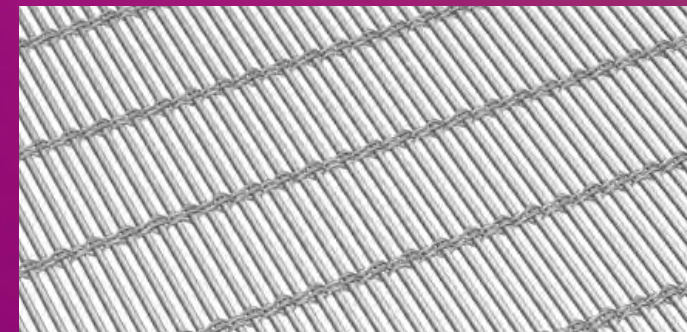
brutalist beauty



Cambria Quartz



Wilsonart Laminate



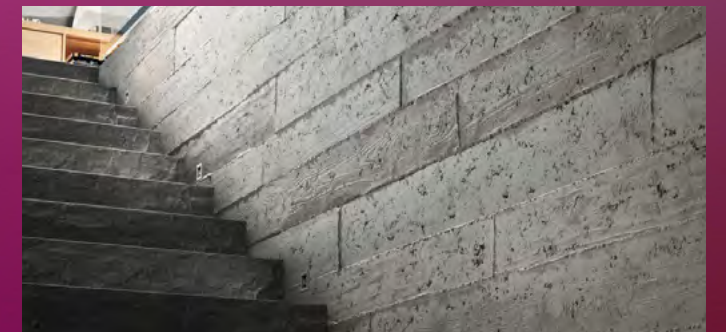
GKD Metal fabrics



PMC Lighting Anti-microbial lights



Build Solar Solar powered glass blocks



Panel Piedra Concrete panels

visual reference

transparent connections return to imagination



Visplay Fixturing



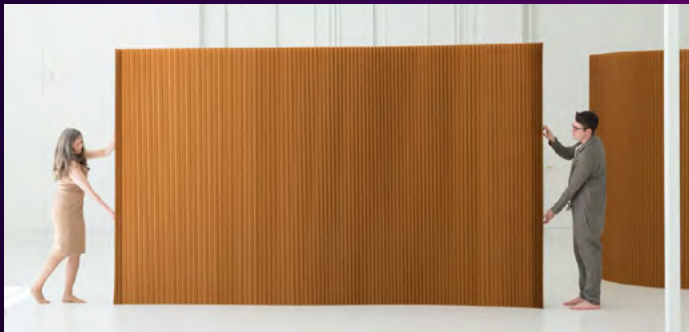
Bendheim Glass Dichroic glass



Vertigo Systems Interactive projections



Flavor Paper Wallcovering



Molo Design Acoustic room dividers



Genesis Non-traditional mannequins



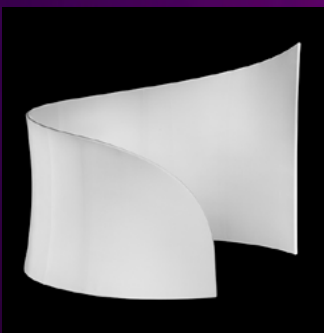
Martin LED color changing lights



LED Neon Flex Flexible LEDs



Skyline Design
Etched glass



Moss Inc.
Tensile fabric



Ilmex Illumination Lighting structures



Flex Mirror Video imaging & mirrors



Graphic Image Flooring Custom graphic LVT

IMAGE REFERENCE

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