I am the Woods

SPRING / SUMMER
2017
Magic of the Modern Child

Observing the world in its current stage, change seems to be the essence of the century. The age of consequences is lying ahead and society is preparing for radical change within several fields. Mentally, people are reaching a point where their highly rationalised mind-set experiences a tendency towards therapeutic simplicity. Social wise, new generations are positioning themselves to create a shift in the way they look and judge one another. The downfall of nature has finally led to active action taking with developments such as the “Humanifesto” as a result. And within the field of technology, robotic and space-travel evolutions are leading to a change of perspective on human life.

Change has often been hold down by the overpowering of fear, rules and ratio. In order to circumvent these barriers and to approach this trend with a positive vision, this forecast predicts a future where change is analysed through the essence of children’s fantasy. This ‘essence’ is ruled by a variation of motives, which are individually imprinted on different subs of this forecast.

Using these motives as a starting point, four various sub-trends derive which all give attention to a different field of change. Play Theory is liked to “Please Play More” and indicates a future where society approaches life with fun, joy and simplicity, rather than with ratio. Solvation is imprinted on “I am the Woods” and showcases new acceptance, adaptation and application of nature in order to solve the damage that has been done. The motive for the Under Pressured Self matches up with “Dear Morality” and pinpoints the new sense towards a genderless society. The motive Believe in a Dream is imprinted on “The Destination” and portrays the effect of the second technological revolution on women.
Please Play More
Play Therapy: Creating the future with a compulsive approach and a joyful mindset.

Dear Morality,
Suppressed Ego: The equalization of the individual within a unity.

The Destination
Believe in a Dream: A forceful portrait of women’s emancipation towards robots.

I am the Woods
Solvation: A tale about the reinvention of nature through they eyes of a curious explorer.
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The transition of the future aligns strongly on the human approach towards nature. Therefore a manifesto has been set-up. This agreement underpins the following idea: “human needs nature, nature doesn’t need human”. It creates an honest and exploring approach towards nature. It stimulates rediscovery of its treasuries, providence and possibilities and creates an impulse to clean up the happened pollution.

This tendency has developed an exciting curiosity and stimulates humanity to leave the familiar urban life behind and start an exploring journey. An urge has arisen to become part of nature and adapt the disordered and romantic appearance of flora’s enticement.

This urge adapted nature is translated into a range of materials linking to nature’s treasuries. Chaotic tree branches serve as inspiration for deteriorated fibers and fraying residues. Brutish weaves and tweeds with a distinctive handcraft appeal emphasize this aesthetic savageness. Polluting bottle plastics are converted into coated textiles as an act on the pollution. Flowery embroideries are suggesting a new camouflage.

Nature adaptation is translated into a living color range. Greens are transforming from a darker leave color to a camouflage to a more saturating grass green. Undisciplined tints of wooden brown are assembled with worn beiges. Colored whites are presented through the whole forecast and adjust their hue to the surroundings. Grizzled lavender and reddish red flowers suggest the transition of camouflage.

Statement: Underpinning nature’s treasuries
Market: All day wear, Man / Women
Momentum Character

Deteriorated and raw surfaces with a dry, clayey feel express the proud appearance of the massive durability of the land. These exteriors serve as inspiration for materials with irregular breaking and crumbling surfaces and a rough tactility. They evoke into silhouettes with the same sturdy attitude.
Unrestricted

Acceptance of deterioration makes way for reformations of the standard. Casual weaves have gotten a element of uniqueness through decayed finishes. Brutish weaves, floating yarns and disordered shreds give them a dishev-eled but characteristic appeal.
Explored the possibilities of arbitrary growth has led to developments of biological processed materials. Vital mushrooms are inserted to craft new kinds of 100% organic textiles. Their surfaces have a soft, irregular and unwoven appearance with a touch of natural dirt.
Designers are using microscopy to reveal a world of surreal and unexpected vivid hues that are normally invisible to the naked eye. By ‘growing’ their materials, they can manipulate and adapt the pigments they produce. This opens possibilities to a whole new world of unknown natural colors.
Reworked Plastics

Improving human mentality towards nature creates a tendency to clean up the plastic mess that has been made. An improvement of technology crafts a chance to recycle water bottles and convert them into recycled synthetic textiles or textile treatments such as coatings.
The great outdoors

Traveling through nature encourages gathering the necessity. This is showcased in materials featuring the camp life. Rough embroidered surfaces and loose weaves illustrate gatherings and compilations. They create voluminous, wrapped silhouettes.
In this season the familiar leafy camouflage pattern experiences a transition towards an optimistic flower field. They serve to express the romantic characteristic of nature's flourishing. To underpin the importance of the lively element, thready and open worked embroideries are used to create enchanted scenes.