

INTERIOR

4TH EDITION | THE INTERIORS MAGAZINE FROM  SWISS KRONO GROUP

CREATING 360°-LIVING SPACES

An interview with Paul Mullings,
Interiors and Flooring Sales
Director

ART DECO WALNUT

Our highlight decor

SIMPLY SUSTAINABLE LIVING

The advantages of
coated furniture panels

FEELING WHAT YOU SEE

Shining the spotlight on tactile experiences
and surface textures



U141 VL Pink

DEAR READERS,

In this issue, we will dive into the fascinating world of haptics. In a time dominated by digitalization, there is a great need for real, tangible experiences. Physical interaction with materials and surfaces creates a deeper connection and an authenticity that simply cannot be replaced by digital experiences. Experience how the surface doesn't just create a unique connection between people and space, but also how our commitment to sustainability shapes every development and makes it a top priority.

Welcome to ONE WORLD!

F. Kölliker
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 HEAD OF MARKETING / SWISS KRONO Group



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AI

Artificial intelligence is the first technology that not only complements, but also partially replaces, human cognitive abilities.

AI-powered innovations are revolutionizing the construction industry. They are providing inspiration for new projects, optimizing processes, creating photorealistic renderings and analyzing large data sets.



TRENDS & INSIGHTS

AI – a valuable addition to construction and architecture

/ How artificial intelligence (AI) is breaking down the boundaries of what is possible in construction.

It seems as if nothing is possible anymore without artificial intelligence (AI). Of course, that certainly isn't the case. But now, it is a common feature in society and (finally) many companies. The integration of artificial intelligence into

construction, architecture and, of course, interior design marks a revolutionary step in project planning and implementation. Nowadays, AI-based programs are already assisting us in a variety of ways, from project monitoring and process optimization to creating photorealistic renderings and conducting complex data analyses. This means they can also help us to cut buildings' energy consumption. These innovations assist with enhancing efficiency, cutting costs, minimizing risks and improving ecological impact.

AI technologies are also being used to design optimized structures that reduce material consumption and cut costs. Autodesk's BIM software, for example, uses AI to create detailed simulation models that improve energy efficiency and reduce CO₂ emissions. In addition, drones and AI-powered image recognition programs are being used to optimize project monitoring and quality assurance. The potential applications are limitless and if AI is benefiting the environment, then we are even happier.



Various inspiration images in our Kitchen Planner will help you plan the perfect kitchen based on your exact ideas.

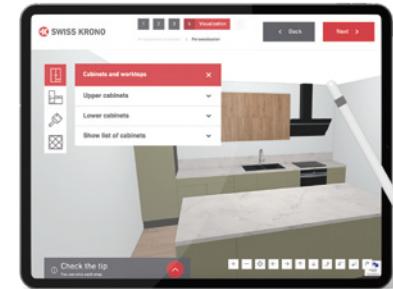


INSIDE

The new Kitchen Planner

/ Plan your kitchen – the easy way!

A kitchen is more than just a room – it is the heart of the home and a place where you can be creative and spend time with your nearest and dearest. Our new kitchen planning tool allows you to create a design that does justice to how crucially important this space is.



Designed for people who appreciate high-quality design, the Kitchen Planner uses artificial intelligence to enable custom kitchen planning that perfectly turns the wishes and needs of customers into a reality.

It doesn't get any easier than this. First of all, select the shape of your kitchen, enter the dimensions of your floor plan and indicate the positions of connections, windows and doors. Then, specify the style of your kitchen. There is a wide range of inspirational images to help you. Next, configure the layout and select additional appliances and furniture (such as a customizable kitchen island).

Then the design process can begin. The Kitchen Planner creates a few mock-ups of what your future kitchen might look like. You can customize them to your liking and select your desired decor from the ONE WORLD Collection, for example. Last but not least, save or simply download your project.

Take the first step toward your dream kitchen and try out the tool for yourself at kitchenplanner.swisskrono.com



Design meets feeling

/ Learn how haptics and innovative surfaces influence our relationships with our surroundings.





Positive touch experiences can reduce stress, promote the release of endorphins and make us feel secure.

In the spirit of haptics

/ In a world driven by digital innovations, we long for tactile experiences.



Day in, day out, we find ourselves

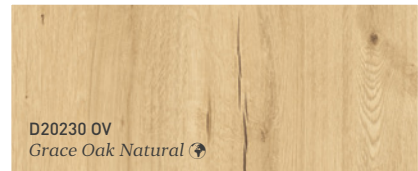
surrounded by touchscreens and virtual reality, but they don't show us any affection. What role do touch, warmth and closeness play in the digital age? Because people don't just want to see. They want to smell, feel and taste, too. In theory, we can shut off every single sense apart from one. We can always feel. The sense of touch isn't just the one that is always active. It is also the first to develop. Even at eight weeks, an embryo feels its first touches, such as a caress over its mother's belly.

Haptics also play a decisive, even vital, role later on in life in brain development and in many life situations. This influence will not be lost – even in times of increasing digitalization. Touch makes us aware of the textures of materials, the temperature of surfaces and the shapes of objects. It gives us a better understanding of our environment and allows us to have more intense sensory experiences.



Even in interior design and furniture, visual aesthetics are no longer the only things that matter. It is also about physical connections with our surroundings. The role of haptics is becoming increasingly important. Particularly in living spaces and everyday environments, natural surface feels help users to directly connect with their surroundings. High-quality materials such as wood and exciting, tangible surfaces become mediators of these sensory experiences. Because touching, feeling and experien-

cing surfaces is how humans establish an emotional connection with their surroundings. The gentle roughness of a floor, the warm smoothness of a counter top and the natural grain of wood surfaces offer an experience that digital stimuli simply cannot replicate. In an increasingly digital world, haptics offer a connection to the analog, enabling physical interaction and creating a sense of authenticity that is impossible to duplicate in the digital world.



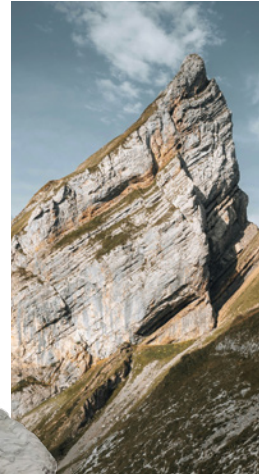
D20230 0V
Grace Oak Natural

Haptics play a key role from an early stage. Babies and toddlers explore their surroundings and develop their motor skills through touch.



Feeling what you see

/ The surfaces in the ONE WORLD Collection offer a diverse range for the design and perception of living environments.



Touch One TO



Our design vision is to create spaces that inspire and allow the people in them to embark on a tactile journey of discovery. The surface textures in our ONE WORLD Collection become a tangible experience.

TO Touch One is the latest design texture, fascinating with its fine yet striking relief structure. This creates an interplay

between durability and modest elegance, not least due to the sparkling effects. This surface positively invites people to touch it and create brand-new sensory experiences. Used in combination with the collection's plain and wood structures, Touch One enables the creation of unique, multisensory spatial concepts.



MW CraftStyle pays tribute to beauty and sustainability. The look and feel of brushed wood emphasize the material's very own character – in all its individuality and uniqueness. The matt effect highlights the dynamism of the texture, which adds a calming atmosphere to any room. As the winner of the German Design Award 2024, CraftStyle stands for aesthetic excellence and supports the conservation of local resources. It offers individual alternatives to real wood, making it the ideal choice for design- and sustainability-conscious individuals.

Craftstyle

MW



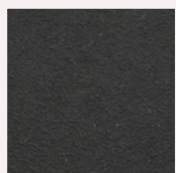
Remarks from the panel
The "CraftStyle MW" counter top imitates the elegant, warm look of brushed wood in the form of a visually and tactilely convincing melamine surface.



OV One Vision is the classic when it comes to wood decors and is known for its versatility. The texture is ideal for calm, soft types of wood. However, it is also used in design decors such as Craft Oak Vanilla.

In the plain-colored range, **VL Velour** lives up to its name. The texture has a velvety soft feel and has proven itself as an all-rounder. Its homogeneity intensifies the effect of colors such as "Canyon Red", "Aloe Green" and "Dive Blue".

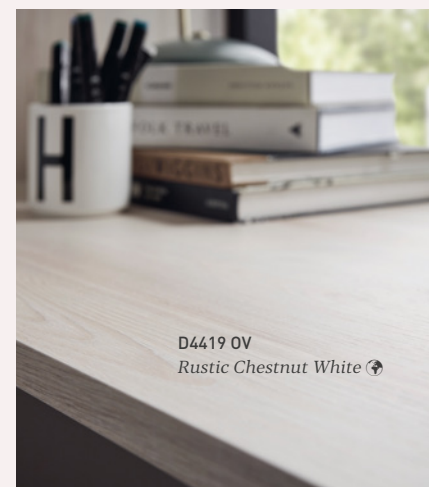
Each of our textures aims to intensify the connection between people and spaces and to create inspiring experiences.



Velour

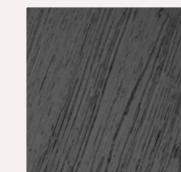
VL

By taking this approach, we are responding to the needs of our customers. This enables us to design spaces that are not only aesthetically pleasing, but functional and sustainable too.



D4419 OV
Rustic Chestnut White

One Vision



OV





U190 VL
Black ↻

From the kitchen to a feel-good place

/ The exciting symbiosis of the interplay of colors and functionality creates a cozy atmosphere.

In the heart of Ruswil in Switzerland, a kitchen that is not only functional but also has a genuine feel-good factor has been created. The skillful use of surfaces from the ONE WORLD Collection generates an inviting feel, placing this kitchen at the center of family life.

The kitchen island, in a soft pink shade (U4446 VL Tender Rose), has been combined with deep black kitchen units (U190 VL Black) and a wood decor (D4225 OV Artisan Oak Yellow) to produce a unique ambiance, with a bold, fresh and classic feel.

Pale pink meets brilliant black. This creates an interplay that appeals to design enthusiasts.

U4446 VL
Tender Rose ↻



And there's more. In addition to the inspiring color combinations, the kitchen creates a thrilling conjunction of tactile experiences. The warm velour finish of the single-color Uni decors, coupled with the authentic OV wood surface, is irresistible to the touch. It's an experience for all the senses!

Such gratifying haptics and optics can help create a deeper connection between us and our surroundings. Carefully selected surfaces help fill a room with a cozy ambiance. Somewhere to hang out and enjoy. And play the perfect host.



D4225 OV
Artisan Oak Yellow

The authentic oak-look accents harmonize perfectly with the warm wood floor and seating area in the open-plan space.



U4446 VL
Tender Rose



The inviting kitchen island in a soft shade of pink is the hub of family life.

The **ONE WORLD** Collection is all about creativity and the possibility of creating spaces that resonate with us, wherever we are in the world. It reminds us that good design and irresistible haptics go hand in hand. Our aim is to create spaces where people want to hang out, because nothing is better than spending time with others.

Design history meets contemporary style

/ Meet our new Highlight Decor series:
Art Deco Walnut.



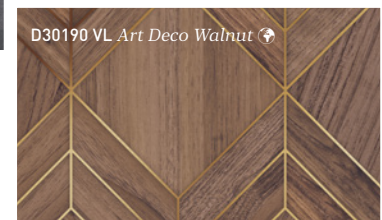
Art Deco style in a luxurious hotel lobby around 1930.

The **Art Deco Walnut** decor fuses bygone charm with forward-looking interior design.

It combines the geometric shapes and clear lines of 1920s Art Deco with the natural warmth of walnut. And where would Art Deco be without elegance, luxury and glamor? The delicate gold seams are a particularly striking and characteristic feature of the Art Deco Walnut decor, conjuring up associations with elaborately

ornamented facades or intricate intarsia yarnwork.

To guarantee the refined look, the decor is produced using sophisticated digital printing technology, which allows vivid, detailed reproduction of the design's colors and ensures that the classic flair of walnut is captured perfectly. Despite Art Deco Walnut's spectacular look, it is highly versatile. It has a particularly graphic effect

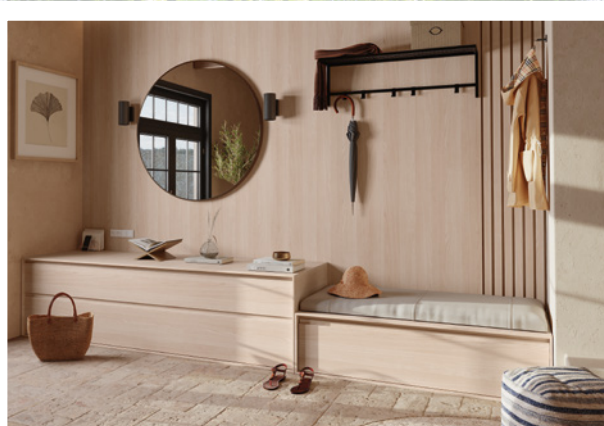
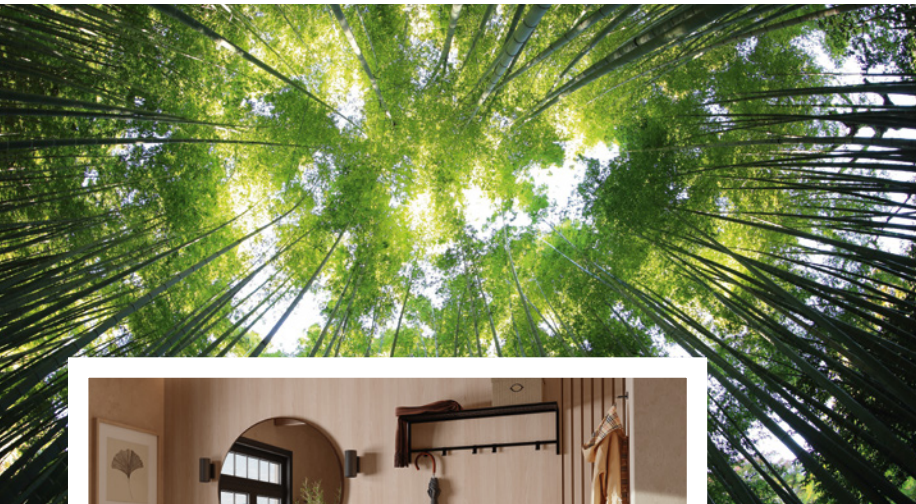


in extensive areas but can also be used to create elegant and charming accents. It is part of the "Me Shed" interior design trend and is ideal for designing a personal retreat that has your own individual stamp on it. Whether used in the living room, bedroom or bathroom, Art Deco Walnut is at home in any setting. It combines wonderfully with other decors from the collection, such as Stonetex Black or Aloe Green.

Art Deco Walnut allows you to create unique home environments that combine nostalgic and contemporary design.

Sustainable living made easy

/ Solid wood or coated core board? Which is more durable, which is better for the environment and more sustainable?



D20120 0V
Soft Chestnut Light



up to 60 %
of a tree's trunk wood can be processed into
sawn timber products such as solid wood.



up to 100 %
of the raw material wood can be recycled in
the production of particle boards.

The longstanding “rivalry” between coated furniture panels and solid wood shows no sign of abating. Preconceptions about solid wood are that it is traditional, natural and durable. Sadly, coated furniture panels doesn’t have quite such a positive reputation. We believe that this assessment is unfair. It is all just a matter of perspective and what you want to use where. Sometimes one solution is better than the other.

Our innovative BE.YOND chipboard, produced using bio-based adhesives, scores very favorably when it comes to the efficient use of wood resources. Processing waste wood, wood scraps and recycled materials minimizes the use of fresh wood. At SWISS KRONO, we have always looked to use wood sustainably,

redeploying it multiple times in a cascading system. All raw materials undergo optimum recycling and, as a final step, are used as an energy source for further production. The versatility and flexibility of coated furniture panels allows a broad range of potential applications. They are lightweight and easy to process, and the large variety of decors gives free rein to creativity. Solid wood scores less highly here.

So choosing coated furniture panels for interior design is not a choice that precludes a sustainable lifestyle. Quite the opposite. Not only do they conserve valuable resources; they also enable individual interior design dreams to be turned into a reality in an environmentally friendly way.



Creating 360°-living spaces

/ An interview with Paul Mullings, Interiors and Flooring Sales Director at SWISS KRONO. What does the future hold for interior design in the age of sustainable business management?

To what extent do Interiors and Flooring influence one another in terms of design and material trends?

There's a direct correlation between fashion and trends in flooring and furnishings. A lot of colors, shades and even materials closely follow one another

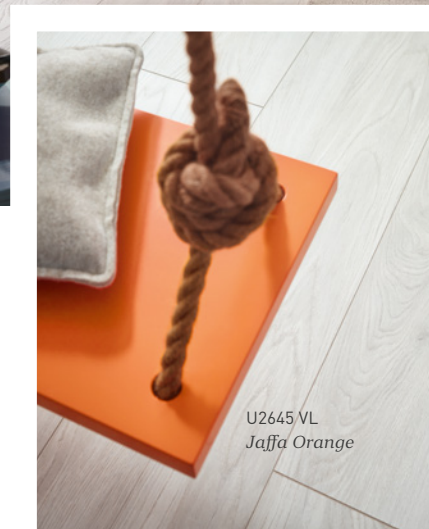
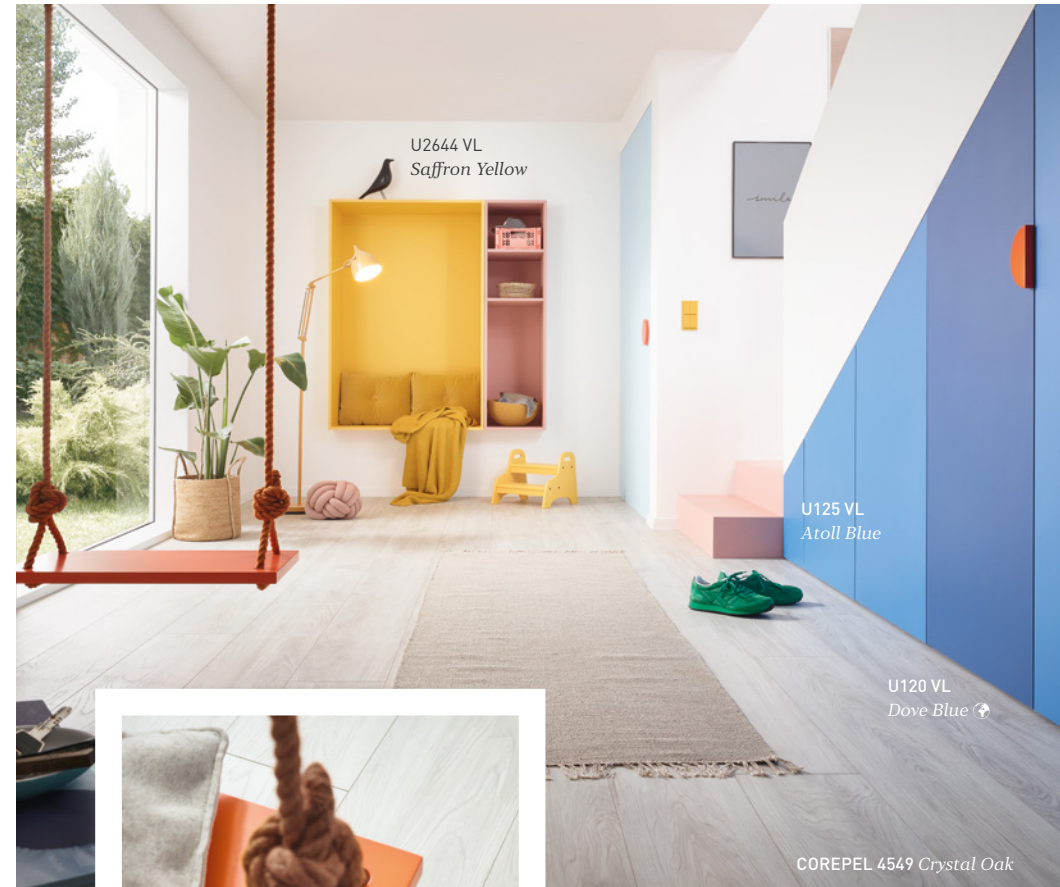
in interior design. In recent years, gray shades in fabrics, furnishings and flooring have clearly been on trend. The stone and concrete trend in the kitchen clearly

influenced flooring and vice versa. So it's worthwhile monitoring color groups, but there will always be local and cultural

differences that you need to take into account. At the moment, we're moving away from gray to warmer tones, and that's what you're seeing in the ONE WORLD Collection and the SWISS KRONO interior trends.

What role do haptics play when you are putting together an Interior and Flooring product portfolio at SWISS KRONO?

When a customer sees something they like – whether that's flooring or an item of furniture – what's the first thing they do? They touch it! So haptics play a key role in the success of our products. Because we try to imitate natural products like real wood, stone, marble or concrete, it's crucial that the feel of the surface matches the look. The best example here is flooring, where there have been fantastic developments in terms of texture.



“When a customer sees something they like whether that's flooring or an item of furniture what's the first thing they do? They touch it!”





The texture is tailored to the design and provides what is virtually an exact copy of nature, creating an incomparable sensation. This approach benefits both our customers and the planet, because it offers an authentic natural experience without actually taking anything away from nature.

“There’s a direct correlation between fashion and trends in flooring and furnishings.”

How important is sustainability when you are developing and producing interiors and flooring?

It’s something we cannot overstate. All of our products at all of our locations share the same aim – we’re not just interested in protecting our immediate environment. As a manufacturing company, we operate worldwide and have an obligation to the global environment. When it comes to nature, it is important that manufacturers behave with humility and respect. The circular economy or the “cradle to cradle” approach remains at the heart of our business.



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März 2024

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*Design plus haptics – for that genuine
feel-good factor.*

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