

Master CMF Trend Package Vol 1



Chris Lefteri **Design**^{Ltd}

Why?

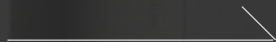
MS and CLD launched 2020 Master CMF Trend BOX in Aug. 2020, which is the 1st collaborative project since conclusion of MOU in 2019.

CLD and MS are hereby to propose the collected and extracted 4 types of world market trend.

By setting each trend themes such as Retro, Mimicry, Haptic and Dream, and fabricating master chips that can inspire designers through color, material and finish, you can break away from existing documents that solely relies on visual representations while actually touching and feeling the texture and the weight of the material through your fingertips, while sensing the spectrum of the color that shines through the light by using various senses of your body.

MS under plan of launching CMF packaging box annually based on collected know-how and having a plan of seminar regards colors, materials and finishing in future.

With the construction of new platform of CMF consulting service that non-existed, MS will proceed entry of the CMF consulting market aggressively.



The background of MASTER CMF TREND started from MEGA TREND.
MEGA TREND collected based on society, economy, culture, art and global issues.
It proposed as four basic MEGA TREND and based on this, it derived as MSI (MODEL SOLUTION INSIGHT).
MSI collaborates with CLD(Chris Lefteri Design) to select the theme to be proposed as CMF TREND, and
derives mood boards and ideas to produce CMF CHIPS with MS' technology
With these parts, MASTER CMF TREND will be offered by MODEL SOLUTION in every seasons.
MASTER CMF TREND also can be checked from online CMF WEB and offline CMF LAB

How?

SOCIETY

ISSUE

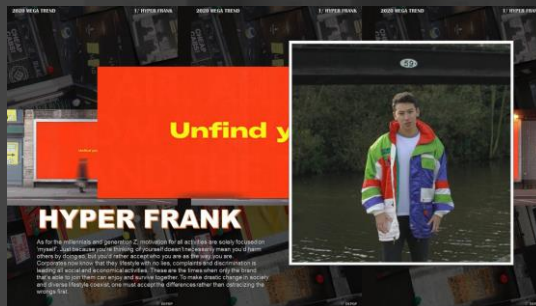
CULTURE

ECONOMY

ART

NEEDS

MEGA TREND



MEGA 1 / HYPER FRANK

These days, Millennials and Gen Z are leading the society. They want to express themselves in their way. Only the corporation that joining hands rather than rejection on their expression way can survive and collaborate in this era.



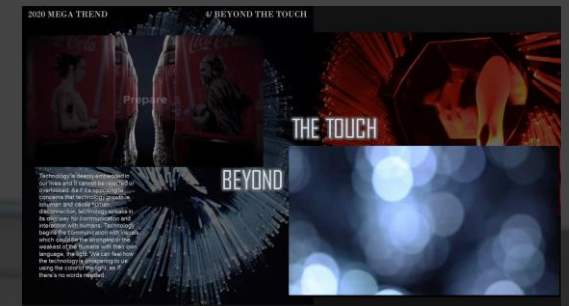
MEGA 2 / ETHICS FOR LIFE

Millennials and Gen Z are not only leader of Economic activity. They are now raising voice to ensure safe future to older generation. As much as consumer's "good consumption" Prevalence. Corporation has to show alternatives and directions so that wouldn't everyone be able to achieve moral growth?



MEGA 3 / FAMILIAR DIGITAL

Digital and humanity a dual relationship. Humanity has wishes for convenience that coming from digital but also has sense of rejection of being threatened. Therefore, the technology coming up closer with familiar appearance. in a way that can meet in every moments.



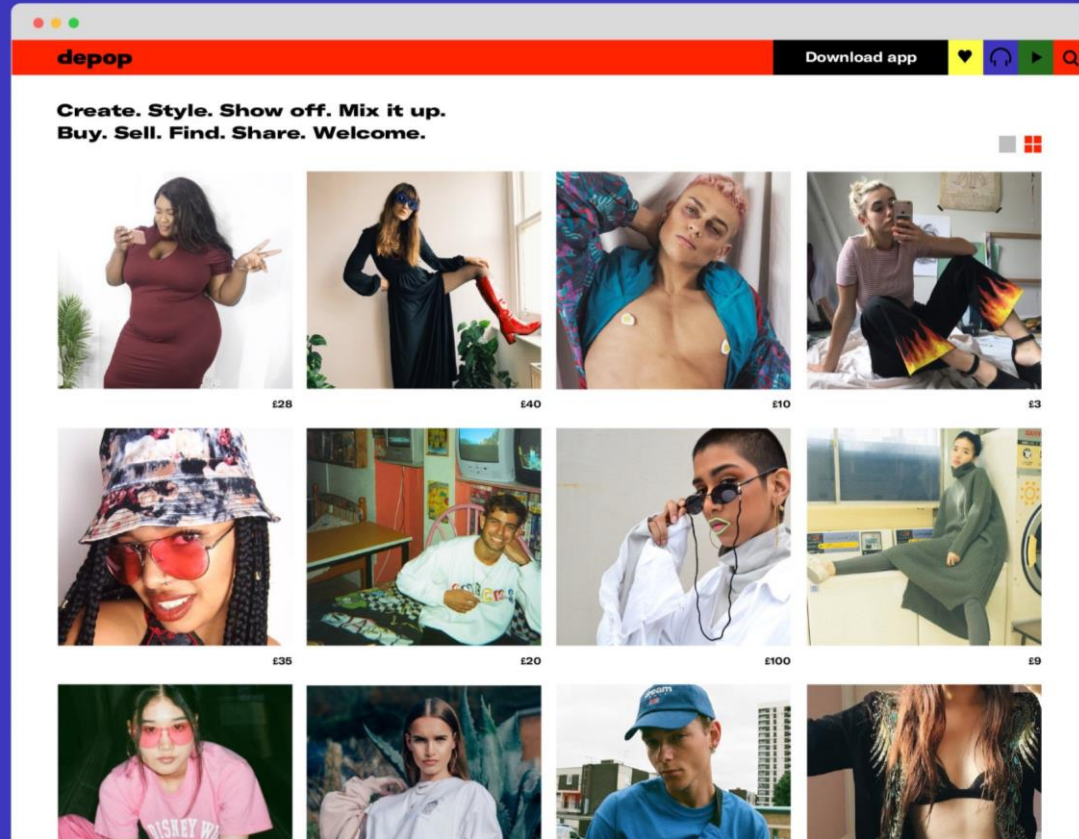
MEGA 4 / BEYOND THE THOUCH

Technology is interacting. Not only response to human but literally interaction. The technology which does self expression, communicate, and exchange use the language called as light. It seems that we should also look at the technology with a little more positive eyes

What?

HYPER FRANK

MEGA TREND
THEME 1



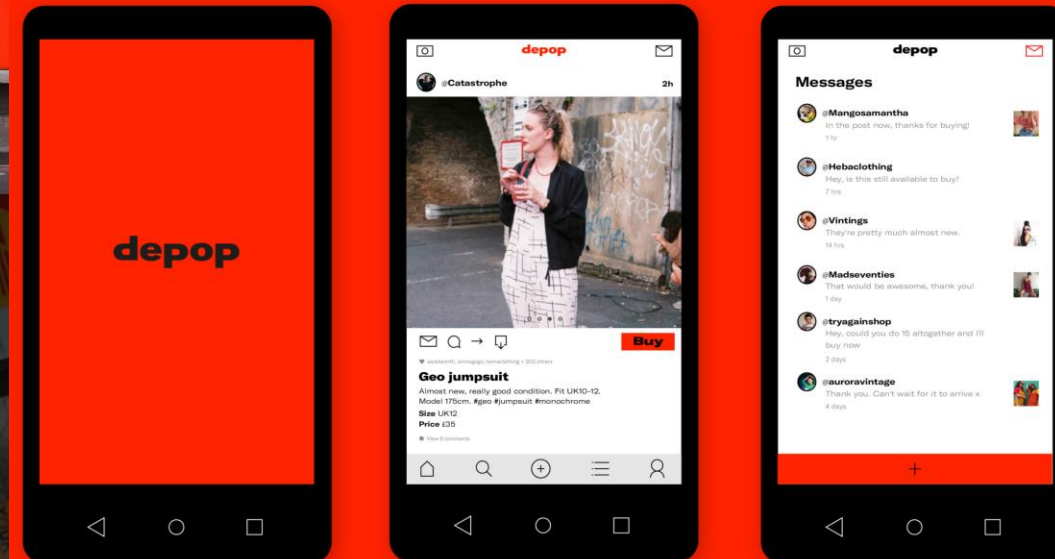
01

As for the millennials and generation Z, motivation for all activities are solely focused on 'myself'. Just because you're thinking of yourself doesn't necessarily mean you'd harm others by doing so, but you'd rather accept who you are as the way you are.

Corporates now know that they lifestyle with no lies, complaints and discrimination is leading all social and economical activities. These are the times when only the brand that's able to join them can enjoy and survive together. To make drastic change in society and diverse lifestyle coexist, one must accept the differences rather than ostracizing the wrongs first.

02

People who pursue experiences and experimental aesthetics use color and material to express 'themselves' and focus on themselves for communication. This is the new analog generation that wants to express itself as the way it is, online and offline.



01

"We were only born here and yet we must bear the danger of this society forever."
cries 16 years old environmental activist Greta Thunberg. Her movement that was started from the school strike now has the whole world participated.

Greta Thunberg raises the voice to demand safe future that values moral growth rather than economic growth, while criticizing the whole world for giving false hope to the youth by passing on the horrible environment. If you truly know about her tears and courage activity, don't you think we ought to join her as well?

ETHICS FOR LIFE

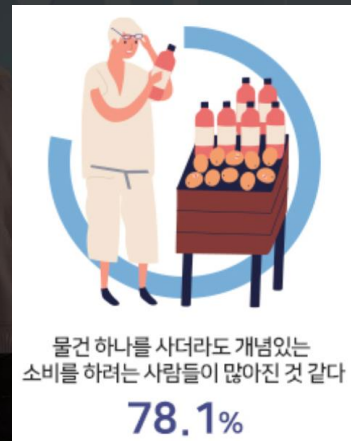
2020 MEGA TREND

2 / ETHICS FOR LIFE



02

This so called 'moral expense' or 'good expense' that puts environment first is beginning to gain interests. Nowadays the consumers seem to seek for meaning and value on spending money, and this kind of trend is expanding throughout the society. This kind of truthful seeking of an expense surely correlates to truthful existence. We all must realize that the action that I can take by myself as of now is for the future rather than right now, no matter how small it is.



01

Nowadays the distinction between home and office is becoming blurry, and the coexistence of valuable lives that can make tired people feel 'the rest in nature' in anywhere and well-being is realized, and it's inspired by generations who seek comfortable and yet flexible utilization of space. Design now expands to an area that demolishes the boundaries and pursues immersive experiences instead of having one purpose, from large Section that can be shared with others to small section with privacy.



FAMILIAR DIGITAL

DESIGNBOOM

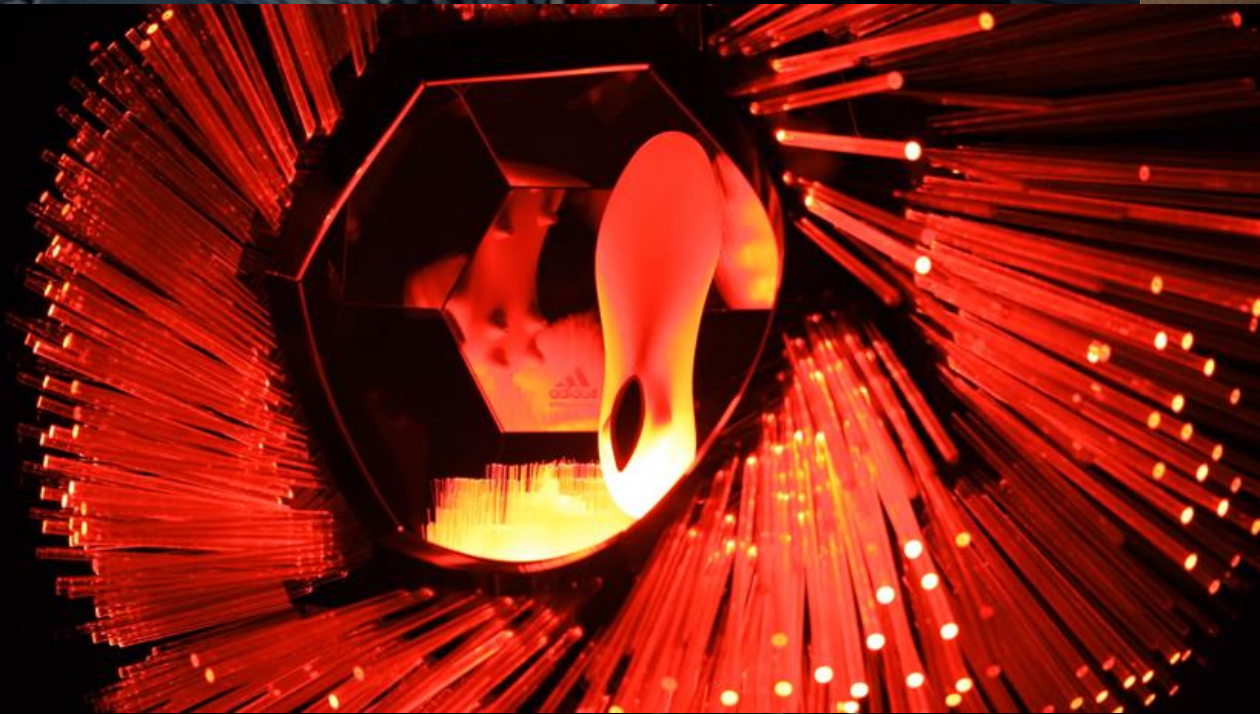
02

The existence of digital is one of the indispensable factors in this world. However, technology should coexist with humans and approach intimately without any objection rather than erases human existence. To make ever growing technology friendlier, we need innovation that can impress with detailed and yet common finish that can rely on touch when meeting customers with materials that they're used to.

01

Technology is deeply embedded in our lives and it cannot be rejected or overlooked. As if it's opposing to concerns that technology growth is inhuman and cause human disconnection, technology speaks in its own way for communication and interaction with humans. Technology begins the communication with visuals, which could be the strongest or the weakest of the humans with their own language, the light. We can feel how the technology is whispering to us using the color of the light, as if there's no words needed.

BEYOND THE TOUCH



02

Interactions between the man and the technology is being widened gradually. From small flashlight to area that's big enough to house people, the design that's surrounded by the language of the light makes sure that we can experience new fantastic visuals. As if we're surrounded by the light and roam around the space, trapped in the white hole in real life.

MSI
(MODEL SOLUTION INSIGHT)

MODEL
SOLUTION

x

Chris Lefteri Design Ltd

RETRO

HAPTIC

MIMICRY

DREAM



THEME 1 / RETRO

- POP COLOURS
- VIVID COLOUR CONTRAST
- LAYERING DISSIMILAR MATERIALS
- BOLD PATTERNS
- REFLECTIVE SURFACE
- TRANSPARENT LAYER



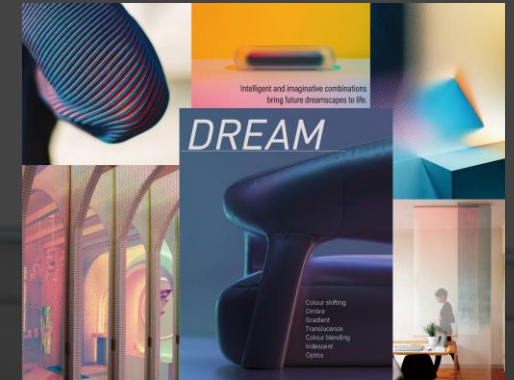
THEME 2 / MIMICRY

- MODIFICATION OF MATERIALS FROM NATURE
- INSPIRED BY NATURE
- LOOK LIKE / REAL LIKE
- RECYCLED MATERIALS WITH A STRONG ECO STORY
- WARMTH AND SOFTNESS



THEME 3 / HAPTIC

- SENSUAL EXPERIENCE
- TEXTURE CONTRAST
- SUBTLY TEXTURED SURFACES
- MINIMUM AND TONED DOWN
- SOFT FEEL MATERIALS AND FINISHES
- 3D FABRICS
- TACTILE MATERIALS



THEME 4 / DREAM

- IRIDESCENT
- OMBRE
- LIQUIDIFY
- TRANSLUCENT & TRANSPARENT
- COLOUR & LIGHTING BLEND
- OPTICS
- SCENTED SURFACES

What?

RETRO

CMF theme

Bold and expressive, this trend is driven by those who seek a unique and experimental aesthetic

- *POP COLOURS*
- *VIVID COLOUR CONTRAST*
- *LAYERING DISSIMILAR MATERIALS*
- *BOLD PATTERNS*
- *REFLECTIVE SURFACE*
- *TRANSPARENT LAYER*



MSI
THEME 1



MASTER CMF PROPOSAL

RETRO

NEWTRO POP / BOLD PATTERN /
VIVID COLOUR CONTRAST



RETRO 01



Bold shape leather

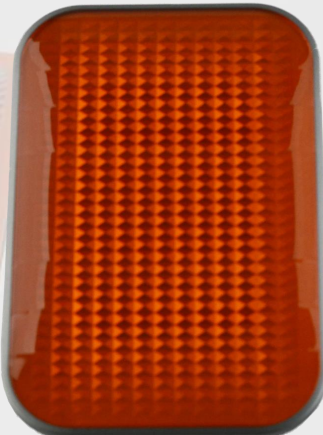


Suede colour block

RETRO 02



Bold patterned glass + Mirror polished metal



RETRO 03



Transparent colour shutters

RETRO 04



Crystal(look) surface with gradient pattern

RETRO 01

MSI
THEME 1

Reference



Bold shape leather

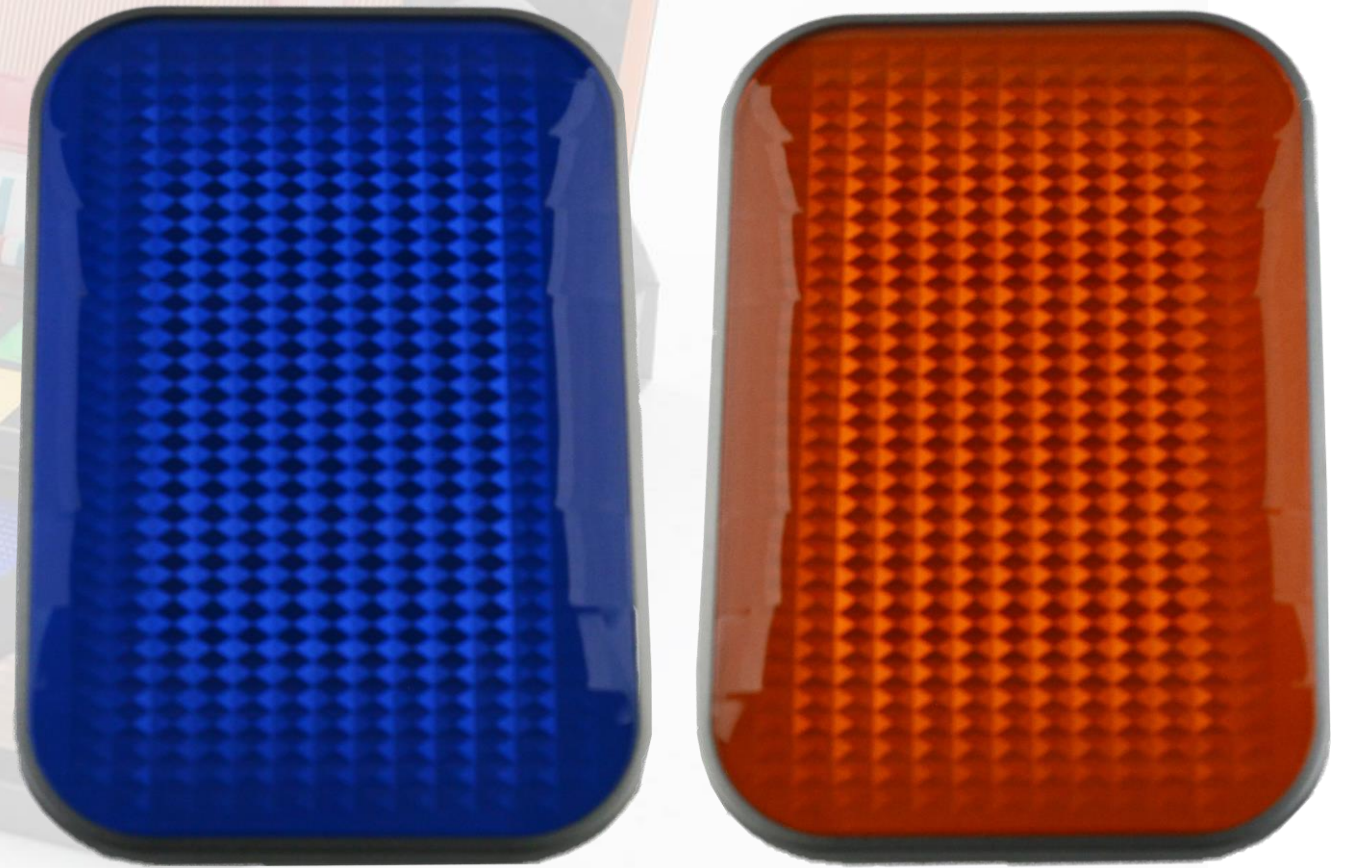


Suede colour block

RETRO 02

MSI
THEME 1

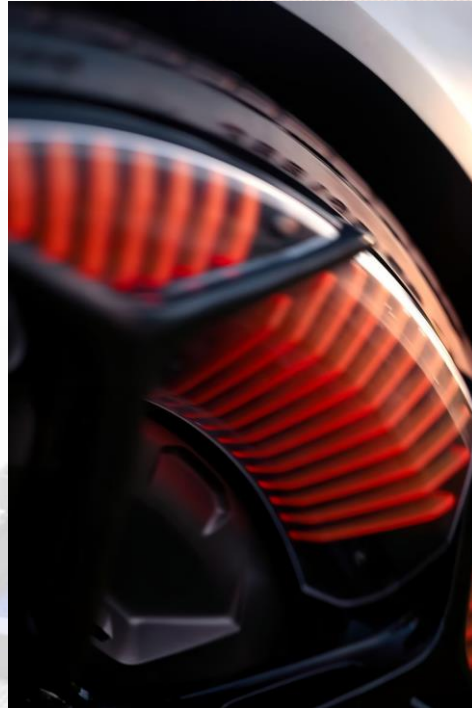
Reference



Bold patterned glass + Mirror polished metal

RETRO 03

Reference



Transparent colour shutters

RETRO 04

Reference



Crystal(look) surface with gradient pattern

MIMICRY

CMF theme

- *MODIFICATION OF MATERIALS FROM NATURE*
- *INSPIRED BY NATURE*
- *LOOK LIKE / REAL LIKE*
- *RECYCLED MATERIALS WITH A STRONG ECO STORY*
- *WARMTH AND SOFTNESS*

Materials that are sourced from or inspired by nature for comfort and relaxation



MASTER CMF PROPOSAL

MIMICRY

FROM NATURE / INSPIRED NATURE
LOOK LIKE / REAL LIKE



MIMICRY 01



**Soft texture mimicking
Paper texture + Felt** **3D texture Ceramic(feel)**

MIMICRY 02



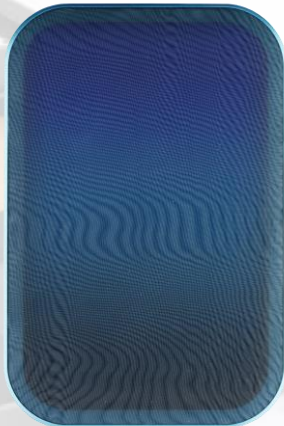
White carbon look
Cellulose Acetate **Soft texture mimicking**
Artificial marble+Soft suede

MIMICRY 03



Cork + Ceramic **Warm and cold material
combination**
Genuine wood+Metal

MIMICRY 04



Techno wood
Mesh layers

MIMICRY 01

MSI
THEME 2

Reference



**Soft texture mimicking Paper
texture + Felt**

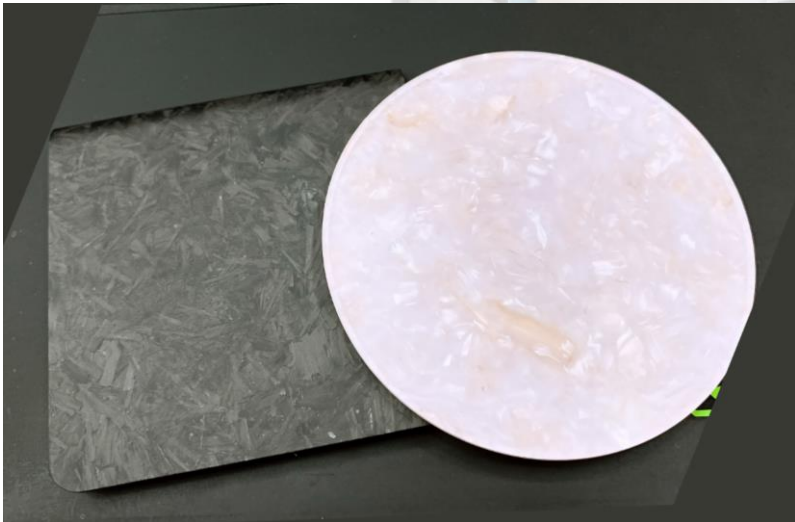


3D texture Ceramic(feel)

MIMICRY 02

MSI
THEME 2

Reference



White carbon look
Cellulose Acetate

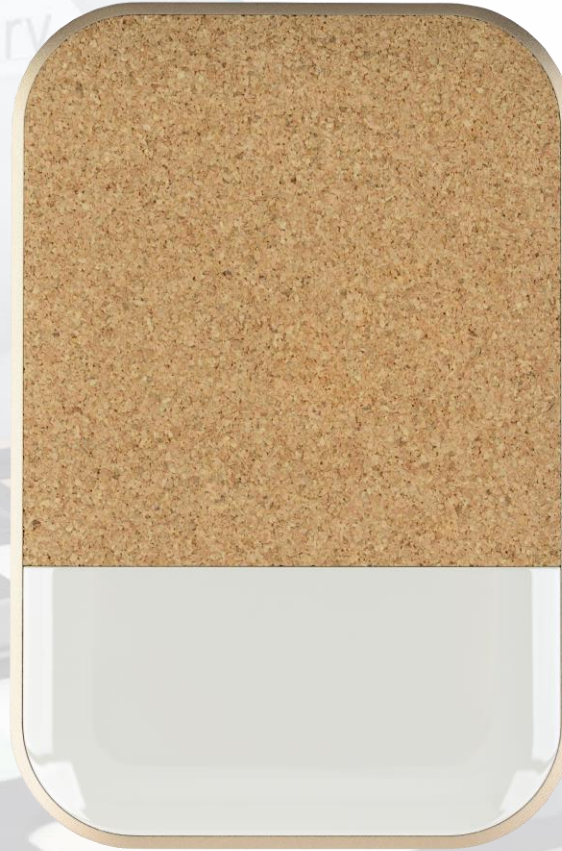


Soft texture mimicking
Artificial marble+Soft suede

MIMICRY 03

MSI
THEME 2

Reference



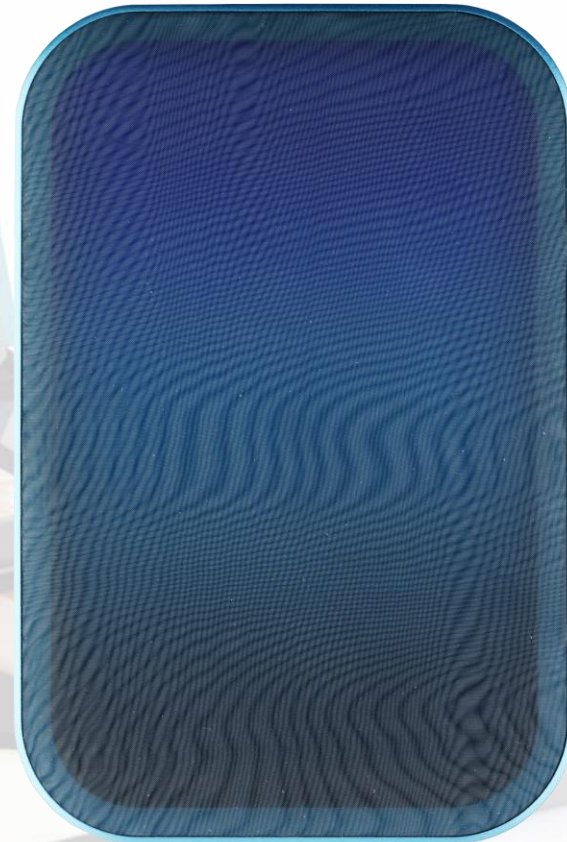
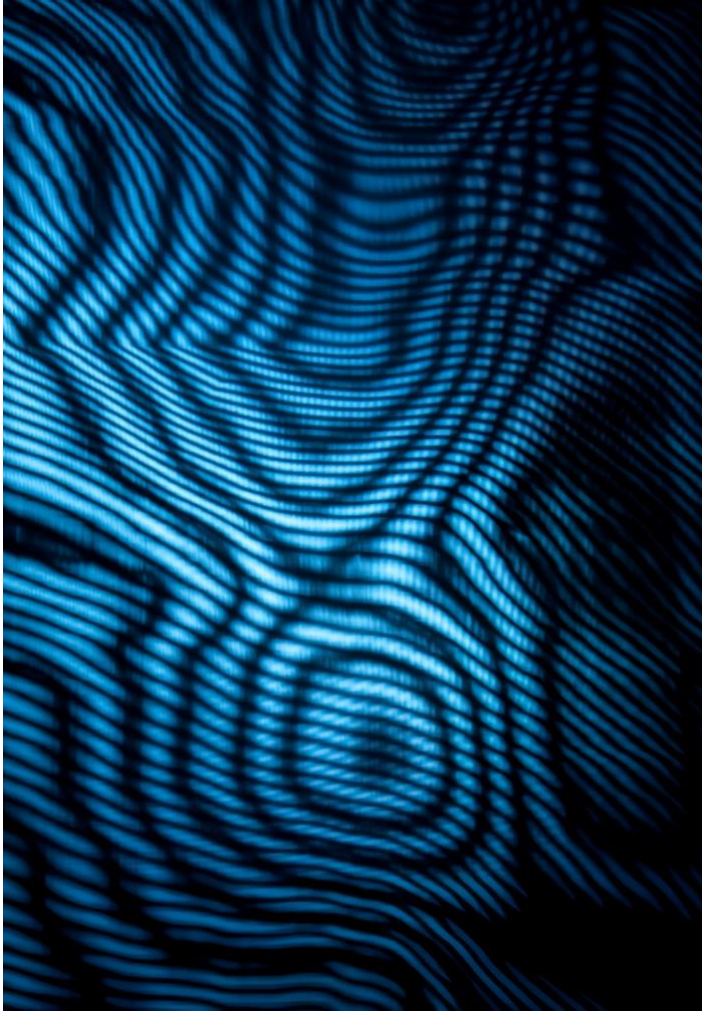
Cork + Ceramic



**Warm and cold material
combination**
Genuine wood+Metal

MIMICRY 04

Reference



Techno wood
Mesh layers

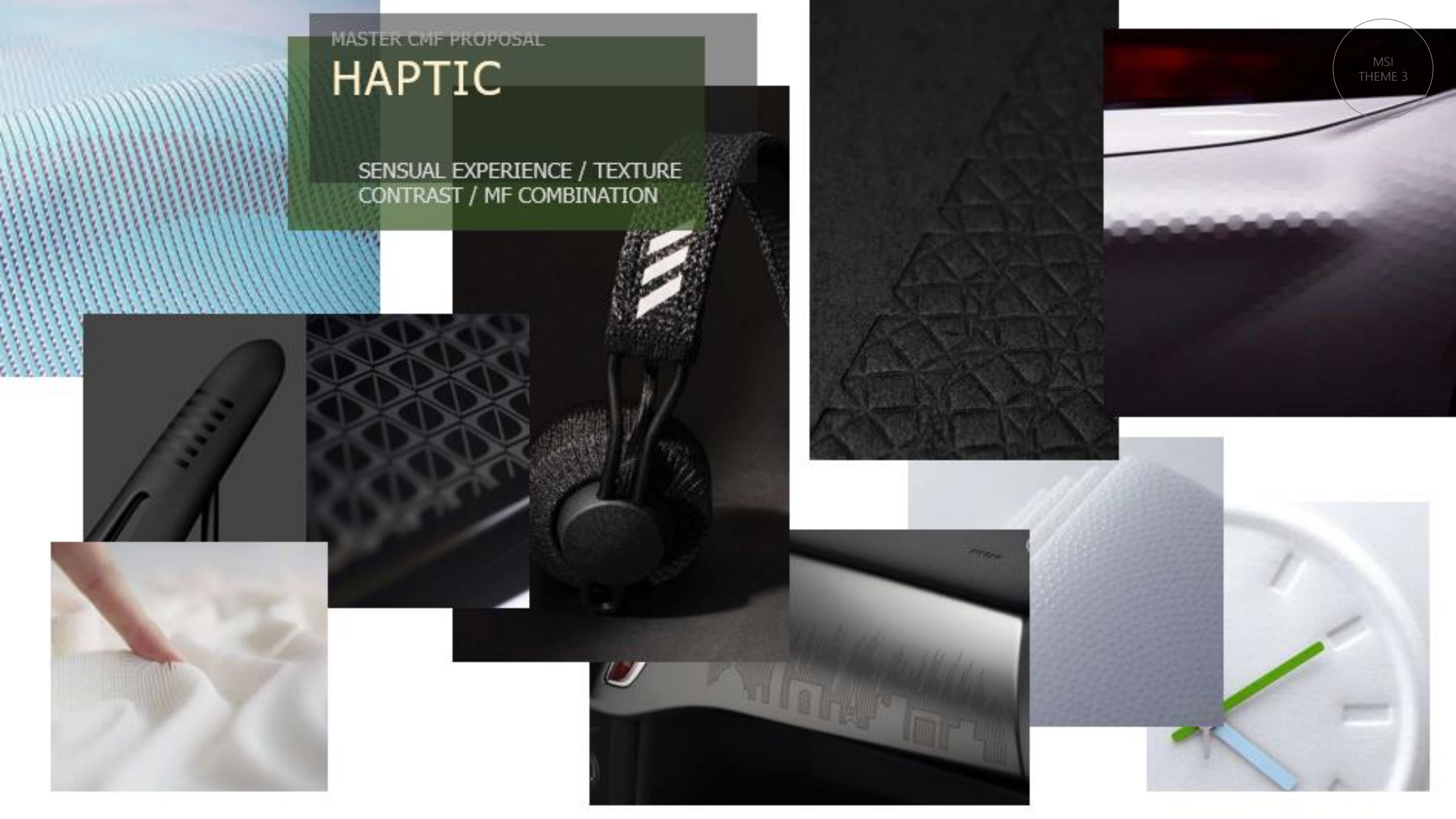
HAPTIC

CMF theme

- *SENSUAL EXPERIENCE*
- *TEXTURE CONTRAST*
- *SUBTLY TEXTURED SURFACES*
- *MINIMUM AND TONED DOWN*
- *SOFT FEEL MATERIALS AND FINISHES*
- *3D FABRICS*
- *TACTILE MATERIALS*

Simplified sensorial surfaces provide an escape from digital stress and enhance emotional well-being

HAPTIC





HAPTIC 01



Surface haptic contrast
Embossed pattern
+Gloss pattern

**Debossed pattern
+ Smooth suede**

HAPTIC 02



Tone-on-tone contrast
Gloss + Satin

Malt + Brushing

HAPTIC 03



Haptic in depth
Debossed pattern on velvet

Dual textile
Textile+duplicated textile

HAPTIC 04



Morphable surface
Neoprene textile

Fabric

HAPTIC 01

MSI
THEME 3

Reference



Surface haptic contrast
Embossed pattern
+Gloss pattern



**Debossed pattern
+ Smooth suede**

HAPTIC 02

MSI
THEME 3

Reference



Tone-on-tone contrast
Gloss + Satin



Malt + Brushing

HAPTIC 03

MSI
THEME 3

Reference



Haptic in depth

Debossed pattern on velvet



Dual textile

Textile+duplicated textile

HAPTIC 04

MSI
THEME 3

Reference



Morphable surface
Neoprene textile



Fabric

DREAM

CMF theme

Intelligent and imaginative combinations
bring future dreamscapes to life

- *IRIDESCENT*
- *OMBRE*
- *LIQUIDIFY*
- *TRANSLUCENT & TRANSPARENT*
- *COLOUR & LIGHTING BLEND*
- *OPTICS*
- *SCENTED SURFACES*



MASTER CMF PROPOSAL

DREAM

IRIDESCENT / OMBRE / LIGHTING BLEND
/ TRANSPARENCY



DREAM 01



Dichroic layer in depth
Perforated suede+
Dichroic layer



Colour shifting finish

DREAM 02



Dichroic PVD



Colour shifting Ceramic PVD

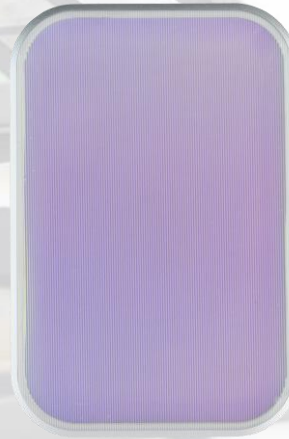
DREAM 03



Layered colour blending



DREAM 04



Digital carbon
Dual lenticular layers
+ Dichroic layer



Lenticular illusion
Lenticular layer+3D surface

DREAM 01

MSI
THEME 4

Reference



Dichroic layer in depth
Perforated suede+
Dichroic layer

Colour shifting finish

DREAM 02

MSI
THEME 4

Reference



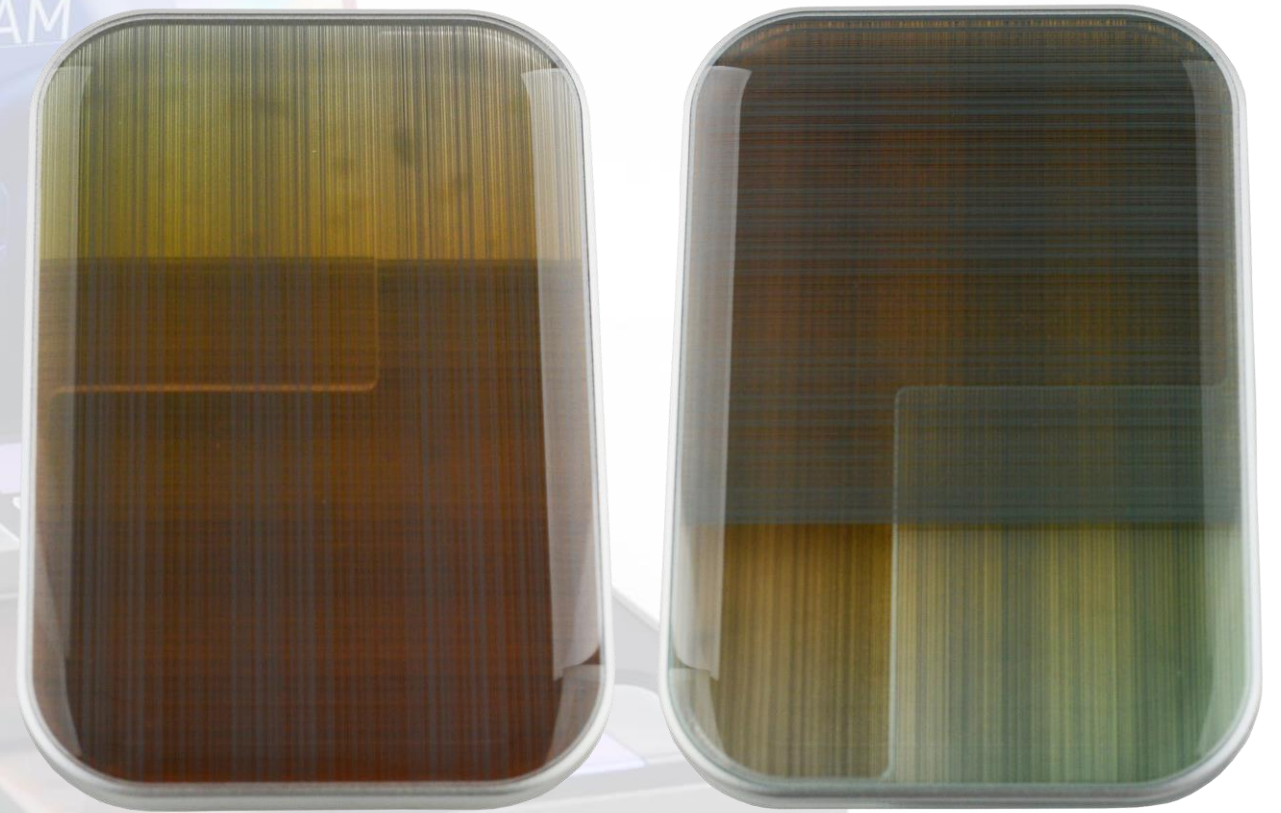
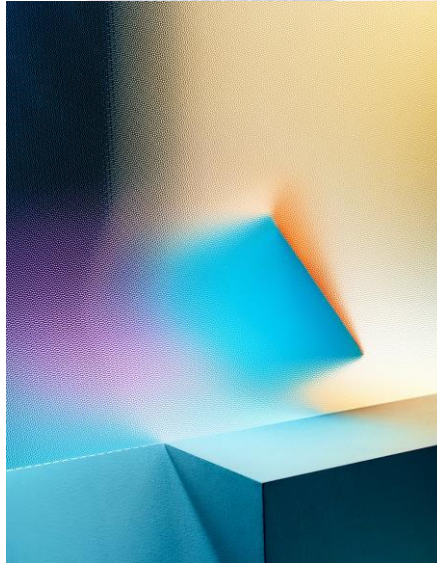
Dichroic PVD

Colour shifting Ceramic PVD

DREAM 03

MSI
THEME 4

Reference

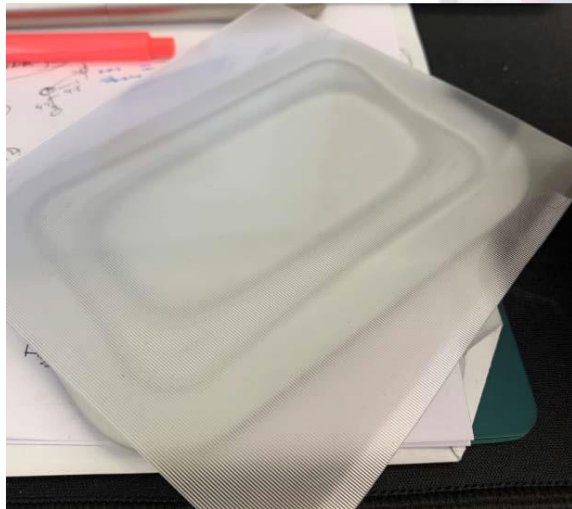


Layered colour blending

DREAM 04

MSI
THEME 4

Reference



Digital carbon
Dual lenticular layers
+ Dichroic layer



Lenticular illusion
Lenticular layer+3D surface



Vol 1

Master CMF Trend