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RATIONAL



Driven by advancements in production and industry, Rational looks to a new language of minimalism underlined by a soft approach to utility. We look back to our A/W 14-15 direction, Composed, to create a pared-back look that brings comfort to functionality.

Rational offers simplicity and practicality, bringing timeless designs to overwhelmed consumers seeking quiet stillness in an increasingly complex and fast-moving world.

Overview

Clockwise L-R: Ikea x Ideo, Tom Cridland, Muller Van Severen, Punkt, Samy Rio, Coalesce, Gemma Roper



Striving to minimise distractions, Rational provides quiet solutions for busy lives, ironing out everyday complexities and enabling consumers to focus on what really matters to them. Functionality is key in this utilitarian approach, which is tempered by tactile qualities for an aesthetic that is clean without being cold.

As previously identified in **Slender Design: Quiet Engineering**, new manufacturing methods extend durability within pared-back product stories, creating leaner, more agile designs. These are reduced to their essentials, offering self-evident solutions that appeal to consumers seeking calm and logic in an otherwise complex world – an outlook first seen in our A/W 14-15 Design Direction, **Composed**.

This ultra-functional aesthetic translates across markets, with high-end reimagined as high-performance through timeless and long-lasting products, as the essence of luxury product is seen in not more, but less. Borrowing from industrial sectors, applications span from performance apparel through to consumer electronics and home appliances.

A reduced approach to consumer electronics sees technology stripped back to its bare essentials. Swiss company **Punkt**'s mobile phone eliminates the overcomplication of modern technology. The streamlined device focuses on the essential functions of calling and texting only. The retro styling harks back to a simpler time and views simplification as liberation from unnecessary distractions.

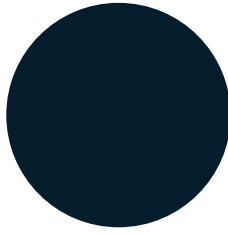
A considered consumer mindset sees products valued for their longevity through initiatives that extend the consumer, product and brand relationship beyond purchase. British menswear designer **Tom Cridland** encourages consumers to value endurance and quality when purchasing his clothing. His minimal sweatshirt design is guaranteed for 30 years, with the cost of repair included in the initial price.

Colour

Clockwise L-R:
 Thomas Elliott Burns,
 Gemma Roper, NBJ
 Architectes, Issey
 Miyake x Native Shoes,
 Naoto Fukasawa
 for Muji, Muller Van
 Severen, Carl Kleiner,
 Nina Donis

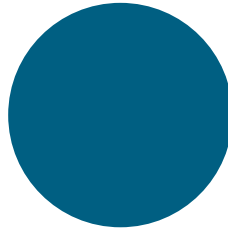


- Taking a functional approach to colour, the Rational palette offers graphic applications in the traffic signal colours of Memphis Green, Carnelian and Primary Yellow. Providing bold highlights, they reference the utilitarian approach of the Bauhaus movement.
- Paler shades of Wind Chime, Tusk and White Dust settle the brighter tones and provide a neutral base, with Midnight Black and Slate Lustre pointing towards the industrial influence of the direction.
- Following on from our Autumn/Winter 16-17 Design Direction **Layer**, colour is seen in flat and predominantly matt applications. Reflecting the minimalist outlook, an organised approach sees colour-blocking used to differentiate product components.



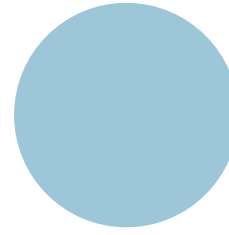
Midnight Black

PANTONE®TPX: 19-3921
COATED: 296
RAL: 260 20 10
RGB: 4/28/44
HEX: 041C2C
NCS: S8505-R80B



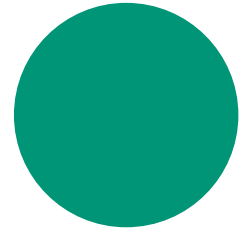
Teal

PANTONE®TPX: 19-4342
COATED: 7469
RAL: 230 40 30
RGB: 0/95/130
HEX: 005F82
NCS: S3502-R



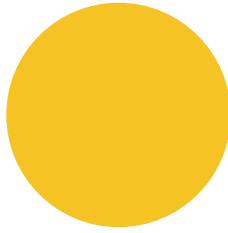
Light Blue

PANTONE®TPX: 14-4313
COATED: 551
RAL: 220 80 15
RGB: 157/198/216
HEX: 9DC6D8
NCS: S 2020-B



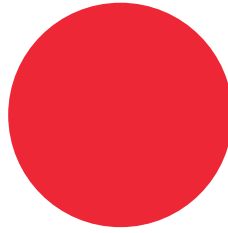
Memphis Green

PANTONE®TPX: 17-5633
COATED: 3285
RAL: 170 60 50
RGB: 0/149/118
HEX: 009576
NCS: S3060-B90G



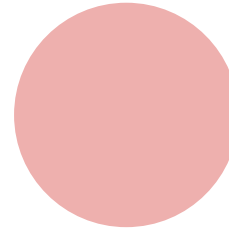
Primary Yellow

PANTONE®TPX: 14-0852
COATED: 116
RAL: 1021
RGB: 246/195/36
HEX: F6C324
NCS: S0570-Y10R



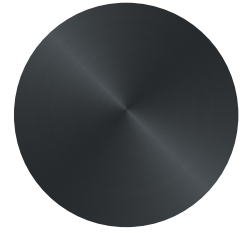
Carnelian

PANTONE®TPX: 17-1564
COATED: 1788 C
RAL: 3024
RGB: 238/39/55
HEX: EE2737
NCS: S0580-Y90R



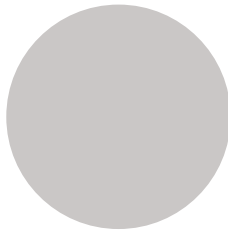
Flamingo

PANTONE®TPX: 14-1513
COATED: 488
RAL: 020 80 20
RGB: 238/176/174
HEX: EE80AE
NCS: S1030-Y90R



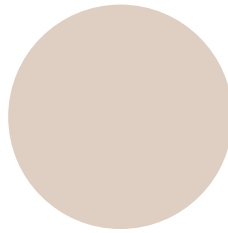
Slate Lustre

PANTONE®TPX: 19-3906
COATED: 10392
RAL: 240 40 05
RGB: 78/84/88
HEX: 4E5458
NCS: S7502-B



Wind Chime

PANTONE®TPX: 14-4002
COATED: 434
RAL: S2502-R
RGB: 202/199/198
HEX: CAC7C6
NCS: 000 80 00



Tusk

PANTONE®TPX: 13-1107
COATED: 482
RAL: 050 90 05
RGB: 222/207/194
HEX: DECFC2
NCS: S1505-Y60R

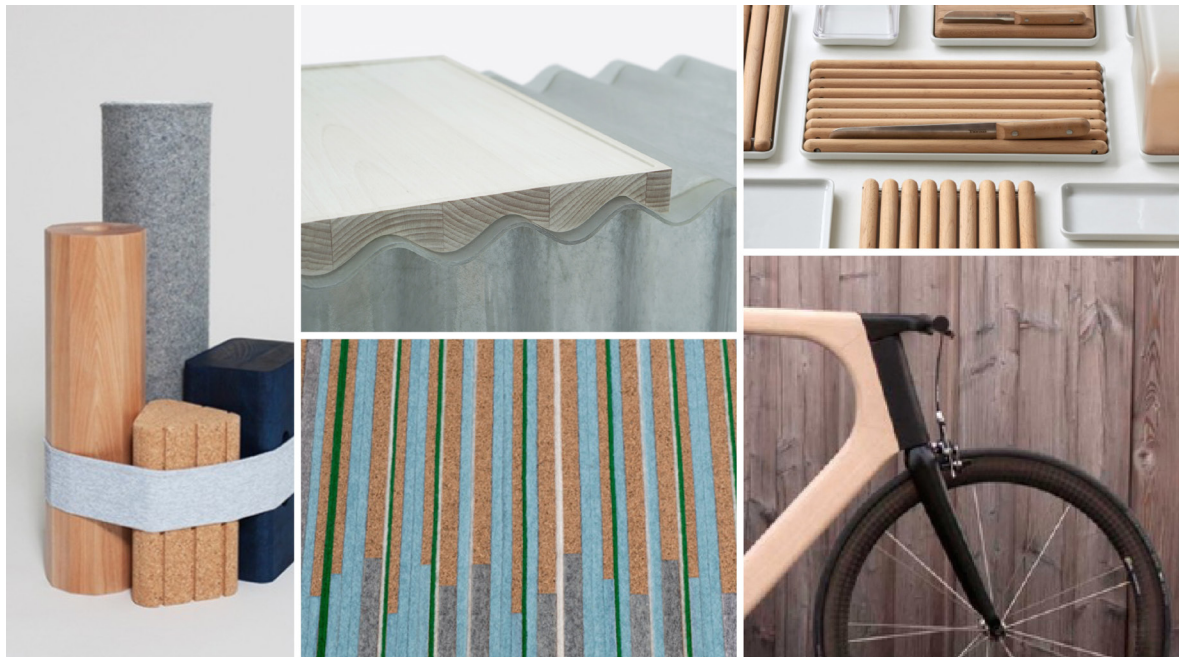


White Dust

PANTONE®TPX: 11-4800
COATED: 7541 C
RAL: 9003
RGB: 233/234/232
HEX: E9EAE8
NCS: S1000-N

Materials & Finish

Clockwise L-R: Studio Visibility x Outdoor Voices, Louie Rigano, Rosenthal, Keim Cycles, Hella Jongerius for Danskina



Clockwise L-R: Ronan & Erwan Bouroullec for Kettal, Ronan & Erwan Bouroullec for Kettal, Os and Oos x HiMacs, Maxime Loiseau, Sacai x Nike, FormLabs



- Hybrid material applications blend soft and hard surfaces for striking contrasts that bring high-performance qualities to everyday products. Felt, cork and mesh are chosen for their lightweight durability and to bring warmth to utilitarian forms.
- New applications for wood and bamboo are discovered and stretch the expectations of these materials into consumer electronics and mobility sectors. Clean, natural finishes soften and smooth engineered materials.
- Advances in hardwearing composites and super-strong resin enable a new slender and reduced material language. Metal is seen in fine, perforated sheets, resulting in products that are light on impact, yet long-lasting.

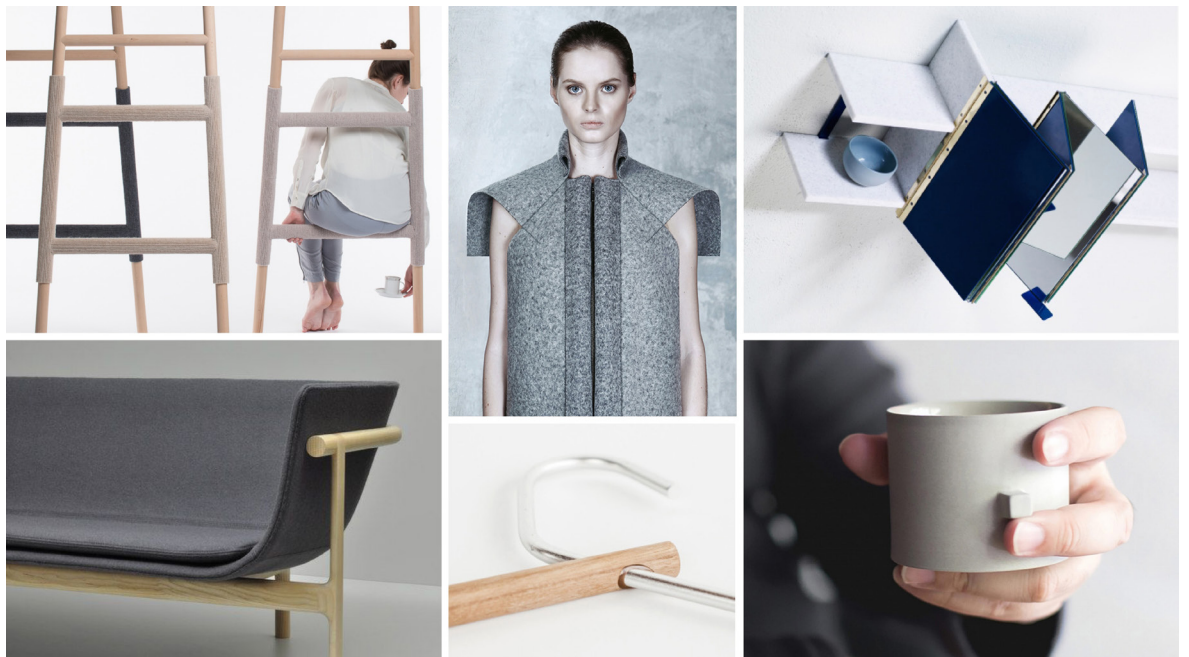
Form & Detail

Clockwise L-R:

Stanislaw Czarnocki, Coalesce, Samy Rio, Nendo for Moroso, Constance Guisset, Samy Rio, Geoffroy Gillant



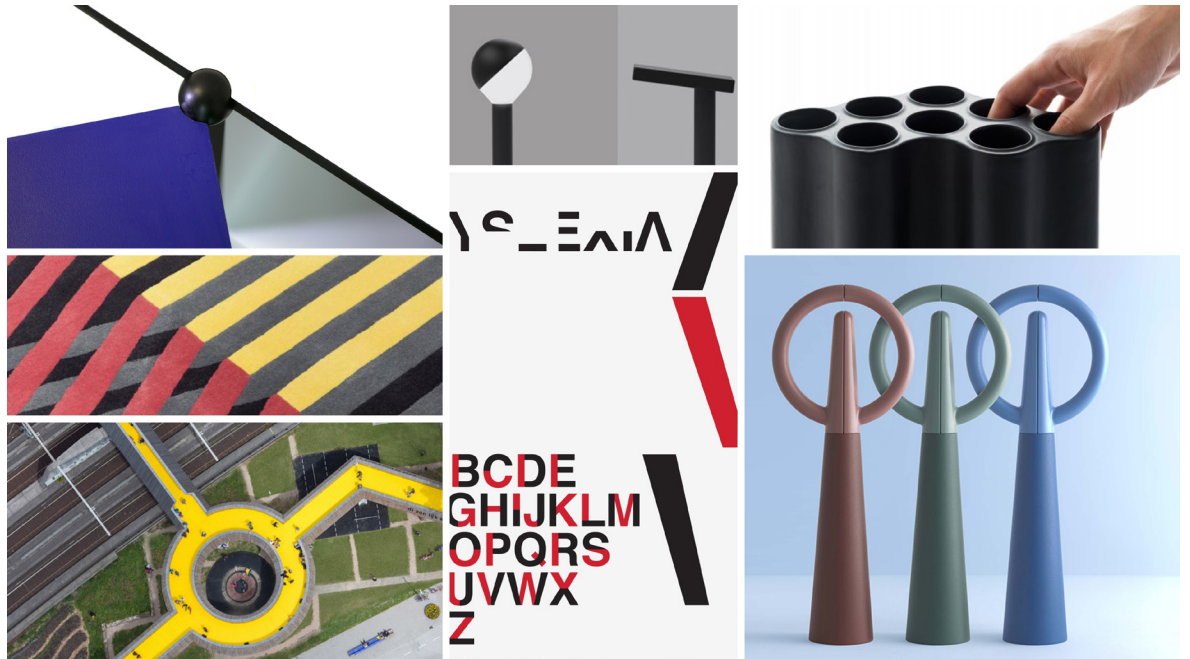
Clockwise L-R: Sonja Rogova, DZHUS, De Intuitiefabriek, Koan Design, Buttur Design, Menu



- Focus is placed on reducing complexity for an ultra-slimline approach to design. Linear frameworks and graphic planes are constructed to create straightforward, unobtrusive designs that provide multiple options for use through their simplicity.
- There is a controlled and engineered fluidity to products as strict angles are softened with gently curved edges – often seen in tandem with products made from multiple materials. Balance and poise is key to these designs, suggesting lightness and agility.
- Subtle construction details are used to enhance the utility of designs, with focus placed on how components or materials fit together. Tweaks to familiar shapes rethink the construction and use of everyday products, without sacrificing function.

Pattern & Graphics

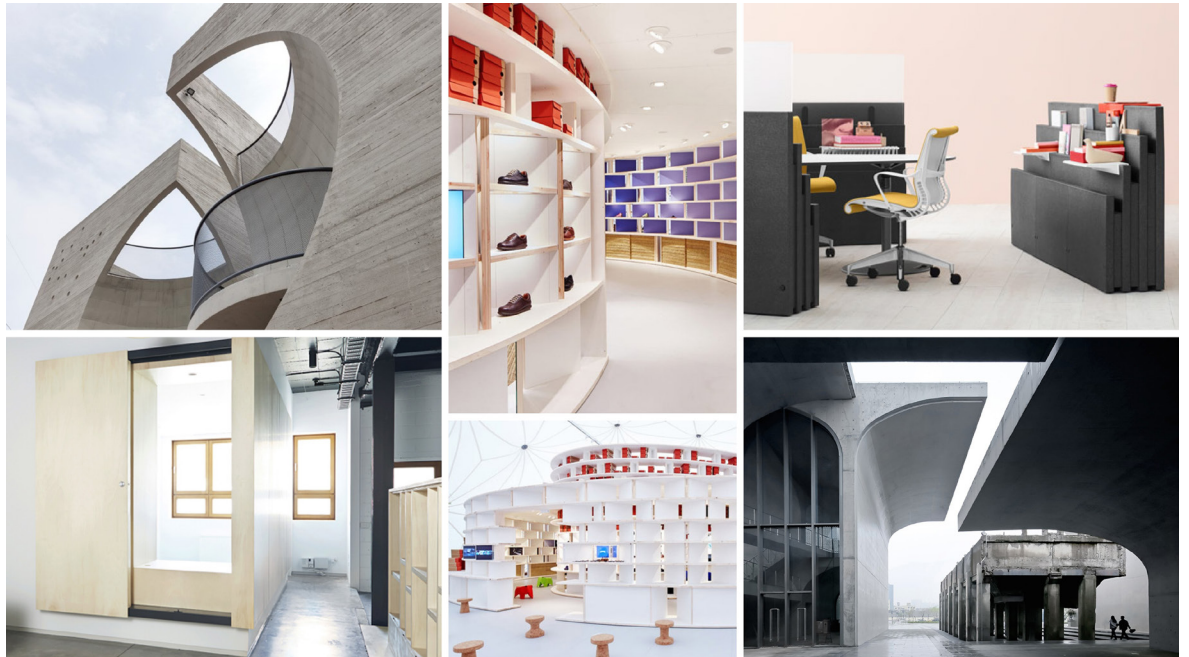
Clockwise L-R: Stein Keinicke, Industrial Facility for Wastberg, Ronan & Erwan Bouroullec, Alessio Romano, Daniel Britton, Studio Zus, Nodus



- A retro familiarity runs through the bold graphic styling of this look. Despite a flat and block approach to colour and form, designs are informed by 3D sensibilities, with architecture providing particular inspiration.
- Conventional shapes are truncated or combined to create precise new forms. Disruptive angles intersect circles, while linear designs overlap to highlight negative space.
- An organised and pared-back approach sees ultra-minimal graphics that still maintain function and translate necessary information – especially relevant to typography and packaging.

Spatial

Clockwise L-R:
 Moon Hoon, Kéré
 Architecture, Herman
 Miller, Atelier Deshaus,
 Kéré Architecture,
 Project 12 Architecture



- Temporary divisions and interruptions create new interpretations of spaces in existing environments. Flat planes of glass and plywood create fresh interventions that provide definition within spaces or enhance functionality.
- Moveable components offer practical options for open storage and graphic displays – particularly appropriate for retail pop-ups or informal workspaces.
- Negative space provides a key design feature, bringing lightness to heavy material spaces. Architectural forms feature disruptions and cutouts that add softness to oversized concrete structures and forge impactful graphic silhouettes.

Future Insights

Eliminate Distractions In an overwhelming world, considered consumers are looking to siphon out clutter and realign with logic, finding liberation in simplification. Assist this outlook through pared-back designs that focus on essential functionality and self-evident solutions – particularly relevant for home and consumer electronics.

Soften Minimalism Utilitarianism is tempered with softer executions to prevent a cold and minimal look. Combine strict, linear forms with gentle curves or add subtle tactile qualities to previously industrial materials to bring warmth to this functional aesthetic.

Find Luxury In Longevity High-value materials shift away from conventional luxury to those that focus on durability over time. Draw on innovations in industrial sectors to bring high-performance materials and techniques into everyday products.

Twist The Familiar Retro sensibilities are provided through repeated graphics and truncated geometrics that translate from small-scale pattern into architectural applications. Add comfort through familiarity by adding small nuances that shift form without altering function.

TREND EVOLUTION	PAST	PRESENT	FUTURE
RATIONAL S/S 2017	A reaction to elaborate decoration and ornamentation, minimalism was defined by an overtly industrial approach that relied on cold materials, sharp lines and solid shapes. Comfort and functionality were viewed as secondary to form, as focus was placed entirely on creating a pared-back and clean aesthetic.	The new language of simplicity is seen as a response to the overwhelming distractions of modern life. A commercial adoption of advanced materials and processes facilitates leaner, more agile products that are unobtrusive within the home, and simplify the everyday. Function and form are considered in tandem for reduced designs that retain familiarity.	Sophisticated engineering will bring efficiency and high performance to everyday products – developments will reduce complexity, resulting in designs that balance simplified forms with familiar utility, creating streamlined lives and homes. Combined with subtle tactility, this approach will enable products that are ultra-functional, yet human.

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