

# JAPANDI

## The minimalistic harmony of the design.

## The best of both worlds.





## JAPANDI– THE BEST OF BOTH WORLDS

TRENDY JAPANDI INTERIOR DESIGN STYLE COMES AS A COMBINATION OF TWO MAJOR CONTEMPORARY STYLES: SCANDINAVIAN AND JAPANESE. THIS HYBRID AESTHETIC COMBINES THE MODERN STYLE OF SCANDINAVIAN DESIGN WITH THE TIMELESS ELEGANCE OF JAPANESE AESTHETICS. IT IS NOT DIFFICULT TO UNDERSTAND WHY THESE TWO STYLES WERE PAIRED. ALTHOUGH THEY COME FROM DIFFERENT SIDES OF THE GLOBE, THEY SHARE SIMILAR PRINCIPLES. BOTH FOCUS ON SIMPLICITY, PREFERRING CLEAN-CUT MINIMAL SETTINGS, AND THEY PURSUE THE UTMOST SENSE OF RELAXATION AND BALANCE, TO MAKE THE HOME A PLACE TO EXPRESS ONESELF AND WHERE BODY, MIND AND NATURE BECOME ONE!

WHERE SCANDINAVIAN INTERIORS TEND TO BE SOMETIMES SO NEUTRAL THAT THEY CAN APPEAR CLINICAL, THE RICH JAPANESE DESIGN COLOR PALETTE EMBRACES WARMER AND DEEPER HUES. IN JAPANDI STYLE THESE TWO COLOR IDENTITIES MIX TOGETHER TO GIVE RISE TO NEW SUGGESTIONS: WHITE, GREY AND PALE WOODEN SHADES OF NORDIC WOODS INVITE STRONGER BROWN, OKRA, GREEN OR BLUE COLORS THAT ARE MUCH APPRECIATED IN JAPANESE SPACES.

NORDIC INTERIORS PREFER PLAIN WALLS AND SMOOTH FINISHES, RICH NATURAL TEXTURES USUALLY APPEAR ONLY IN ACCESSORIES, LIKE BLANKETS, RUGS OR CUSHIONS, BUT JAPANESE EMBRACE A PATINA-TED FINISHES, INTERIORS FULL OF PLASTERED WALLS, PAPER LAMPSHADES, RECLAIMED WOOD AND OF COURSE HANDMADE CERAMICS. THE JAPANESE USE OF TEXTURES FOCUSES A LOT ON BASIC ROUGH MATERIALS, OPPOSED TO SMALLER COZY ACCENTS IN NORDIC INTERIORS.

THE JAPANESE EQUIVALENT TO NORDIC ‘HYGGE’ PHILOSOPHY, WHICH EMBRACE SIMPLE, COZY ATMOSPHERES, ABILITY TO ENJOY LITTLE THINGS IN LIFE AND PRESENCE TO THIS MOMENT, IS ‘WABI-SABI’ – ACCEPTANCE OF TRANSIENCE AND IMPERFECTIONS AS A BEAUTY TO ADMIRE, NOT A FLAW. AS SUCH, JAPANESE MINIMALISTS LOVE MATERIALS THAT WILL PATINA-TED OVER TIME: OXIDIZED COPPER, AGED WOOD, TEXTILES...

NORTH AND EAST ARE ALSO IN PERFECT SYNC WHEN IT COMES TO SUSTAINABILITY SINCE BOTH PREFER GREEN-ORIENTED DESIGNS AND SELECT NATURAL MATERIALS, SUCH AS CERAMICS, COTTON, SILK, WOOD OR JUTE, ALONG WITH AUTHENTIC PATTERNS WITH STRONG REFERENCES TO NATURE. THE DECORATIVE ELEMENTS HAVE BEEN REDUCED TO A BARE MINIMUM, IN JAPANDI HOMES, ATTRACTIVE MODERN DESIGN STATEMENT PIECES ARE ALTERNATED WITH GENTLE TRIBUTES TO MORE TRADITIONAL ORIENTAL CULTURE, WITH SOPHISTICATED PRINTS AND PRECIOUS PATTERNS INSPIRED BY THE ANCIENT HOMES OF SAMURAI'S OR MAIKO APPRENTICE GEISHA'S.

LIGHT IS ANOTHER FUNDAMENTAL FEATURE OF JAPANDI STYLE: TO ADD VITALITY AND A WARM WELCOME TO DOMESTIC SETTINGS, LARGE WINDOWS ARE DESIGNED, TO FLOOD THE INTERIOR WITH NATURAL LIGHT, AND LATEST-GENERATION LIGHTING SYSTEMS ARE SET UP, DEvised TO MINIMIZE THE ENVIRONMENTAL IMPACT AND MAXIMIZE THE NATURAL EFFECT PRODUCED BY LIGHT, EVEN IN THE EVENING.

IF YOU HAVE BEEN OFFICIALLY WON OVER BY JAPANDI STYLE, ALL YOU HAVE LEFT TO DO IS START TO IMAGINE YOUR SURROUNDINGS, BEGINNING WITH THE MOST INTIMATE AND PERSONAL SPACE: THE BATHROOM. AMONG THE MULTIPLE GORENJE KERAMIKA COLLECTION, YOU WILL FIND SEVERAL DESIGNS THAT ARE INSPIRED IN SCANDINAVIAN OR JAPANESE STYLE WITH CLEAN MINIMALISTIC OR IMPERFECT NATURAL DESIGNS, THAT YOU CAN COMBINE AND CREATE UNIQUE JAPANDI ATMOSPHERE.



