

LUUM

Ideation Collection

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Creating is a balance of engineering and craft. The challenge of actualizing a modern vision calls for knowledge that is experienced yet experimental.

Luum is pleased to introduce the *Ideation Collection* by Suzanne Tick. Ideation draws inspiration from the architects and designers that provide fresh perspectives by using classic materials in new ways. *Modulus*, *Seismic Shift*, *Digi Tweed* and *Heather Tech* strengthen designer toolboxes by providing nimble basics and utilitarian multi-colors.

An abstracted and simplified approach to pattern allows color and texture to drive the collection. Two upholstery patterns, *Modulus* and *Seismic Shift*, explore spatial dimensions through color value relationships. Multi-purpose textures, *Heather Tech* and *Digi Tweed*, feature coordinating shades inspired by tinted, honest materials like brick and concrete. In-depth research into new color yields emotional yet grounded palettes that balance moodier shades and textures with expressive brights.



Collection: Ideation
Designer: Suzanne Tick

Use: Upholstery

Exterior and interior environments are exploring creative ways to delineate space through the blending of materials. *Modulus* is a new upholstery product that reflects the increasing move towards combining and layering design components. The pattern is rooted in a textural ground with added layers of tonal accents.

1 ——— Modulus

Content: 75% Recycled Polyester (52% Post-consumer, 23% Pre-consumer), 25% Polyester
Number of Colorways: 12
(*swatches, left to right*): Site, Shadow Play, (*top*) Form, (*bottom*) Spatial, Skylight, Threshold
(*shown on chair*): Rebar
Abrasion: 105,000 double rubs
Special Characteristics: Bleach Cleanable, Recycled Content, Heavy Metal Free, PFOA/PFOS Stain Repellent

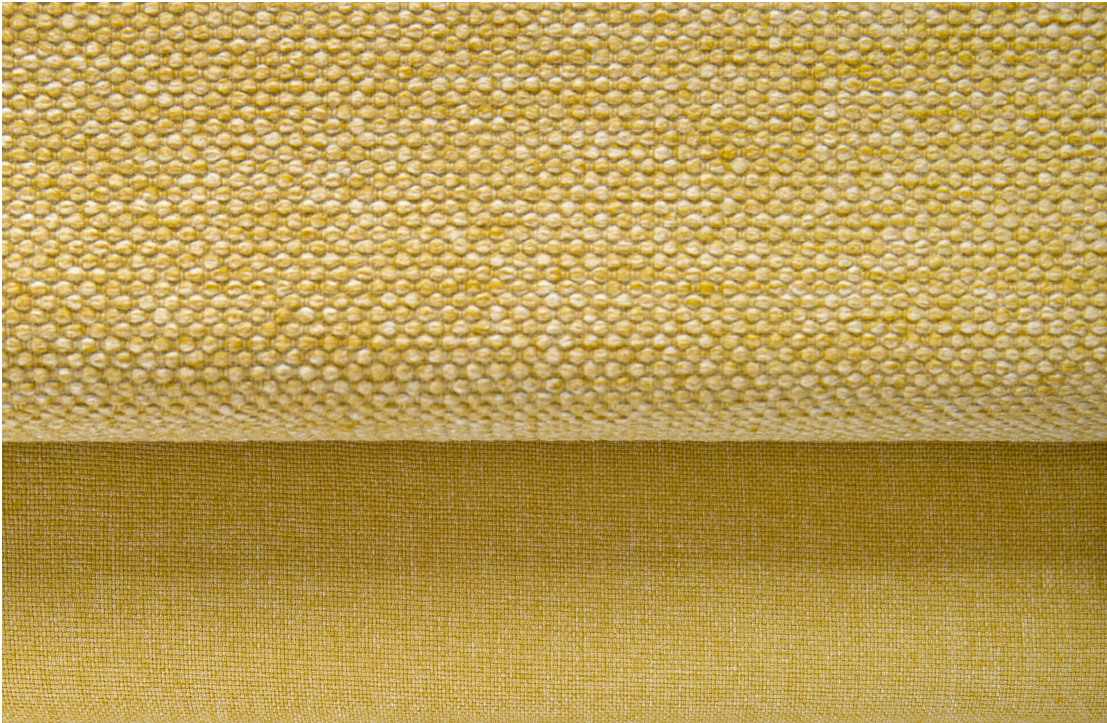
Bricks are one of the earliest and strongest building materials. Depending on the inherent mineral content and firing temperatures, colors can range from pinks, reds, and purples to browns and grays. *Modulus* is directly translated from brickwork patterning. The palette reflects the range of unexpected colors that are possible through variations in the material composition and manufacturing processes.



1. Modulus



2. Seismic Shift



3. Heather Tech (bottom), Digi Tweed (top)

4. Digi Tweed



2 ——— Seismic Shift

Light and shadow are elements of the natural environment that play a significant role in the built environment. Architectural moldings, whether structural or decorative, add an additional layer of visual texture to the urban landscape. Designers are finding new ways to break down walls by bringing the exterior into interior spaces. *Seismic Shift* is an upholstery product that is both architectural and topographic. The technical pattern gives the illusion of dimensional color planes through the use of both tonal and contrasting colors.

Use: Upholstery

Content: 50% Polyester, 26% Recycled Cotton, 24% Acrylic

Number of Colorways: 12

(shown here, top to bottom): Oculus, Infinity Pool, Firepit, Northern Exposure, Canopy, Brickwork

Abrasion: 50,000 double rubs

Special Characteristics: Recycled Content, Heavy Metal Free, PFOA/PFOS Stain Repellent

3 ——— Heather Tech

Heather Tech speaks to the scientific yet experimental process of fiber blending. A color can be transformed depending on the material, process, and conditions under which it is viewed. Nuanced color is created by balancing precise dye formulations adjusted to maintain the subtle, matte texture. Muted and soft, rich and saturated, the multipurpose palette is a direct and complementary coordinate to *Digi Tweed*.

Use: Upholstery, Wrapped Wall, Panel

Content: 67% Recycled Polyester (Post-consumer), 33% Polyester

Number of Colorways: 24

(shown here, top to bottom): (*Digi Tweed*) Sundew Tweed, (*Heather Tech*) Sundew Tech

Abrasion: 100,000 double rubs

Special Characteristics: Recycled Content, Heavy Metal Free, PFOA/PFOS Stain Repellent

4 ——— Digi Tweed

Digi Tweed is a hyper-textural, multipurpose product that is a direct coordinate to *Heather Tech*. The irregular texture and expansive palette speaks to the need for interior spaces to reflect the natural world. The exaggerated texture and tonal coloration offers designers an opportunity to explore visual dualities through the use of contrasting surfaces. *Digi Tweed*'s palette draws inspiration from honest and natural materials.

Use: Upholstery, Wrapped Wall, Panel

Content: 55% Recycled Polyester (Post-consumer), 45% Polyester

Number of Colorways: 24

(shown here, left to right): Beetroot Tweed, Madder Tweed, Rose Tweed, Raspite Tweed

Abrasion: 100,000 double rubs

Special Characteristics: Recycled Content, Heavy Metal Free, PFOA/PFOS Stain Repellent