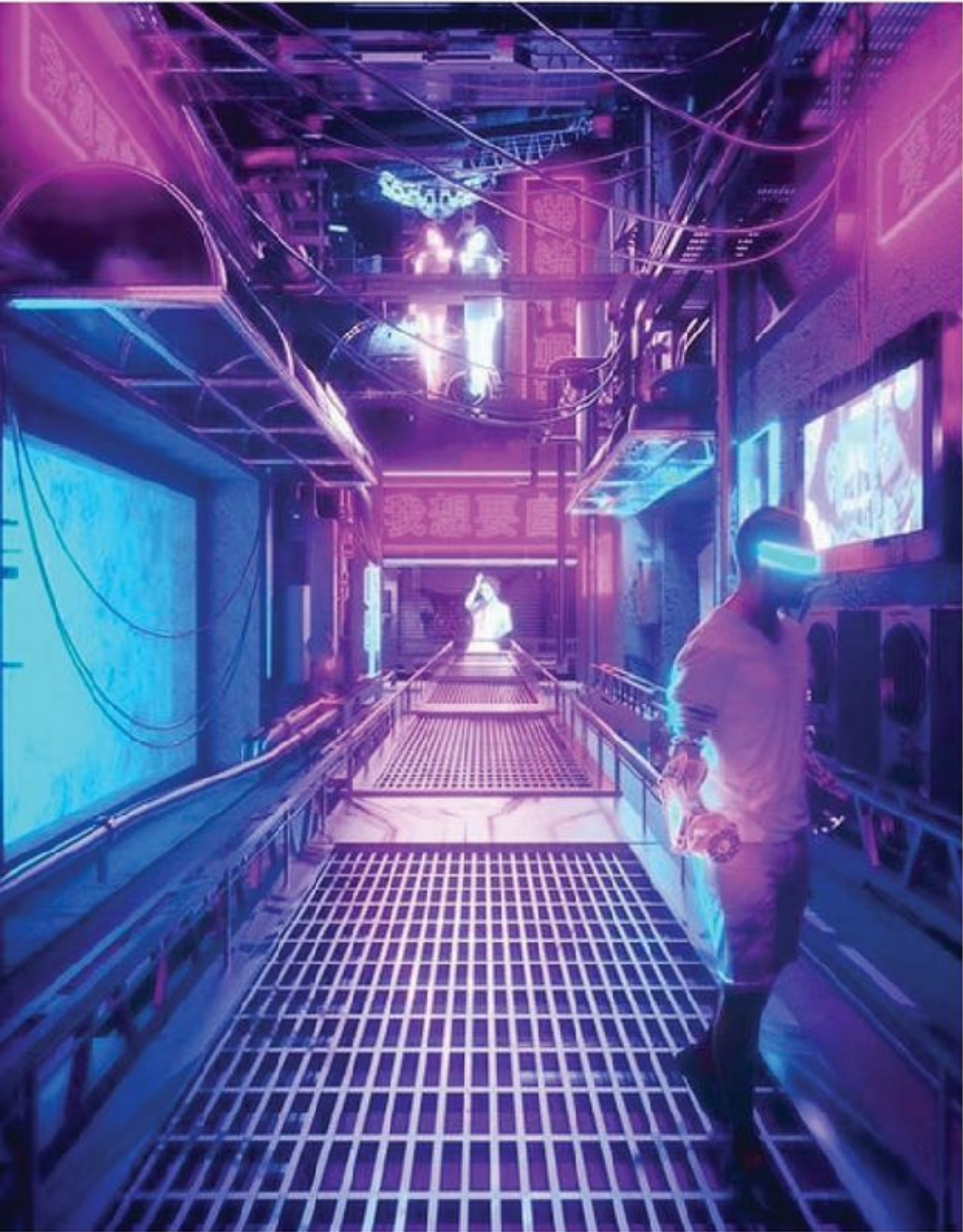


# 2023 Trend Report

## EVENT ENVIRONMENTS



# BeBold

Out with the muted, in with the bold. As the page turns into a new narrative, inspiration has been drawn from spirited rebellion, it's time to add fuel to the fire of maximum expression. BeBold is all about making an electrifying statement, experimenting without restraint and emulating audacious expression as a signal of empowerment. With rich colors, bold patterns and complexly layered textures, this is the year to stand up boldly, make a statement, assert individuality, BeBold.

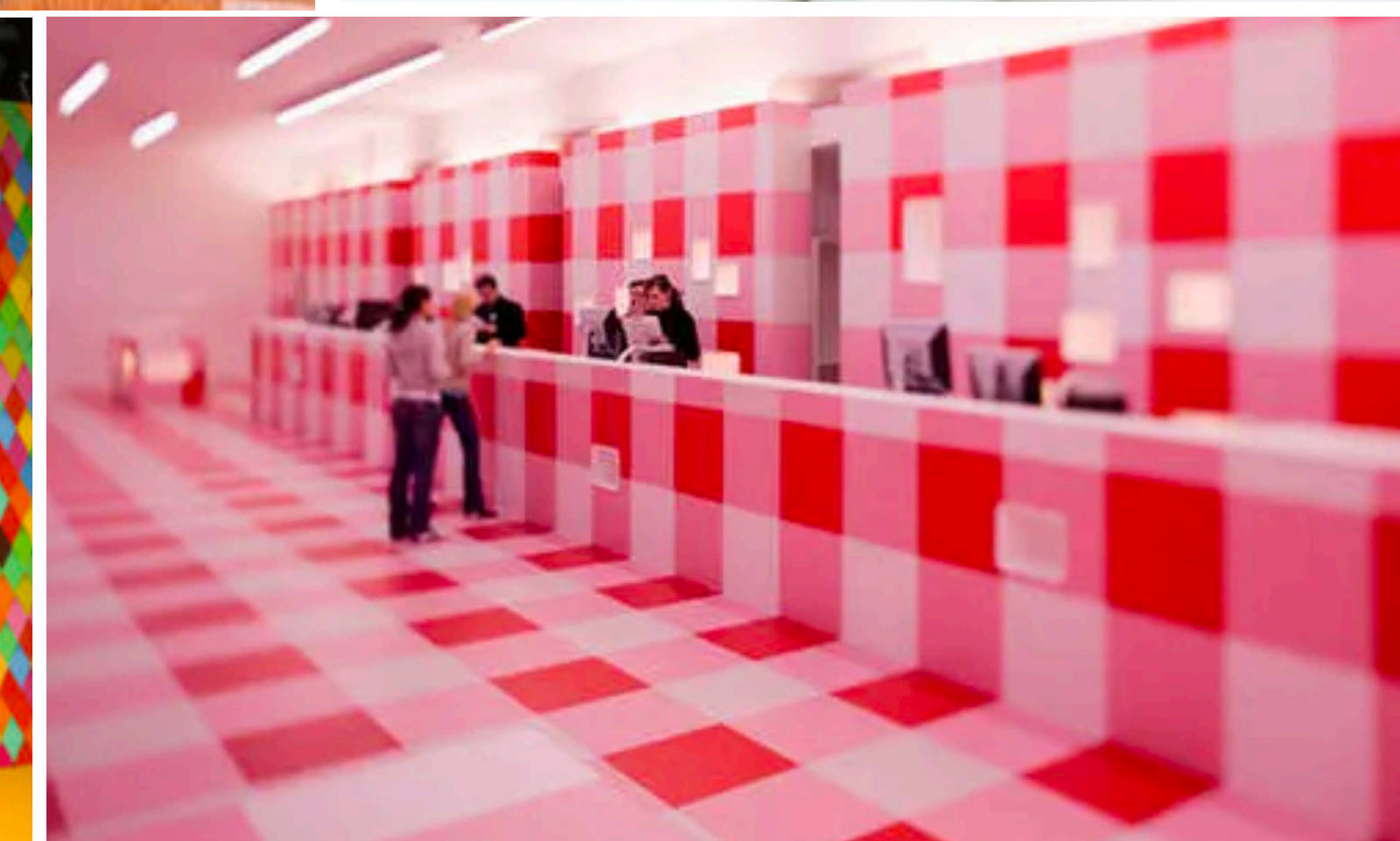
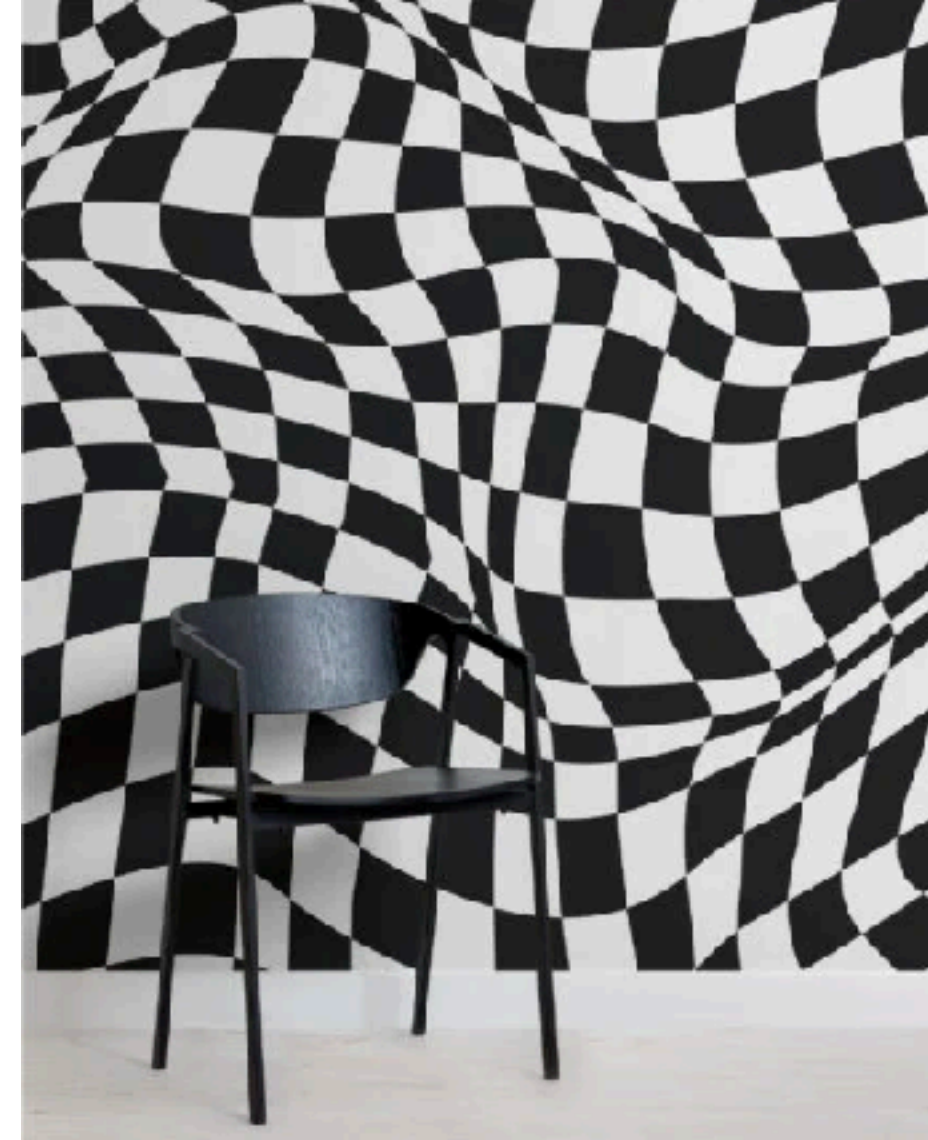
## 2023 Trends: Design

# Checkered Pattern

Checkered patterns are huge right now. And not just in the classic black and white, but kicked up a notch with pops of color and distortion.

### WHY WE LOVE IT

Checkered patterns are playful at their core. They are a bold, maximalist statement that propels movement within a space. The versatility of the pattern is something to behold.



# Hellenistic Revival

The aesthetic codes of antiquity are experiencing a real renaissance. The inspiration comes from ancient Greece to revive the Neo-classical era with Corinthian-style architectural features and bold patterned elements paired with ornate details.

## WHY WE LOVE IT

This trend is a luxe homage to decadence, with over the top details that will never go out of style. Let the wine flow for this classic celebration!

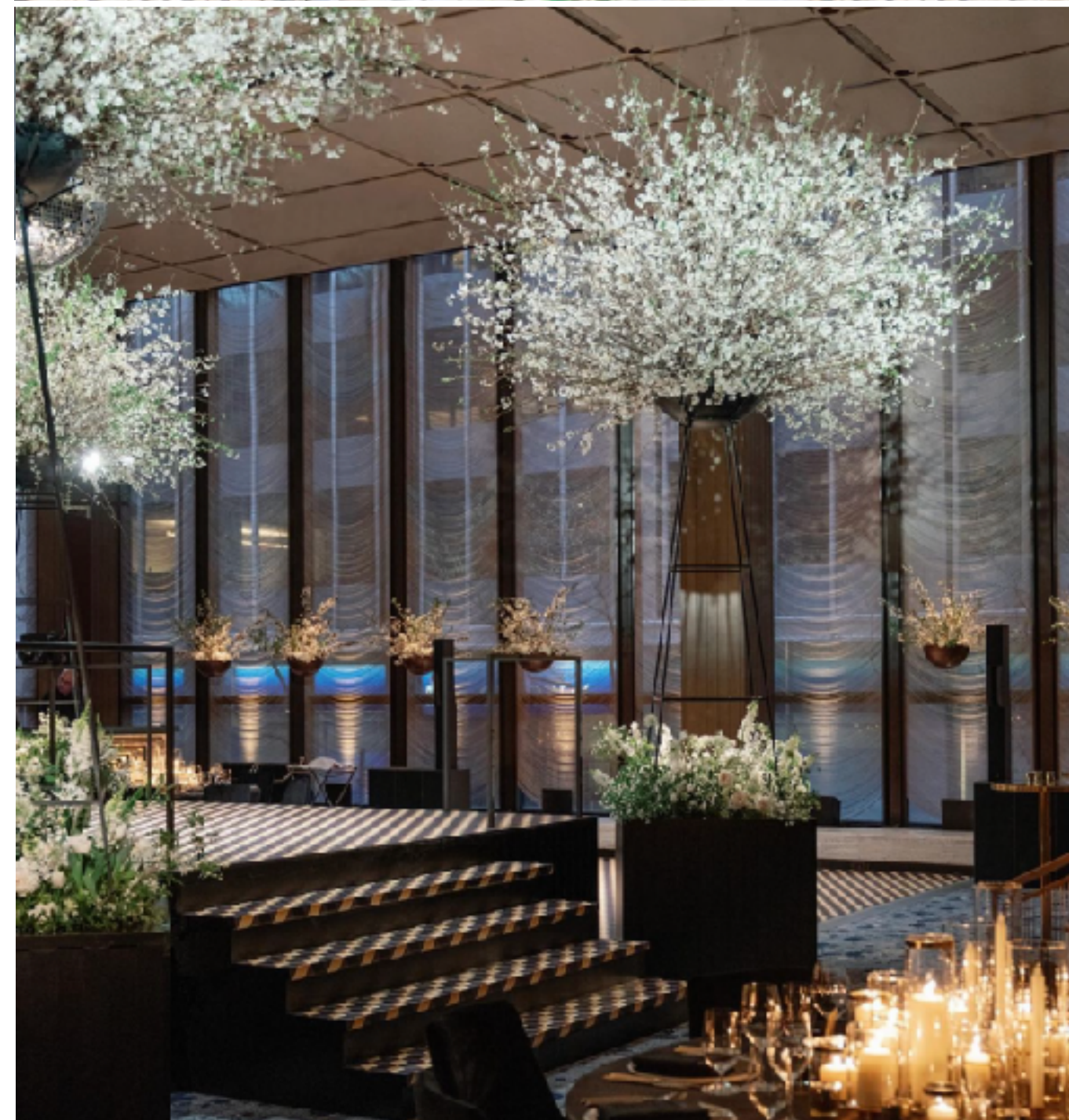


# Statement Florals

A larger than life floral arrangement is sure to turn heads. Trending in awards shows, movie premieres and the Met Gala, there's something absolutely stunning about a sculptural floral arrangement. For a more affordable take on this trend, opt for all greenery, or the hottest comeback, baby's breath.

## WHY WE LOVE IT

Floral arrangements are not just for table tops anymore. Oversized statement florals create awe-inspiring moments with a lavish vibe.



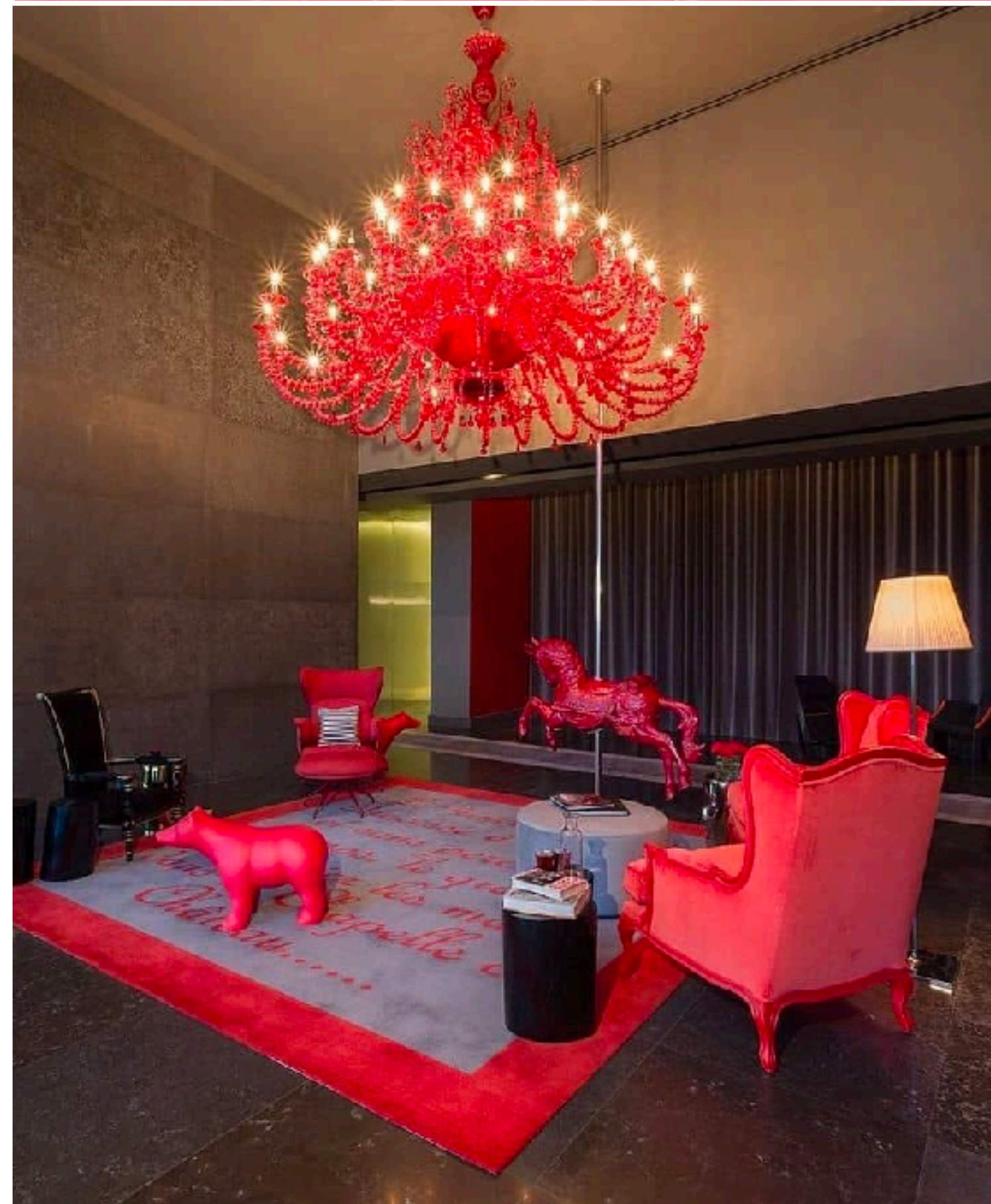
## 2023 Trends: Color

# Radiant Reds

Bold red is a simple way to make a design impact. Whether you drench the entire space in it, or just use it as a pop of color, you can't go wrong.

### WHY WE LOVE IT

Red is a complex color that elicits a range of emotional responses. From fiery passion to warmth and excitement, red is an attention grabbing statement color that exudes confidence.



# Cyber Space

What would a chic nightclub in the future look like? Celestial Chic. A world with familiar elements accentuated by shiny metallic decor, hard line furniture and neon lighting galore!

## WHY WE LOVE IT

We're headed full throttle into the future. This imaginative environment trend is edgy and exciting and leans into lighting and technology to enhance a space.



## 2023 Trends: Design

# Back to the Future

Nostalgic Futurism is all about what society thought the future would look like in the year 2000. Think mid-century modern elements amped up with a twist of camp.

### WHY WE LOVE IT

A fun escape from the present, this is a celebration of both the past and the future. Reimagined shapes and modular designs make up this coveted style.





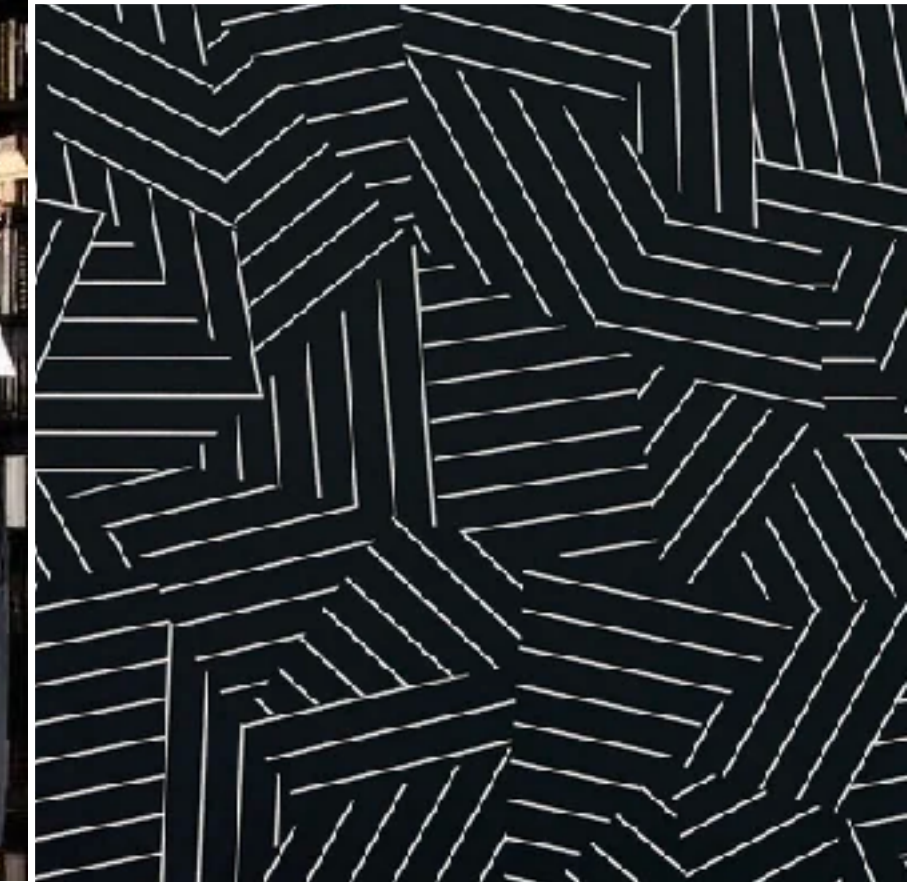
## 2023 Trends: Color

# Black + White

Black and white is a timeless, high contrast pairing. Make a major impact by layering varying graphic patterns in a maximal way to create depth.

### WHY WE LOVE IT

The tried and true classic is bold in its own right. Stark white with deep black is guaranteed to make an elegant statement.



# Spacial Videography

Video projections add serious ambiance to any event space. Technology continues to evolve allowing video mapping to become interactive in nature, bridging the gap between visual design and responsive art.

## WHY WE LOVE IT

Projection mapping allows you to completely change your environment using technology, light and projection. Apply graphics to a full structure or pinpoint certain elements and bring them to life with animation.

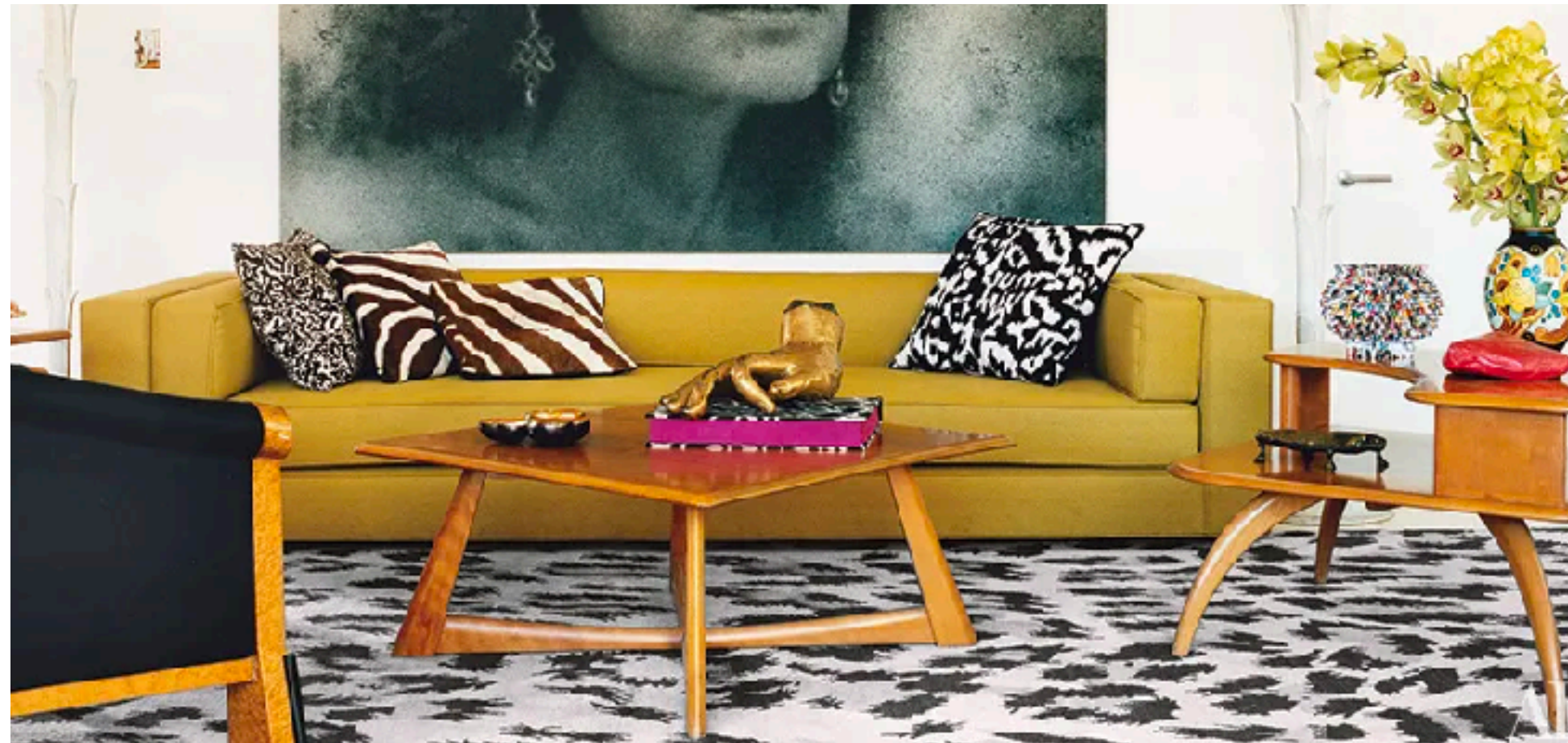


# Savanna Chic

Transport yourself to the Savanna with warm tones, organic shapes and modern elements intertwined with splashes of exotic animal print. From shades of beige to sunset orange and chestnut brown, these inviting colors intermingle to create this safari-inspired trend.

## WHY WE LOVE IT

Everyone loves a getaway. Skip the trip to Africa and embrace the refined edginess of this design style. Savanna Chic speaks to those with an adventurous spirit and encourages the usage of unexpected, bespoke elements.



# Thank you!

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