



Victoria Redshaw,  
Principal of Scarlet Opus,  
states that “ASI materials  
are on-trend, unusual,  
and the most relevant.”

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## TRENDS FOR 2012

### FORCES OF NATURE - Earth, Air, Fire & Water

These elements represent extreme weather conditions (volcanoes, earthquakes, and tsunamis) that translate into materials that have hammered, eroded, oxidized, burnished, and cracked qualities.



### EMPORIUM TREND

Embodies all that is Luxurious, Glamour, Stylish and Art Deco mix of metallic and authentic materials



EMPORIUM TREND

ARCHITECTURAL SYSTEMS

### ANCIENT TIMES TREND

Dominated by a fascinating balancing between heavy, opaque, pure Minimalist characteristics juxtaposed with sculpted, smooth, biomorphic forms & finishes



ANCIENT TIMES TREND

ARCHITECTURAL SYSTEMS

“ASI again has invested in these important material trends that present a muted palette of neutrals along with a fusion of golds, crystals, opalescence and iridescent surfaces.”

- Victoria Redshaw  
Lead Trend Forecaster