

universos

by **HELVEX**

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«[The Universe]
Includes space and all its
matter and energy.
It even encompasses time
itself and, of course, it
includes you.».

- NASA

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Creative Concept and Design
Code Studio

Code Studio is a design and consulting studio that elevates spaces, products and brands through innovative Color, Material and Finish solutions.

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Intro- duction

The Universe is everything we can touch, feel, perceive, measure, or detect. *Universos Helvex* seizes the opportunity to create a new concept that aligns with the company's internal strategy and aims to communicate its commitment to the environment.

Thus, the idea of creating *Universos Helvex* is born, where each of the six universes act as an umbrella encompassing everything related to the future consumer: design trends, different lifestyles, innovative interior design, spaces that connect with different consumer segments and generations, and the product portfolio that contributes to this new brand strategy.

We began the process with in-depth research into Megadrivers shaping the world, Macrotrends influencing more segmented lifestyles, and finally delving into Color, Material and Finish trends that will impact industries and markets during 2023 and 2024. Finally, we developed the six universes that unify these trends, innovative spatial concepts and a curated product portfolio around a single vision for each.

These universes materialize all of this: a visual guide, a color palette, specific materials and finishes, a compelling narrative, and a coherent aesthetic vision for interior spaces within each one. "[The universe] of course, includes you," as *Universos Helvex* was created for you to feel part of the universes, to reflect them in your spaces, and to immerse yourself in their stories that create a better future for all.



Universos Helvex

Unforeseen events, political instability worldwide, and natural disasters have brought about changes in our social, economic, and political systems. With these changes, people dare to redefine the trajectory of the future, rewrite rules, and demand tangible changes. Society seeks more inclusive and diverse ideals and values, and a constant quest for how to create a better future for all, including the environment. The six universes reflect the growing importance of well-being, mental health, and hope that we seek in a rapidly evolving world.



Suavemente

invites us to transition into an era centered on the human essence and reconnect with what makes us who we are: our instincts, emotions, and creativity.

Inmaterial

immerses us in borderless interactions and an accelerated technological evolution, erasing the boundaries between the digital realm and the physical world.

Raíces

is the result of mass migration and the longing reflected in communities, which, faced with an uncertain future, must come together and adapt collectively.

Simbiosis

highlights the importance of the interconnectedness and delicate balance between nature, humans, and technology, emphasizing the idea of doing more good than causing less harm.

Re-crea

draws inspiration from boundless imagination and how creative processes as we know them are being revolutionized by artificial intelligence.

Incandescente

reflects on the feelings of uncertainty and overwhelming complexity of the post-pandemic life that we still carry and urges us to create meaningful connections for a more holistic future.

Let's journey together through the six *Universos Helvex* to discover how Color, Material, and Finish transform our ability to imagine spaces that connect in a unique and inspiring way.

Suave- mente

Softness

Suavemente focuses on the self and prioritizes personal well-being. This shift towards a life of introspection centered on the soul has led to a greater emphasis on the importance of reconnecting with oneself and finding inner peace. It communicates comfort and invites reflection in our home and its spaces. One of the key drivers of this universe is the impact that our inner selves and emotional well-being have on health and happiness.

People are increasingly aware of the benefits of practices such as meditation, mindfulness, and yoga, which can help calm the mind and provide a sense of calm and clarity. In addition to these practices, there is also a growing interest in self-care, which involves taking time to nurture oneself and prioritize one's own well-being. Taking time to relax and recharge in the most personal spaces, reflects on *Suavemente's* essence: turning these mindful practices into a daily ritual.

Universe in Interiors :

Suavemente is characterized by its monochrome sensibility towards a lifestyle that provides calmness and serenity. It simplifies the home environment through minimalist interiors that can also help reduce distractions and create a sense of spaciousness. This aesthetic makes it easier for people to tune into their inner selves.

Neutral colors on the warmer spectrum can be used to soothe the mood and create a peaceful atmosphere at home. Soft and relaxing colors, such as cream shades or pastel tones, add warmth with tinted neutrals that bring a natural feeling to the space.

Incorporating natural materials, such as wood, paper, or stones and the use of earth and sand as construction materials can help create a connection with nature, which has been shown to have a positive impact on mental health and well-being. In addition to achieving earthy tones with natural pigments.

Design elements that promote comfort and relaxation, such as warm and dim lighting, and comfortable seating with soft and warm textiles, can create a cozy and inviting atmosphere that encourages rest and rejuvenation.



Color palette

								
Chamomile #f3d8a0 RGB: 243, 216, 160 CMYK: 4, 13, 42, 0	Anise #dcbfa1 RGB: 220, 191, 161 CMYK: 14, 24, 37, 0	Blush #d1beb8 RGB: 209, 190, 184 CMYK: 18, 24, 24, 3	Taupe #8f8382 RGB: 143, 131, 130 CMYK: 45, 45, 42, 6	Moss #616e64 RGB: 97, 110, 100 CMYK: 66, 44, 57, 19	Laurel #d9d7be RGB: 217, 215, 190 CMYK: 15, 10, 26, 0	River stone #cac6bb RGB: 202, 198, 187 CMYK: 21, 18, 24, 0	Vapor #e5e5e5 RGB: 229, 229, 229 CMYK: 9, 6, 7, 0	Sand #f4f1ec RGB: 244, 241, 236 CMYK: 21, 18, 5, 0

Materials and finishes

				
Natural Material Sand	Stone Polished travertine	Stone Calacatta marble	Stone Polished pink granite	Stone Pink quarry
				
Stone Ivory cream marble	Glass Tinted	Coating Paste with medium granular texture	Ceramic Polished terrazzo imitation	Ceramic Concrete imitation
				
Wood Ash	Wood Pine	Textile Bouclé		

Inma- terial

Intangible



Inmaterial arises from a rapid increase in the use of technology in our everyday life and the growth of digital culture and generative intelligences. This has opened new frontiers in terms of how we communicate, access information, and interact with each other.

One of the most disruptive new frontiers in the digital realm is the concept of the metaverse: a virtual world fostering online communities and fully immersive spaces in the digital space. Through the use of virtual reality (VR) and augmented reality (AR), the metaverse offers infinite possibilities for entertainment, education, and commerce, potentially changing the way we will live in the future.

The evolution of social media, artificial intelligence, and search engines has made it possible for people to access information instantly and for free, empowering them with infinite access. This has transformed how we learn, find answers to questions, and make decisions. It will be exciting to see how these new frontiers continue to expand and blur the boundaries between the physical and digital worlds.

Universe in Interiors:

As technology and its digital aesthetic continue to play a more significant role in our lives, people seek new ways to incorporate them into their homes in a functional way.

The cool and neutral colors of this universe reflect a digital aesthetic. *Inmaterial* combines vibrant tones that stimulate creativity and represent a futuristic and minimalist style with chrome, iridescent finishes, anodized metals, and a liquid look. This palette reflects the importance of technology in our lives and the desire to integrate it into our homes.

Inmaterial achieves contrasts with materials and finishes focused on technology: smart glass and advanced lighting systems can be programmed to change color and intensity, adapting to different moods. These materials and finishes not only add a sense of visual effects but also offer practical benefits such as increased energy efficiency.

The possibilities that *Inmaterial* presents can be adopted in interior design through the use of technology and the development of smart homes. This integration of technology into the home allows for a smoother and more efficient living experience.



Color palette

Digital green #d0feb3 RGB: 208, 254, 179 CMYK: 18, 0, 40, 0	Aqua #39b0ae RGB: 57, 176, 174 CMYK: 55, 34, 0, 0	Verdigris #0a716e RGB: 10, 113, 110 CMYK: 88, 37, 55, 16	Tranquil blue #aea2c6 RGB: 174, 162, 198 CMYK: 32, 35, 5, 0	Lavender #657396 RGB: 101, 115, 150 CMYK: 67, 53, 24, 3	Meta #520f90 RGB: 82, 15, 144 CMYK: 84, 100, 4, 2	Astro #413e4f RGB: 65, 62, 79 CMYK: 73, 70, 47, 38	Pixel #e5e5e5 RGB: 229, 229, 229 CMYK: 9, 6, 7, 0	Robotic gray #d1d7e3 RGB: 209, 215, 227 CMYK: 16, 10, 5, 0

Materials and finishes

Stone Polished purple granite	Board Linoleum	Metal Chrome-plated brass	Metal Anodized aluminum	Metal Anodized aluminum
Metal Chrome-plated brass	Coating Textured stucco	Ceramic Artisanal	Textile Artificial fiber	Glass Milky
Glass Sandblasted	Glass Frosted	Wood Stained pine		

Raíces

Roots



Raíces emerges from the idea of rebuilding a holistic, community-driven, and healthy future. With the growing awareness of the collective interdependence, people are beginning to understand the importance of coming together for the communal well-being. This marks a significant shift from the traditional notion of individualism and competition, which often results in fragmented and disconnected communities.

One key aspect of rebuilding as a community is diversity. This can take many forms, including cultural, ethnic, racial, gender, religious, and socioeconomic differences. Diversity adds richness and depth to society, making it more resilient and better equipped to face challenges and obstacles. It also helps foster creativity and innovation, which are essential for growth and progress. Rebuilding as a collective also promotes a sense of belonging and unity, fostering cooperative platforms and collaborations, leading to a greater sense of purpose and fulfillment, and contributing to a brighter and more hopeful future. By being empathetic and working towards a common goal, communities can create a more empathetic, bright, and sustainable future for all.

Universe in Interiors:

Raíces is reflected in interiors through community-centered design and can be seen in the use of versatile and flexible spaces intended for everyone.

Warm colors and earthy tones reflect diversity in skin tones and connection with the earth. The use of toasted and ancient colors, varied textures, matte finishes, and other design elements create spaces with depth that rekindle our consciousness and authenticity. Dark mineral tones feel organic and connect with a growing interest in ancestral heritage, botanical dyes, and mineral pigments.

This universe uses natural and sustainable materials such as textiles, warm and dark woods, textured stones, and others with matte finishes create a warm and welcoming environment. The palette promotes the integration of products created through artisanal processes and local materials.



Color palette

								
Mustard #e0a426 RGB: 224, 164, 38 CMYK: 12,37,99,0	Amber #c6129 RGB: 192, 11, 41 CMYK: 20, 63, 99, 6	Coral #9a5b51 RGB: 154, 91, 81 CMYK: 17, 77, 68, 4	Clay #9a422c RGB: 154, 66, 44 CMYK: 27, 82, 90, 22	Toast #a66a4e RGB: 166, 106, 78 CMYK: 29, 61, 72, 13	Oat meal #c3957f RGB: 195, 149, 127 CMYK: 24, 43, 49, 1	Eucalyptus #a3a99b RGB: 163, 169, 155 CMYK: 38, 27, 39, 0	Sage #6a7870 RGB: 106, 120, 112 CMYK: 60, 42, 52, 13	Plum #3c0f00 RGB: 60, 15, 0 CMYK: 48, 80, 80, 74

Materials and finishes

				
Stone Ancient venetian yellow granite	Stone Black marble	Coating Stucco with extra fine texture	Coating Natural pigments	Ceramic Small format with glossy finish
				
Ceramic Wood type matte finish	Wood CNC cut granadillo	Textile Rattan	Wood Dark oak	Wood Stained hickory
				
Wood Cork	Natural Material Clay with glossy finish	Metal Aged brass		

Sim- biosis

Symbiosis



In recent years, sustainability and environmental care have become crucial aspects of our lives and are the main concept behind *Symbiosis*. With growing concerns about increasing pollution levels and the devastating effects of climate change, people are increasingly aware of the need to care for the planet and demand that companies be more transparent and responsible with their processes.

The finite nature of resources such as water, oil, and minerals has made it imperative that we use resources judiciously and preserve them for future generations. To do so, innovation has emerged in the form of adopting sustainable practices, conserving energy, reducing waste, and developing self-regulating materials, circular products, and self-sustaining ecosystems.

The devastating effects of climate change, such as rising temperatures, sea levels, and the extreme conditions we are witnessing today, are clear signs of the negative impact we are having on the planet. This has led people to take action to reduce their carbon footprint and make their lifestyles more sustainable.

Symbiosis reflects the rapid growth of awareness among people of caring for the planet. By working together and making conscious decisions, we can protect our planet and ensure that future generations have access to the resources they need to thrive.

Universe in Interiors:

The conscious design of interior spaces involves responding responsibly to the space's energy usage, waste reduction, recycling, and its interconnectedness between the planet and humans. The colors and textures for interiors inspired by *Symbiosis* should connect with sustainable values. Its green and blue tones evoke the lightness and clarity of air and water, representing the stillness and tranquility that consumers seek in spaces and in lush, natural landscapes. Browns complement the earthy palette, providing darkness and depth to imitate natural layers.

Dark wood, natural stones, green marbles, and organic shapes come into play, bringing in exterior elements to interior spaces. Sustainable and naturally antibacterial materials such as bamboo and cork, as well as recycled materials in interiors, play a central role for in this universe.

Symbiosis promotes energy saving and resource conservation. The incorporation of Helvex's low cost and low water consumption products, as well as water-saving faucets and WCs, are an essential component of this universe.



Color palette

								
Tide #7aa6a7 RGB: 122, 166, 167 CMYK: 55, 23, 33, 0	Wave #6582ba RGB: 101, 130, 186 CMYK: 65, 45, 4, 0	Nori #153b26 RGB: 21, 59, 38 CMYK: 83, 48, 83, 59	Nutritious green #447848 RGB: 68, 120, 72 CMYK: 75, 32, 85, 18	Celery juice #949f3f RGB: 148, 159, 63 CMYK: 46, 25, 96, 4	Caramel #cea370 RGB: 206, 163, 112 CMYK: 19, 36, 63, 7	Bone #f9fade RGB: 61, 11, 98 CMYK: 2, 0, 15, 0	Citric #d1df54 RGB: 209, 223, 84 CMYK: 22, 0, 82, 0	Bark #584b45 RGB: 88, 75, 69 CMYK: 56, 60, 63, 39

Materials and finishes

				
Concrete Unfinished	Ceramic Medium format matte finish	Ceramic Small format glossy	Glass Milky with texture	Stone Marble in shades of green
				
Stone Volcanic	Natural Material Water element	Stone Natural black slate	Natural Material Local vegetation	Wood Walnut
				
Wood Oak	Metal Aged brass	Textile Natural fiber		

Re-Crea

Recreate



Recently, we have witnessed a creative renaissance, a growing empowerment through the breaking of boundaries, and the redefinition of existing narratives. These changes, along with the positive, refreshing, and innovative energy that this movement brings, are part of *Re-Crea*. This universe is driven by a bold desire among individuals to express themselves in unique and meaningful ways, to unite a world that dares to challenge the status quo and expand the limits of what is considered possible.

From arts and design to science and technology, people are adopting new forms of creative expression that allow them to express their individuality and contribute to society in meaningful ways. This creativity empowers people to take control of their own lives and pursue their passions, regardless of the obstacles they may face.

Breaking boundaries and redefining our current surroundings is another key aspect of this trend. People are increasingly questioning entrenched assumptions and seeking new ways to address problems and challenges. It is a powerful and positive force shaping our world, driven by a growing desire to express oneself, whether through the arts, entrepreneurship, social activism, or education, and it is inspiring people to embrace their individuality and contribute to a better future for all.

Universe in Interiors:

Re-Crea builds spaces carefully designed in distinct ways, recognizing the need for individual expression and new formats. In recent years, we have seen a departure from mass-produced interiors towards spaces that are unique, significant, and reflect the personalities of the people who inhabit them.

This universe takes lively tones that uplift spirits and enliven interior spaces. Its powerful colors update dull and uninspired palettes, creating an energetic mix capable of enlivening architectural elements and furniture design.

Its vibrant palette overlays more neutral tones to create pieces and surfaces with dimension that enhances the most basic forms. It conveys an element of fun and can be used to generate a great effect.

Re-Crea proposes an environment with layers of hyper-glossy finishes, fluid volumes with striking textures materialized in inflated plastics, vibrant colored wax, ribbed glass, and graphic fabrics. The bold pigments of this palette create spaces that make us feel comfortable with our individuality and open to connecting with others.

The trend towards creativity seeks interiors that reflect eclectic tastes and personalities, rather than adhering to a single, cohesive style.



Color palette

								
Cotton #ed4b8b RGB: 237, 75, 139 CMYK: 0, 86, 13, 0	Hibiscus #d23749 RGB: 210, 55, 73 CMYK: 12, 93, 70, 2	Voltage #fa6417 RGB: 250, 100, 23 CMYK: 0, 75, 100, 0	Dawn #faa31b RGB: 250, 163, 27 CMYK: 0, 41, 99, 0	Acid green #bbf002 RGB: 187, 240, 2 CMYK: 32, 0, 100, 0	Mint #2ee39e RGB: 46, 227, 158 CMYK: 62, 0, 56, 0	Enigma #a5c3c1 RGB: 165, 195, 163 CMYK: 36, 13, 23, 0	Plastic blue #333599 RGB: 51, 53, 153 CMYK: 95, 95, 0, 0	Magic #7c40ba RGB: 124, 64, 186 CMYK: 64, 83, 0, 0

Materials and finishes

				
Plastic Smooth and glossy	Stone Granite	Board Melamine	Wood Lacquered high gloss	Wood Neutral shades
				
Ceramic Terrazzo imitation	Ceramic Type natural stone	Ceramic Vibrant	Glass Smoked	Corian Eldeberry
				
Textile Synthetic fibers	Textile Synthetic fibers	Metal Chrome-plated brass		

Incan-

des-

cente

Incandescent



Uncertainty, oppression, and social disruption have become increasingly prevalent in the post-pandemic years and are the foundation of *Incandescente*. These issues have been caused by a variety of social and political factors including political instability, unforeseen natural disasters, and unexpected crises that provoke intense emotions within society.

The lack of clarity and predictability in the future has become a significant challenge in today's accelerated world, as the speed of change has quickened and the complexity of problems has increased. This has made it difficult for individuals and organizations to plan for the future and has increased the risk of unexpected events. COVID-19 created unprecedented uncertainty in the global economy, as countries struggled to respond to the health crisis and are now all facing its economic consequences.

It is important for individuals to be flexible and adaptable, for organizations to be proactive in their planning and empathetic in their response to these challenges. Only through understanding and managing uncertainty, changes, and social disruption can they be channeled to create a more stable and resilient future for all.

Universe in Interiors:

Incandescente can be reflected in interior spaces in various ways by embracing change within ourselves and expressing it in our interiors.

Dark and intense colors that allow for the design of interiors with character, spaces that are assertive yet empathetic. Reds and browns add drama to the design intention, while blacks and grays allow for the more neutral and sober spaces.

Natural materials such as wood and stone, along with textured elements like diamond-cut metals, convey an exciting aesthetic that helps counteract feelings of stress and uncertainty caused by the changing world.

In conclusion, the interior design of this universe reflects uncertainty, change, and social disruption by prioritizing comfort, versatility, simplicity, and sustainability. These elements help create spaces that, in addition to being functional, support our changing and inclusive needs.



Color palette

Pleasure #feaf4 RGB: 254, 175, 180 CMYK: 0, 39, 16, 0	Magma #ff0017 RGB: 255, 0, 23 CMYK: 0, 99, 96, 0	Yolk #ffd245 RGB: 255, 210, 69 CMYK: 0, 16, 84, 0	Vacuum #f9f3e5 RGB: 249, 223, 229 CMYK: 2, 3, 9, 0	Uncertain gray #b1b6bc RGB: 177, 182, 188 CMYK: 31, 23, 20, 0	Deep blue #020f81 RGB: 2, 15, 129 CMYK: 100, 97, 22, 9	Intrigue #090cf1 RGB: 9, 12, 31 CMYK: 84, 57, 77, 75	Volcanic #242328 RGB: 36, 35, 40 CMYK: 73, 69, 60, 69	Brick #752c2e RGB: 117, 44, 46 CMYK: 34, 87, 74, 40

Materials and finishes

Glass Opaque smoked	Glass Opaque smoked	Ceramic Small format glossy finish	Ceramic Terrazzo imitation	Metal Semi-matte powdercoated
Metal Anodized aluminum	Metal Anodized aluminum	Metal Bright chrome-plated brass	Wood Ebony	Wood Black cork
Coating Artisanal stucco	Stone Black marble	Stone Dark granite		

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