



GEO a print-design collection by STUDIO Z

STRUCTURA

the warp and weft of form

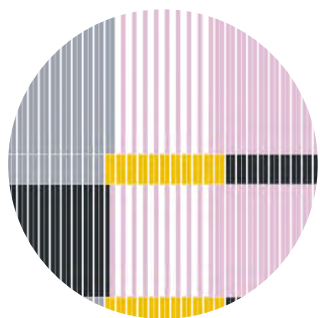
Structura is a cellular geometric weave, the fitting together and intermeshing of how everything fits together to create form.

Every form from feathers, to wings, from plants to mountain ranges to minerals has a structure, sometimes microscopic in detail.

The interplay of myriad colours and pigments reflects the way nature designs structure - a plaid of incredible subtle beauty.

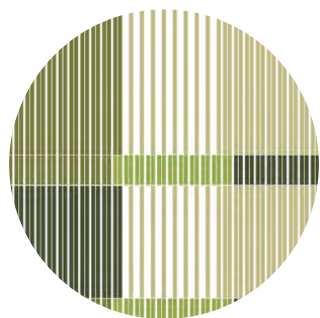
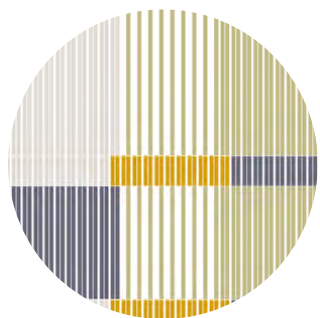






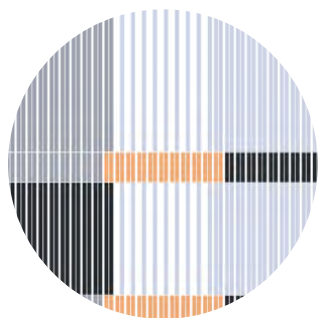
COMPOUND & SAHARA

Radiant and joyous



CAMOUFLAGE & FOREST

Hidden depths of nature



REFLECTION & MAGMA

Subtle and activating

CONNEXION

relationship

This design fosters curiosity and creative thinking by using simple geometric and symbolic human-like forms, much like yin and yang, positive and negative, to examine relationships between others and objects.







THE
MEDIA
HUB

VACANT



TYRE

Grounded and significant



AGRA

Nurturing and calm



MILANO

Cultured and expressive



TIMBUKTU

Cool and dreamy



PALESTINE

Ancient and historic



KYOTO

Activating and bustling

STRATA

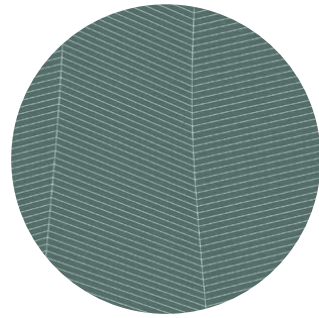
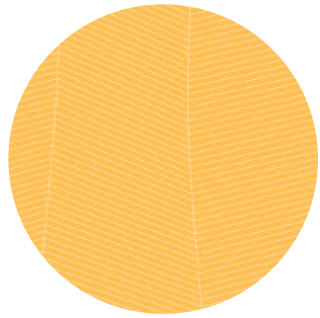
subtle strength

This design references the linear structure of leaves or the parallel layers of pattern in sedimentary rock, each layer adding strength to the whole.

The colourways speak of a stone or silica found in nature and formed by sediment over millennia.

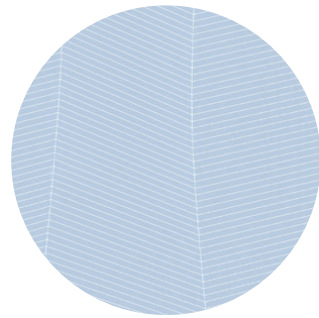
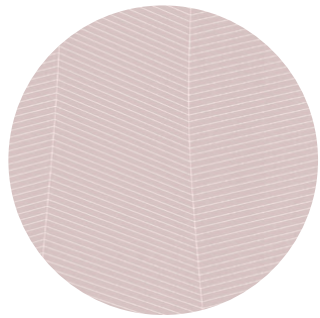






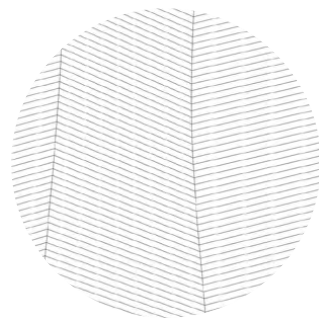
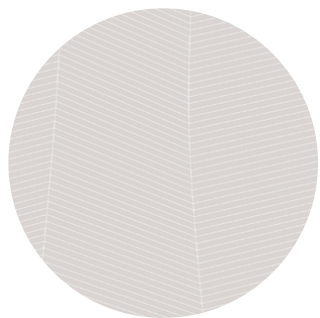
JASPER & NEPHRITE

Expressive and defining



ROSE QUARTZ & CELESTINE

Laid back and dreamy



SAND & MARBLE

Natural and polished

TECTONIC

movement

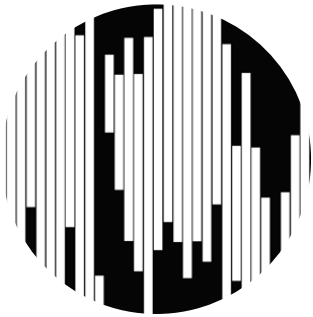
Tectonic plates make up the Earth's outer shell. The shifts between them, often cataclysmic, describe the directional movement of the plates convergent (move into one another), divergent (where plates move apart) and transform (where plates move sideways in relation to each other).

The colours chosen for Tectonic reference continents, mountain ranges, trenches and troughs where plates collide.



OCEANIC & MARIANA

Unfathomable and contemplative



GREAT RIFT & MAGMA

Jagged and burnished



HIMALAYA & ANTARCTICA

Stone-like and glacial

SEDIMENT

layering

Sediment is caused by the action of weathering and erosion breaking up elemental particles that are carried by wind, water or ice, deposited by gravity that become layered and dense over time.



SLATE & LIMESTONE

Calming and gentle



DRAVITE & GRANITE

Energetic and fertile



TOURMALINE & MARBLE

Bone and fine grained

PRIMAL

storytelling

As old as prehistory, Primal expresses how humans attempted to decipher their gods, their world, the sun, the moon and the stars by making marks, and drawing shapes and ancient hieroglyphics, found in caves high in the mountains and deserts of far-off continents.

Tribal peoples inhabited every continent and with them came symbols and colours integral to storytelling and ritual ceremonies. Primal's colorways reflect different storytelling influences on ancient tribes.





AMAZON

Powerful and strong



PHARAOH

Regal and mystic



NOMAD

Of Mother Earth

Guilin

verticality

Of all the ways sediments form over eons of time the process of water dripping onto cave floors is the most exquisite.

Whilst the name of Guilin, a city in China, means 'forest of Sweet Osmanthus', it is to the unique formation and beauty of the interconnected caves and underground rivers created over 70 million years ago, and found in this area to which I allude. Beautiful vertical stalagmite and stalactite formations of huge proportions can be found in the caves.

The pattern, with its relatively muted colours, reflects the play of light on vertical shapes, and provides an opportunity to colour code different areas while keeping the same language.



WATER & MINERAL

Cool and granular



FLUORESCENT & SUN

Playful and energising



CRYSTAL & LIGHT

Fine and delicate

SIERRA

horizon

This design speaks to filtered light, rustling leaves, balmy days and hiking through the mountains, reaching the peak and looking out across a never ending horizon of muted colours as far as the eye can see.

How superb and impactful nature is at her best, inimitable colours, shapes and patterns cast by the changing light throughout the day.



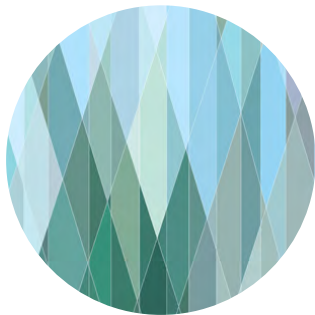
MIDDAY HORIZON

Golden & mystical



DUSK

Quietly still



DAWN

Fresh & awakening

QUARTZ

Sapphire

Quartz is a hard rock comprised of silicon and oxygen atoms in a continuous tetrahedric framework and most often appears as colourless or white hexagonal prisms.

It is often coloured by impurities- which gives quartz a wide variety of colours.

Structured, cellular, crystalline in nature, Quartz is the second most abundant mineral in Earth's continental crust.

It displays different colors depending on the lighting and impurities.







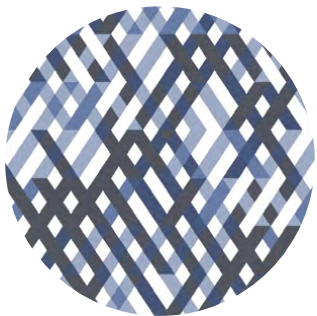
JADE & OPALITE

Fond and neutral



AMETHYST & APATITE

Hidden depths and light pleasures



SAPPHIRE & SELENITE

Calm and activating

DATUM

Perspective

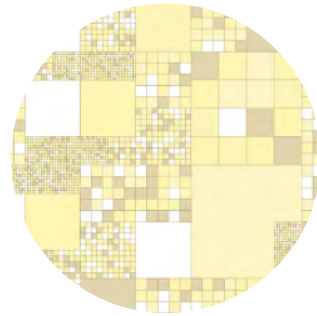
Datum is a pattern that plays with scale and the point of view from close by and far away.

Similar to a digital interpretation of density in geographic areas, this pattern creates subtle hints to the urban environment and somewhat organic aspects being interpreted into minimal geometry.



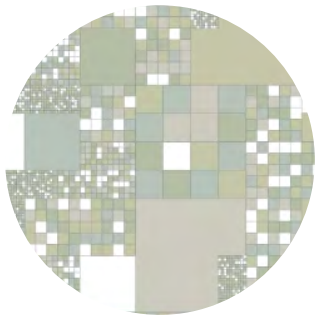
GRAPE & SAND

Deep and neutral



MUSTARD & LEMON

Happy and zesty



EUCALYPTUS & MINT

Calm and fresh

ABOUT

In creating this collection we chose GEO, a prefix, because of its compatibility with other words, for example geo+graphy (geography), which not only describes the spatial characteristics of human and natural features on earth, but in a design context describes human-environment relationships.

In another example geo+metry, the mathematical study of earth's measurements, is concerned with the nature of shape, size, lines, points, and the relative position of humans in relation to that space.

Humans have, for millennia, tried to make sense of their relationship to the earth and its position in the universe by creating symbolic patterns and art using geo-references. Having traversed the earth in my life's journey GEO has been the source of our inspiration for this collection particularly when we considered the user experience and the often intangible reasons why and how different environments make us feel.

GEO is our abstract interpretation of universal reference points.

The entire collection is available on a variety of fabrics, wallcoverings and glass films applicable for healthcare, commercial, institutional and residential settings.

I hope you enjoy specifying, for your users and their environments, one or more of the featured designs within this distinctive collection.

Eva Krane





PROFILE

*Eva Krane is passionate about the ability for graphic design to transform public and private environments and user experience. Now as director of **STUDIOZ** and previously for other leading design agencies, Eva's design knowledge and expertise is exemplary and formidable as attested to by the long lasting relationships she has formed with clients over the past two decades.*

Eva brings a unique sensibility and different perspective to the designs she creates, namely an exceptional knowledge and focus on human interaction with form, colour and perceptions, that when combined with her extensive design, business and cultural development insights and experience, ensures her work both wins awards and sets apart the projects in which her designs are used.

Whilst she grew up in Germany she undertook and completed a conceptual design degree in Maasricht, the Netherlands during which time she also attended exchange programs in France and the UK.

Curious by nature and tempted by the excitement of the unknown, Eva travelled to the US, Asia and Australia to gain experience working with architectural leaders.

These experiences, and the skills developed along the way, have led to her multi-disciplinary design approach, and passion for human centred design.