

# DESIGN

/ January 2024

# *Horizon 2024*

A VISUAL  
JOURNEY INTO  
*design excellence*

Brought to you by:

**mscent**



WELCOME TO THE CAPTIVATING  
WORLD OF DESIGN, WHERE  
INNOVATION AND CREATIVITY  
INTERTWINE TO SHAPE THE  
FUTURE. AS WE DELVE INTO  
THE REALM OF 2024, WE WANT  
TO EMBARK ON A JOURNEY TO  
DISCOVER WHAT WE THINK ARE  
THE HOTTEST DESIGN TRENDS  
THAT ARE SET TO REDEFINE  
OUR VISUAL LANDSCAPE IN  
THE MONTHS AHEAD.

From bold colour palettes that ignite inspiration, to sleek and minimalistic aesthetics that exude sophistication, this brand and visual design report promises to be a captivating exploration of the avant-garde. Join us as we unravel the tapestry of emerging styles and discover how they will shape the way we perceive and interact with design in the new year. Get ready to be inspired, challenged, and amazed by the transformative power of design in 2024.



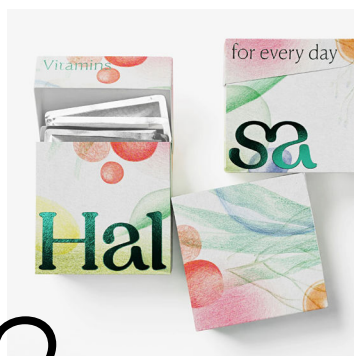
## MINIMALISM WITH A TWIST



01

*page.4*

## HARNESS BIOPHILIC DESIGN



02

*page.9*

## BOLD TYPOGRAPHY EXPERIMENT



04

*page.18*

## REWIND DESIGN IN NOSTALGIA



03

*page.13*

## VIBRANT COLOUR DELIGHT

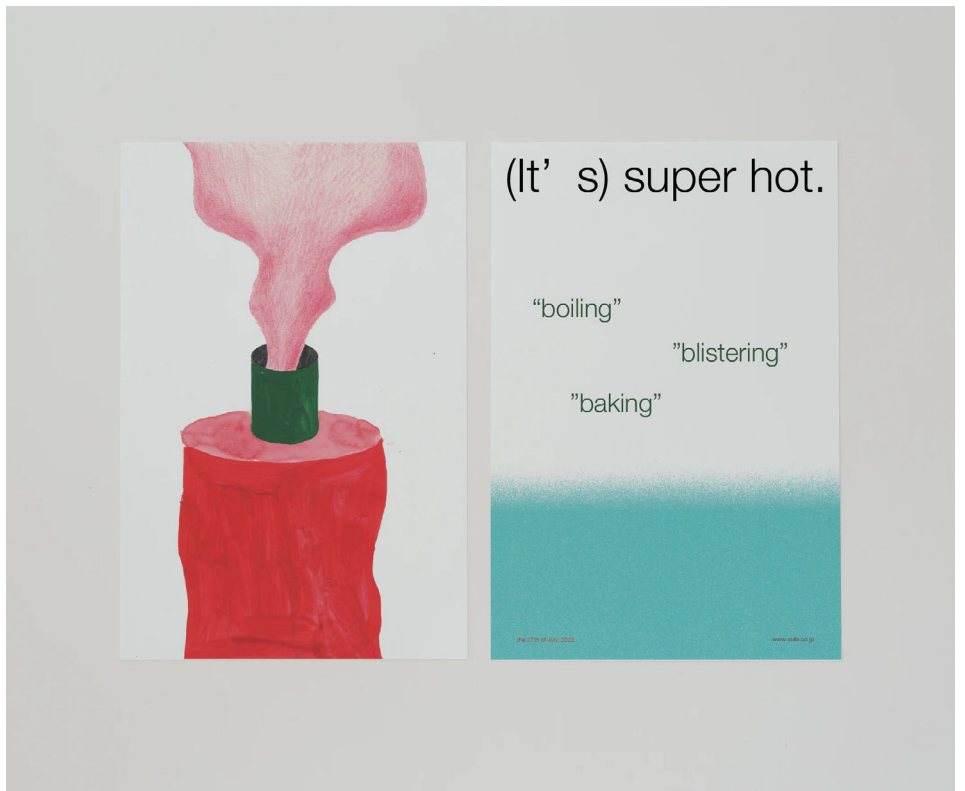


05

*page.23*

In 2024, we anticipate the minimalist design trend to persist, imbued with distinctive accents for a touch of uniqueness. Expect the inclusion of bold colour choices, intricate patterns, and unexpected typography, injecting excitement into the realm of clean and minimal designs.

# *Minimalism* WITH A TWIST

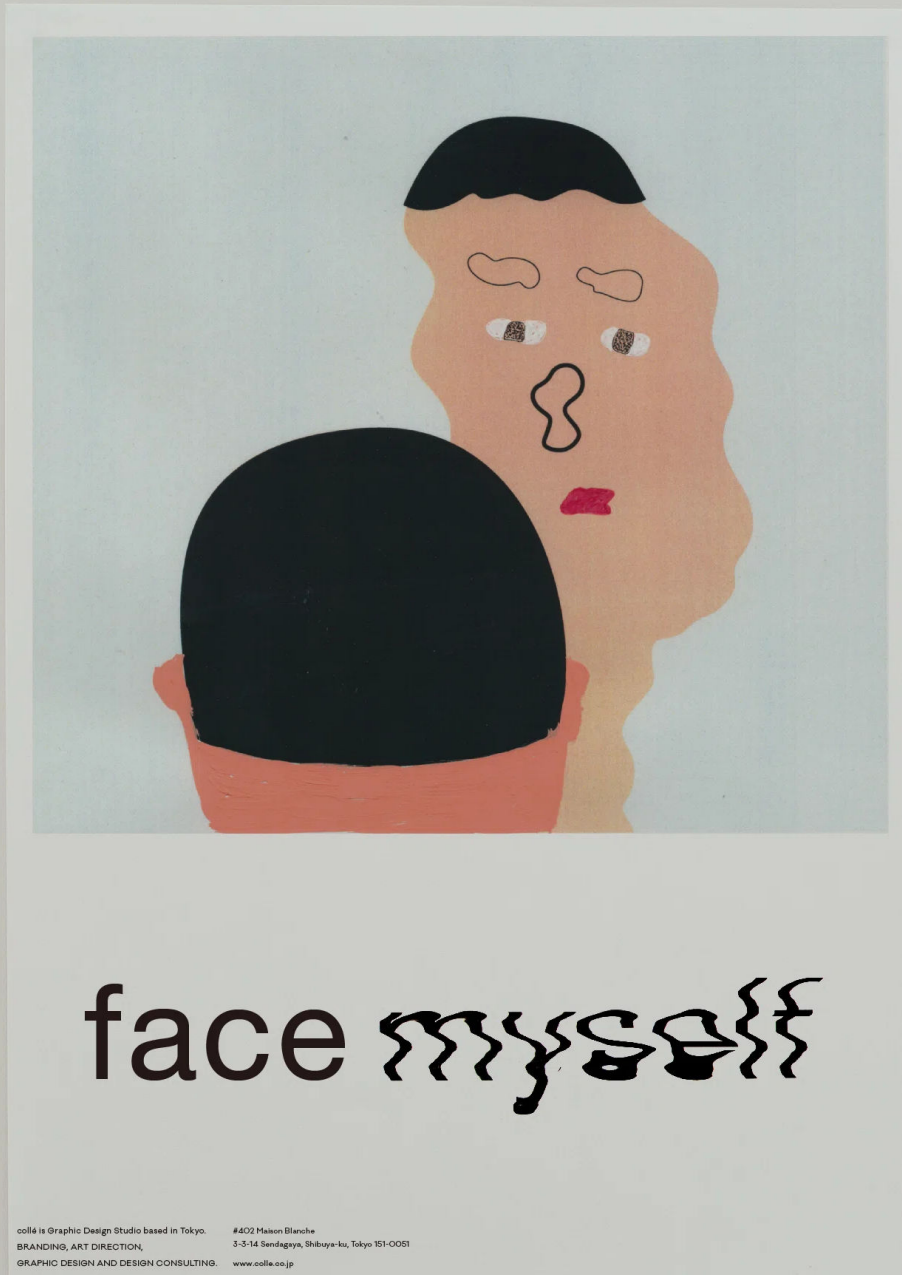


Copyright © Agata Yamaguchi



# MINIMALISM WITH A TWIST

Copyright © Agata Yamaguchi



# MINIMALISM WITH A TWIST



Copyright © för ägg  
/ Motoi Shito, Sitoh inc.



Copyright © för ägg  
/ Motoi Shito, Sitoh inc.

# MINIMALISM WITH A TWIST

Copyright © Plural / Principle Studio



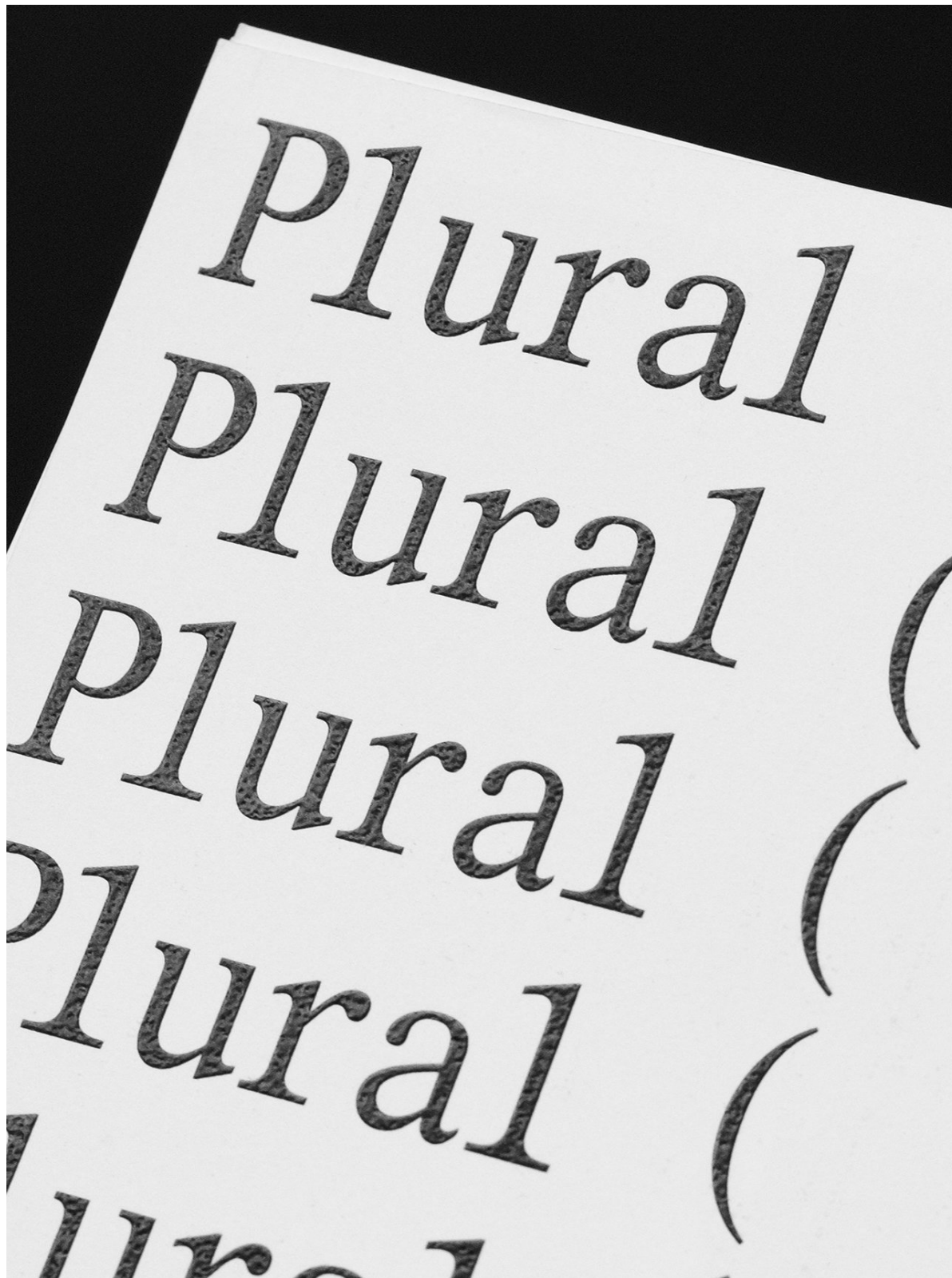
Copyright © Plural  
/ Principle Studio

Brought to you by:

**nascent**



# MINIMALISM WITH A TWIST



Copyright © Plural  
/ Principle Studio

Brought to you by:

**nascent**

Copyrights 2024 © Nascent Design srl

For this year, we expect to seamlessly incorporate elements of nature and the outdoors into branding and design by utilising natural materials, organic shapes, and colour palettes inspired by the lushness of foliage, evoking a profound sense of calm, tranquility, and a genuine connection with nature.

# HARNES

## *biophilic design*



Copyright © Halsa / Shuka



# HARNESS BIOPHILIC DESIGN



Copyright © Halsa / Shuka



Copyright © Halsa / Shuka

Brought to you by:

**nascent**



# HARNESS BIOPHILIC DESIGN

Copyright © Botanical Lofts / Range Left



Copyright © Botanical Lofts  
/ Range Left

Brought to you by:  
**nascent**

Copyrights 2024 © Nascent Design srl



# HARNESS BIOPHILIC DESIGN

Copyright © Cohere / Pentagram



Copyright © Cohere / Pentagram

Brought to you by:

**nascent**

In 2024, we believe that harnessing the potent impact of nostalgia in branding and design establishes compelling emotional connections. Discover how brands integrate nostalgic elements, such as retro colour schemes, vintage typography, or throwback packaging to evoke a sense of nostalgia.

# REWIND DESIGN IN *nostalgia*



Copyright © MǎLà Project  
/ Jingqi Fan



# REWIND DESIGN IN NOSTALGIA

Copyright © Málà Project  
/ Jingqi Fan



Brought to you by:

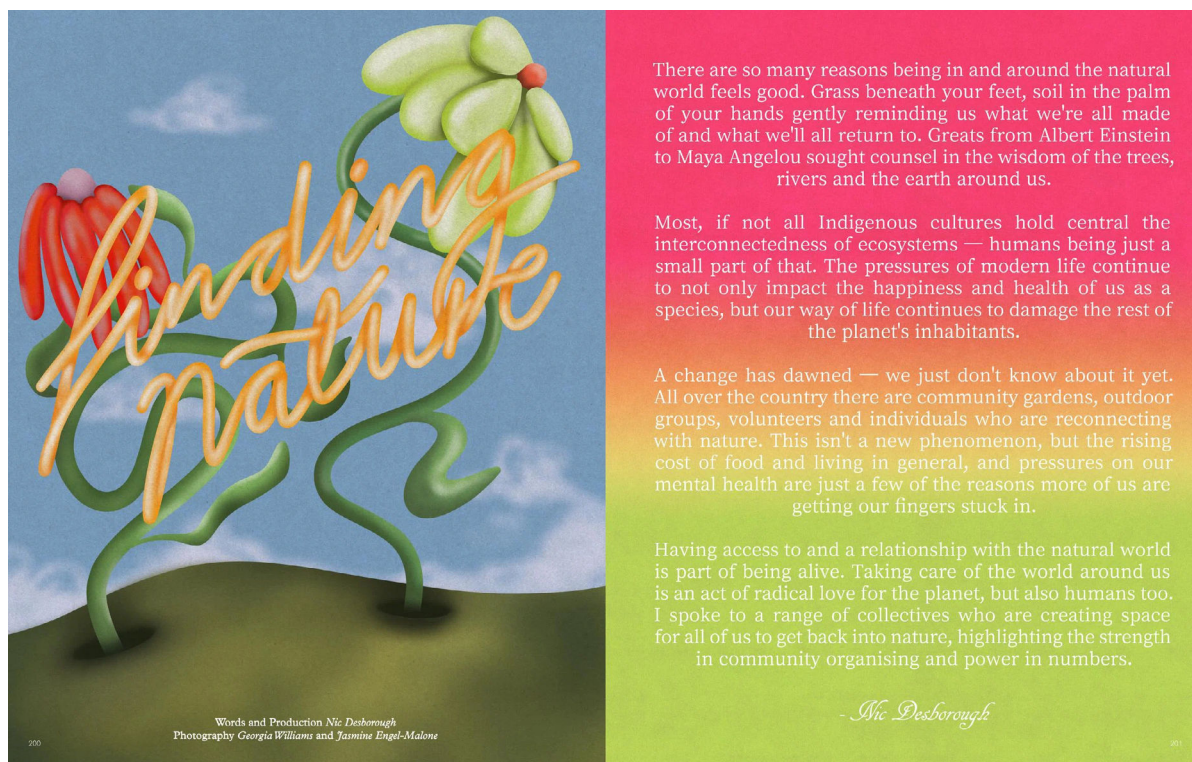
**nascent**

Copyrights 2024 © Nascent Design srl



# REWIND DESIGN IN NOSTALGIA

Copyright © Boos Cruise, Notion 92 / Anna Gibson



Copyright © Finding Nature, Notion 93 / Anna Gibson

Brought to you by:

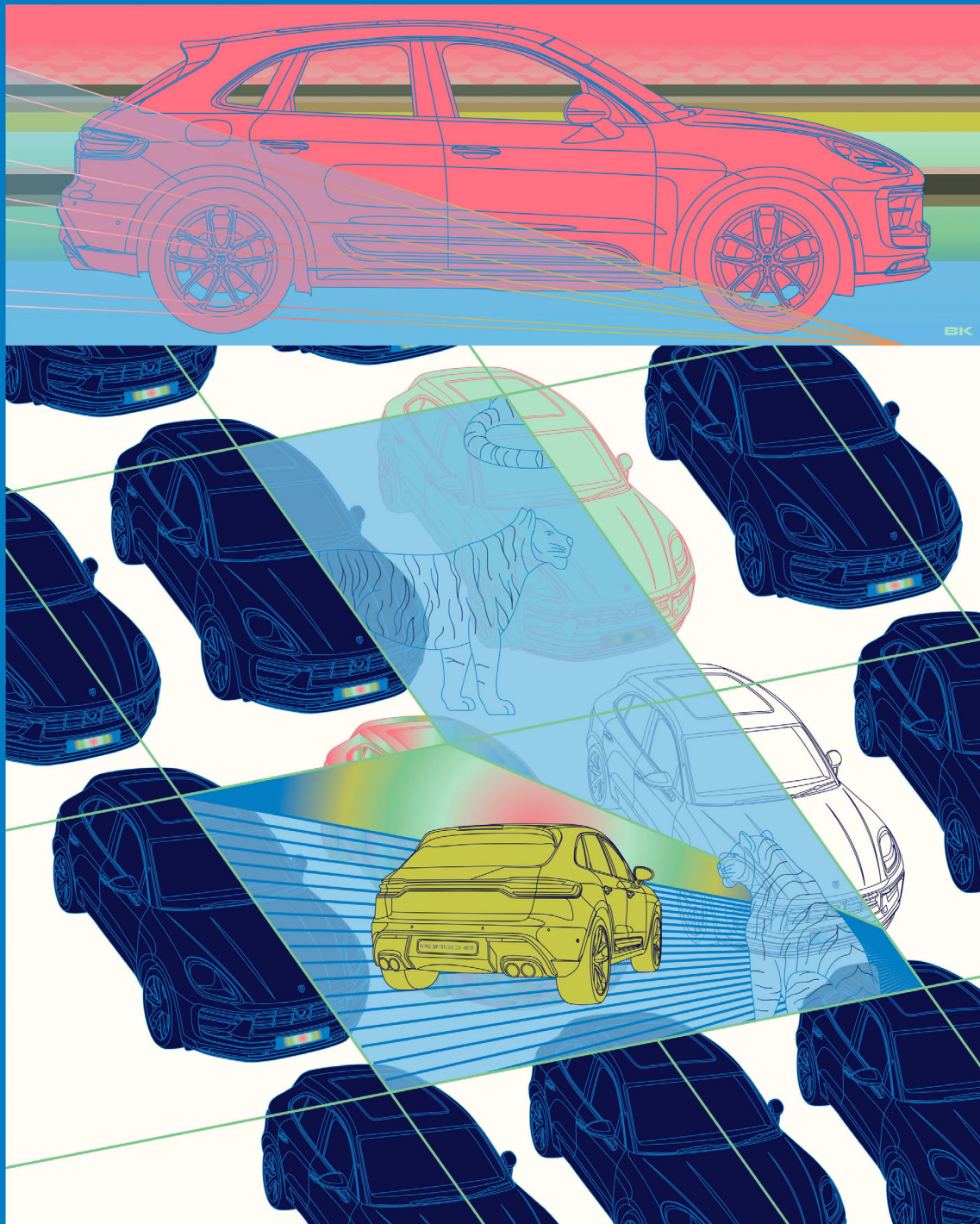
**nascent**

Copyrights 2024 © Nascent Design srl



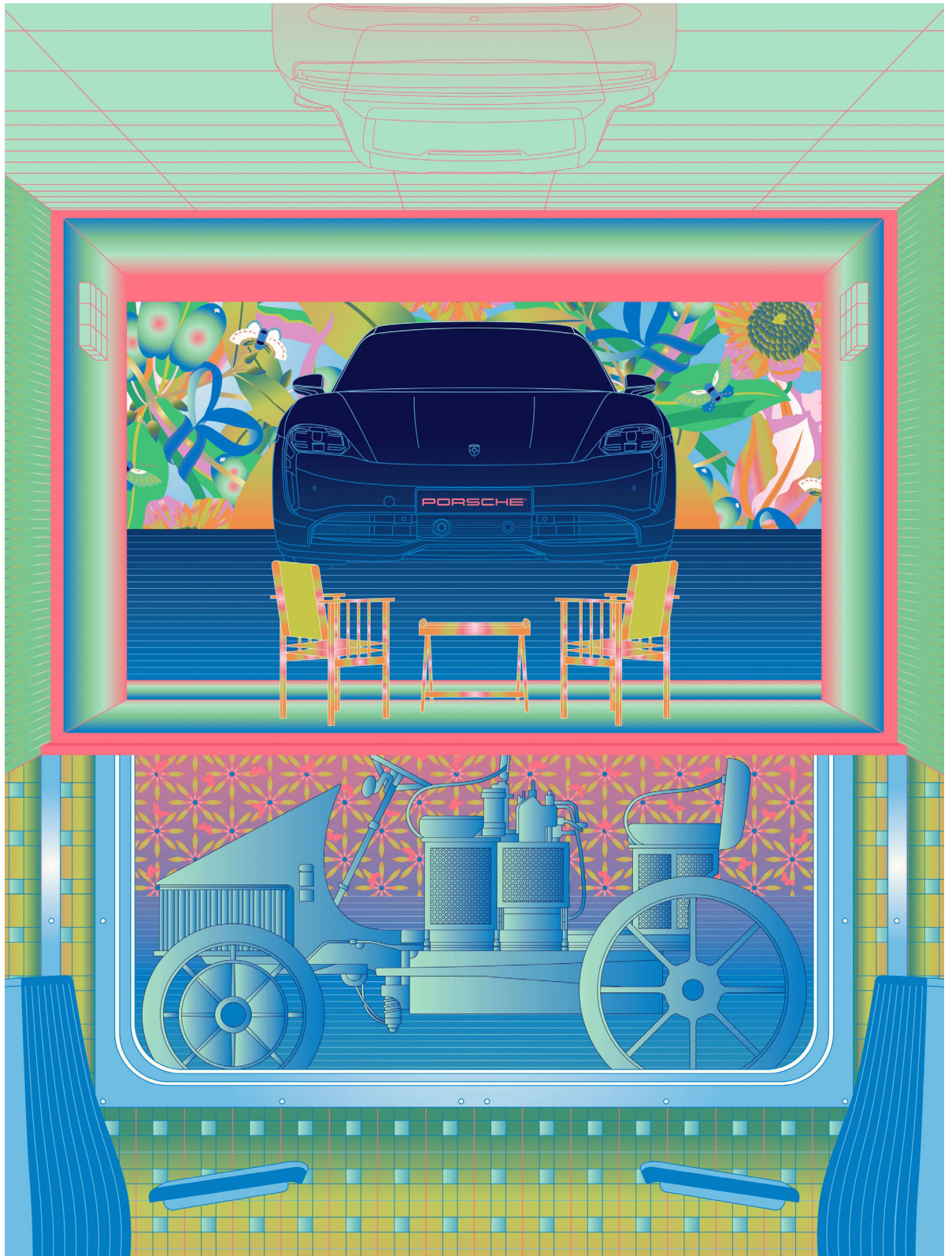
# REWIND DESIGN IN NOSTALGIA

Copyright © Porsche, No Small Dreams / Brindha Kumar





# REWIND DESIGN IN NOSTALGIA



Copyright © Porsche,  
No Small Dreams  
/ Brindha Kumar

Brought to you by:  
**nascent**

This year, creative typography defies traditional norms and captures attention with innovative choices. We count on custom typefaces and experimental fonts to convey brand personality and uniqueness. Typography takes center stage as a pivotal design element, employing bold and expressive letterforms.

# BOLD

## *typography*

## *experiment*



Copyright © RTS Cambridge  
Convention 2023  
/ Studio Kiln



# BOLD TYPOGRAPHY EXPERIMENT



Copyright ©  
RTS Cambridge Convention  
2023 / Studio Kiln



Copyright ©  
RTS Cambridge Convention  
2023 / Studio Kiln

# BOLD TYPOGRAPHY EXPERIMENT

Copyright © Colour Mill / Universal Favourite



Copyright © Colour Mill  
/ Universal Favourite



# BOLD TYPOGRAPHY EXPERIMENT



Copyright © Colour Mill  
/ Universal Favourite



# BOLD TYPOGRAPHY EXPERIMENT

Copyright © Barcelona Design Week 2023 / LEÓN ROMERO





In 2024, we surmise that vibrant and eye-catching colour combinations will continue in 2024 to evoke strong and immediate emotions. Designers use bright and bold hues to create visual impact and command focus. Experiment with unconventional colour palettes helps brands stand out from competition.

# *Vibrant* COLOUR DELIGHT



Copyright © Colour Clash  
/ Jon Dowling

# VIBRANT COLOUR DELIGHT

Copyright © Colour Clash  
/ Jon Dowling



Copyright © Colour Clash  
/ Jon Dowling





# VIBRANT COLOUR DELIGHT

Copyright © Sense / Buck



→ Typography

Our typeface has sexy curves for miles. It readily swings from sweet and innocent to teasing and naughty—all the better for saying everything that's on the tips of our tongues.

Ready to Play  
Silky Smooch  
sure to Please

Copyright © Sense / Buck

Brought to you by:  
**nascent**

Copyrights 2024 © Nascent Design srl

# VIBRANT COLOUR DELIGHT

**DDP**  
**10.24.**  
**-**  
**11.2.**

SEOUL  
DESIGN  
SPOT  
서울디자인스팟

DDP  
DESIGN  
LAUNCHING  
FAIR  
DDP디자인  
론칭페어

YOUNG  
DESIGNER  
PROJECT  
영디자이너  
프로젝트

SEOUL  
DESIGN  
2023

**2023**  
**SEOUL DESIGN**

seoul-design.or.kr

서울특별시 Seoul Design Foundation 서울디자인재단  
designed by Sunday

Copyright © Seoul Design  
2023 / Sunday



We find trend observation rewarding as it lets us to witness the resonant dialogue that unfolds between works by completely different voices. It's always exhilarating to see a creative mind incorporate a new element into a prevailing visual ambiance and drive it down a completely new path.

JOIN OUR  
DIALOGUE  
AND EXPLORE  
NEW *possibilities!*



WE ARE AN AWARD WINNER  
BRAND CONSULTANCY AND  
DESIGN AGENCY. OUR MISSION IS  
TO ELEVATE YOUR BRAND FROM  
EVERY ANGLE WHILE EMBRACING  
BRAND INNOVATION AND DIGITAL  
TRANSFORMATION.

LET'S CREATE SOMETHING  
GREAT TOGETHER!

CONTRIBUTORS

MAX BOSIO  
HANTIAN LI  
MARTINA GIORDANI  
ILARIA MAMELI

Creative Director  
Brand Strategist  
Junior Designer  
Account and Project Manager

Brought to you by:

**mscent**



# nascent

info@nascentdesign.com  
nascentdesign.com

Follow @nascentdesign on:

