



primitive
nature

primitive nature

Imagined with AI.

This illustration was created using artificial intelligence, which has come up with a creative reinterpretation of the primitive nature trend's key principles in a fresh, original visual form.

natural materials
and finishes

rough, tactile finish

irregular, prismatic,
mineral forms

contrasting textures

trend 2026

- **Natural materials and finishes:** concrete, rock and both raw and polished stone. Marble, travertine, steel. Polished, burnished and brushed materials, glass, copper, pewter, iron and sand.
- **Faceted greys:** rock, stone, travertine, marble.
- **A rough, tactile finish** that mixes attractively with more finished surfaces and features.
- **Pale, neutral colours:** shades inspired by stone, rocks, lava and minerals.
- **Dark backgrounds:** charcoal, black, onyx, anthracite.
- **Mineral whites** (quartz, salt).
- **Contrasting textures:** hard surfaces used alongside soft or velvety materials.
- **Strong focus on unfinished looks:** raw and patinated surfaces, flaws.
- **Irregular, prismatic, mineral forms:** matter becomes fluid or liquefied Totem forms, sculpted lines.

“where purity meets gentle Brutalism”*

***Gentle Brutalism** is a new and growing design and furnishing trend that reinterprets Brutalism, known for its austere forms and unfinished materials, in a **softer, more welcoming style**.

The **Primitive Nature** trend celebrates a return to primitive essentials, authenticity and contact with matter itself. Unfinished materials with raw surfaces are combined with more finished items in a hybrid mix that still embraces sophistication, with contrasting textures and spacious, airy interiors.

new, growing trend



the FAP interpretation of primitive nature

organic forms and unfinished materials



MATERIA ECLETTICA Wall & Floor: Materia Eclettica Tortora



faceted colours:
travertine, marble



MATERIA CLASSICA

Wall, Floor & Bench: Materia Classica Beige
In the back: Glim Glow Rame Matt

raw or polished finishes





Wall: Materia Eclettica Luci Tortora Inserto
 Floor: Materia Eclettica Tortora

pale colours - neutral tones inspired by stone, rocks, lava and minerals



dark backgrounds: charcoal, black, onyx, anthracite



contrasti di texture



MATERIA PURA + ECLETTICA

Wall: Materia Pura Beige, Micro Beige & Tortora Brillante
 Floor: Materia Pura Beige Bench: Materia Eclettica Tortora
 Shower Tray: Materia Pura Beige & Materia Eclettica Tortora



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