

MODYN
design that moves

Caravan Salon 2023

Introduction

In an ever-evolving world, where adaptability meets desire, the caravan industry stands at the crossroads of innovation and tradition. As we emerge from global shifts and the repercussions of recent years, our need to reconnect with the world, yet maintain our personal comforts, has never been more profound. The Caravan Salon Trends Report 2023 dives deep into these emergent currents, drawing insights from the very heart of design evolution and consumer aspirations.

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Highlights

Inflatable Comfort



Inflatable tent solutions have gained popularity this season due to their quick and easy setup, compact storage, and robust durability. Their innovative designs offer spacious interiors and integrated features, making them both practical and trendy. Enhanced by social media promotion and a growing environmental consciousness, these tents cater to the modern camper's demand for convenience, safety, and sustainability.

HABITON/Burstner

The HABITON micro camper by Bürstner, based on the Renault Kangoo, confidently claims the top spot on our list of highlights. It embodies a fresh and stylish approach to camper design, seamlessly meeting the urban lifestyle needs of our modern audience while satisfying the growing desire for flexibility and independence. It's a nice fusion of fashion and functionality, making it the perfect choice for city dwellers seeking a swift and comfortable escape. With innovative features like the inflatable roof tent and environmentally-conscious elements, we see it charting the course for future camping adventures.

- Travel small, live large!

Dog Mobility



At the Caravan Salon 2023, a prevalent trend was outdoor enthusiasts bringing along their faithful companions, from petite to large breeds. It's clear that outdoor lovers wish to share these experiences with their pets. However, the market seems to have a limited range of solutions focused on dog comfort and safety. A few standout options did catch our attention, but we really believe this direction needs some more attention!

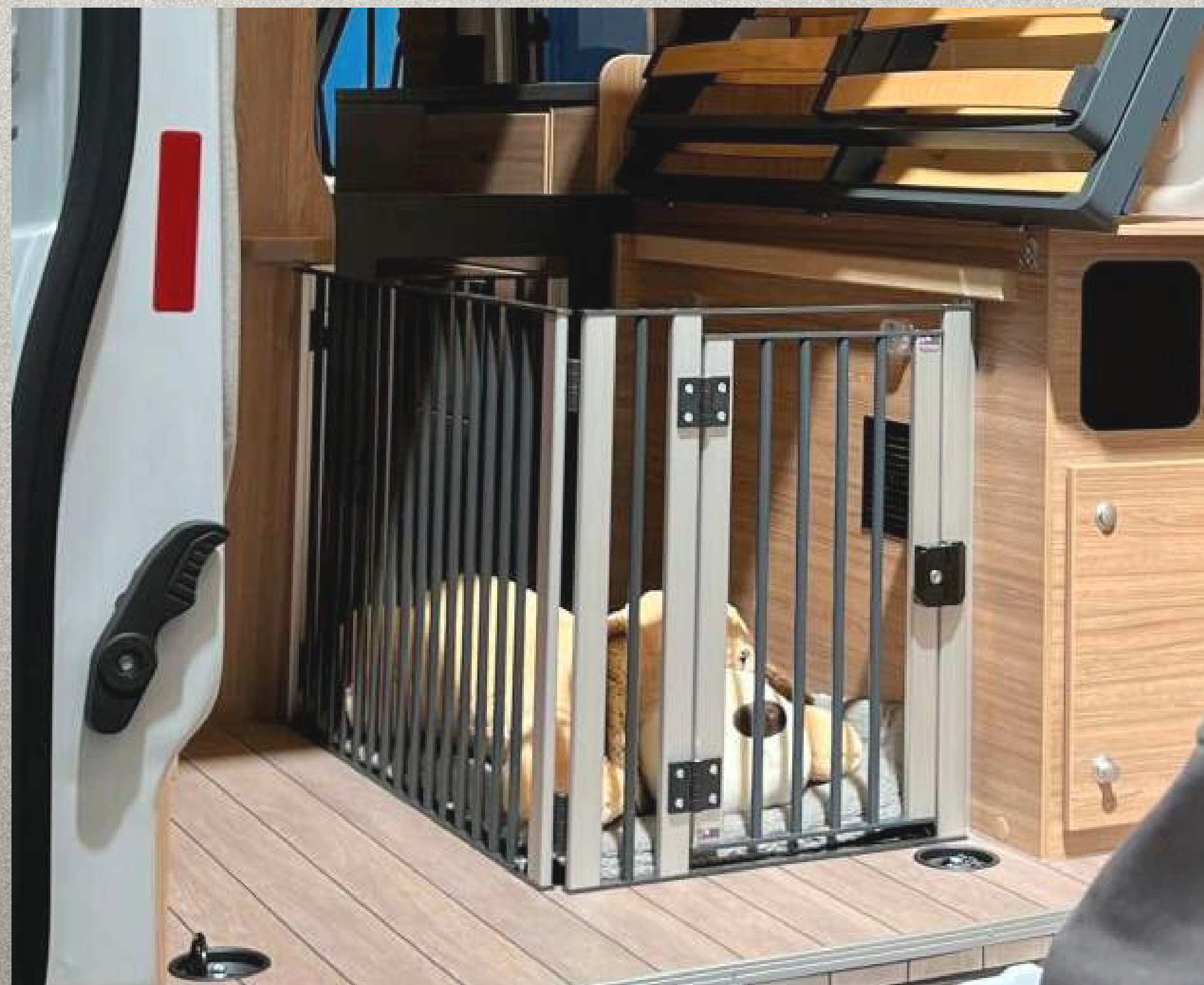
-Let's make a change!

Knaus x 4pfoten mobile

At the Caravan Salon 2023, the Knaus x 4pfoten mobile emerged as a standout for dog-loving travelers. This German brand has masterfully crafted a motorhome with canine comfort at its heart. Notable features include a dedicated dog space with a quality mat, doors with protective grilles for ventilation and security, an “anti-slobber” 1.4l bowl, a padded floor for relaxation, and a monitoring system to watch pets from the vehicle’s multimedia display and many other features, making it the ideal choice for those adventuring with their four-legged companions.



Dog Mobility



Fendt “Live.Work.Connect”

In the post-pandemic world, there's a renewed urge to embrace nature, even as we often find ourselves drawn back to office routines. Enter Fendt's “Connect”—a synthesis of convenience and connectivity. This concept allows you to feel at home anywhere, all while maintaining a seamless digital link with the broader world. ‘Connect’ offers a harmonious blend of work and leisure, introducing a novel approach to travel and life. It's a beacon for those yearning for both flexibility and comfort in their lifestyle.



live · work · connect

DJI

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MODYN 9

“Live.Work.Connect”



-Is this the future?

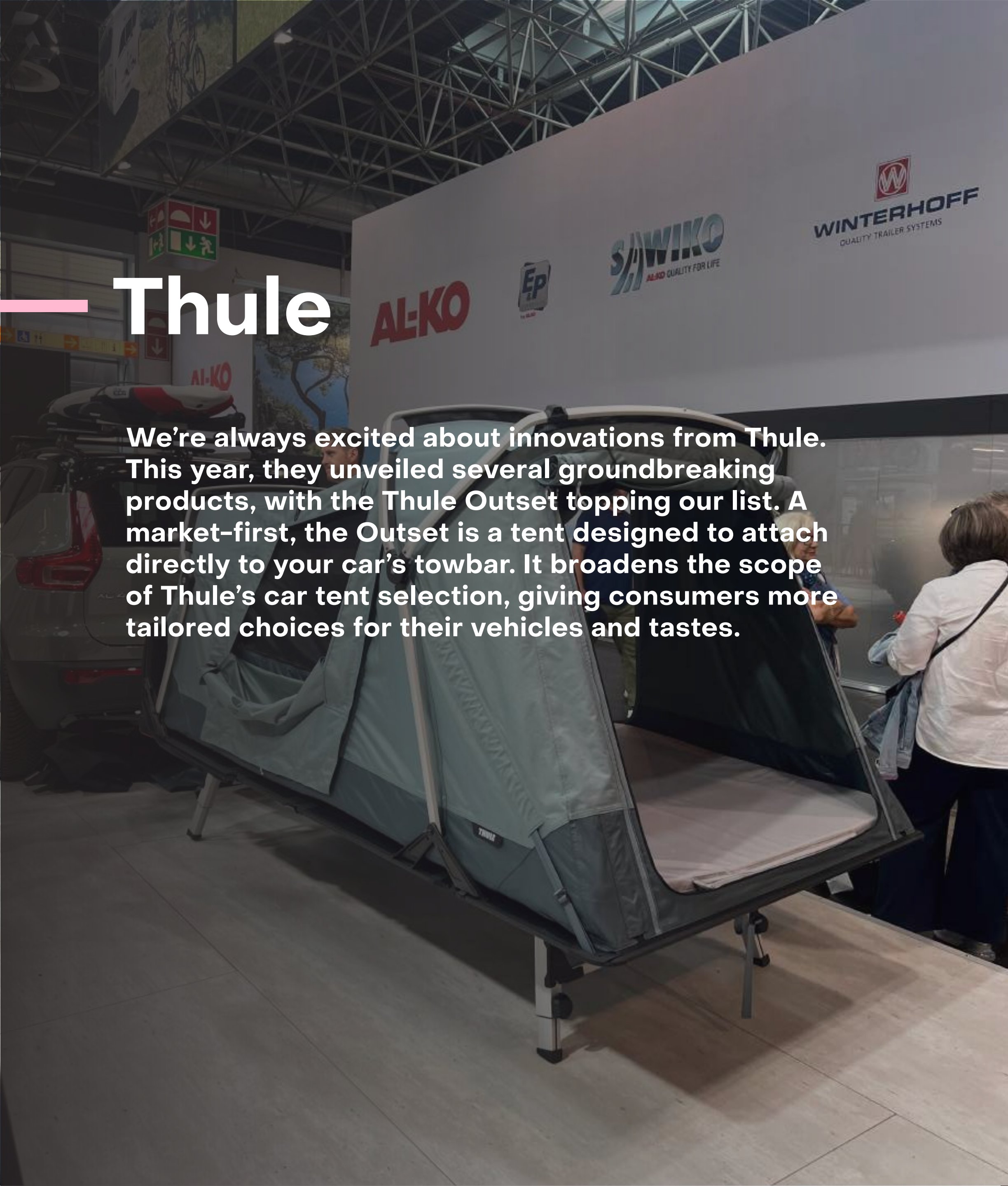
The KNAUS YASEO

Welcome to the next generation of caravanning powered by e-Mobility! With YASEO, experience the perfect blend of extensive range and genuine autonomy. Been waiting for something like this? Well, here it is! A caravan that seamlessly marries the benefits of a motorhome with the adaptability of a traditional caravan. Compact yet versatile, YASEO promises a diverse holiday experience on the smallest of footprints!

-The first caravan
for e-mobility

Thule

We're always excited about innovations from Thule. This year, they unveiled several groundbreaking products, with the Thule Outset topping our list. A market-first, the Outset is a tent designed to attach directly to your car's towbar. It broadens the scope of Thule's car tent selection, giving consumers more tailored choices for their vehicles and tastes.



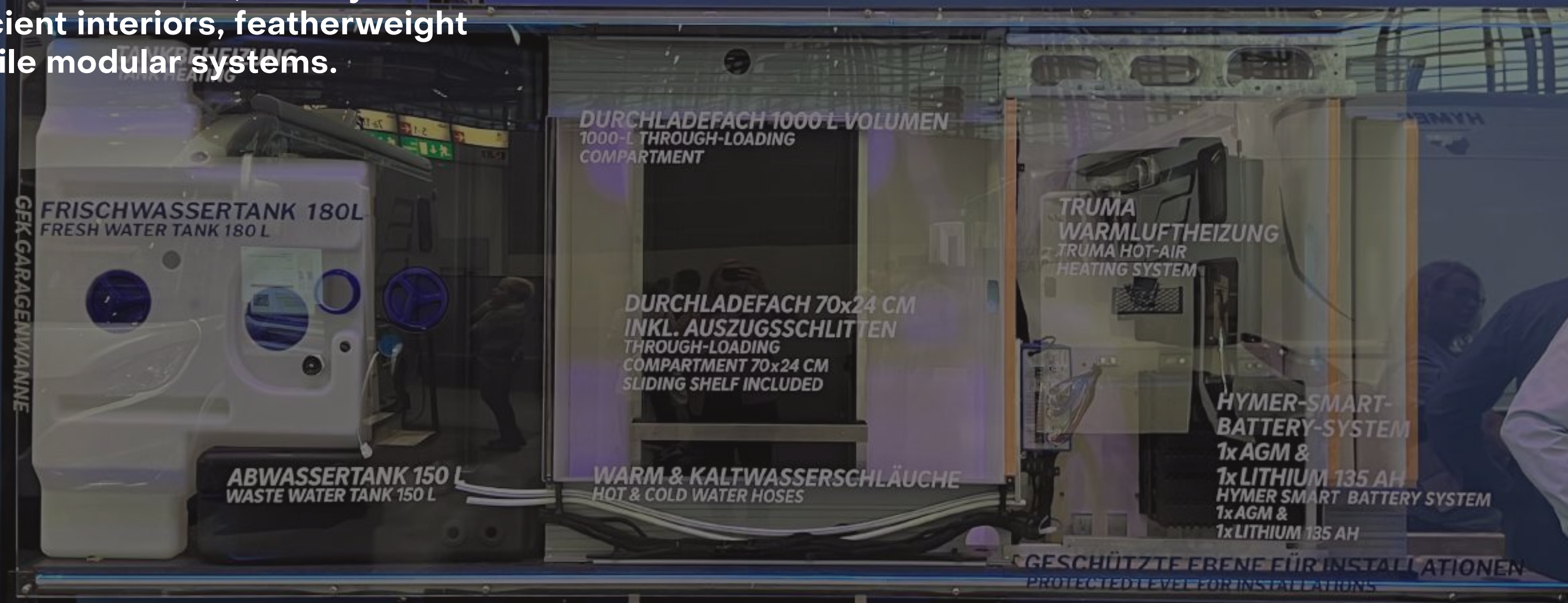
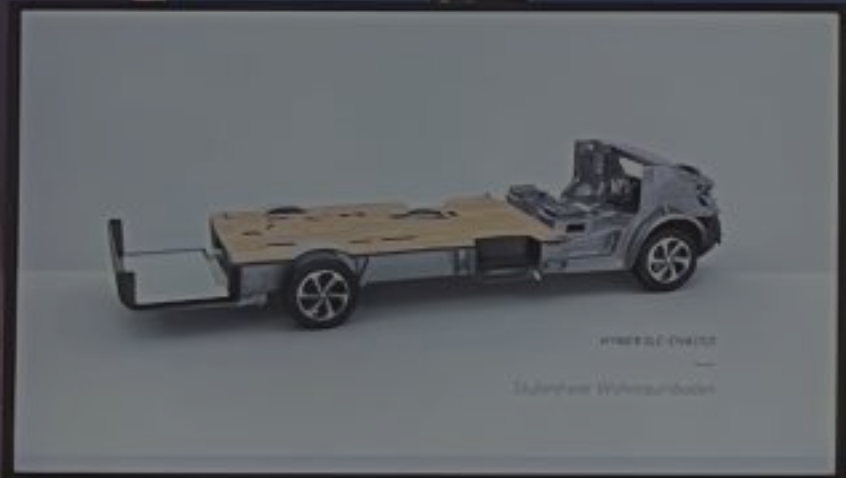
HYMER

Super Light Weight

For several years now, the caravan and RV industry has been prioritizing lightweight innovations. The push for leaner designs aims to enhance fuel efficiency, decrease strain on towing vehicles, and allow for the compatibility with smaller towing options. At Caravan Salon 2023, this trend was evident. Highlights included Hymer's super lightweight chassis, Knaus- fiber injected frames and other notable advancements encompassed the incorporation of composite materials, aerodynamic structures, space-efficient interiors, featherweight furnishings, and versatile modular systems.

INNOVATION

CONNE APP



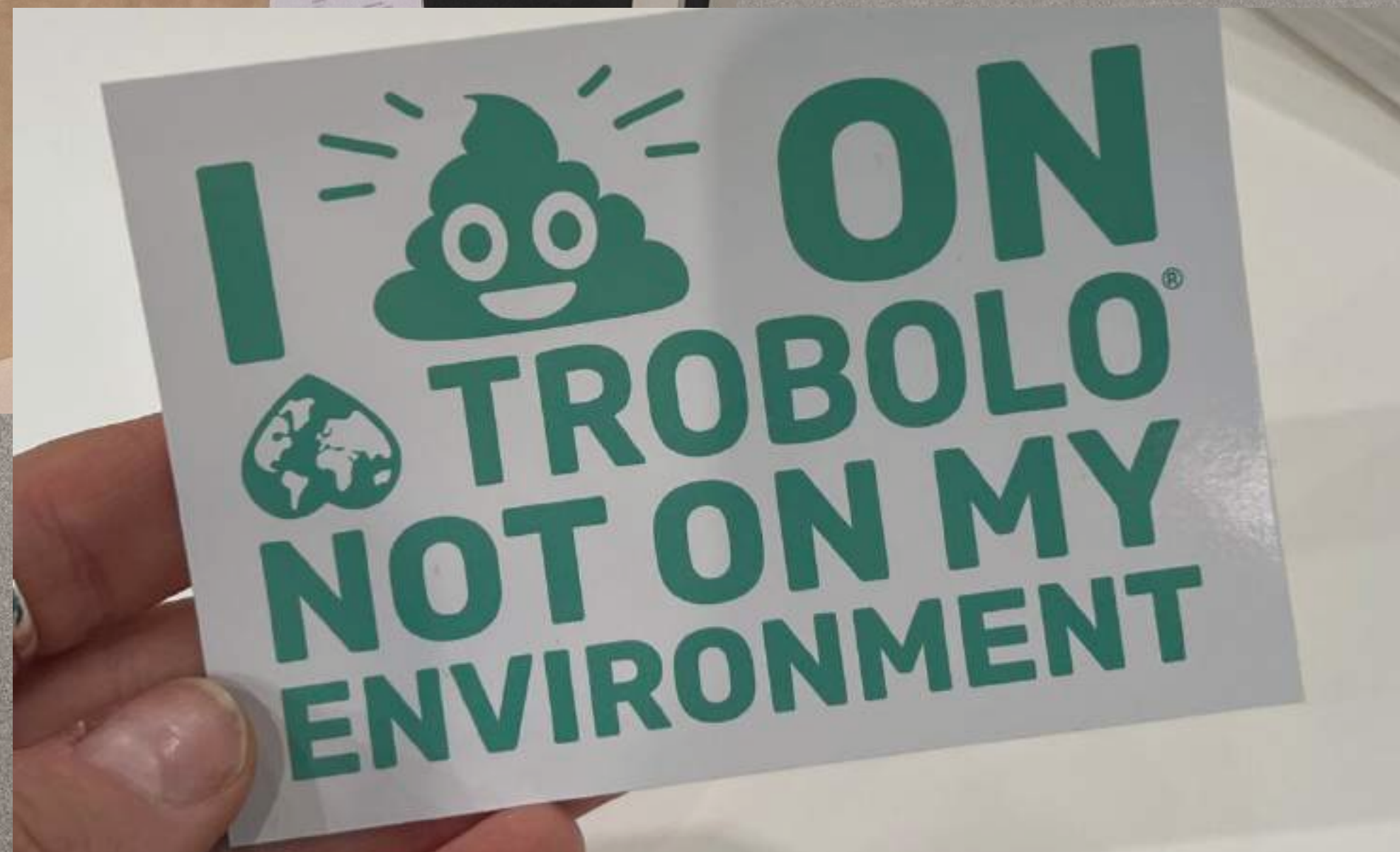
Micro Camping



In the post-COVID era, an increasing number of individuals, including young families, yearn for a reconnection with the natural world. This aspiration often proves challenging for urban dwellers.

At MODYN, we're captivated by the micro camping movement's core principles: a commitment to streamlined, minimalist camping facilitated by compact vehicles and versatile equipment. This trend prioritizes sustainability, flexibility, and cost-effectiveness, enriching outdoor adventures while reducing both gear and environmental footprints.

Sustainability



At the heart of impactful design are small decisions that yield significant results. Consider the seemingly minor aspect of a camper: the toilet. The composting toilet, exemplified by brands like Trobolo, is a testament to this philosophy. Independent and requiring no electricity or water, it operates seamlessly in any location. By autonomously separating and collecting solid and liquid waste, it offers a self-sufficient system adaptable to diverse conditions.

Compact Kitchens



Each year, the caravan and camper kitchen sector unveils fresh innovations. Compact kitchens, seamlessly woven into vehicle designs, stand out for their blend of efficiency and convenience. By optimizing limited space, they facilitate mobile living without sacrificing the comfort of home-cooked meals. With multi-use appliances prioritizing safety and low maintenance, these kitchens strike a balance between home-like coziness and the thrill of adventure. We believe this trend has enduring appeal and is set to shape the future of mobile living.

Nostalgic Eriba Touring



photo refference: eriba.com



The allure of nostalgia remains evergreen! Imagine blending the warmth of yesteryears with modern comfort! Eriba encapsulates this sentiment perfectly with its ERIBA TOURING. Everyone's ideal getaway varies, reflecting diverse dreams and desires. Recognizing this, Eriba offers not just a single version of their Touring caravan, but a customizable experience for each owner! This retro design is not only good looking, but also offers the ultimate comfort!

Highlights

As the caravan industry continues to evolve, CMF design is poised to play an increasingly vital role in shaping the future of caravan aesthetics, functionality, and user experience. In recent years, the caravan industry has seen a surge in the importance of CMF design, mirroring trends in related fields. This shift reflects a focus on personalization, sustainability, and the incorporation of advanced materials. Influences from the automotive and interior design sectors have further fueled this trend, meeting modern consumers' heightened expectations for aesthetics and quality. With CMF design, caravans aren't just about looks; they're about enhancing the entire user experience through tactile materials, captivating colors, and lasting finishes. In following slides you will see our personal favorites!

Urbane Ash

Monochrome
Textured neutrals
Minimalistic
Chic
Matte



N^o1

Timeless Gray Sophistication

This approach beautifully adopts sophisticated grays, blending classic sophistication with modern flair. The adaptable hues set a tranquil foundation, enriched by muted finishes and rich textures. Such a trend crafts interiors that balance serenity with style, enhancing the ambiance from the start of the journey to its end.



Pure Comfort

Cozy
Practical
Relaxing
Inviting
Serene

N^o2

The Essence of comfort

This trend captures the quintessence of relaxation. Focusing on purity and brightness, spaces enveloped in this trend exude an aura of serenity and coziness. The clean, luminous palettes harmonize effortlessly with soft textures, creating an ambiance that feels both invigorating and soothing. It's a marriage of simplicity and warmth, offering an oasis of calm in an often hectic world.



Lavish Luxe

Extravagant
Limited
Elite
Majestic
Chic



N^o3

Pinnacle of Luxury

The “Elite Opulence” trend stands at the zenith of luxury, setting the gold standard for indulgence. Distinctively marked by lavish material combinations, it seamlessly melds the timeless sophistication of leather and wood. Chrome accents punctuate the design, adding a touch of modern sheen to this plush palette. Every element within this trend is meticulously curated, exuding an aura of grandeur and exclusivity. It’s not just a design direction, but a statement of refined taste and unparalleled elegance.



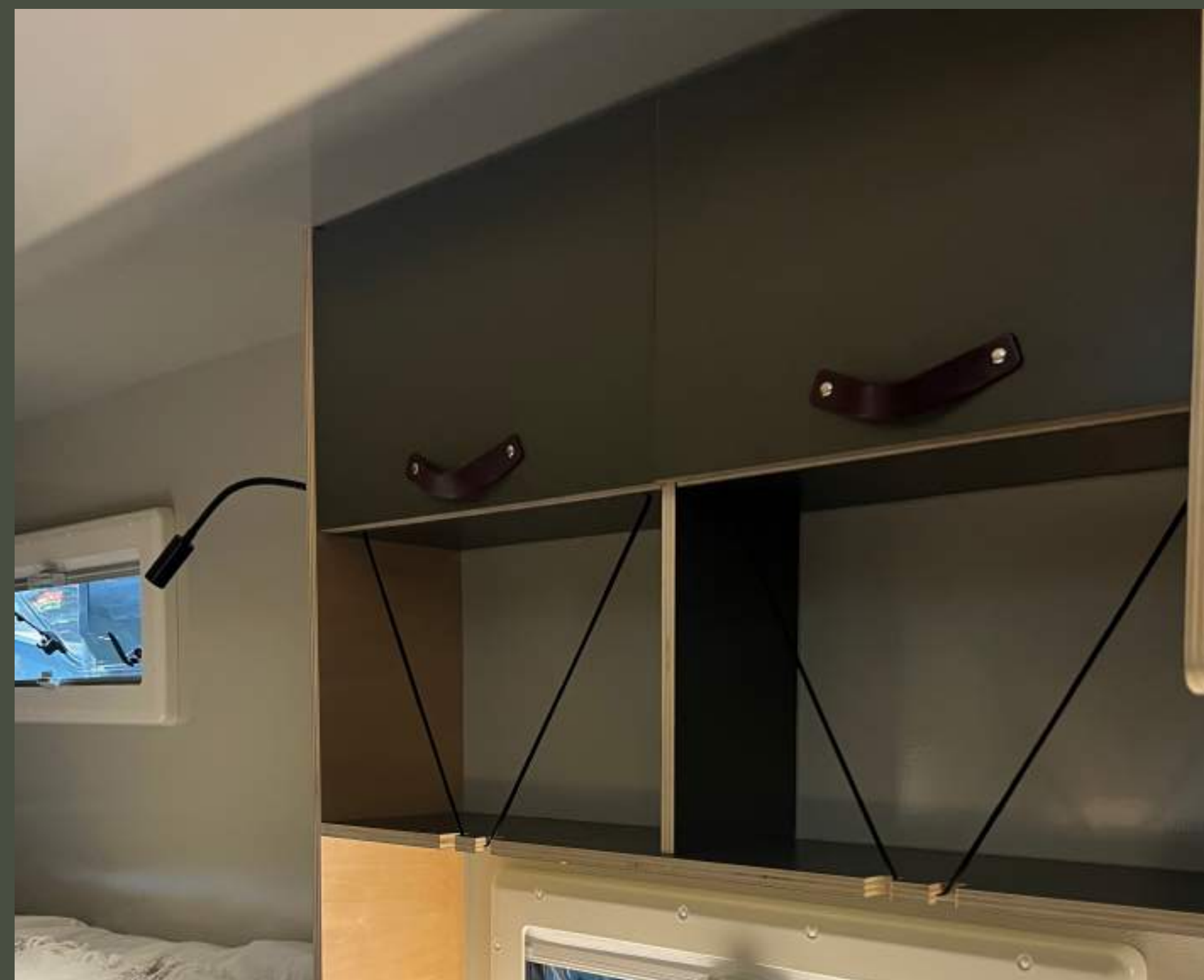
UrbanEco Realm

Earthy
Natural
Nature Inspired
Raw
Trendy

N^o4

Echoes of the Natural World

In the wake of the global pandemic, the “Echoes of the Natural World” trend emerges as a reflection of our collective yearning for organic solace. This direction captures the essence of rejuvenation and resilience found in nature. Post-COVID, as societies recalibrate, there’s a profound appreciation for the authentic, the untamed, and the serene. This trend gravitates towards earthy palettes, raw textures, and designs that mirror the intricate patterns of the natural realm, symbolizing hope, renewal, and a return to our roots.



Boreal Bliss

Contemporary
Homy
Functional
Nordic
Trendy



N^o5

Function Meets Flair

Channeling the enduring ethos of Nordic design, the “Nordic Nuance” trend has established a strong presence in the caravan landscape. Celebrated for its perfect marriage of form and function, this design emphasizes both simplicity and contemporary appeal. As observed in recent years and even more prominently this year, the magnetic fusion of practicality and elegance from this trend keeps enchanting and expanding its footprint in the caravan world.



Daring
Distinctive

Expressive
Striking
Dynamic
Unconventional
Assertive

N^o 6

The Essence of **BOLD**

In the caravan and camper realm, the “BOLD” trend signifies a brave leap into audacious design territories. Vibrant hues, assertive textures, and dynamic contrasts are now gracing mobile homes, setting them apart in any landscape. Moving away from traditional aesthetics, this trend encapsulates the spirit of the modern traveler: adventurous, unapologetic, and eager to stand out. As the caravan and camper world evolves, the “BOLD” direction is a testament to the industry’s readiness to embrace striking and memorable design narratives.



Chromatic Pops

Minimalistic
Contrastive
Emphasized
Punctuated
Distinctive



N^o7

The Color Accents Wave

Drawing inspiration from the automotive, the “Color Accents” trend is refreshing the caravan and camper aesthetic. Rooted in a palette that marries darker, sophisticated shades or lighter, minimalistic tones combined with vivid color accents. These popping hues act as design exclamation points, injecting life and personality into mobile spaces.



Rugged Reliefs

Matte
Subdued Surfaces
Non-reflective
BOLD
Textured

N°8

The Bold Movement in Texture

Rough Texture” trend, underscored by matte finishes, is carving its niche. The matte’s inherent non-reflective characteristic adds depth, creating a harmonious blend of rustic charm and modern refinement. This embodies the evolution of caravan CMF design, marrying the thrill of exploration with the sumptuous feel of textured, velvety finishes.





Dominating Exterior Colors

Regarding exterior colors this year, besides the classic white, there was a notable presence of additional dominant hues. Rusty orange, green-blue, both dark and light grays, and warm sand tones stood out prominently. These shades were embraced by a diverse range of brands.

Rusty Orange



Blue-Green



Warm Sand





Light Grey



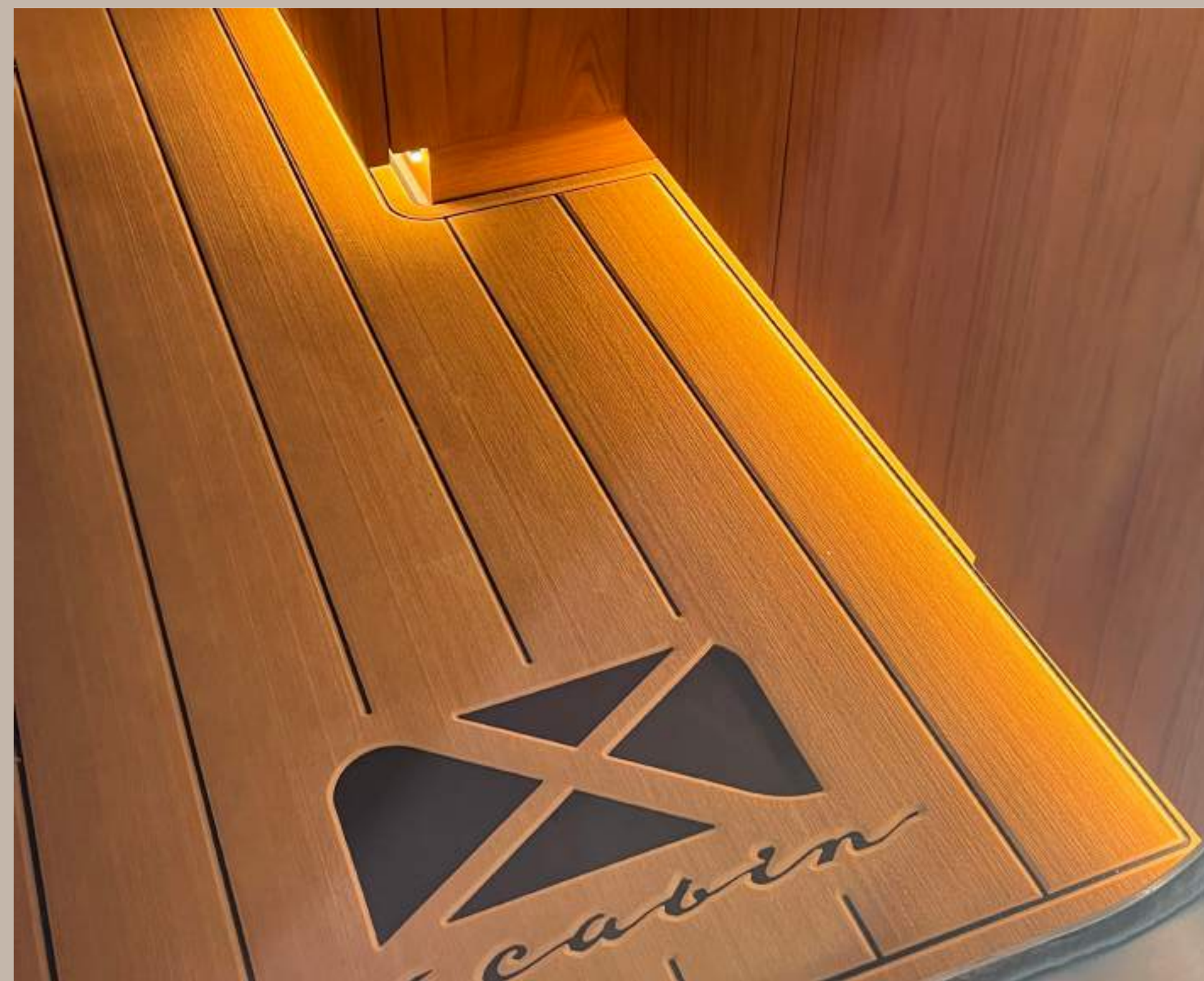
Raw Wood

Authentic
Organic
Rustic
Warmth
Timeless.

N^o 9

Embracing Nature's Narrative

The “Timber Tales” trend magnifies the organic allure of exposed wood, showcasing the natural beauty and character of untreated timber. It brings to the forefront the intricate grains, knots, and authentic imperfections of wood. As caravans become synonymous with escapades into nature, this design choice fosters warmth, authenticity, and a bond with the wilderness. This trend is reshaping caravan interiors, bridging the gap between modern mobility and nature’s timeless narratives.



MODYN takeaways!

1

Urban Adaptability & Compact Elegance

The urban lifestyle's demands, coupled with a thirst for adventure, are pushing the market towards compact caravan designs that don't compromise on style or functionality. Designers can focus on micro-living solutions that serve the dual purpose of city suitability and open-road versatility.

2

Eco-Modular Design Philosophy

The evolving caravan scene is heavily leaning towards modular interiors that reflect sustainable choices. Future designs must blend eco-conscious materials with interchangeable interiors, offering users a palette of environmentally-friendly customization.

3

Companion-Inclusive Innovations

Caravanning isn't just a human affair anymore. With more travelers bringing pets along, it's imperative to introduce designs that are as considerate to our furry friends as they are to us. Think integrated pet-safe zones, innovative storage for pet essentials, and adaptable spaces.

4

Sensory CMF Dynamics

Caravans of the future should appeal to both the eye and touch. Driven by the CMF trends, there's an emergent need to employ rich textures, innovative material choices, and bold color palettes to craft a multi-sensory travel experience that feels as good as it looks.

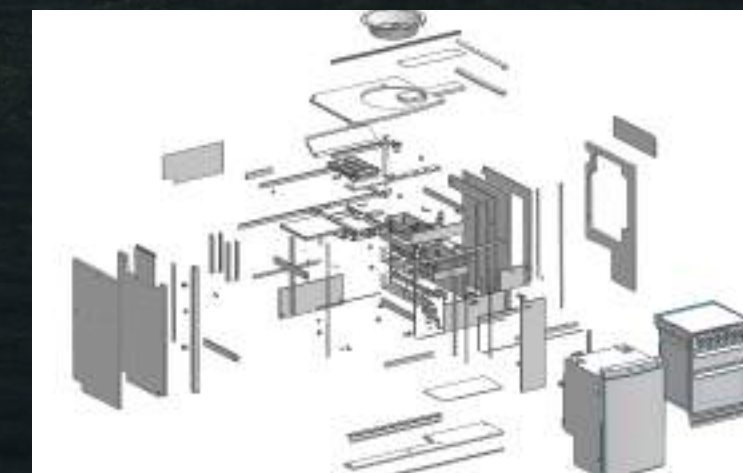


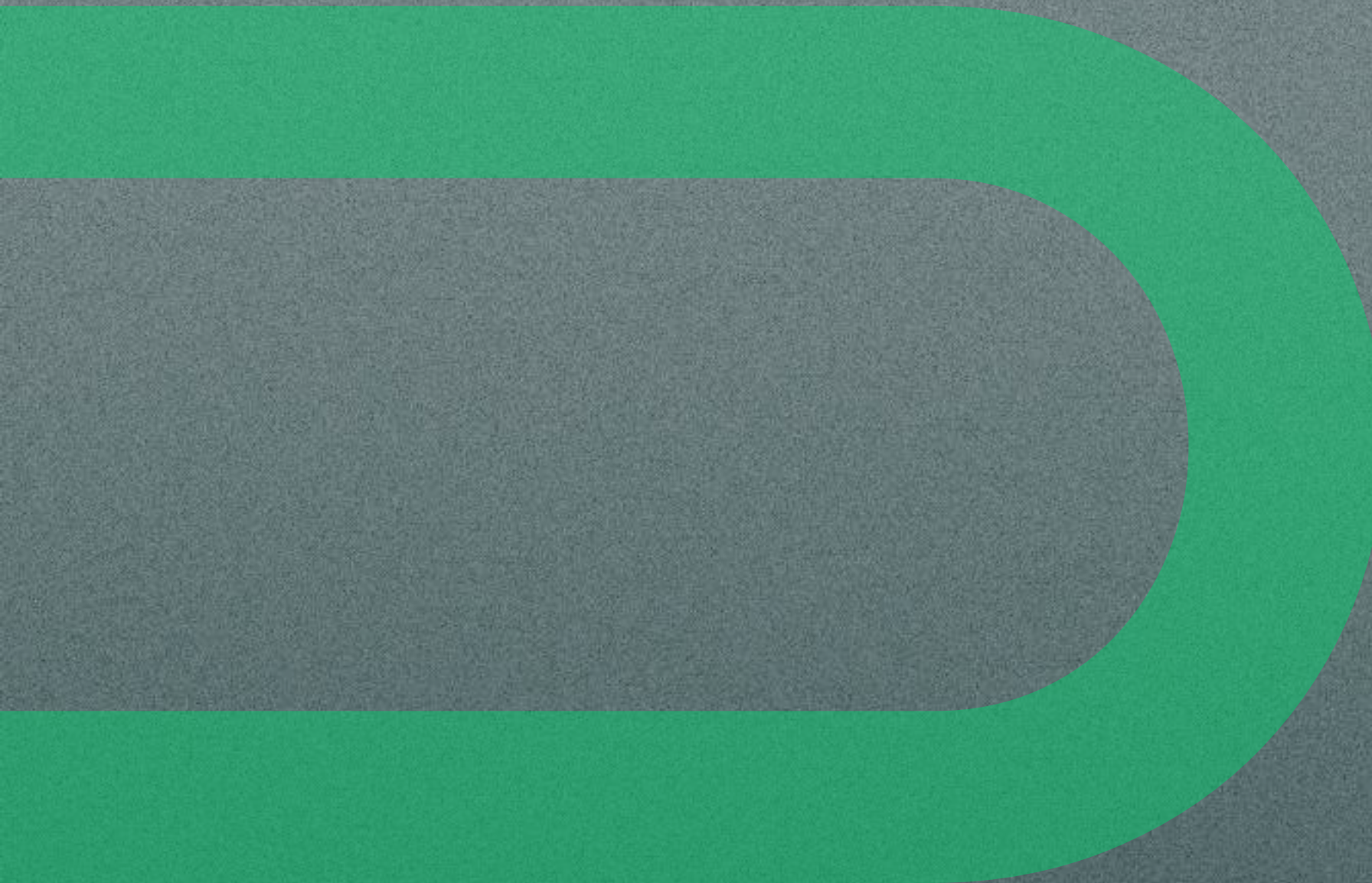
Thanks for meeting with us!

At this year's Caravan Salon, we were delighted to meet new contacts, exchange ideas, and discover inspiring innovations that promise to shape the future of caravans. We have a wealth of ideas and insights to share, so let's connect and explore the exciting journey ahead in the world of caravanning. Contact us to embark on this thrilling adventure together!

See you next year!

by MODYN





Get in touch today to
discuss **your future**
with our experts.

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