

# New Naturalism

Creative Brief

2022



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## Modern organics

New Naturalism is a trend inspired by the planet and driven by forward-thinking. These designs evolve beyond prior minimalist, futurist, and organic approaches to tell clean and artful stories.

With designers expanding ideas about what the future holds in store for interface, identity, and product design, visuals should aim to reflect the innovation of technology with the sophistication of nature.

Link to the gallery:  
[Design Trend: New Naturalism](#)



Adobe Artists:

1 - rawpixel | 430427062

2 - vlamus | 391251664

3 - suleyman | 492663731



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## Taking form

Post-minimalists of the 1960s and 1970s rejected the traditional geometry and industrial materials found in minimalism and embraced organic eccentricities and abstraction in the creative process. This design movement celebrated conceptual approaches and innovative thinking — encouraging artists and designers to restructure works as non-representational, expressive pieces.

Today, we see emerging visuals inspired by process art, post-minimalism, and clean living. These designs are defined by uncluttered, sophisticated compositions and evocative forms.

Adobe Artists:

1 - Nicole Mason/Stocksy | 281109567

2 - Oksana Schmidt | 395520244

3 - kopikoo | 443909116

4 - FollowTheFlow | 312376375

5 - Custom Scene | 329631568



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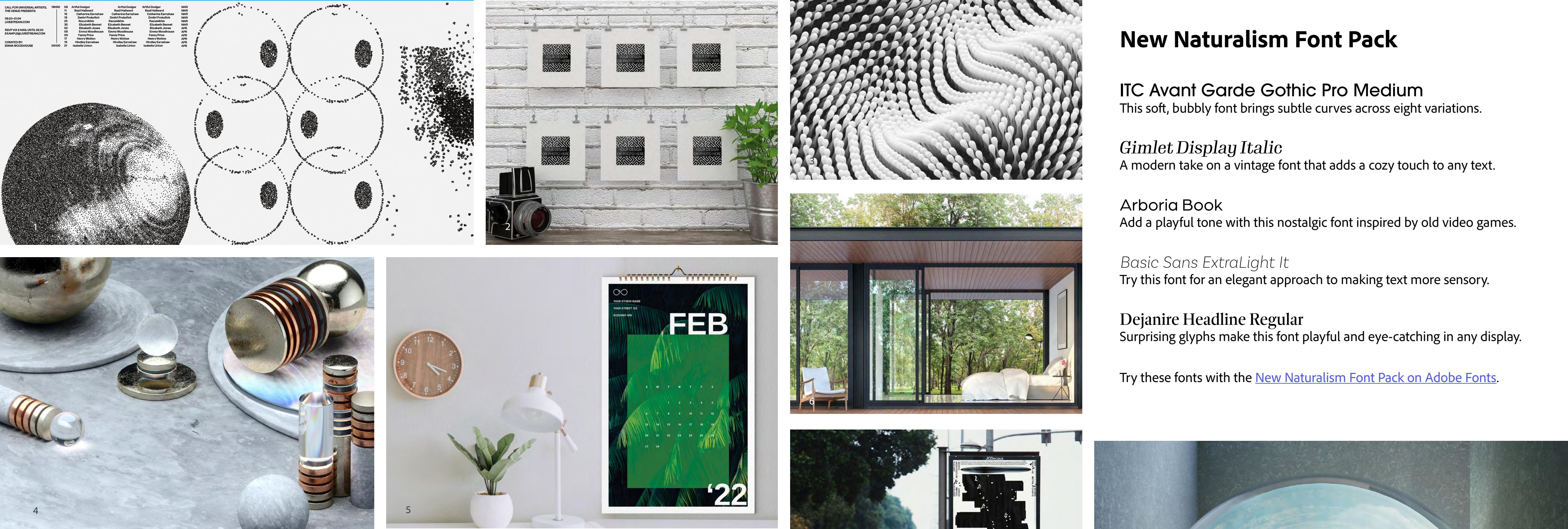
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## Contemporary scientific statements

New futures are taking form every day and designers are reflecting on these changes with almost-clinical elevation of the organic. New Naturalism approaches reshape what defines "modern" and go beyond traditional science-fiction aesthetics to incorporate progressive advancements in science and technology.

Explore contemporary approaches to futuristic design by using geometric forms, imaginative layouts and conceptual realities. Experiment with new creative tools such as:

- 3D painting, staging, and sampling tools from [Adobe Substance](#)
- Augmented reality experience design with [Adobe Aero](#)
- Materials, pattern and filter creation with [Adobe Capture](#)

Adobe Artists:  
 1 - The Royal Studio | 367830494  
 2 - Purple Visions Store | 360529938  
 3 - Login | 438317880  
 4 - Raw & Rendered/AvantForm | 447568465  
 5 - Refresh | 468851585  
 6 - onzon | 261558803  
 7 - The Royal Studio | 420536611  
 8 - Morten Lasskogen/AvantForm | 462970217

## New Naturalism Font Pack

### ITC Avant Garde Gothic Pro Medium

This soft, bubbly font brings subtle curves across eight variations.

### Gimlet Display Italic

A modern take on a vintage font that adds a cozy touch to any text.

### Arboria Book

Add a playful tone with this nostalgic font inspired by old video games.

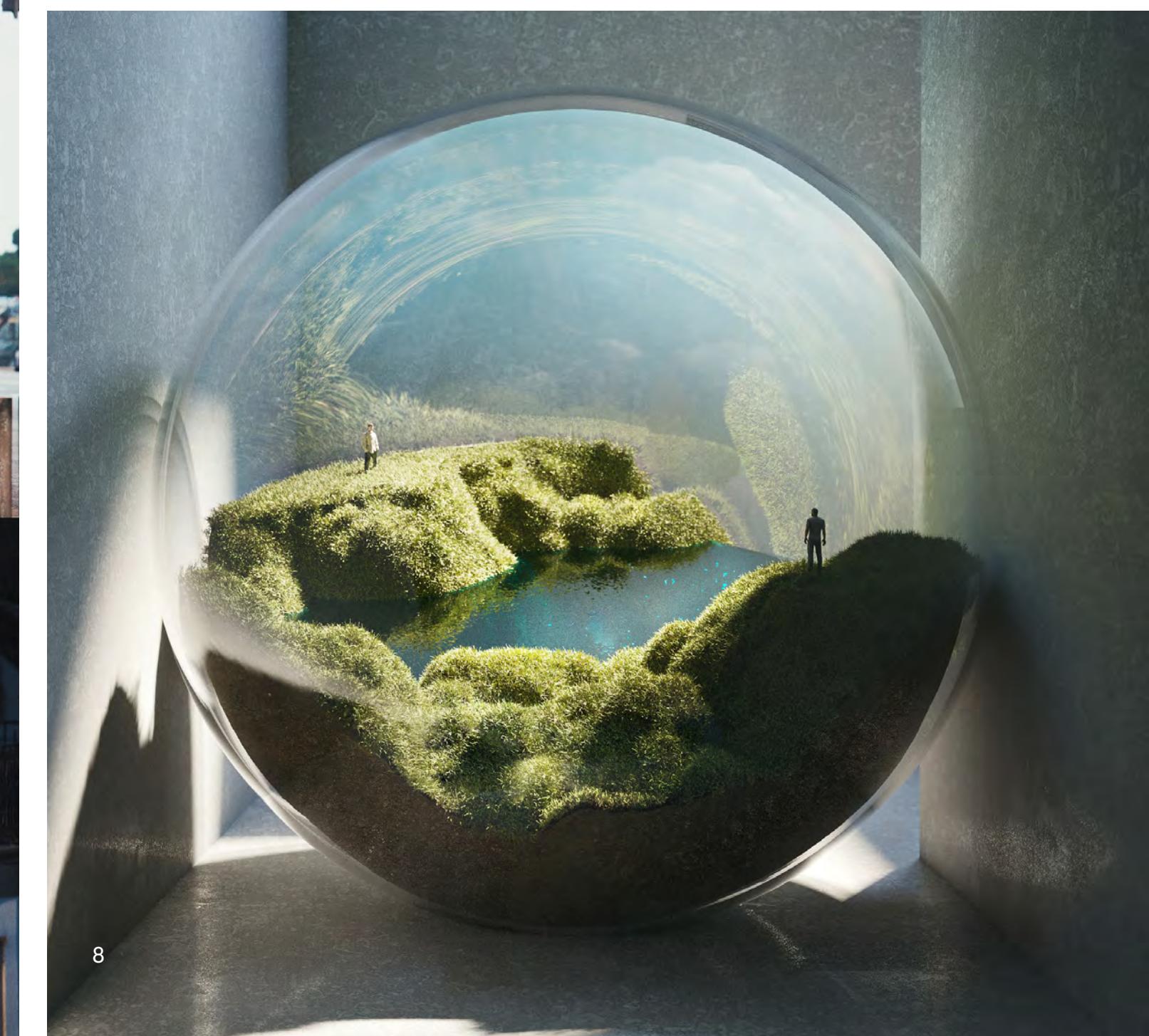
### Basic Sans ExtraLight It

Try this font for an elegant approach to making text more sensory.

### Dejanire Headline Regular

Surprising glyphs make this font playful and eye-catching in any display.

Try these fonts with the [New Naturalism Font Pack on Adobe Fonts](#).



# Statement-making aesthetics

Whether it's elevating a place or a product, New Naturalism designs tell elegant, innovative stories for forward-thinking audiences.

Find this trend in many industries, but especially in fashion, beauty, and home design campaigns. These aesthetics are seen throughout museums, design studios and technology companies, influencing physical and digital design for creators inspired by them.

New Naturalism themes can be applied practically across mockups, 3D renders, brand identity and information design.



## Adobe Artists:

- 1 - Victor zastol'skiy | 96235587
- 2 - Painted Wood/Stocksy | 493359946
- 3 - Guillermo de la Torre Photography/Stocksy | 263843040
- 4 - Leandro Crespi/Stocksy | 187554752
- 5 - 3DJustincase | 404892162
- 6 - Pixel Stories/Stocksy | 463739440
- 7 - 3DJustincase | 351713803

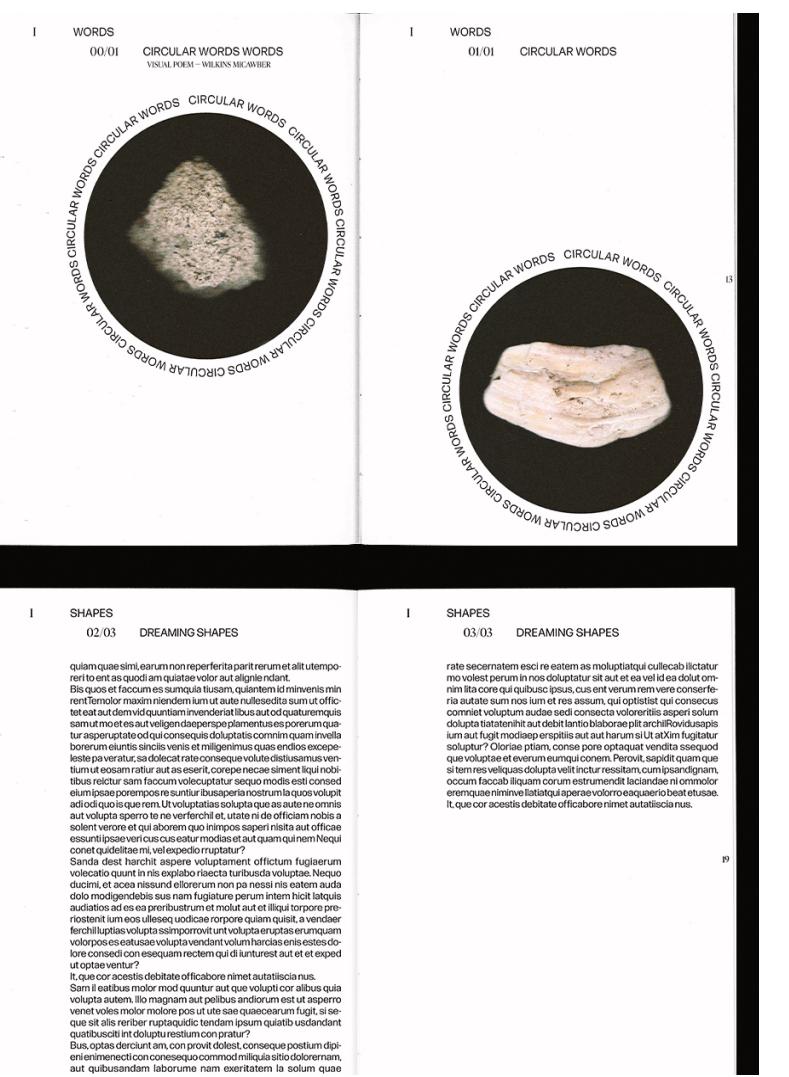
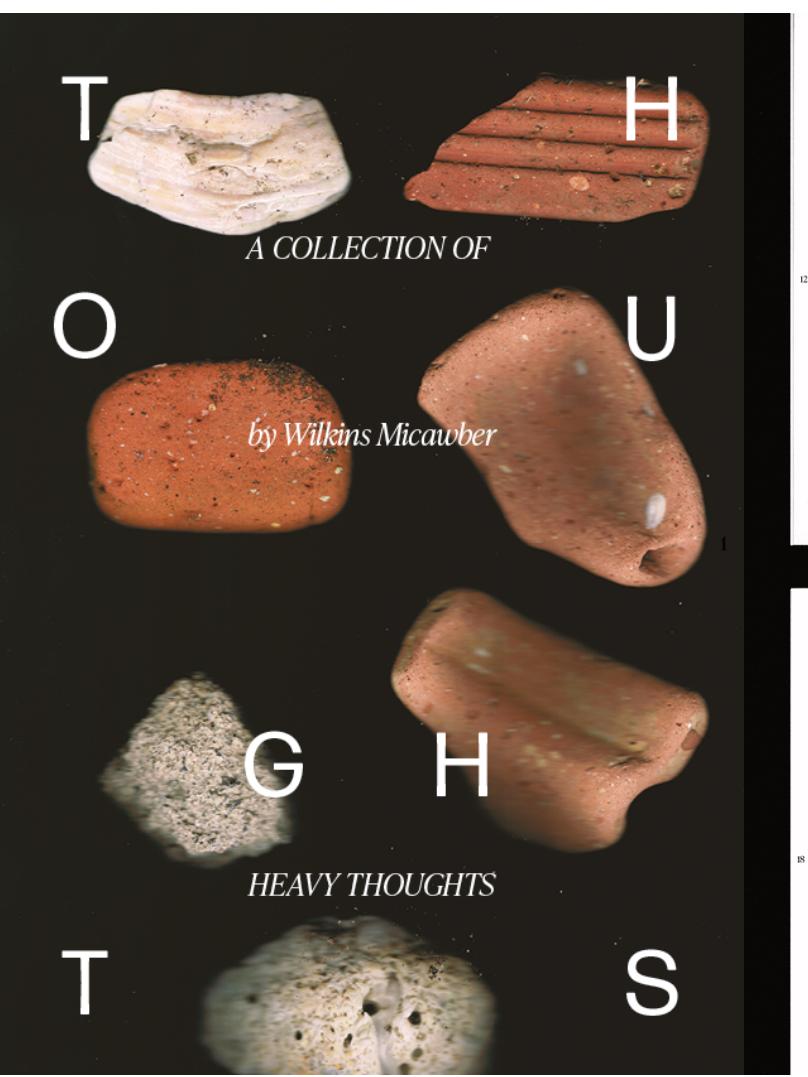
## Elevate interpretations of earth

- Experiment with including stone, wood, and nature-inspired textured accents to add subtle depth to mockups and layouts.
- Reconfigure design elements into abstract arrangements to give compositions original and expressive implications.
- Try repeating simple forms within deconstructed layouts and creating shapes or patterns in flatlays to restructure design geometries.
- Update user interfaces with creative interactions to inspire new uses of technology and digital identities.
- Present technological or futuristic themes with bright light and unexpected space to give new ideas room to breathe.

Find more inspiration from top creative professionals on the [Adobe Stock New Naturalism moodboard on Behance](#).

# Design with the elements in mind

Black, white, and terracotta color palettes mix in earth tones like mossy, deep greens, anchoring this trend back to the soil. Inspire contemporary approaches with the [Patterns in Nature collection on Adobe Stock](#).



## Adobe Artists:

- 1 - The Royal Studio | 434811316
- 2 - 3DJustincase | 392174438
- 3 - Polar Vectors | 398582992
- 4 - FollowTheFlow | 399736125
- 5 - Yury | 438642925
- 6 - Виктория Ковальчук | 423169220
- 7 - Jorge Fuentes Photography/Stocksy | 443922259
- 8 - Helen Rushbrook/Stocksy | 493327737



## Progressive palettes

- Desert inspiration abounds with muted, warm neutrals found across lifestyle campaigns. [Try it yourself with the Terracotta Dust palette on Adobe Color.](#)
- Liven up the crisp approach of black and white with shades of a natural color like green. [Experiment with the Sage Science palette on Adobe Color.](#)
- Pay homage to the earth by combining blues, teals, and greens in new ways. [Find the Deep Earth palette on Adobe Color.](#)





St Adobe Stock