

Interior Trend Report 2018



**Interior Trend Report 2018** - Trends in design are in a constant state of flux, evolving and changing to suit the needs and desires of our continually changing lifestyles. Some trends appear briefly before drifting off into the design ether, whilst others take hold, spreading across our globally interconnected world, evolving as we do, morphing to suit the tastes of particular markets.

It is the challenge of the designer to stay one step ahead of the trends, anticipating them to be “Avant garde” yet relevant to today’s customer. So how can the designer look into the crystal ball of design predicting future trends? What matters is what lies behind the trends, as it is the social shifts that explain why these changes occur.

Social shifts are influenced by all key factors affecting our lifestyles: politics, the weather, the economy, new technologies to name a few, and recent years have seen palpable changes in many of these areas.

Social shifts manifest themselves in our collective conscience, and it is this collective conscience that the designer needs to be sensitive to and to tap into, to be one step ahead of the curve. This is not decipherable on google analytics, or from our overcrowded social media feeds. The designer needs to experience first hand different cultures to understand our common needs and desires which will in the end drive trends, and similarly will need to experience and understand the differences which will drive local variances.

Looking at some of the key lifestyle events of this year, including the Milan furniture fair, the London design week and High Point in the US some clear global trends are evident, as are the differences between these markets.

The 20th Century brought us revolutions in manufacturing processes, a wealth of man made materials and commodities, and more recently an abundance of information and interconnectivity with the use of on-line mobile devices. We are reaching a tipping point as these commodities and devices start to have adverse effects on our environment and start to take over our experiences, rather than enhance them.

The reaction to this is an “environmental consciousness” and the appreciation of what the environment can give us, known as **biophilia**.



**Biophilia** - This macro trend is being taken and stretched into various individual directions, which are not distinctly different from one another but overlap and merge as one theme blends into another.

The most obvious trend is “Garden of Eden”, a blatant biophilic celebration of nature.

This trend matures and becomes more sophisticated with “Deep Forrest” which has dominant deep natural greens, whereas “Deep Sea” is dominated by deep blues, and “Coral” with various shades of pink and red. These are punctuated and complemented by “Surprise and Delight” which is evident in lighting and the prevalent use of shiny metals, golds, coppers and brasses in glossy finishes.

“Artisan” celebrates the hand made and craftsmanship, natural woods, rushwork, wicker and natural textures, this trend leads on to “Simple Living”, the Hygge way of life, where only natural materials, textures and tones are used to create a calm sophistication.



Garden of Eden is a blatant biophilic celebration of nature, with the vibrant colours, forms and textures of tropical paradise



Deep Forrest has dominant deep greens, pleated soft furnishings and bright gold accents



Deep Sea has dominant deep blues, heavy textures and complementary brass



Surprise and Delight are bright and shiny accents that add life and glamour



Coral has a mix of pinks and reds



Artisan celebrates the hand made and craftsmanship, which uses natural woods, rushwork, wicker and natural textures



Simple Living the “Hygge” way of life, where only natural materials, textures and tones are used to create a calm sophistication.



around the shows...