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2023 INTERIOR DESIGN TRENDS.



GOING GREEN
WITH BIOPHILIC DESIGN



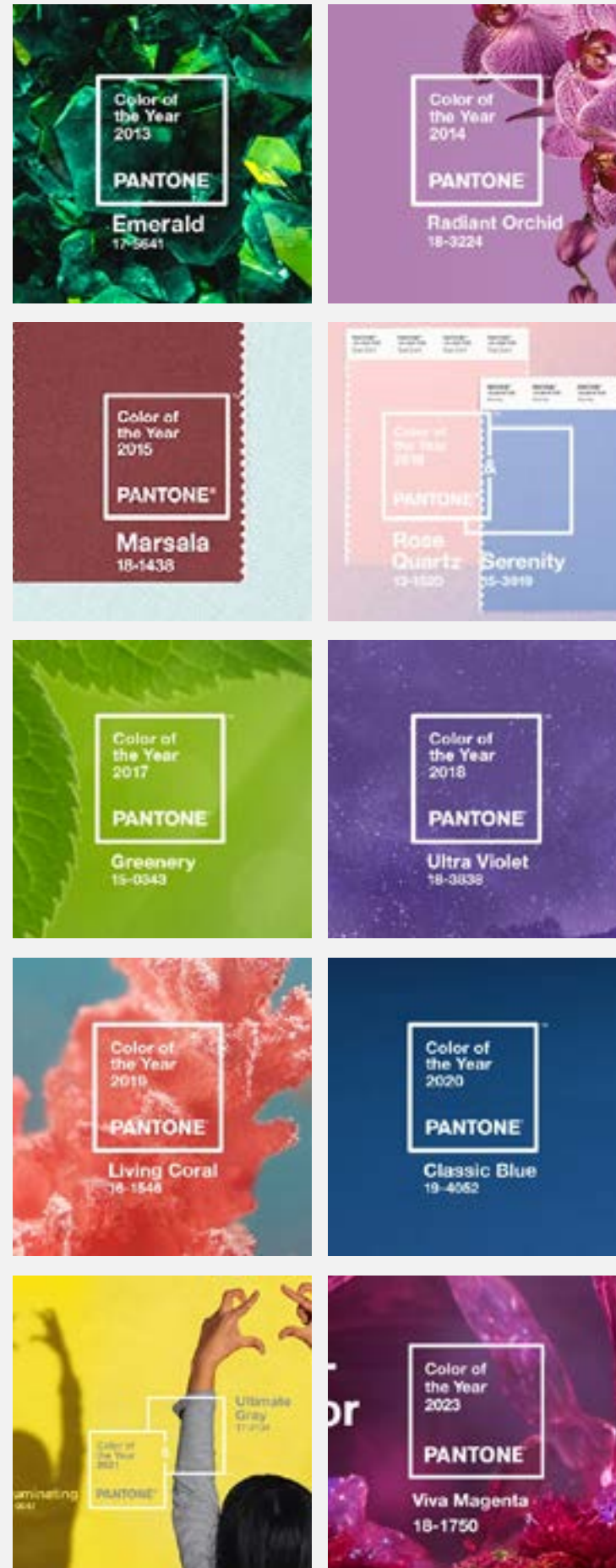
**BRINGING THE
OUTSIDE IN**
*CREATE A
HARMONIOUS
INTERIOR SPACE*

AN EXCLUSIVE FIRST LOOK
at 2023's design trends, colors and more!



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COLOR OF THE YEAR

WHAT IS VIVA MAGENTA?

Pantone's 2023 Color of the Year, Viva Magenta 18-1750, "vibrates with vim and vigor." This shade finds its roots in nature (more specifically, entomology) and conveys strength and fearlessness through its bold, organic energy.

Whether you're designing for an office, a public space, or a home, Viva Magenta makes its biggest impact in accent pieces. Add unexpected contrast in an otherwise color-neutral space with a bright sofa, a bold piece of artwork, or a striking wallpaper pattern in this vibrant hue.



In this age of technology, we look to draw inspiration from nature and what is real. PANTONE 18-1750 Viva Magenta descends from the red family, and is inspired by the red of cochineal, one of the most precious dyes belonging to the natural dye family as well as one of the strongest and brightest the world has known.

Rooted in the primordial, PANTONE 18-1750 Viva Magenta reconnects us to original matter. Invoking the forces of nature, PANTONE 18-1750 Viva Magenta galvanizes our spirit, helping us to build our inner strength.

Leatrice Eiseman
Executive Director, Pantone Color Institute





Looking to add balance or fresh energy into a space?

Curves mimic the illusion of movement and create an inviting atmosphere for both staff and guests.

Incorporate curves in walls, furniture, stand-out architectural features, and decorative accessories to soften a space and add an appealing modern and stylish touch.



UNEXPECTED COLOR PAIRINGS

Saturated colors in office spaces can help create a vibrant, engaging atmosphere and draw attention to key areas in the floor plan. Better yet, pair them up to bring an eclectic, modern aesthetic to your space.

- **Looking to add some “oomph” to your design?** Bold hues like deep blues, rich reds, and warm yellows bring energy and personality to a space—and can promote creativity and productivity, to boot.
- **Going for rich contrast or drama?** Colors traditionally thought of as incompatible can be paired to create a unique and eye-catching look.
- **Aiming for a professional and polished finish?** Incorporate these vivid shades sparingly and stay mindful of the overall visual balance and color saturation of the space.





MOVE OVER, MINIMALISM

Minimalism favors simplifying a space as much as possible with neutral colors, clean lines, and an absence of clutter in order to maximize efficiency and functionality.

While this interior design trend gained heavy traction in the 2010s, its popularity is beginning to wane.

In response to this ultra-clean design movement, designers and companies alike have begun seeking more comfort and warmth in their spaces. We're now seeing bright colors, bold patterns, and more ornate designs favored over the ultra-clean, neutral spaces that have dominated offices and homes in recent years.

Despite this shift away from minimalism, however, the core principles of the movement still remain relevant in order to create a space that's both functional and calming.

Looking to add character and visual interest to a room? Textured planters come in a variety of shapes, sizes, and finishes to fit the creative bill—and they're easy to move when layouts change. For a subtle yet eye-catching effect, consider pairing them with neutral walls, furniture, and accents; for a bolder look, opt for planters with brighter colors and interesting shapes.

DESIGN TIP: Use textured planters as standalone decorative pieces or arrange them in groups to create a sculptural feel.



GET THE LOOK >
Short Hayden

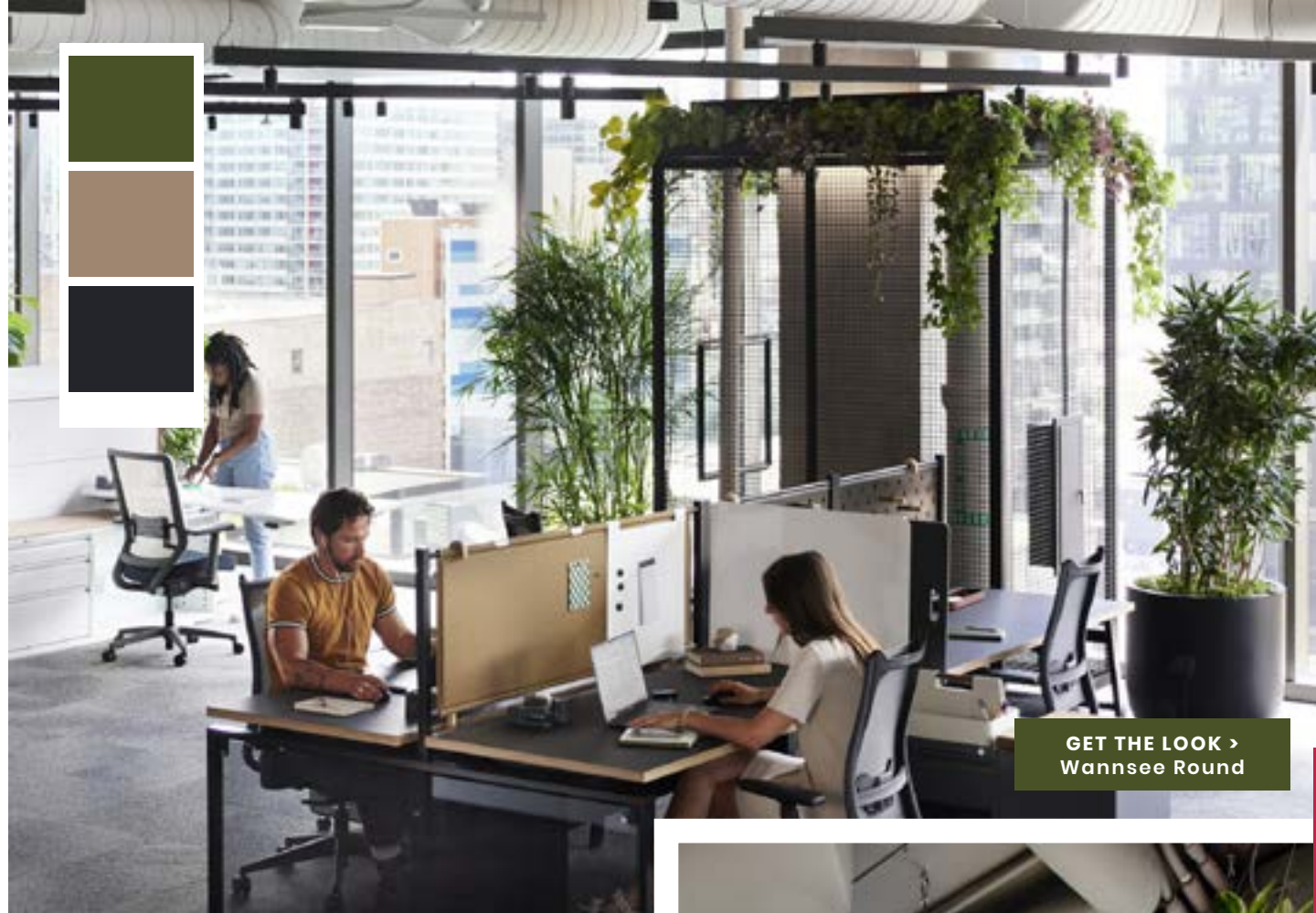
THE RETURN OF ART DECO

Art Deco-inspired accents can elevate any space and bring a touch of 1920s style to any design.

The use of styling elements from this era in interior design has been steadily increasing in popularity over the last few years and emulates an elegant and timeless look with a focus on bold colors, geometric shapes, and luxurious materials.

Add a touch of glamor and a captivating focal point into a space with wall art, planters, or sculptures in this opulent motif.





GET THE LOOK >
Wannsee Round



GET THE LOOK >
Ecopots Amsterdam

MATERIAL EMPHASIS

When it comes to interior design, using sustainable, recycled, and ethical materials is a great way to contribute to a beautiful, functional, and eco-friendly space.

Sustainable materials can be reused or recycled, minimizing environmental impact.

Recycled materials have been repurposed from other products, like wood from furniture or fabric from clothes.

Ethically-sourced materials are produced in a manner that respects labor and environmental standards and animal welfare.

SUSTAINABILITY AND WELLNESS

As health-forward and eco-conscious living has become more mainstream, interior design trends in commercial spaces have followed suit.

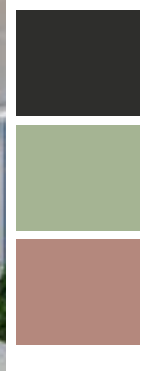
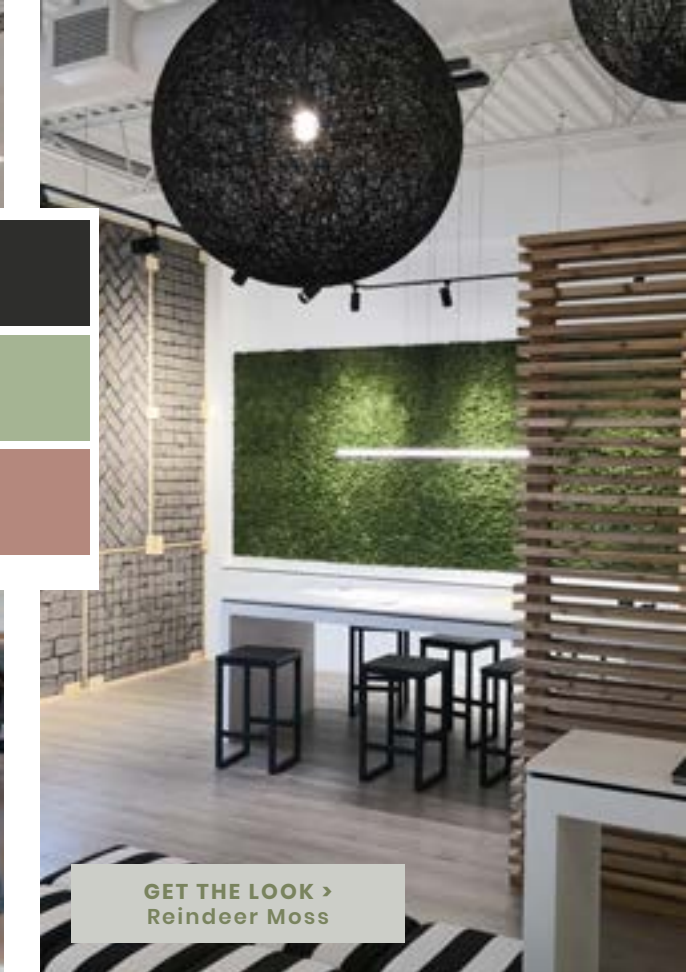
Two ways to go green:

- Choosing sustainable materials like bamboo flooring, recycled glass countertops, and natural fabrics for a space can create a beautiful, modern aesthetic while reducing the environmental impact of the design.
- Similarly, incorporating “wellness features” such as natural light, ergonomic furniture, and plants can create a more comfortable and calming environment. (See *Biophilic Design*, page 10.)



GET THE LOOK >
Vista Hanging





GET THE LOOK >
Reindeer Moss

AN INCREASINGLY POPULAR TREND FOR 2023

GOING GREEN WITH BIOPHILIC DESIGN

Companies looking to create a more natural and calming atmosphere can look to the styling hallmarks of biophilic design.

What is biophilic design?

Biophilic design creates a connection between the office environment and nature by incorporating natural elements, such as plants and natural light, in an indoor environment.

THE POPULARITY OF BIOPHILIC DESIGN IS ON THE RISE—AND FOR GOOD REASON. INCORPORATING MORE NATURAL ELEMENTS IN INDOOR SPACES CAN LEAD TO¹:



IMPROVED
PRODUCTIVITY
RATES



INCREASED
WELLBEING
RATES



INCREASED
CREATIVITY IN
EMPLOYEES



REDUCED
ABSENTEEISM



GREEN GETS THE GRADE

IN EDUCATIONAL SPACES, BIOPHILIC DESIGN HAS BEEN SHOWN TO INCREASE LEARNING RATES UP TO 25%, IN ADDITION TO:

- IMPROVED CONCENTRATION LEVELS
- BETTER ATTENDANCE
- HIGHER TEST RESULTS

THIS TREND GETS AN A+!



WELLNESS FLOW

The **free-flow movement** finds its hallmarks in spaces that match functionality with a comfortable and relaxing atmosphere.

Free-flow design leans on open floor plans and minimal obstructions to:

- create connection between rooms
- allow for a more unified look and feel

DESIGN TIP: Strategic placement of similar furnishings, textures, and color palettes can help achieve visual continuity between spaces.

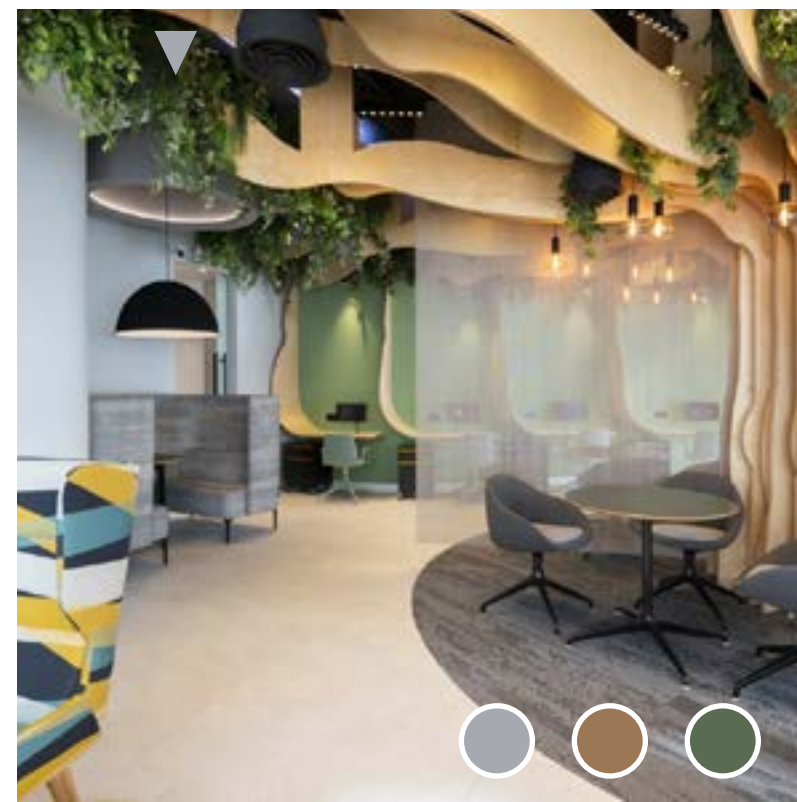


BRINGING THE OUTSIDE IN

Create a harmonious interior space that balances the exterior environment by incorporating colors, textures, and materials that blend with the surrounding environment—whether more urban or natural.

For that extra-special touch, a cleverly placed lighting feature can pull the blended space together with an elegant finish.

Incorporating natural elements such as wood, stone, and plants create an environment that is both visually appealing and functional.





GET THE LOOK >
Low Rectangle

ARCHES

We've learned how curves can add a softer, more inviting look to a room—now let's meet curves' more dramatic cousin: arches.

From grand archways to intricate curved trim, arches are an effective way to add elegance and sophistication to a room or transition.

And their superpowers don't stop there: incorporate this bold architectural element into doorways and windows to create the illusion of a higher ceiling or a larger space.

+ Uneven walls or ceilings? Use arches to minimize their visibility



CALM NATURE

Find your zen: architectural elements, visual statement pieces, furnishings, and accessories inspired by organic elements can bring a touch of warmth to any space.

Lean on hardy, natural, and more sustainable materials when possible to create an inviting and luxurious atmosphere.

Blend luxury + sustainability with:

- Wood
- Stone
- Clay
- Wool

Opt for texture + depth with:

- Cotton
- Linen
- Hemp

Add a touch of comfort with:

- Velvet
- Faux fur
- Faux leather



GET THE LOOK >
Reindeer Moss

CYBERPUNK / DIGITAL REALISM

Incorporating digital elements into biophilic design is an innovative way to bring a natural, calming atmosphere to any space.

Lean on rapidly-evolving digital projection, interactive media, and even audio-visual components to create an immersive environment that delights the senses.

DESIGN TIP: Feature natural elements such as water, plants, or animals to create an inspiring—yet relaxing—interactive experience.





GET THE LOOK >
Standard One

A BIT OF WHIMSY

Beyond incorporating all of the design trends we've covered here, we're still left with one question: what really makes a design successful? Whether it's an office, home, or a more public environment, **the best-designed spaces reflect the unique personalities, stories, and lifestyles of those who inhabit them.**

From a custom mural to a brightly painted piece of furniture, we look to unexpected whimsical details and accents to inject personality into a space.

ADD THAT "SPECIAL SOMETHING" INTO YOUR DESIGN PLAN BY ASKING QUESTIONS LIKE:



Can we tie our company or city's history into this new space through an intriguing piece of art?



What type of wallpaper pattern represents the way we want our customers to feel when they enter our space?



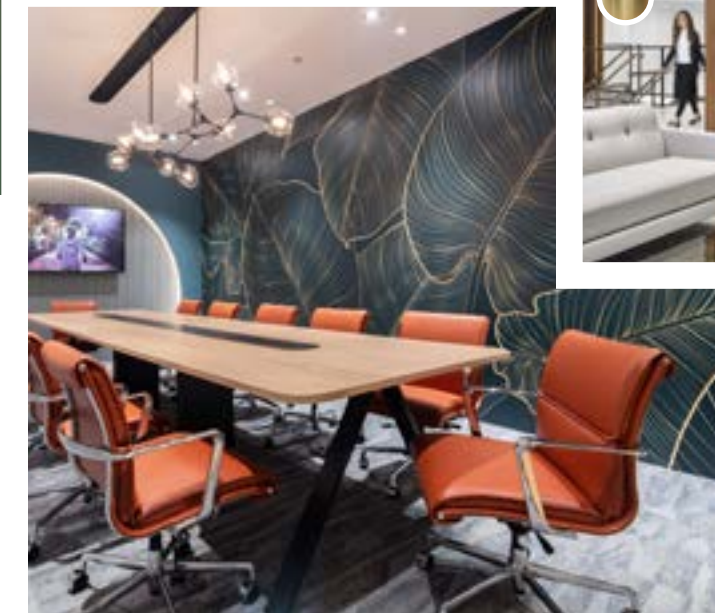
Could a key piece of furniture both complement our brand and serve as the visual centerpiece of our space?

LUXURY IN MONOCHROME

Sometimes the most elegant designs can actually be the simplest. That's the power of **monochromatic design**, a trend we turn toward to add sophistication and luxury to a space.

When planning colorways in textiles, furniture, and accessories, consider selecting shades within a single palette to achieve a cohesive and polished look.

DESIGN TIP: Add subtle metallic accents for a finishing opulent touch.



THE MIDAS TOUCH

Revered throughout history for its ability to convey wealth and luxury, gold has been at the center of entire economies, mythical legends, and cultural shifts. Whether in jewelry, coins, pottery, or other art, our ancestors have looked to this metal to add warmth and elegance to their crafts—and today, we have a *golden opportunity* to add the same warmth to our spaces without the heavy lifting or expense.

Ready to go for the gold? Try incorporating metal-forward elements such as light fixtures, modern furniture, and even planters in this lustrous tone in your space for an added level of elegance.



EARTH TO TEXTURE

Want to make a space feel more organic and inviting? Earth tones and textures are a natural choice (pun intended) for incorporating warmth and comfort into an indoor environment.

Pull in natural textures like these for added...



Wood:
tranquility + comfort



Stone:
strength + durability



Clay:
serenity + stability



A SAGE SELECTION

Ah, sage green. We love it for its timeless quality and its ability to add a subtle, calming influence to any space. To boot, it pairs so effortlessly with other hues and texture to fit any design brief.

Whether as an accent wall, upholstery, or a statement piece, this desaturated hue works its magic in a room by making a space feel more connected to the outdoors.

Providing versatility for any room and a touch of inspiration from nature, we hope this herbaceous color trend sticks around for years to come.



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Endnotes

- 1 Gray, T. (2017). Retrofitting Biophilic Design Elements into Office Site Sheds: Does 'Going Green' Enhance the Well-Being and Productivity of Workers?. In (Ed.), Landscape Architecture - The Sense of Places, Models and Applications. IntechOpen. <https://doi.org/10.5772/intechopen.71890>



INTERIOR DESIGN TRENDS.