

What's New, What's Next

2020 Trend Report

Presented by The New York Design Center

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NEW YORK
DESIGN CENTER



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About

The 2020 WNWN Trend Report features the top nine design trends for today as told by the WNWN Ambassadors, a group of 94 designers from across the country. From the changing consumer lifestyle to material trends, the essential products needed right now and so much more, this trend report covers everything with insight from today's top designers.



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Forward

"Today, the meaning of home holds a new importance fostering work, school, and play. The value and need for a well-designed space is greater than ever.

To celebrate this year's virtual "What's New, What's Next," and to begin to actively fill that need, The New York Design Center introduced an ambassador program with the goal of highlighting and bringing together the design community through a national group of interior designers.

The 2020 inaugural WNWN Ambassadors program is a representation of our vital industry. The trend report produced with the new Ambassadors is just one way that the New York Design Center is creating programs designed to shine a spotlight on the present and future of interior design."

Jim Druckman, President/CEO of the New York Design Center



3

1. Alexa Hampton. Photo Credit: Steve Freihon

2. Julian Chichester Chicken Chair

3. Elena Frampton. Photo Credit: Joshua McHugh

1

Creating a Retreat for Everyday Life

1



Tammy Bolden



The future of design is about incorporating relaxing colors and textures that mimic the feel of nature. Due to the shelter-in-place orders caused by the pandemic, clients are taking a closer look at how their homes function. Creating a separate space to work and study is more vital than ever before. Clients desire a home that is both comforting and reassuring to be the sanctuary they need in these uncertain times.

1. Sedgwick & Brattle. Photo Credit: Sedgwick & Brattle

2. Tina Ramchandani. Photo Credit: Jacob Snavelly

3. Alexa Hampton. Photo Credit: Steve Freihon



2

Massucco Warner



The importance of home is complex and at the forefront of our lives more now than ever. We've watched our homes become schools, workplaces, entertainment venues, and perhaps most of all, a sanctuary where we've been holding tight to our nearest and dearest. As designers in a post pandemic world, we expect to continue to push boundaries not just aesthetically, but functionally, with an emphasis on creating a sanctuary and designing for the unexpected.

Alexa Hampton



During the time of this pandemic and deep social unrest, I think we've all learned the importance of our home - or where we've made one - and the need to find the joy inside of it. Whereas, once upon a time, home was where the heart was; now, home is also where the work is done, where the lessons are learned, where the food is cooked, where the drinks are raised, where our entertainment is had and where the heart is. If we can ask this much of our homes, then we owe it to them to give them the attention they need to do so much for us.

3



Audrey Margarite



Now more than ever, we see our homes as places of safety and solace. Overstuffed chairs and ottomans, boucle and chenille fabrics, cashmere throws and other home items that seem to envelop you in a big hug will remain on trend for some time.

Albie Buabeng



Our homes are where we begin and end each day, and during the COVID-19 pandemic, people have come to realize the importance in home as a refuge from the outside world. Having experienced, during the most chaotic of times, the importance of home, we will start to see a shift to designing homes that people don't want or need a vacation from, with more intention being put into the meaning of home.

2

Trend One Picks

Beth Webb



Arteriors
Panama Lamp



Cynthia
Ferguson

Palecek
Pratt Lounge Chair



Cortney
Bishop

Verellen
Sullivan Bed



Suzanne Kasler

Kravet
Carrier & Co. Lee Jofa Fabric



Marie
Flanigan

Global Views
Tiburtina Game Table

Thom Filicia



Sedgwick & Brattle
Chilmark Bedding

Function First



1

Phillip Thomas



I have always felt that home is a snapshot of a family or individual's life at that very moment in time. Right now, I am finding this 'image' needs to be aesthetically beautiful of course, but also extremely functional. We are using every inch of our homes. We need areas to gather AND find our own private space.

1. Arianne Bellizaire. Photo Credit: Jessie Preza
2. Jessica Davis. Photo Credit: Emily Followill
3. Tiffani Reidy. Photo Credit: Endless Adventure Photography



Rick Shaver & Lee Melahn



We're seeing more modified open plan in home design. New clients are moving toward adding designated areas where individuals can have their own personal space, a space just their own. It may be an entire room that we wouldn't have seen before or a niche or an alcove where one person can go to have some alone time. Those spaces may be as diverse as a yoga room or a reading nook.

Tiffanni Reidy



With homes now serving not just as respite, but as workplaces, schools, and playgrounds, the need to utilize every square foot, and upgrade furnishings is no longer up for debate. Travel restrictions and pandemic-mindful choices will affect the buying decisions of those who would normally spend on large gatherings and international travel. What's next? Quality furnishings instead of plane tickets, and home renovations inspired by dreams once put on the back burner.

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3

Courtney McLeod



I have always believed your home should be a place to spark joy – recent events have truly reinforced this belief. For 2021, I predict a desire for simple pleasures and joy. In home décor, I see bright, clear, happy color used in an exuberant way to express one's unique personality. I also believe the renewed focus on interior design will continue for the foreseeable future – with home renovations ramping up as economic prospects recover.

Kevin Isbell



If 2020 has taught us anything it's that our home needs to not only be nurturing and cozy, but also demanding flexibility for all to spread out all while maintaining some privacy. Because of this, we will start to see a move away from open plan living and more toward designated spaces for these particular functions.

4

Trend Two Picks

Arianne Bellizaire



Kasthall
Poppy Cloud



Sedgwick & Brattle
Chatfield Daybed

Everick Brown



Kati
Curtis



AERO
Bibi Table
Lamp



Sherrill Furniture
Laurent Chair

Jessica Davis



Rhonnika
Clifton

Sedgwick & Brattle
Lafayette Extended
Bench

Scot Meacham Wood



Global Views
Fountain Writing Desk



Design Out Of The Box

1



Sasha Bikoff

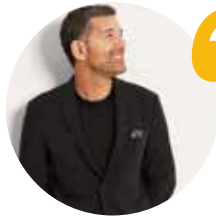


Interiors have the power to teleport us to a different place and era beyond imagination. Design allows us to curate our own unique world and create an ambience that affects us on an emotional level. The future of interiors seems bright to me as people want to invest more in their own personal spaces and experiment with different aesthetics. The future of design is fun, colorful, and filled with life!

1. Philip Gorrivan. Photo Credit: Reed McKendree
 2. Eneia White. Photo Credit: Nick Glimenakis
 3. Sasha Bikoff. Photo Credit: Patrick Cline



Philip Gorrivan



Home has become our "everything" space right now. I see more interiors with "authenticity" and "narrative" as well as spaces with color, pattern and playfulness as the next trend. Color and pattern are one way to tell a unique story, and also lift up our moods and spirits. I think designers and homeowners alike will seek ways to make their interiors more unique. Interiors will need to speak to the inhabitants and tell a "story".

Alicia Bailey



The future of design is about combining art and wellness into a space in major ways; for instance, commissioning a local artist to paint a mural or textured wall inspired by the client. We all know that our environments impact us and everything in them seeps into our subconscious mind, thus affecting our mood and productivity. It's now more important than ever that we carefully curate spaces that are inspirational and uplifting. Working with local artisans and architects to create bespoke artistic and sculptural furniture pieces that give clients a one-of-a-kind unique experience catered to their physical and spiritual needs is what's new, now and forever.



3

2

Marika Meyer



Say goodbye to the little black dress of living rooms! The home now is truly our sanctuary and as a result, design has become intensely personal. Whether it's expressed through bold colors and patterns or lush textures like velvet, each space is now an opportunity to express your own style. The private spaces in the home take center stage more than ever. It's not about designing to entertain; it's about enjoying your time at home.

Eneia White



The spaces I love most reflect the core of my client's unique personality and lifestyle. I'm loving the trend of new homeowners breaking away from traditionally used color palettes, silhouettes and styles - and going for a more creative approach to outfitting their homes and apartments. In lieu of mimicking spaces they've found inspiration in, we're trending towards installing high-personality pieces to create one-of-a-kind moments that you won't find at the neighbor's house!

6

Trend Three Picks

Elena Frampton



Woven
Nova Sunset



Janie
Molster



Currey & Co.
South Beach
Pendant



Theodore Alexander
Serpentine Accent Table



Marika
Meyer



Sabine Rothman

Fromental
Bruyere hand-painted wallpaper



Young Huh



Dune
Cosmic Ottoman



Forbes &
Masters

Plexi-Craft
Galaxy Cocktail Table

Mix it Up

1



Thomas Jayne



I think as we move forward, we will increasingly combine the old and new, the classical and modern – rooms that are all modern or all antique do not age as well. People are seeking rooms that are both new and fresh, as well as familiarly comfortable. I've always believed that successful contemporary interiors belong to a historic continuum and I can see us continuing towards authentic, meaningful design that transcends trends or one specific style.

1. Cynthia Ferguson. Photo Credit: Donna Griffith
2. Thomas Jayne. Photo Credit: Pieter Estersohn
3. Carlton Varney. Photo Credit: Dorothy Draper & Company, Inc.



2

Evelyn Benatar



Moving forward I see a greater movement towards clean-lined modern furniture with a vast amount of old-world vintage and antique pieces in the mix. For many years now spaces were very contemporary and sparse. I see a warmer perspective for the coming years, traditional vibes are back. Spaces will be less loft driven and soulless, more conscious of privacy and comfort. I see color and pattern with large florals and geometrics as very important.

Anelle Gandelman



Everything goes in cycles, so as we move through a period of seventies inspired furnishings, we are starting to see the influence of the 80's emerging. I think some of this is fueling the move away from midcentury design and the desire for more traditional interiors, including canopy beds, plush upholstery and Laura Ashley inspired textiles. Simultaneously, sustainability and wellness in interiors are becoming increasingly important. The pause created by the COVID pandemic made people even more aware of the impact our choices have on the environment, a silver lining of sorts. That said, within all these trends, I think the focus on individual taste and a mix of periods and styles remains the strongest trend.



3

Carlton Varney



The design industry today seems to be very divided between maximalist and minimalist decor. Some believe layering is the way to go while others want a clean, sparse look.

Personally, I would love to see the demise of all white painted wall surfaces. As a color and pattern loving traditionalist, I want to look at something interesting and fun! I believe that brown furniture is still a major finish to be reckoned with and painted finishes will always be in. I want more textures in wall coverings, pattern on fabric, paint colors for walls, oriental rugs on the floors! Take your souvenirs from your Holiday and put them on display on a shelf to remind you of the good times. Life is short – make it happy!

Mikel Welch



Like generations prior, history always seems to repeat itself. The next wave of design will not be exempt from this constant. I foresee designers pulling inspiration from the past era. Millennials were

able to revive pink walls, abstract geometric shapes, and rattan furniture. Don't shoot the messenger...but the next design trend is bound to be the 90's. I believe we'll see a resurgence of hunter green walls, modern wicker furniture, and the infamous arched windows and walls that were iconic of the 1990s.

8

Trend Four Picks

Michelle Slovak



Kravet
Carlyle Tall Chest



Interlude Home
Leona Swivel Chair



Nina
Magon



Cynthia
Ferguson

Rug Company
Modern Swirl



Nicole White



Global Views
Spheres Center Table



Amber Guyton

Global Views
Traverse Console Table



Peti
Lau

Cosulich Interiors & Antiques
Octagon Table Lamp



Sustainable Solutions

1



Adam Hunter



As part of my profession, I must always look three years into the future because design is an ever-changing world. By the time my work is photographed, it needs to be just as relevant. I am now seeing that our future in interior design will revolve completely around sustainability.

Sourcing locally, optimizing renewable resources, and incorporating solar panels in all designs will be what's happening next.

1. Wesley Moon. Photo Credit: William Waldron
2. Frank Ponterio. Photo Credit: Courtsey of Frank Ponterio
3. Anelle Gandelman. Photo Credit: Emily Gilbert Photography



2

Nina Barnieh-Blair



2020 has strengthened the importance of our homes. They're places of shelter again (like they always used to be). We've spent more time in them, and they've become more multifunctional: home-schools, workplaces, sanctuaries. All of which places extra emphasis on home design. Aesthetics aren't enough, we need to think through space, functionality, life. With so much uncertainty as we head forward, I'm pretty certain that this trend will only continue. We'll move from superficial trends to more profound and intrinsic ones, with a greater emphasis on nature, well-being and sustainability.

Anelle Gandelman

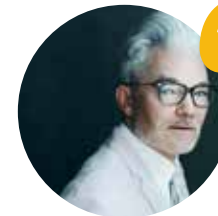


Sustainability and wellness in interiors are becoming increasingly important. The pause created by the COVID pandemic made people even more aware of the impact our choices have on the environment; a silver lining of sorts.



3

John Douglas Eason



The future of interior design is the expressive home; spaces that assert the ideas and values of the client. This will look like many different things, but it still embraces tradition, perhaps in

unexpected ways, because it is the bedrock of who we are. We professionals have at our disposal enormous options in materials and objects; they can be functional and comfortable while telling a beautiful story. But above all, it will be sustainable.

Frank Ponterio



How important have our homes become! For rest, enjoyment, family, safety and now, more than ever, work. A totally fresh look on how individuals look at their environments across all socio-economic groups is

just beginning. Everything from the kitchen to the home office, to dedicated video chat spaces - our homes will continue to grow in importance as an asset for all of us and our families.

10

Trend Five Picks

Allison Babcock



Dennis Miller
Aberdeen Desk



Caroline
Rafferty



The Gallery at 200 Lex
Swedish Grace Inlaid
Mahogany Commode

Joy Moyler



Merida
Edirne Grenat Rug

Marina
Cheban

Cosulich Interiors &
Antiques
Magritte Chandelier



Mabley Handler

Dune
Yaz Sectional



Wesley
Moon

Rosemary Hallgarten
Eco Shearling Pillow



Globally Inspired

1



Liz Caan



As part of my profession, my prediction for the design industry is that we'll become a community that celebrates a variety of people and perspectives! We'll start to create meaningful opportunities for anyone interested in design, no matter the color of their skin or socio-economic background. It will be so much richer when we begin to have important conversations around how to make a career in design accessible to all of the talent that exists outside of small circles. I am excited to see a more diverse, inclusive industry!

1. Beth Diana Smith. Photo Credit: Mike Van Tassel
2. Erin Shakoor. Photo Credit: Bob Coscarelli
3. Rug Company. Photo Credit: Rug Company

2



Erin Shakoor



What I see new/next in design is more focus on, support and funding for Black artists, designers and makers to launch long-awaited or previously derailed collections, that had been met with lots of obstacles in the past, because of a lack of inclusion. I see a less obstructed path for Black creatives to take back control of the narrative around what is Black creativity? As a result, we will also start to see more exposure of existing and new products, innovation, etc. come from not just African Americans but from the diaspora. Some of these new product collections have been percolating or underway since prior to Spring of 2019. More designers will be able to ask by name for these product and service offerings; from fine art and rugs/textiles to wall coverings, bespoke furniture & lighting. Makers like Marie Burgos, Bradley Bowers and Jomo Tariku's works will become iconic, like the works of Baughman and Saarinen. The Black aesthetic will become part of the regular offerings in architecture firms, design showrooms, galleries etc.

Kia Weatherspoon



The success of the industry depends on interior designers and architects being advocates for design equity—thoughtful design that impacts all lives, not just luxury design for the affluent. We must champion more curated spaces that tell the story of black and brown communities and develop a more Afrocentric design vernacular. We need teams of more diverse designers and influencers creating environments that make everyone's lives better—authentic outcomes that are true to their origins.

3



Beth Diana Smith



For me, "What's Next" is a focus on cultural design and embracing one's ethnicity, background, and traditions instead of opting for a Eurocentric aesthetic. I think we are going to witness a celebration of who we are culturally, and beautifully, reflected in our homes in new and creative ways. I also believe that organic elements will be represented more sculpturally in both furniture and décor as we look to bring the outdoors in.

Joy Moyler



With a screaming desire for inclusion and diversity in the design industry on the forefront, I predict a brilliant mosaic of global designers and their work being more broadly displayed, supported and sold! This will add needed vibrancy to the industry. The result will be more cultured and interesting pages in the shelter magazines. Wouldn't that be wonderful!

Trend Six Picks

Nile Johnson



Sedgwick & Brattle
Warp & Weft Wallcovering



Bridgid
Coulter



Lobel Modern
Windows Vase

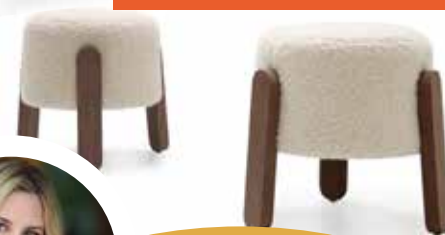


Arlene
Angard

Julian Chichester
Phoenix Drinks
Cabinet



Ariella Duker



Verellen
Lou Stools



Jenny Dina
Kirschner

Designlush
Custom Slabwood Tables



Elissa Grayer

Arteriors
Edmonson Cabinet



Indoor/Outdoor Living

1



Cullman & Kravis



With everyone spending more time at home it has never been more important to maximize living spaces both inside and outside. We are focusing on creating more multi-functional rooms to allow for the multitasking that is needed when so many of us are staying home – office work, schoolwork, play space, sick bay. A big focus is comfort in outdoor living and sourcing heated outdoor furnishings and accessories for outdoor spaces to become living spaces.

1. Kathleen Walsh. Photo Credit: Michael Partenio. Stylist: Stacy Kunstel

2. Cullman & Kravis. Photo Credit: Eric Piasecki

3. Janice Parker. Photo Credit: Durston Saylor



2

Lindsay MacRae



Outdoor living is the current trend that I am most excited about. WFH life has people yearning for an outdoor escape and they are embracing this previously overlooked space. Balconies, roof decks, and backyards are all getting more love. I am seeing more and more outdoor furniture options. Everyone seems to be getting on board – both online retailers and to-the-trade vendors. And with ever-improving outdoor fabric options, there has never been a better time to invest in your outdoor living space!

Janice Parker



The future is in year-round outdoor entertaining space. Create safety and comfort for your family and friends as the temperatures drop with heated furniture or cushioned seating, fire features, and luxurious throws. To get the most time you can out of every day be sure you have enough lighting for everyone to comfortably see each other and move about freely in the landscape. Portable led lanterns are the most exquisite option!



3

Kiyonda Powell



The importance of home is at an all-time high. Whether home enthusiasts are looking to hire designers or to source tips and tricks being shared during this time of virtual exchange,

the name of the game is flexibility and versatility. Homeowners want spaces to do double and triple duty. They want furnishings to take on non-traditional roles in their home as we look to normalize our current routines. They want beauty and comfort as the home gets solidified as a mainstay

Kathleen Walsh



Outdoor spaces designed to function beyond typical seasons will be sought after as people embrace getting out of their homes and into nature.

Trend Seven Picks

Ellen Hamilton



Royal Botania
Exes Armchair



Tina
Ramchandani

Royal Botania
Lotus Daybed



Carrier
& Co

Pennoyer Newman
Small Petal Planter



Mikel Welch

Royal Botania
Connix Collection
Dining Table



Elena
Frampton



Munder-Skiles
Dessau Chair and Ottoman



Jessica Davis

Ngala Trading Co.
Sabie Forest Fabric



Make it Work

1



Saudah Saleem



As the world shifts and settles into this new reality, I think we'll see an emergence of more livable design with an emphasis on authenticity, multi-functionality and smart technology integration to accommodate the new norms of spending more time at home.

Unique furnishings, meaningful and sculptural accents, statement making textile that tell a story and provide a comforting aesthetic will be in demand. People will gravitate to buying and investing in what they love and what resonates with their personal style over what's trending.

1. Jenny Dina Kirschner. Photo Credit: Chris Mottalini
2. Nicole Fuller. Photo Credit: Patrick Cline
3. Caroline Rafferty. Photo Credit: Nick Mele



2

Alberto Villalobos



Shifting and reshaping the meaning of home has been the motto of the past year. The home is now so much more than a place to decompress and rest at the end of a hectic day. It now has to have the duality of a calm sanctuary and be a spot full of energy so that for both work and play, home is the place to be.

Jennifer Cohler Mason



People are spending more time in their homes than ever before. As a result, both the comfort and function of interiors are much more important to homeowners these days. Not only does a home need to be a sanctuary, but the new normal also means designing multipurpose spaces. With so many working from home, it's not surprising that we have been asked by current and new clients to create variable workspaces for the ideal home office that highlight functionality while making comfort paramount.



3

Rasheeda Gray



As we look to the future, I believe the design industry will focus heavily on multi-purposed furniture. With families home now more than ever (in light of the pandemic), we suddenly need more space, and multi-purpose rooms and subsequently multi-purpose furniture, is the solution. Dining tables that collapse into desks, sofas with hidden storage and more. The future of design involves flexible furniture that adapts to our new normal.

Caroline Rafferty



We are getting requests each and every day for re-designs and new projects to help our client base of young families better integrate the 'new normal' into their interiors. As a wife and mother of two young school age children and a fur baby, form meets function has taken on new meaning. The re-design of my own family's home began pre-Covid and our plans and design solutions have shifted as we learn how to integrate home-schooling, fitness regimes and two work-from-home adults into our interiors. Our playroom is now a mini schoolroom and our prized home gym was turned into two separate home offices. I think all designers will need to pivot in their approach to combine form and function in a beautiful manner.

Trend Eight Picks

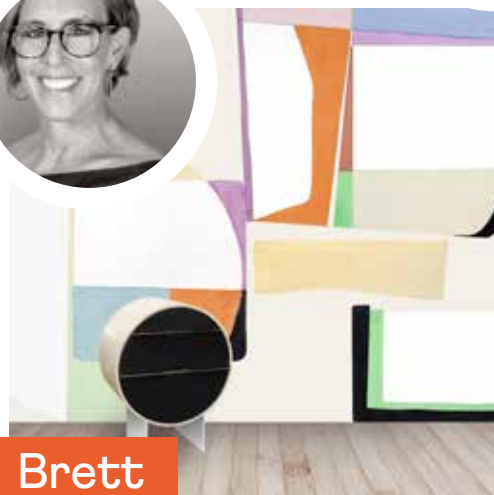
Jenny Dina Kirschner



Sherrill Furniture
Baron Side Table



Brett
Beldock

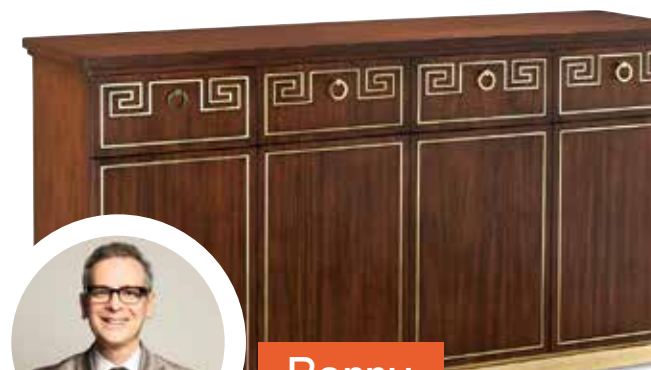


Profiles
Togetherness Wallpaper



Nicole
Fuller

Fromental
Marchen
hand-painted
wallpaper



Barry
Goralnick

Currey & Co.
Zoe Credenza



Billy
Ceglia



Interlude Home
Ava Desk



Windsor Smith



Kravet
Muse Chair

Setting New Priorities

1



Melody Vaughn



The infusion of technology in design is here and growing. Homes know your needs before you do, thanks to SMART design technology. It's beyond automatic lights, it's about the total package of scent, touch and feel. From a temperature testing sanitized entryway or mudroom to voice controlled walls that move, change colors, and more. Intimate spaces like bathrooms being lusciously designed as additional living spaces.

1. Leyden Lewis. Photo Credit: Eric Hernandez, Elan Photography
 2. Kesha Franklin. Photo Credit: Christopher Stark Photography
 3. Laurie Blumenfeld. Photo Credit: Tim Williams



2

Keita Turner



I believe our homes, no matter the size, will need to integrate smart technology and features that support wellness more than ever. Our residential sanctuaries will need to incorporate more natural light and indoor greenery, while serving as our everything...our restaurants, our offices, our schools, our theaters, our gyms, our game rooms, our sun rooms, our storage spaces, and our greenhouses.

Rachael Grochowski

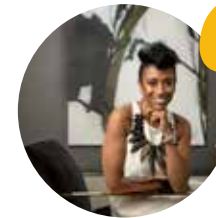


Design will be more widely understood as an opportunity to support wellness. Design is multi-sensory; it engages touch, sight, smell, sound and even taste. Whether we are conscious of it or not, through the sixth sense we intuitively read a space and our nervous systems respond, making us feel calm, stimulated, or perhaps even confused. As we embrace these concepts, we elevate the integral link between wellness and design.

3



Kesha Franklin



The home living experience has always been about comfort, stimulating the senses and storytelling through one's personal interests, aspirations and culture. Due to our current state of living I predict integration of smart home devices will become a standard in interior design as homes become multifunctional spaces that need to accommodate work, school and external living needs. In these uncertain times the approach to home and design should encompass resources for a contained sustainable living environment.

Gil Walsh



While the world is dealing with the effects of COVID-19, smart home technology which was previously considered an added luxury is now becoming an integral part of the home's design. The 2021 technology design trend is playing a large role in residential interiors. Because technology is ever changing and evolving, it brings new and exciting challenges to our home office designs and integrated workspaces.

Trend Nine Picks

Laurie Blumenfeld



Global Views
Cade Daybed



Leyden Lewis

Designlush
AMU Lapis



Kelly Finley

Palecek
Viggo Mirror



Danielle Colding

Amuneal
Droplights Chandelier



Kate
Singer

Hickory Chair
Inga Banquette



Danielle Rollins

Ann Gish
Linenberry Pillow

