



Surface Scene

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WINTER 2025

END OF YEAR TREND REPORT

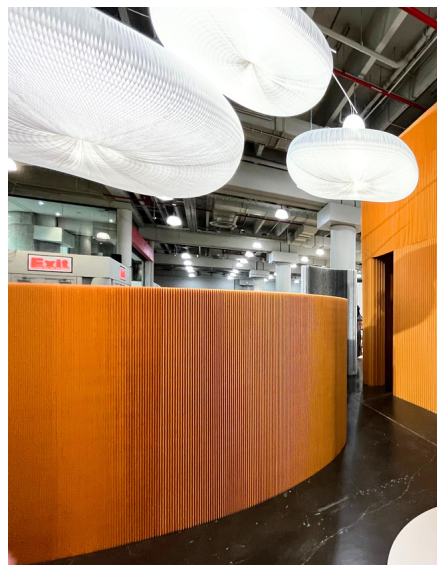
A recap of all the major tradeshow throughout the United States, and the emerging trends observed. What we saw in 2025 and what we expect to see in 2026.



2025 TRENDS AND OVERVIEW

Every year, the industry's largest tradeshow set the stage for what's next in design, drawing architects and designers from around the globe to discover new technologies and emerging trends from the world's most reputable vendors. NeoCon, the biggest of them all, brought thousands to Chicago in 2025, where bold color stories and expressive forms dominated. At BDNY 2025, texture took center stage, while HD Expo in Las Vegas shone a spotlight on incorporating earthy tones. Finally, at High Point Market 2025 in North Carolina, the largest home furnishing tradeshow, nature was the central theme. Together, these events signaled a move toward interiors that are tactile, inviting, and deeply connected to the natural world while showing us what 2025 was all about.





Saturated Blues and Orange



Soft Lines



Whimsical

NEOCON TRENDS 2025

Neocon is the biggest tradeshow of the year, where thousands of designers and architects gather in Chicago to see emerging trends shaping the next couple of years. We observed some common themes, particularly a rich and saturated blue paired with its complementary color, orange. These two were displayed either individually or juxtaposed, where their boldness created a dynamic energy.

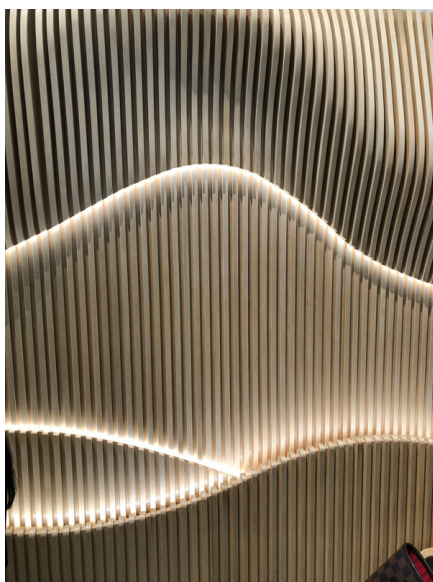
Soft, flowing lines emerged as a defining element, expressed through circular and abstract shapes that move away from the rigid minimalism of clean, straight edges. By embracing these gentler forms, interiors feel more open and inviting, encouraging interaction and fostering a sense of warmth and positivity.

Whimsical spaces and an emphasis on scalloped edges were prominent themes at NeoCon 2025, signaling a playful departure from rigid geometries. Scalloped motifs appeared across furniture, lighting and architectural elements, softening the overall aesthetic while adding a touch of nostalgia. This trend dovetailed with the broader movement toward organic forms and tactile finishes, creating environments that feel approachable, imaginative and emotionally engaging.

BDNY 2025 KEY TRENDS

BDNY 2025 showcased a strong focus on texture, with natural stone, organic curves, and richly layered materials shaping the year's look. Travertine, marble, and alabaster brought a sense of permanence, while refined silhouettes drew from Japandi and Art Deco touches. Deep, moody colors paired with rippled metals and glass added depth, while surfaces like cork, warm woods, and sculpted panels reinforced a calming, biophilic feel. Across the floor, sensory design took center stage, creating spaces that respond to emotion and movement.

The interiors of spaces embraced sustainability, opting for materials that were not only aesthetically pleasing but also environmentally responsible. This conscious approach extended to furniture design, where multifunctional pieces and modular systems offered versatility and adaptability. The theme of wellness permeated the space, incorporating elements such as water features and lush greenery to create a rejuvenating environment. Overall, BDNY 2025 captured a harmonious blend of innovation and tradition, setting the stage for a year where design is both purposeful and poetic.



Organic Curves



Japandi and Art Deco Touches



Moody Colors



Dimensional Surfaces

HD EXPO LAS VEGAS 2025 KEY TRENDS

Las Vegas is well known for its HD tradeshow every year for the hospitality design and innovation. This year, we saw similar color schemes emerge across all trade shows, including warm, earthy palettes. These palettes include terracotta and soft green tones that create a calming interior.

As hospitality is known for its innovative design, we also saw features such as fluted wood panels, ribbed tiles and dimensional walls that added depth to surfaces.

Biophilic design has now become the exception, with designs integrating ideas like gardens, water features and reclaimed materials that go beyond simple greenery. Spaces also include soft color schemes to replicate the natural world.

Hospitality spaces are evolving into innovative, flexible environments designed to balance productivity with relaxation. Increasingly, hotels and resorts embrace the concept of "working on the go," offering settings where travelers can seamlessly multitask, whether co-working with colleagues, catching up on emails or unwinding between meetings. These adaptive spaces reflect the modern traveler's desire for convenience and versatility, blending leisure and work into one cohesive experience.



Biophilic Features



Tech Driven

HIGH POINT MARKET (HPMKT) 2025 KEY TRENDS

High Point Market 2025, held in North Carolina, features over 2,000 vendors, making it the largest home furnishings trade show. This year, one common theme was present throughout: nature.

Earthy creams, taupes, khakis, rust and a spectrum of greens and blues are now embracing the stark grey-and-white color schemes that were popular.

Textures like rattan, boucle and beady velvets added tactile richness to furniture while the finishes leaned into brass and matte black.

The woods used in the furniture were primarily light white oaks and warm, nutty walnuts, which often showcased live edges to celebrate the handmade craftsmanship.

Natural stones such as travertine, marble and alabaster were often seen with organic sculptures in the form of hand-blown glass with touches of amber and smoke tones to add luminescence.

Rounded edges replace rigid lines, softening silhouettes and reinforcing the organic, natural aesthetic that defined this year's show.



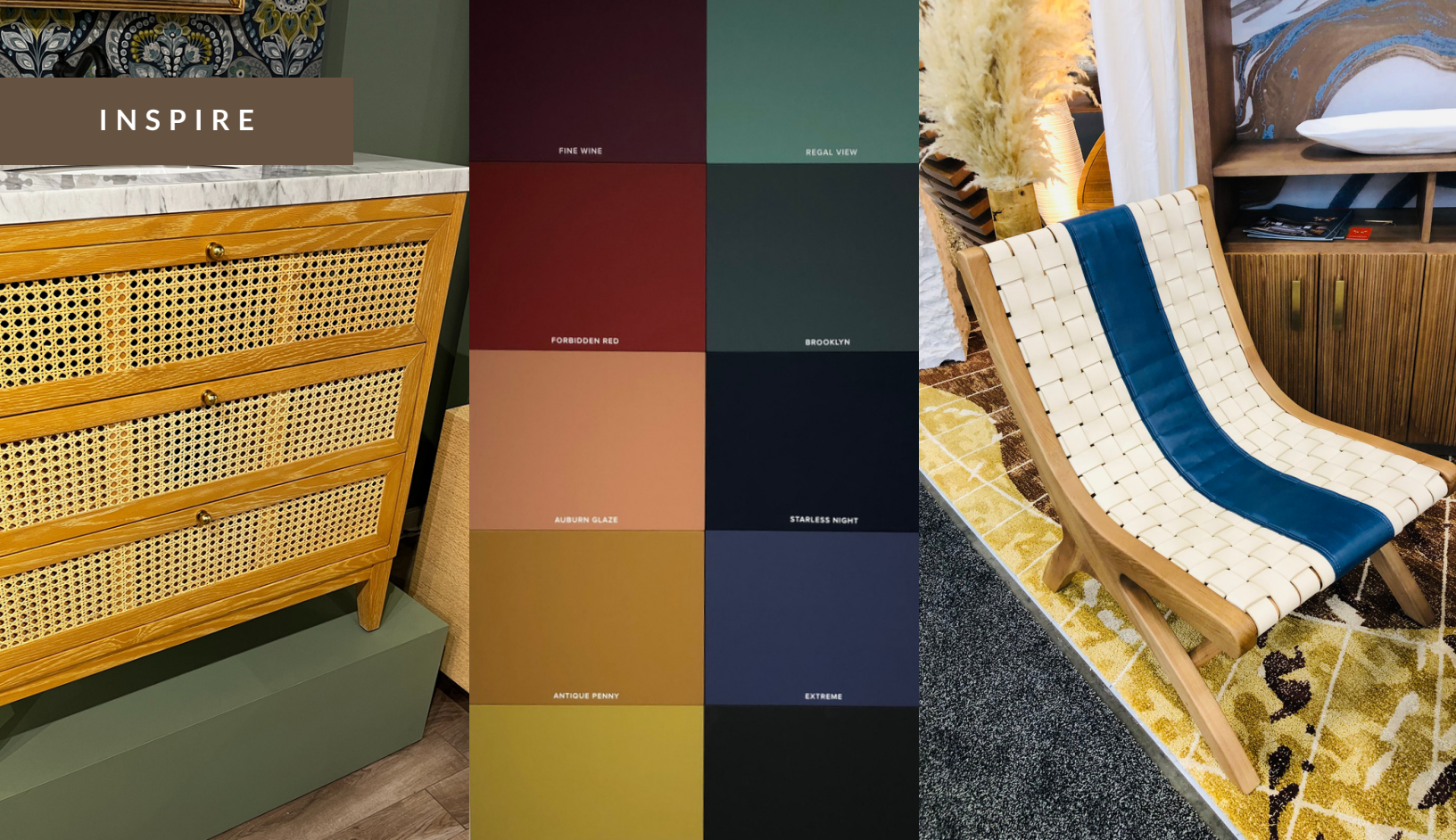
Greys and Vibrant Whites to Earthy Creams and Taupe



Rattan, Boucle and Velvets



Amber Glass and Natural Stones



INSPIRE

FINE WINE

REGAL VIEW

FORBIDDEN RED

BROOKLYN

AUBURN GLAZE

STARLESS NIGHT

ANTIQUE PENNY

EXTREME

RECAP

Some 2024 trend predictions evolved rather than disappeared. The move from burgundy to terracotta is a good example of an evolution: a deep 2010s-era color (burgundy) was already waning by 2024, replaced by more natural clay tones, and by 2025 those clay/terracotta hues firmly took root as part of the earthy palette at shows. What was a new replacement in 2024 became mainstream in 2025. Another evolution is seen in material trends: 2024's interest in cane furniture (driven by sustainability) continued into 2025 as an overall love of rattan and woven textures, even if the buzzword changed. If a 2024 trend had practicality or aligned with broader movements (sustainability, wellness, comfort), it tended to persist or evolve rather than vanish.

NEW EMPHASES IN 2025

By late 2025, a few fresh themes emerged that had not been prominent in 2024, underscoring where the design conversation shifted. Notably, there was a tech-driven twist in 2025's hospitality design: interiors were being outfitted as "smart, flexible environments" for work-and-play lifestyles. This focus on technology and adaptable space wasn't highlighted in the 2024 trend report, reflecting how rapidly evolving work habits (e.g., co-working travelers) influenced design by 2025. Additionally, stylistic mashups like Japandi (Japanese + Scandinavian minimalism) and Art Deco touches appeared at the 2025 BDNY show. These specific style notes weren't included in 2024's recap, suggesting that designers in 2025 sought new historical and cross-cultural inspiration.

RECAP CONTINUED

Such developments illustrate that while many core trends persisted, the design world in 2025 was certainly not static; it built on the previous year's foundations while introducing new ideas to keep things fresh. From Q4 2024 to Q4 2025, the design industry saw a strong through-line of nature, comfort, and authenticity. Trends like organic materials, biophilic elements, and warm, earthy tones proved to be more than fads, solidifying their place in showrooms and portfolios year over year. Meanwhile, some of the more fleeting "wow-factor" trends of 2024 (vibrant quirky colors and bold patterns) subsided as the spotlight shifted to new themes and refined palettes in 2025. The brief commentary above suggests why: enduring trends met deeper design goals (sustainability, well-being, timeless aesthetics), whereas the faded ones lacked that enduring rationale or naturally cycled out in favor of the next big thing. Overall, the comparison reveals a design landscape in 2025 that continues the trajectory set in 2024 towards tactile, nature-infused, experientially rich spaces, while also embracing fresh influences such as technology integration and evolved color stories to keep design moving forward.



2024 Trends



2025 Trends

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