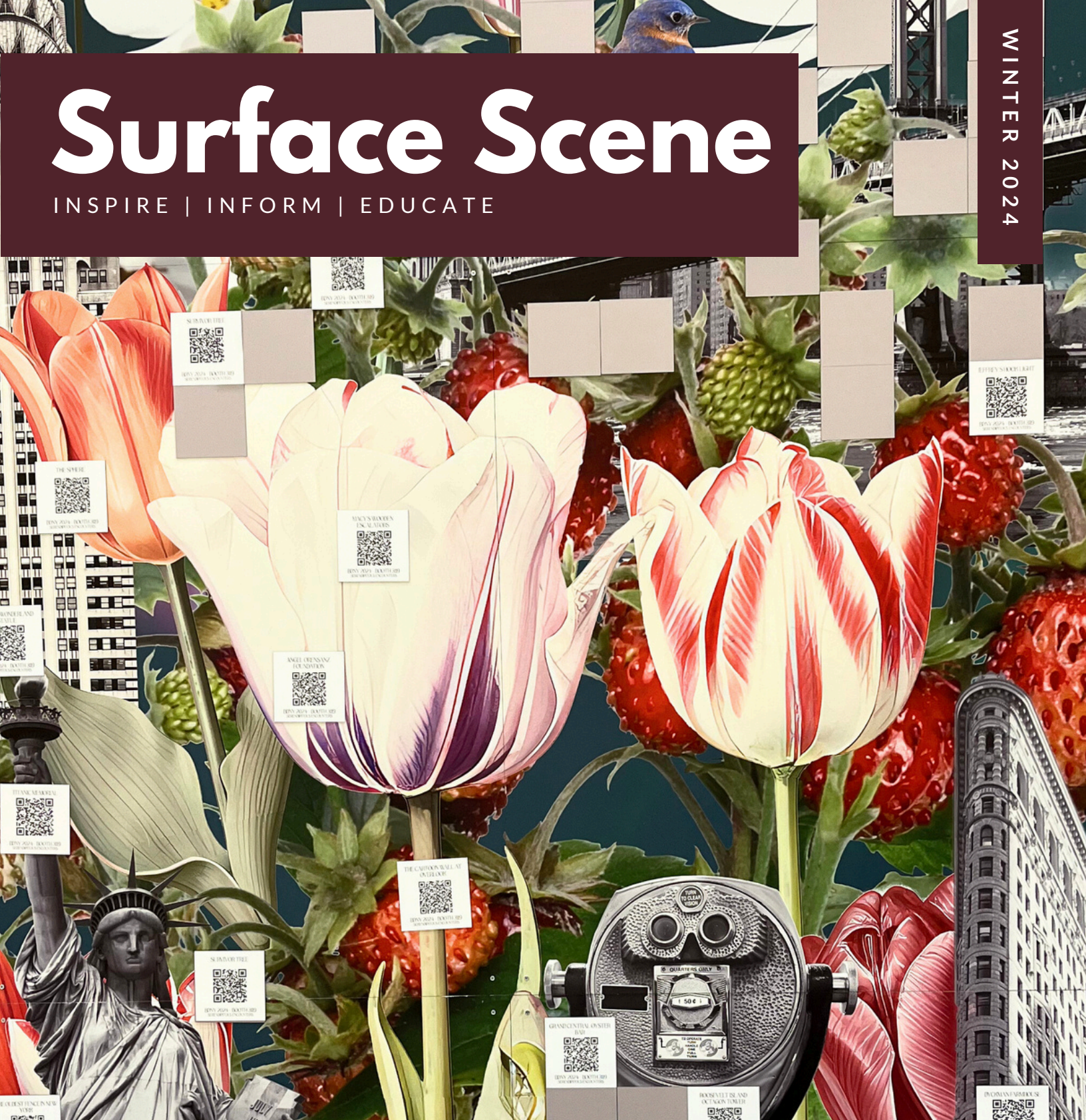




Surface Scene

INSPIRE | INFORM | EDUCATE

WINTER 2024

2024 YEAR END TREND REPORT

A recap of all the major tradeshows throughout the United States, and the emerging trends observed.

hd expo+
conference

NeoCon

HPMKT
HIGH POINT MARKET

BD | NY

In the Winter issue of Surface Scene, we will provide a recap of last year's trends and compare them to what was spotted this year. We look forward to trends likely to endure and what lies ahead!

2024 RECAP

Over the past year, we have enjoyed putting together trend reports for the A&D community, ranging from notable tradeshowes like HD, Neocon, Highpoint, BDNY, and others.

Our team was front and center for these shows, allowing us to summarize the emerging trends in the industry. Some trends were easily foreseen, while others questioned whether they were fleeting fads or lasting fashions. Some trends we observed included colors like Spring Green and Creamsicle, a resurgence of Biophilic design, distinct floral patterns, and strong influences from Asian and African cultures.





LET'S TALK COLORS

in 2023, several colors were fan favorites, including coral, creamsicle, spring green and a bold, vibrant blue. Since Pantone's Color of the Year was "Peach Fuzz," the muted orange created a vibrant space without being overwhelming and was often used in furniture. Spring green was also a frequently used color in 2023, alongside a saturated blue. These colors signified new growth as designers expressed more creativity post-pandemic but also created a harmonious blend when the two were paired

In 2024, the trends have moved towards softer shades such as browns, beige and creams, straying away from the usual variations of greys. Denim blue has gained popularity over the deep saturated blues alongside earthy colors like clay and terracotta. Additionally, Canary yellow and plum shades were seen throughout the shows.

DENIM

Denim Blue is making its wave in 2024 and into the new year. Given its durability, Denim is the perfect balance between classic and contemporary design, withstanding the test of time. Denim also adds visual interest to an environment, and its casualness creates a comfortable environment. Overall, Denim allows for flexibility, durability, and comfort in a space, which is why the texture has been an attractive choice for interior design.

CANARY YELLOW

Similar to Creamsicle and the peaches we saw in 2023, canary yellow or even pale yellow was popular in 2024. Yellow offers a vibrant and cheerful feeling, creating a positive atmosphere. Their trendiness comes from their eye-grabbing nature and can be associated with freshness. The psychological effect of canary yellow can be linked to feelings of happiness and positivity, leaving it a great color choice for spaces like offices, children's areas, and recreational rooms.





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MONOCHROMATIC

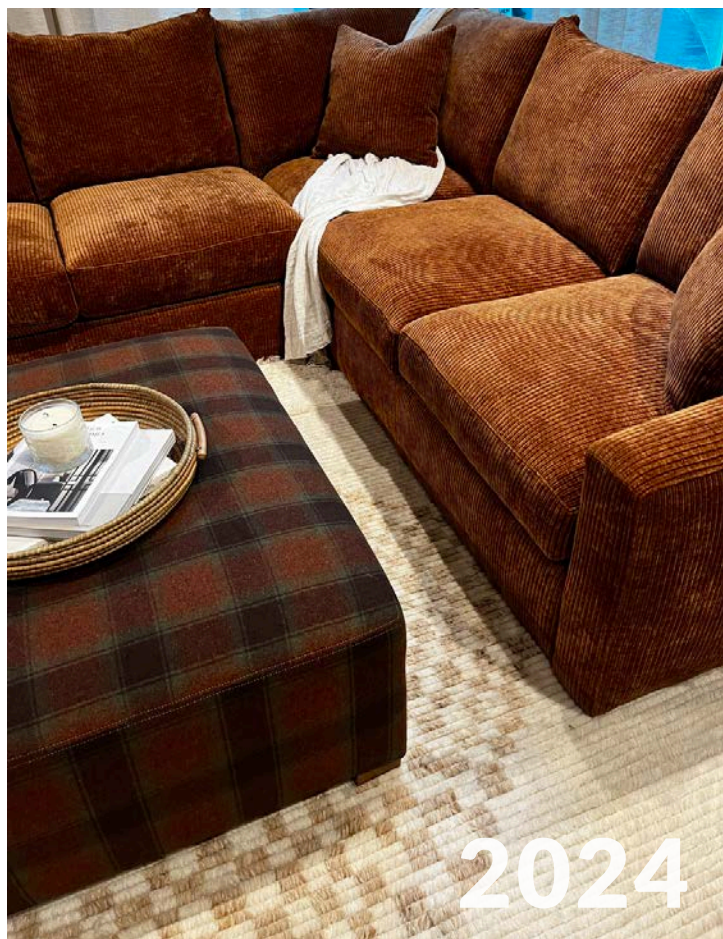
Although muted colors like beige, cream and browns have been a popular staple in the design community, we have seen a surge of monochromatic color schemes. While black and white can be seen as a stark contrast, the combination creates a timeless aesthetic. By eliminating other uses of color, the pair allows for a greater emphasis on the storytelling of the space.

Black and white can evoke different psychological responses. Black often conveys a sophisticated feel and creates a sense of authority, while white creates openness and a sense of spaciousness. Like the Ying and Yang concept, the two colors create a harmonious balance, leaving room for versatility and a well-rounded design.

BURGUNDY

Burgundy was a popular color seen in 2023. It was famous for its deep red hues and is often associated with the rich color of French wine. It provided a luxurious feel to spaces, adding warmth and elegance to interiors.

Burgundy's timeless appeal resonated well in both modern and traditional settings.



TERRACOTTA & CLAY

However, we have seen a shift from Burgundy to more of a terracotta and clay colorway. The change emerged when natural materials began to be selected over artificial materials. Designers wanted to create spaces that exuded an earth essence, leading them to incorporate organic materials. In today's design trends, there is a strong focus on biophilic design, aiming to integrate the beauty of the outdoors into indoor spaces.

TEXTURES

Texture plays a significant role when it comes to design. It provides dimension to surfaces that would otherwise be dull. In 2024, several notable textures were seen that are worth highlighting:

BRASS

When looking for authenticity, brass is a fan favorite. Brass has a natural patina, which many find desirable, given that the character develops over time. Although it has been a staple in hospitality design, it is now expanding its territory into other markets like high-end residential and corporate design.



AGT Polymer - Picasso Gold

CANE

Cane, typically made from the rattan palm plant, is durable and easy to clean, so designers love it. This year, we have seen a surge in the use of cane, but it is widely used with other mixed media like painted wood or velvet. The sustainability of utilizing recycled products is a major benefit, as cane is biodegradable and has a minimal environmental impact.

LIMESTONE

While cork, a natural material, was featured in numerous designs in 2023, Limestone gained traction at tradeshow. Limestone is an element that can easily be extracted from its environment compared to products like quartz. The unique variation in the patterning gives a space an element of visual interest.



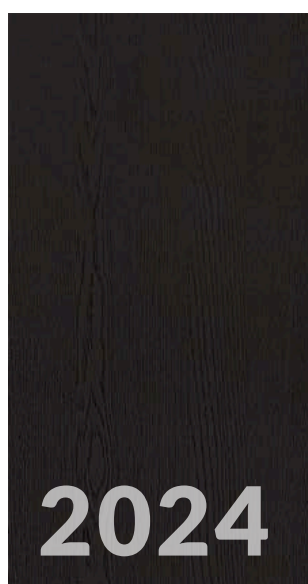


PLUSH

Fabrics such as plush, velvet, velour and chenille are tactile materials that exude richness and luxury. We are gradually moving further away from hard surfaces that feel utilitarian and moving towards plush fabrics that appear inviting and comforting.

These fabrics are popular because they capture the light and have a reflective element, giving it an opulent glow. The "Grandmillennial" trend also contributes to their popularity, where designers have embraced layered styles with bold patterns, evoking a sense of nostalgia. Because of its thick fabric, it makes for a great selection for sound absorption while contributing to a well' rounded design.





WOOD

Beyond aesthetics, incorporating wood allows end users to connect to nature and promotes well-being. In 2023, we prominently saw the use of natural oak, light woods, slats, and tambour design. In 2024, walnuts and black wood are increasingly popular. Feature walls with slat systems and darker wood tones are used in interiors to incorporate a minimalist look. As the following for integrating sustainable materials continues to grow, eco-conscious consumers prioritize materials that benefit the environment.

PATTERNS

Specific patterns have gained popularity in recent years, including dense floral designs and those with Asian or African influences. As we look forward to 2025, we've identified emerging patterns that capture attention, such as scalloped edges and geometric shapes.

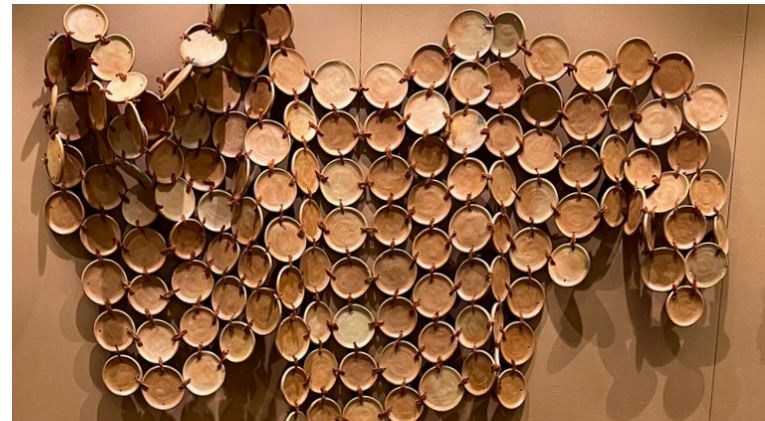
SCALLOPED EDGES

Scalloped edges have shown popularity because of their ability to add a sense of softness. The delicately rounded contours give a whimsical feel that evokes a sense of playfulness. Incorporating this subtle detail into a space can enhance the overall experience, whether used on a cabinet, headboard or mirror.



GEOMETRIC PATTERNS

Geometric patterns have been a staple for many years. They are easy to add to a space that shows creativity and can be cost-effective. This year, we have observed a resurgence of geometric patterns featuring watercolored dyes, abstract sharp lines, clay disks and even repeated hexagonal shapes.



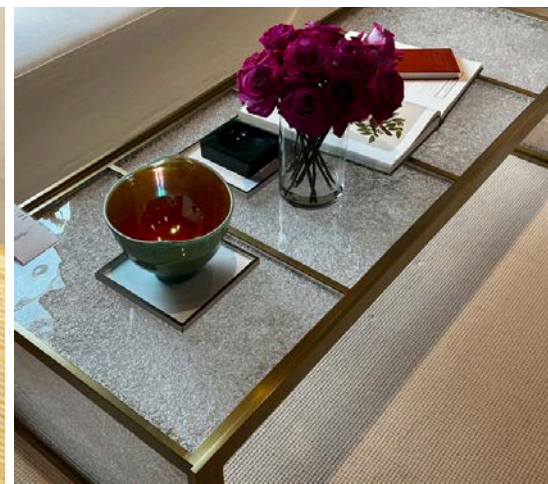
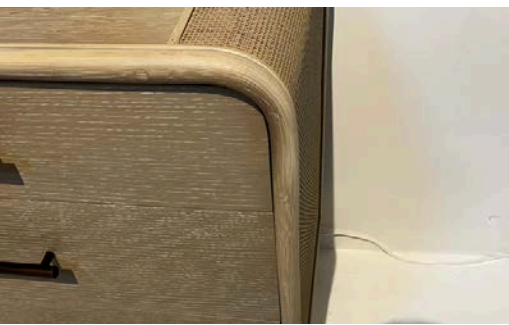
OTHER

We observed several recurring trends that are here to stay, alongside some exciting new ones that may carry over into the upcoming year. These trends include thick routed edges, slip-covered styles, and slumped glass.

As we transition away from sharp edges in furniture design, a noticeable rise in thick routed edges has occurred. These edges provide a gentle contrast while also adding character to the furniture.

Additionally, the slip-covered look is making a comeback. This nostalgic design choice adds a touch of detail to furniture pieces, enhancing their overall appeal.

Finally, slumped glass has caught our attention. This glass-working technique involves placing glass in a kiln at a specific temperature, allowing gravity to shape it into a mold, resulting in a unique “slump.” Once the glass cools to room temperature, it reveals a distinctive pattern



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RECAP

In 2025, we can expect vibrant colors such as canary yellow, denim blue, plum, and monochromatic color schemes. Additionally, darker wood tones, such as walnut or smoked black woods, will appear. Patterns will likely include geometric shapes, scalloped edges, and thick routed edges as design trends shift from harsh surfaces to a softer aesthetic.



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