

# Design Trends 2009

THE HOTTEST NEW COLOR COMBINATIONS IN HOME DECOR



## SUMMARY - DESIGN TRENDS 2009

Environmental awareness continues to make a splash in home décor for 2009. It was last year's hottest trend, and while the focus has shifted a bit, natural living and ecological friendliness dominate the color palette for 2009. A variety of greens, browns and blues are everywhere. They are set off with rich accents of black, luscious reds, deep purples, earthy oranges and warm metallics like gold, copper and bronze.

Natural materials help to bring the feel of the outdoors into your home in a warm, comforting way. Stone accents, wood in natural finishes that show off the grain or even left rough-hewn, unbleached and un-dyed textiles and foliage are giving rooms the feeling of the great outdoors without losing the inviting warmth of the snug indoors.

Another popular way to add depth and interest this year is the use of metals. Shiny silvers are not what are called for right now; instead we are seeing more warmth and texture in the metal choices available. Brushed bronze, matte gold and hammered copper can add just the right touch to nearly any room in your home.

Last year's Asian and Moroccan touches are still in fashion, but even hotter are the patterns of Eastern Europe and Russia. The bold colors and intricate designs of Suzani patterns and Uzbek folk art add warmth and depth to any room. The deep reds, purples, oranges and yellows that were so popular in 2008 still harmonize well with the updated ethnic influences of 2009.



Purple was definitely the belle of 2008's color ball, and the shades on the deeper end of the purple spectrum will still look just as up to date this year. Eggplant and plum bring a richness that is unparalleled to your environment. You can use purple nearly anywhere! Whether it is a splash of deep violet in the napkins on your dining room table or soft plush pillows in a beautiful amethyst on your sofa, purple can be just a bit less formal without being overtly casual.



Whatever 2009 will bring, it is neither the year of soft pastels nor is it the year of neutral monochromatic palettes. You can not afford to be afraid of color. Everything from walls and furnishings to decorative pieces and small accents can be used to bring color into your home. Deep earth inspired tones of browns, greens and blues meet the jewel tones of ruby, emerald and sapphire and the food inspired bright colors of mango, apple red, lime green, lemon yellow and pumpkin orange. Black accents also do their part to really give all of the colors some contrast and pop.



Ecologically friendly, warm and simple – the trends of 2009 reflect the desire of many people to get back to the basics while feeling comfortable and safe in their homes. Your home is your refuge from the day-to-day struggle in the urban rat race, and how you furnish it can make it even more comfortable and comforting. Many of the earth elements of design that started making their way onto the home decorating scene the past few years are stepping into the spotlight this year. Whether you anticipate a year full of

family gatherings or have a lifestyle that requires a cozy nest for two, using natural flooring, recycled materials, unbleached fabrics and colors straight from Mother Nature can help you make your home both welcoming and fashionable.



## OVERVIEW

For the hottest in home design for 2009, you can expect a continuation of last year's trend toward earth consciousness, using the rich tones of nature along with the textures of the outdoors. "Natural" does not need to equate to dull and drab, however. Not at all! The vivid colors of the sky, the sea and the bounties of the earth can provide you with a rich and varied palette.

Rich warm oranges and red are reminiscent of sunrises and sunsets, and can add a fiery glow to any room. The bright radiance of the summer sun shines through in deep yellow golds that can build some comfort in to your gathering spots or intimate spaces. The vibrant greens and browns of the forest bring depth to your home that makes it seem even more inviting and comfortable.

If you love color, there is simply no reason to feel like you need to limit yourself to neutral tones in your home. The year 2009 is definitely the year to make your spaces entirely your own. Fill your house with hues you love; do not shy away from bold colors, even on walls and large expanses like sofas



and bedding. This is where you spend the majority of your nonworking hours, and the current trend says that it should be a direct reflection of your own personal style.

Debbie Zimmer, a paint and color expert from the Rohm and Haas Paint Quality Institute (PQI) has this to say about the color and design trends for 2009: “Key drivers for 2009 color choices include aspirations that create a comfortable and tranquil home environment coupled with a return to authentic and sustainable materials. In contrast, lively color use and bold patterns will find their place as an alternative to more sedate living areas.”



Natural textures are finding their way into more and more homes. Whether it is a jute rug, stone wall or wood furniture that lets the inherent beauty of the wood grain pattern take center stage, adding these touches help you bring the wonder of the outdoor world right into your dining room, den or bedroom.

Adding hints of purple, or even more if you are one of the many who love the richness it can bring, can really bring the style of your room into the New Year. Bold shades of purple are a classy, understated way to put a touch of color into a room while still maintaining a darker, slightly somber tone. Purple can replace black, dark brown, steel grey or navy blue to punch up the style while still keeping the feel of your room.



Exotic prints, bold colors and ethnic accents allow you to express your individuality in new and different ways. Embroidered fabrics can bring an extra dimension of richness and texture to any surface. Whether you use them for upholstering your furniture, draping your table or covering your bed, they are sure to give a little boost to the look of your room. Deep shades of red, rich gold, vibrant greens and jewel tones abound in the fabrics and fashions of Asia, Eastern Europe and Africa. Bring some exotic spice right into your home by using accents from other diverse cultures, and you will be at the height of fashion for 2009.



## IT IS EASY BEING GREEN

Though typically thought of as a “cool” color, there is no color hotter than green for 2009. Environmental issues continue to gain importance, and as more people begin to evince Earth friendly attitudes, every shade of green is enjoying renewed popularity. From sage to lime and emerald to olive, there is a green for any look and feel you can imagine. It can be a sedate, nearly neutral part of your color scheme, or it can be the vibrant punch that brings a room to life.

Nature inspired neutrals like wheat, sand, hazelnut and espresso all go beautifully with the many shades of green that are all over this year’s design choices. The variety of greens and browns can create the background of your inviting, comfortable home, with touches of the outdoors that complement the color scheme completing your earthy, ecologically friendly look.

Brown and green are far from the only colors of nature that you can bring indoors, though. In nearly any hue, there are shades straight from Mother Nature’s paintbrush. There are the reds and pinks found in sunsets, the soils of the southwest deserts, and flowers such as azaleas,

roses and cherry blossoms. The full spectrum of intensity can be found in these colors in nature, from the brilliant deep tones of a fall maple leaf to the soft, creamy, pale, nearly white petals of a magnolia.



The natural harmony of the earth, and the deep red orange of bittersweet berries not only lend a startling dash of color to the winter landscape, but can also do the same in your living room.

Other shades can reflect our natural surroundings just as well, like stone tones, all shades of whites, and sunrise colors, including pinks, oranges, and yellows. The changing skies can also provide inspiration to use sunset colors or rich sky-hues, as opposed to the botanical colors one might have expected to be popular in recent years. Water is mimicked with aqua, turquoise and clear blues, meant to evoke the soft and flowing purity of Earth's most crucial element. Earth tones can also be used indoors. These shades work especially well in kitchens, bathrooms and family spaces.

As far as natural materials to enhance the home, there aren't many choices more eco-friendly and practical as bamboo for flooring or accents. Natural wood, soft leather, and undyed weaves can also bring a touch of nature indoors.

You can also expect textured painting to remain a favorite, as marbling produces a natural appearance, and natural





flooring materials become more popular for less-traditional surfaces. Slate, stone, cork, bamboo, granite, and marble are all recommended, with wide-plank hardwood floors that have been hand-scraped or weathered.

Other natural materials in use for home décor are reclaimed wood, organic fibers, recycled plastics, raffia, heavy wools, and organic cottons.

## GLOBAL TRENDS

One of the industry's greatest sources of inspiration comes from the Maison et Object, the bi-annual home furnishings trade show of greater Paris. This year's show featured 3,000 exhibitors, and the trend seemed to be headed toward a back-to-the basics, eco-conscious style that focuses on quality craftsmanship instead of just posh comfort.

For palette preferences, look at purples, brilliant golds and luxurious reds. Handmade objects draw the focus away from luxury and the high-speed lifestyle and back to a "better living" trend.



Patty Bouley, renowned trend spotter, revealed her picks for best palettes of 2009. They include bold patterns borrowed from rural Russia and Uzbek folk art as well as the frosty finishes, metallic accents, and cube shapes featured in a theme that mimics snowflakes and ice.



The plum and gold tones that were prominent in last year's palette become more powerful as a pair, backed by deep purple, rosy lavenders and mustard yellows with a touch of green. Quilts and wicker furniture push traditional boundaries, while reds and oranges make a splash in the form of crimson and citrus.

## USING ETHNIC FLAVOR

Besides the former Soviet Union, Suzani patterns and Uzbek folk art offer striking patterns and inspiration for 2009. You can find ethnic design in accent pieces like pillows, lamps, and picture frames to add a dash of culture to your interior.



Moroccan flavor adds deep red and glowing oranges with hand-crafted leather, blown glass, and perforated metal work. Visions of Latin America invoke golden yellows, turquoise, and dusty rose with rich textiles. India brings a fruit bowl of color to the table with its vibrant yellows and festive greens.

## COMFORT AND FUNCTION

This year, comfort meets function as practical, sensible home décor options top the charts. Colorful rooms of relaxing, warm furniture pass up elegance and luxury for the newest trends in interior design. Look into seasonal hues, such as cranberry red, pumpkin orange, and warm brown to recall a simpler time and an easy, peaceful agrarian lifestyle. Make your home seem even warmer with knitted or crocheted afghans, rugs and blankets. Neutral colors again make an appearance in this theme, as earthy browns or deep plums complement rose or bronze to warm and calm a space. Offset bold colored accessories, wall coverings with neutral-colored upholstery patterns. Décor objects that carry the natural themes, such as rock, stone, and soil are also prominent.



## A NEW LOOK FOR NEUTRALS



Neutrals get a bad rap for being noncommittal, but this year, shades of green and deep brown continue the natural trend, using the interplay between light and shadow to deliver simplicity in a world where over-indulgence is the norm. Beige reminds us of sand and rattan colors can be used as neutral shades that remind us of nature's raw materials. Shadow blues and grays hint at color while providing the classic fresh palette characteristics of neutral tones.

Favorite neutrals are still in for 2009, including the beiges, browns, taupes, and tans that reflect earth elements, like rock, soil and stone.

Borrow the shades of peace and tranquility from plants like sage, palm, and fern, and combine with rich dark woods and leather. Bring the room together with natural hardwood flooring and splashes of color in accent pieces. Neutral doesn't have to mean bland – consider grey-blues, whisper pink, and soft coral as part of your new look this year.

## LIVEN UP YOUR HOME WITH METALLICS

Chrome and stainless steel top the list of favored metallics, while 2009 also favors gray-toned metals like silver, pewter, charcoal, platinum, steel, aluminum and brushed nickel. and other shades that are inspired from the earth, like bronze and copper.

Metals are dynamic, since they can represent an urban flare in a space, ethnicity when used in sculpture or other accent designs, and nature in their textured, non-polished form.



## FENG SHUI FOR THE HOME



Feng Shui, the ancient Chinese art of placement, literally translates to “wind and water.” It is yet another in the earth-conscious decorating trends popular in 2009, bringing both ethnic influences and an awareness of the environment into the home. The goal is to create an environment that fosters health, happiness, and wealth.

On its most basic level, the art of Feng Shui is based on the premise that surroundings affect life’s circumstances.

Earth elements that comprise Feng Shui – earth, fire, wood, metal, and water – reflect the same elements seen in other design trends this year. Feng Shui takes those elements in a room and balances them to enhance the flow of chi, or life energy, within the room.

Colors connected with Feng Shui are also those designed to increase peace and calmness, such as terra cotta, peach, tan, cocoa, coral, and cream. Soft pastels such as lavenders, light blues, and greens all fall in line with the colors that are hot in 2009. The use of these colors creates a tranquil, quiet atmosphere. The brighter and bolder colors of the spectrum, such as reds and oranges, are considered stimulating and should be used very sparingly with Feng Shui.



Design elements in Feng Shui call for soft lines and curvilinear shapes. Avoid hard corners, which are thought to cause negative energy; if you do have strong corners, drape a cascading linen over the piece to soften it.



In the bedroom, colors used to create an intimate atmosphere include pink, subtle red, burgundy, magenta, eggplant, or pomegranate.

Art and other decorative objects in Feng Shui should represent things one wants to see manifested in life. Mirrors should not be used as decorative items, as they are thought to interfere with rest and bounce too much energy around. The area should have access to plenty of natural light during the daytime, and offer complete darkness for sleep.

Other popular design elements that are not only part of 2008 decorating trends, but also fit nicely into Feng Shui, include pure cotton linens, luxe cashmere, or soft silks. A mixture of textures not only adds interest to the room, but it reflects yet another element of today's design trends.



Wood – one of the key components of this year's design trends – is another important addition with Feng Shui and represents strength, intuition, growth, and flexibility. Too much wood can be viewed as inflexible, though, leading to a lack of creativity and depression.

Flowers – either fresh or silk, natural fabrics and cotton, plants, and trees finish off a Feng Shui room with today's design elements seamlessly integrated into the look and provide the softness and gentleness sought through Feng Shui décor.

## URBAN MEETS AGRARIAN

Doty Horn, Director of Color and Design at Benjamin Moore, analyzes all of the current shifts in trends from fashion to pop culture to world events to bring us the hottest design elements for 2009. Horn lists "raw" palette colors for 2009 interior fashion, like unfinished wood, cinder blocks and resourceful, if unexpected, materials inside the home that showcase shades of white, sand and gray.

Horn also predicts a contrast between city life and closer-to-nature agrarian living. This shift is echoed in urban construction, as rooftop gardens and natural design elements make their way into the city. According to Horn, look for gray tones of urban living to mingle with green, rust, terra cotta, and other warm, organic shades.

## GET YOUR NEW LOOK READY FOR 2009

Staying with the existing trend toward environmental awareness, current furnishings and major design elements can be recycled and reused by simply updating your home décor instead of replacing it.

Repurpose furnishings from recycled wood or plastic, or rescue great finds at estate and garage sales. For

bonus points, find pieces that can be used in more than one way, like a bench that offers storage space. A fashionable home in 2009 is also highly functional.



Use your imagination to incorporate any items that reflect nature, including stone, granite, and marble. Tie these elements in with colorful shades to create a warm and inviting space. Even a few well-placed antiques or bold accent pieces can refresh the look of your home without a major overhaul. You can look for these patterns to be echoed across business spaces, as hotels and offices incorporate the looks of 2009.