

INTERIOR DESIGN YEARBOOK 2013



Edited by Jade Tilley

Foreword by Sue Timney, President, BPD



Image: Rock Pendant lights by Jamie Harris

Forecast

The future of interior design is no longer simply set out by a list of clearly defined trends. Forecasting key moods and themes for the year ahead, Scarlet Opus open up on the driving influences of certain styles, namely the consumers reactions to environmental and social changes. They want to be emotionally uplifted by design in both commercial and residential environments. Born out of this understanding of consumer behaviour, Victoria Redshaw and Shelley Pond at Scarlet Opus have divulged some concept ideas for 2013, that will be making an appearance in design briefs.

As we move through 2012, the industry is beginning to see a shift in the way we think about design. It's no longer just about aesthetics, it's about how we feel. We want to be emotionally uplifted by design in both commercial and residential environments. Born out of this understanding of consumer behaviour, Victoria Redshaw and Shelley Pond at Scarlet Opus have divulged some concept ideas for 2013, that will be making an appearance in design briefs.

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Forecast 2013

By Victoria Redshaw and Shelley Pond
Managing Director and Creative Director, Scarlet Opus

Scarlet Opus is a trend forecasting agency providing an accurate insight into consumer future wants, needs and desires. The company provides trend intelligence to the interiors sector relating to the future macro design trends, specifically covering colour, surface pattern design, textures and surface finishes, materials and interior design styles. Scarlet Opus work with national retailers, global brands and local companies as well as individual product designers, interior designers and the media. Its forecasting intelligence is used by clients to inform and inspire product development and overall business strategy, allowing them to grow with confidence, knowing their ethics, values and products are aligned with consumer expectations and desires. Alongside these client services Scarlet Opus also has a popular blog with 50,000 international readers. Here, Victoria and Shelley discuss trends for 2013 in the wider sense as well as drawing some focus on key concepts that will inspire a new way of designing for the year ahead.

Twenty-thirteen will be a year of boldly overcoming fears: brave colour palettes, eccentric patterns, the celebration of nature and natural materials, daring injections of technology, synthetic wonders and the welcome embracing of meditative spaces as well as all-encompassing pleasures. We dive into the rediscovery of our basic needs and our own basic goodness.

As always there are fascinating contradictions to be discovered: plainness plays with pattern; digital challenges reality; pureness mingles with preciousness; artisanal skills take on technological techniques; quiet colours entertain loud colours; sumptuous softness is met by solid angularity.



Above: Ancient times trend: Rock Pendant lights by Jamie Harris