

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 the industry continues to evolve, designers are being asked to create spaces that are not only functional but also emotionally resonant. This shift in focus is driven by a growing awareness of the impact that our environment has on our well-being. Consumers are seeking out spaces that offer a sense of calm and connection to nature, even in urban settings. This is leading to a rise in biophilic design, which incorporates natural elements like plants, wood, and stone into interior spaces. Additionally, there is a strong emphasis on sustainability and eco-friendly materials, as consumers become more conscious of their carbon footprint. Designers are also exploring new materials and textures, such as recycled metals and organic fabrics, to create unique and sustainable interiors.

Another key trend is the emphasis on personalization and customization. Consumers want spaces that reflect their individual tastes and lifestyles. This is leading to a rise in modular and flexible furniture, as well as customizable lighting and wall treatments. Designers are also exploring new ways to integrate technology into interiors, such as smart lighting and voice-controlled systems. Finally, there is a growing interest in wellness and health-focused design. This includes incorporating ergonomic furniture, natural light, and air-purifying plants into spaces. Overall, the forecast for 2013 is one of emotional connection, sustainability, and personalization. Designers are being asked to create spaces that are not only beautiful but also meaningful and functional.



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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