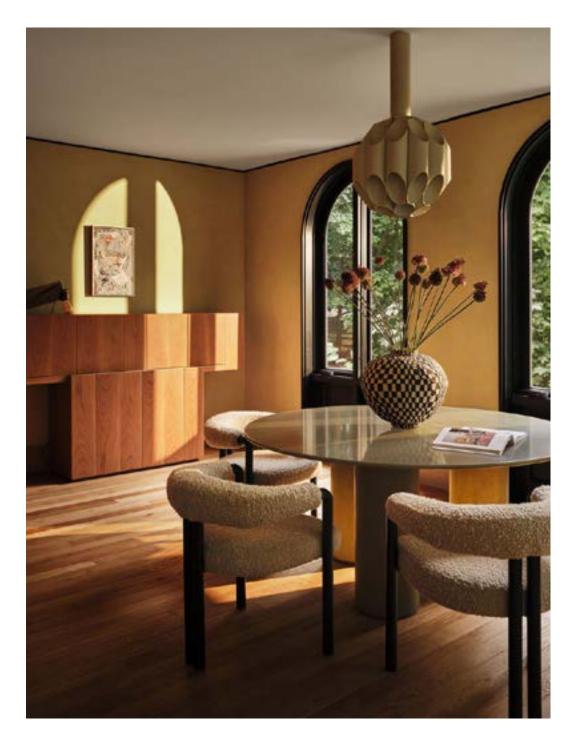
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8 Interior Design Trends to Watch in 2024 A Guide to Every Single 2024 Color of The Year Which Color Goes With Red? These Surprising Pairings Prove

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WHAT'S INSIDE?

8 Interior Design Trends to Watch in 2024

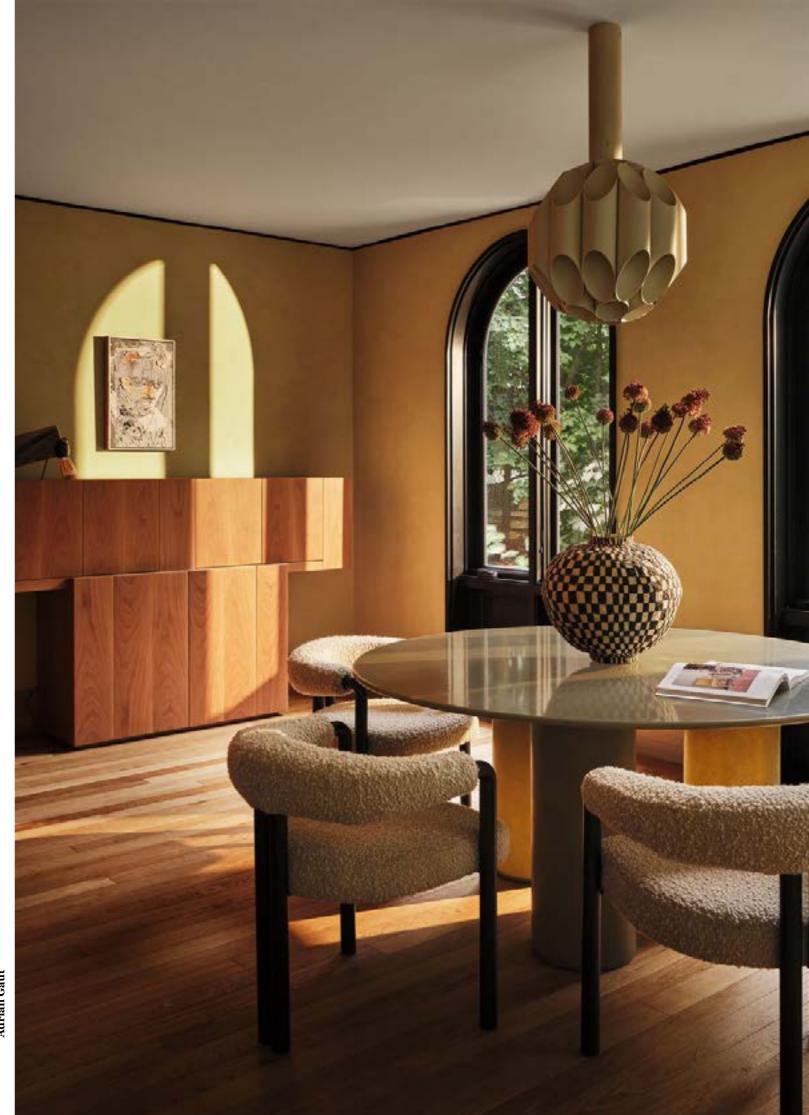
A guide to Every Single 2024 Color of The Year

Which Colors Go with Red? These Surprising Pairings Prove

8 INTERIOR DESIGN TRENDS TO WATCH IN 2024

With 2024 fast approaching, it's hard to grasp that we are almost a quarter of the way through the 21st century. And after spending the most recent few years in a tumultuous cycle of uncertainty, we've managed to regain a sense of normalcy due, in part, to the time and energy devoted to making our home environments a priority.

Now is the opportunity to reevaluate the decisions that were made to accommodate inhome offices or cozy nooks for cocooning, or to simply take your interior design to the next level. "A focus on previously underestimated areas of the home such as the hallway, pantry, utility room, and laundry room are coming center stage and enjoying a design uplift," says Gemma Riberti, head of interiors at international trend forecasting agency WGSN. "Searches for 'handmade' and 'eclectic interior design vintage' are growing steadily on platforms such as Etsy or Pinterest," she adds.



A during Court

8 INTERIOR DESIGN TRENDS TO WATCH IN 2024 — 8 INTERIOR DESIGN TRENDS TO WATCH IN 2024

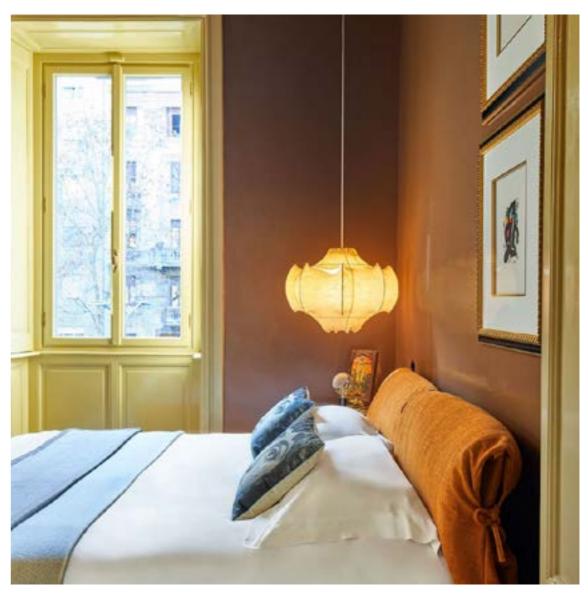
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HIGH-GLOSS WALLS ARE OUT, TEXTURE IS IN

Modern design needn't be confined to right angles alone. In a sitting area of this California retreat, designed by Noz Nozawa, the asymmetry of the room is enhanced by a Casey McCafferty cocktail table that looks like it could come alive at any moment. The curvy rug underneath it by François Dumas further enlivens the room—both tonally and texturally—encouraging informal living that is as refined as it is comfortable.



Douglas Friedman



Francesco Dolfo



BROWN WILL BE YOUR NEXT STATEMENT COLOR

As '90s neutrals were accurately predicted to replace drab gray tones in 2023, some of the same standout colors are poised to make an earthy splash this year. "We're definitely seeing more and more brown in our lives—the Billy Baldwin variety of brown—and it's a real throwback," says Dallas-based interior designer Jean Liu.

8 INTERIOR DESIGN TRENDS TO WATCH IN 2024 — 8 INTERIOR DESIGN TRENDS TO WATCH IN 2024



Douglas Friedman

3

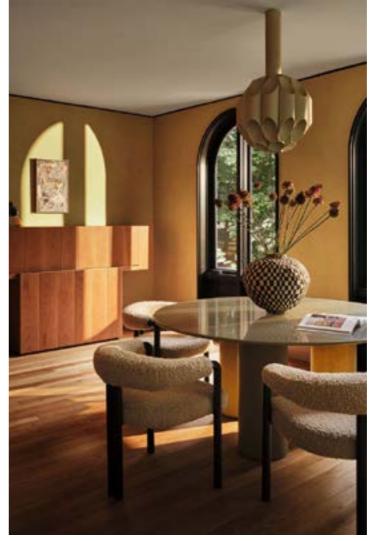
PREPARE FOR A TERA-COTTA TILE TAKEOVER

In terms of popular materials, 1stDibs found that ceramic and terra-cotta earned a top spot with nearly a quarter of designers surveyed. "I was recently in Box Hill—Stanford White's summer home—and his use of terra-cotta in the entrance hall is so beautiful," says Kligerman. "I'd love to start using more of it in houses just for the sculptural opportunities, and I'm looking into different colors like the beautiful greens and cobalt blues and, of course, the natural shades of ocher."



BOUCLE IS HERE TO STAY, BUT WITH FRESH UPDATES

Since as far back in furniture design history as 1948, when architect and designer Eero Saarinen upholstered his iconic Womb chair in bouclé, the nubby-textured fabric has proven its staying power. And whether it pops up on a Pierre Yovanovitch Papa Bear armchair or is worn as armor in the form of an iconic Chanel suit, bouclé exudes a certain opulence. For San Francisco—based interior designer Nicole Hollis, it's the one fabric that is the epitome of quiet luxury. "I'm always attracted to bouclé, and Rosemary Hallgarten's alpaca bouclé fabrics are just gorgeous."



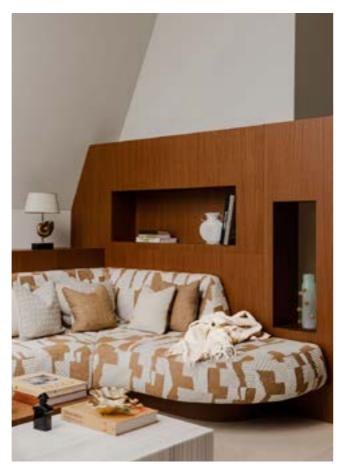
Adrian Gaut

8 INTERIOR DESIGN TRENDS TO WATCH IN 2024 — 8 INTERIOR DESIGN TRENDS TO WATCH IN 2024

5

CURVES MEETS STRAIGHT LINES

One colossal statement to modernity can steer a room down a forward moving path. In the living room of a West Hollywood pied-à-terre, Andre Herrero of Charlap Hyman & Herrero constructed a steel double-height fireplace with a hidden compartment for the client's TV. The material evokes spaceships and factories—symbols of the modern day. Contemporary art, like the eyeball-shaped sculpture by Olivia Erlanger, hanging across from the fireplace, does its part to keep things fresh too. In this environment, choice antiques can make sense as well, when balanced by contemporary elements.



PION Studio



Patrick Biller



ARTISANAL EVERYTHING IS IN

There's an art to creating exceptional design, and it's never more evident than in bespoke pieces and artisanal work that showcase the incomparable skill of human hands. "We're not sick of seeing the artist's hand and the human touch [in design], especially post-pandemic," says Furth. "Our clients are craving the handmade—whether it's ceramic tile or hand-carved wood furniture or handblown glass, human irregularity is soothing."

8 INTERIOR DESIGN TRENDS TO WATCH IN 2024 8 INTERIOR DESIGN TRENDS TO WATCH IN 2024



Douglas Friedman

HIGH TECH LIGHTING WILL BE **OUR DECORATING BESTIE**

Developing the ability to change the intensity and color of the light in a space was truly a bright idea, and over the past decade the technology has become more and more desirable. "People are embracing the technology that allows for color tuning," says Liu. "It can make a room feel like it's getting natural daylight even if it's gloomy outside, but it's not inexpensive." She also notes the very practical purpose it serves for some of her clients. "For art collectors, it really elevates the way they're interacting with the works in their home."



ALTERNATIVE MATERIALS WILL BE THE STANDARD

Sustainability has transcended trendiness to become a wider goal for the design industry in an effort to significantly reduce negative environmental impacts, while also enhancing the well-being and spaces of those who embrace it. "We're seeing a lot of attention being paid to materiality—what it is, where it comes from, and where it's sourced," says Hollis. "And that means people are creating furnishings and products that are more interesting based on those parameters, like Max Lamb's furniture collection made from recycled cardboard."



Theo Tennant



A GUIDE TO EVERY SINGLE 2024 COLOR OF THE YEAR

It's official: Color of the Year Season is upon us. The designation—also referred to as COTY in industry parlance—applies to colors that paint companies and trend forecasters crown as the It hue for the year ahead. As you might expect, there are just about as many colors as there are brands that throw their predictions into the ring. Some companies have even bowed out of the race entirely (like Backdrop, which last year released an Easy Mac—yellow that is actually called—wait for it—Color of the Year). Several companies have taken to not only releasing COTYs but also entire trending palettes, further complicating matters. But despite the spectrum of competing shades out there, patterns do emerge. Take the surfeit of sage greens that took over the colorverse in the 2022 COTY cycle. Or the pink and berry shades we saw come to the fore this year. It's anyone's guess as to how the 2024 Color of the Year outlook will shake out (we're betting on a Barbenheimer split), which is why we've decided to keep tabs on them, as each winner is announced. From charming blue tints to moody shades to sun-kissed neutrals, here are all the 2024 Colors of the Year—so far



Benjamin Moore

1

BENJAMIN MOORE COLOR OF THE YEAR: BLUE NOVA

What do Blue Origin and Benjamin Moore's 2024 Color of the Year have in common? Not much. But the Jeff Bezos—founded aerospace company and paint juggernaut teamed up this month to announce Blue Nova, an intergalactic blue-purple, as the shade that will be all the rage next year. In contrast to its terra-cotta-tinged 2023 COTY, Raspberry Blush, moodier Blue Nova leans toward the cool end of the color spectrum. "We fell in love with the sumptuous quality, the intrigue, and it was balanced with this undercurrent of reassurance that we thought was really nice," said Andrea Magno, the company's director of color marketing and development. A corresponding palette of nine additional colors—including a sunny yellow, a dusky green, and a warm burnt-orange—further support a diverging vibe shift between moody and mood-boosting in the year ahead.

2

SHERWIN-WILLIAMS COLOR OF THE YEAR: UPWARD

We're old hats at covering Color of the Year announcements, but Sherwin-Williams' 2024 pick might just be the best example of brand marketing synergy we've seen. This year the paint company unveiled its COTY, Upward, with a flaky pastry—a vegan Cronut, to be precise. The COTY—an optimistic periwinkle tint—glazed the top of the viral Dominique Ansel treat via a tea-flavored icing. "It's clean, it's tranquil, and it's breezy, with a subtle periwinkle undertone," Sherwin-Williams's director of color marketing Sue Wadden explains of the Upward paint color. "And we believe that it's the right color for the moment." Clearly, Sherwin-Williams is onto something, given (spoiler alert) the bevy of pale-blue COTYs this season.



Sherwin-Williams

3

GRAHAM & BROWN COLOR OF THE YEAR: VIRIDIS

Green—as the color oracles have informed us time and time again—is not going anywhere next year. Look no further than the Graham & Brown COTY. The English wallcoverings and paint company named Viridis, a sage tone, as its favored pigment for the year ahead. The chosen color, per the company, is "a complex yet flexible hue, adding depth to a space and blurring the lines between the outside and inside." With its warm undertones, Viridis has the ability to function as a neutral as "an inventive alternative to greige interior schemes." The Mother Nature—inspired hue pairs perfectly with its 2024 pattern of the year, New Eden, a lush, hand-painted botanical wallpaper.



Graham & Brown



Kelly Marshall



GLIDDEN COLOR OF THE YEAR: LIMITLESS

Remember that period in the aughts when nearly everyone's rooms were painted butter yellow? The trend may feel like a distant memory, but—ICYMI—everything Y2K seems to be back. In late August, Glidden (which is owned by PPG Paints) announced that a so-called "anything but yellow"—well—pale yellow, called Limitless is its 2024 Color of the Year. Glidden touts the hue's versatility as a wall-to-wall paint, an accent color, or even as a way to boost your home's curb appeal via a Limitless-painted door. "This modern neutral is as adaptable as its name implies and is taking the place of cool neutral tones that are so last year," PPG and Glidden color expert Ashley McCollum said in a press release. "With the selection of Limitless, gray is officially canceled." You heard it here first!



C2 Paint

C2 PAINT COLOR OF THE YEAR: THERMAL

The sky's the limit when it comes to color choices for your home, and C2 paint took that to heart with its 2024 COTY Thermal, a crisp, light blue. In contrast to deeper blues that defined COTYs three years ago (see Sherwin-Williams's Naval or Pantone's Classic Blue), this tint is meant to evoke the natural world. "C2 Thermal reminds us of a vast blue sky and the infinite array of blue hues nature offers to help restore and redefine our mood," said Philippa Radon, an interior designer and C2 paint specialist, in a press release. "Its contradictory nature has the dual ability to uplift us and provide a sense of calm and tranquility."

BEHR COLOR OF THE YEAR: CRACKED PEPPER

Last year, Behr paint christened a soft white called Blank Canvas as its 2023 color of the year. This cycle, the company did a 180 when it came to their 2024 shade, a dusty black with the zesty moniker Cracked Pepper.

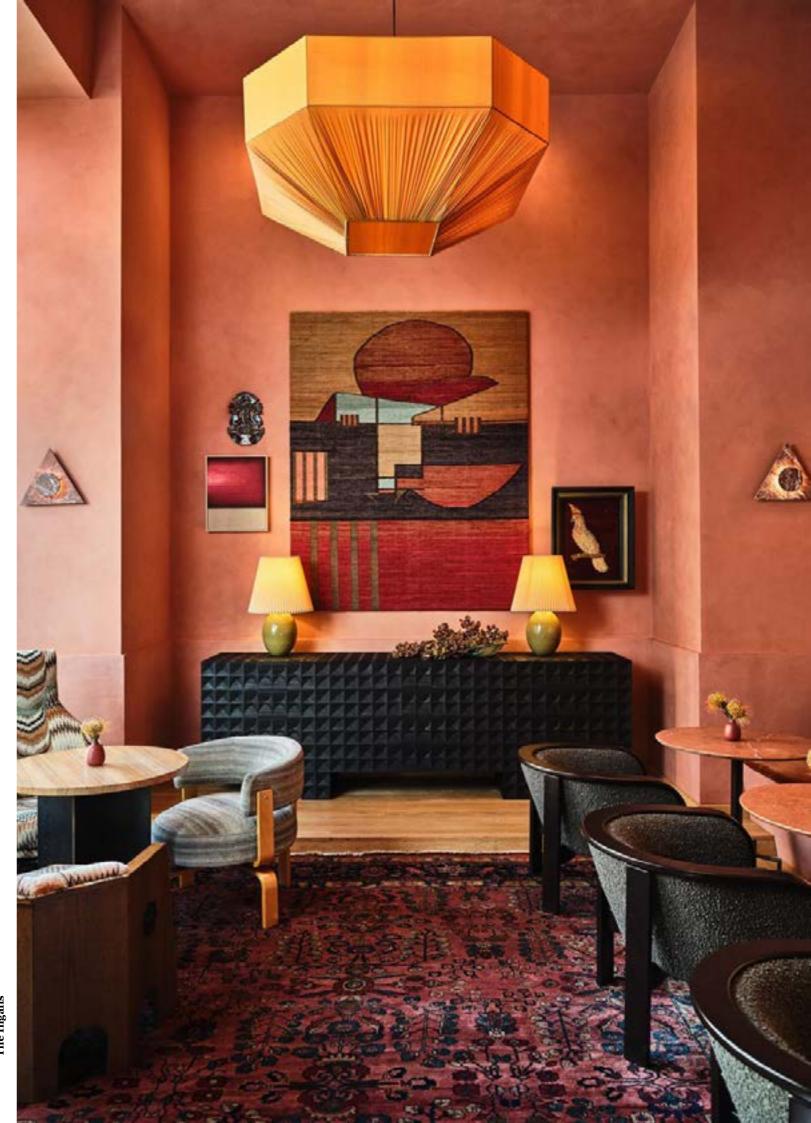


Behr

WHICH COLORS GO WITH RED? THESE SURPRISING PAIRINGS PROVE

Red can be a polarizing color for interiors. An emotional shade, it can easily overpower a space and needs to be deployed with intention. Whether in high-gloss or humble eggshell, "red can be intimidating," says Natalie Ebel, cofounder of the paint and wallcovering brand Backdrop. Ebel suggests starting with a small space first, or an accent wall or alcove; if you're up for it, however, dousing your walls in burnt umber, deep crimson, or clay brick can be a revelation. "I personally wish people would embrace it more," she says. "It can work really beautifully with other shades of red or with other warm tones like peach or pink."

"Choosing your shade wisely can bring warmth and drama to an interior, be it traditional or contemporary," says Patrick O'Donnell, international brand ambassador for the English paint company Farrow & Ball. "Red is said to increase metabolism, so what finer color family to use for joyful conviviality over an informal dinner?" Here are a few of our favorite rooms that make red work.



BURNT SIENNA + PINE

In the Paris gallery of designer Laura Gonzalez, the walls are upholstered in a Schumacher fabric and the cocktail table is in lacquered oxblood, offset by tonal carpeting. The whole room works because of, not in spite of, a perfectly pine green upholstered armchair.



Stephan Julliard



The Ingalls

ROSE + INK

While this sumptuous corner of the restaurant Dahlia, designed by Titan Kelly Wearstler, is surely more than the sum of its parts, the key color takeaway is that a Moroccan-inspired rose tone pairs beautifully with a deep, inky true black.



Simon Upton

CHERRY+CHARCOAL

In the combined dining room and library of a Madrid apartment by Lorenzo Castillo, the built-in millwork is doused in Farrow & Ball's Rectory Red, a color that's picked up in the lacquer-and-brass table by Maison Jansen. The flooring is a dark-stained wood in a herringbone pattern.



LIPSTICK + TURQUOISE

A punchy bright red from Fine Paints of Europe brings the spark to an otherwise traditional library in a Houston home designed by J. Randall Powers, allowing the sofa, in a turquoise linen-velvet from Pierre Frey, to sing but not steal the show.



Eric Piasecki