Survey: Designers Identify 2019 Design Trends

From natural influences and desert-inspired décor, a variety of new trends will be making a splash next year. Sherwin-Williams surveyed over 300 commercial and residential designers to uncover what interior design trends they expect to pop in 2019.¹

Nature: A 2019 driving force of design
For 2019 trends, natural influences lead the way. When asked which design trends would make the most significant impact in 2019, the most popular choices among designers were:

- Desert Modern: 24 percent
- Mountain Modern: 24 percent
- Lagom: 15 percent

Consumers are incorporating nature into their homes in increasing numbers. In June, Mintel reported that 42 percent of millennials have planted indoor plants in the past 12 months.²

Designing with terracotta
Terracotta is on the rise. We asked designers where they have incorporated the earthy hue in their designs. In total, 47 percent of designers surveyed used terracotta in the last year. The most popular spots for the color were:

Residential designers (44 percent incorporated terracotta in the past year)
- Living room: 51 percent
- Kitchen: 40 percent
- Dining room: 27 percent

Commercial designers (51 percent incorporated terracotta in the past year)
- Lobby: 43 percent
- Common area: 39 percent
- Reception: 24 percent

We also asked both commercial and residential designers if they plan to use terracotta in a project in the next 12 months. Nearly half (46 percent) of them said yes.

Travel translates to home décor
Over 80 percent of residential designers surveyed have been asked to design a space around a client’s travels. The top items they incorporate from travel into décor are:

- Artwork: 68 percent
- Textiles: 43 percent
- Pottery: 34 percent

Designers were split when asked which geographic areas are influencing 2019 interior design trends. Twenty-nine percent said that deserts and canyons will have the biggest impact, while 29 percent chose mountains.

Making a comeback: Designers decide on a decade
When asked which decade’s design trends will reemerge in 2019, the most popular decades were:

- 1970s: 34 percent
- 1940s: 18 percent
- 1990s: 14 percent

¹ Sherwin-Williams 2018 Designer Panel Survey of nearly 300 designers, September 2018
² http://reports.mintel.com/display/860359/