

TRENDS REPORT  
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Home is where the heart is. That's why we place so much time and energy into creating a space that's both beautiful and practical - a reflection of our beliefs, lifestyle and signature style.

We're always seeking to reinvent and refresh our homes to stay ahead of the latest trends, whether it's in the living room, kitchen, bedroom or bathroom. Yet, our home style is as much a reflection and response to what's happening in the world around us as it is about channeling the latest trends.

In this Trends Report, we're shining a spotlight on the must-have interior trends for 2020, and exploring how each of these themes go hand-in-hand with some of the key lifestyle movements shaping our lives. We've teamed up with six of the country's leading interior and design experts to bring you a definitive guide to the top trends hitting our homes in the year ahead, spanning colour palettes, materials, innovations and more.

The Report also takes a look at how we can create a sensory retreat in the bathroom, a sanctuary where we can take time out to recharge from our busy lives. We explore how this essential space can help improve our quality of life, and how technology within these spaces clearly has a role to play.

We also lift the lid on the rise of calm technology, and what's special about the problem-solving technology that's changing our day-to-day lives. We explore how to create a calming environment through carefully considered storage. From beautifully displayed, freestanding and characterful storage, to minimalist, modern and streamlined options, we investigate the breadth of storage solutions becoming increasingly popular.

We discover the rise of designing our homes based on feeling, by exploring the innovative ways we can help showcase personality and create spaces that relax and inspire, by embracing the senses. We offer a long-term outlook on how our ever-changing lifestyles will inspire the look and feel of our homes in 2020, from the increasing importance of wellbeing and the rise of the 'staying in' culture, to our growing need for flexible living spaces and the anti-consumer movement.

So, sit back and read on for exclusive insights from the best eyes in the world of interior and design, to uncover everything you need to make your home both fabulous and functional in 2020.

# TRENDS REPORT 2020



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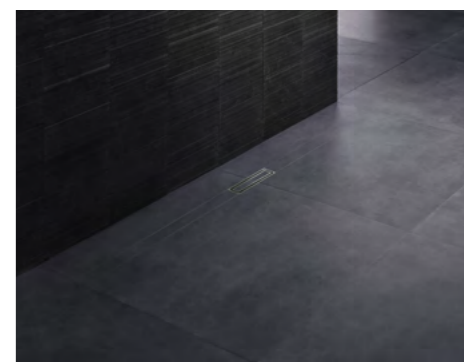
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## FOREWORD BY MICHELLE OGUNDEHIN

The dawn of a new decade invariably gives rise to a whole welter of grandiose pronouncements about new trends and cultural shifts for the next ten years. But in truth, there's only one thing we can be absolutely certain of, and it's that change will be the only constant.

We're living in an age when doctors promise lab-made human kidneys within three years; the world's tallest building is on track to be 1,000 metres high, and artificial intelligence will assist judges at the next Olympics. Meanwhile, this same technological surge has accelerated the speed of life beyond the capacity of many to cope, school children are striking about climate change, our political systems are in disarray, and many of the tech titans are viewed with suspicion.

Thus, our homes must work ever harder as nurturing, sensory, tactile retreats — not so much as insulation from this surfeit of exterior chaos and anxiety, as strengthening us, body and soul, to deal with it. For all our supposed sophistication we are at heart primal, emotional beings, which means that to feel centred, healthy and happy, we also need to feel safe, secure and protected. As the saying goes, "Peace. It does not mean to be in a place where there is no noise, trouble or hard work. It means to be in the midst of those things and still be calm in your heart."

Happily, the fundamental purpose of design is not so much to reflect the zeitgeist, in my opinion, as to respond to it with creative solutions to the spiralling expectations of the everyday. As such, I proffer a gentle note of positivity for the future, all wrapped around one key pillar of success: biophilia.

Continues overleaf →

### MICHELLE OGUNDEHIN

Internationally renowned as an interiors influencer and the former Editor-in-Chief of ELLE Decoration UK, Michelle Ogundehin is an editor, writer, consultant and TV presenter.

Michelle was Series Judge on BBC2's Interior Design Masters alongside Fearné Cotton and has co-presented four series of Grand Designs: House of the Year with Kevin McCloud.

An expert voice on all things homestyle and trends, Michelle has recently authored her first book, 'Happy Inside', which shares her philosophy on the link between homes and wellbeing — delving deeper than décor to explore the power of home as a path to good health and happiness (published Spring 2020).

A lover of colour, pattern, pots, texture and tiles, Michelle's mission is to decode design by putting it into context — joining the dots to inform and inspire.



Photograph by Ben Anders





## HAPPINESS BY DESIGN

Essentially, biophilia means 'a love of nature', and it's important because connection to the natural world is good for you — it alleviates stress, boosts your immune system and even lowers the risk of some diseases. And, you don't need to live in the midst of a forest, or to have a huge garden, to reap the rewards. This is just as well, as by 2050, it's estimated that 68% of the world will be urbanised.

Thankfully, even just looking at the colour green has the power to soothe frazzled nerves as we intuitively connect it with Spring, trees, grass, rebirth, growth and optimism. It also sits at the centre of the chromatic spectrum so it's literally restful for the eye. But, biophilia can also be promoted via patterns and textures that mimic nature, as well as through more overt measures such as ensuring plenty of daylight, and the generous employ of natural materials, physical greenery and water features.

So, whether your home-armour of choice is a deep fir green paint or the calming tones of celadon; bold foliage prints on a cushion or papered across a wall; an abundance of house plants or floor tiles that look and feel like moss, this is the fast track to bringing the natural world inside, wherever you live. Less of a trend, in fact, than a growing movement driven by an increasing understanding that what surrounds us has a powerful impact on our wellbeing.

## SIMPLE NOT CLEVER

Hand in hand with biophilia, is the return of the analogue. In other words, the rise of the experiential vs the decline of conspicuous consumption — an awareness that the heady flush of a quick-fix shopping hit does little by way of nourishment for the long-term. We've seen this reflected already in the resurgence of beautifully illustrated printed books, the comeback of the cassette tape, and the booming popularity of live music and even poetry — all pursuits that take time to savour. In the home, this will play out as a move away from smart devices and the much touted 'internet of things' in favour of technologically-clean zones, with gadgetry employed only with careful consideration for significant benefit.

Instead, happy home making will become first about the clearance of anything toxic, unloved or unfit for purpose, followed by a pragmatic re-evaluation of what remains according to a homeowner's supremely practical and uniquely personal preferences — so a basement bedroom and upstairs living room? Yes, if it means you get the best light while you're still awake. Likewise, anti-mist mirrors and motion-sensor lighting trumps unnecessary bathing gimmicks better suited to an exotic spa.



Geberit Monolith



Geberit Option Plus mirrored cabinet



## FLEXIBLE EQUALS FREEDOM

This also ties into a larger reassessment of our relationship with ownership, possession and place, whereby a sense of community is no longer tied to bricks and mortar — something particularly true for millennials, one in three of whom are predicted to never own a home. But this isn't necessarily bad. New subscription-based housing models will offer a freedom that suits flexible, nomadic living, alongside the rise of furniture rental, both of which are proactive moves to combat waste now that sustainability and second-cycling are the other contemporary design buzzwords.

## IN CONCLUSION

When the future is uncertain, we return to the familiar, yet we cannot, nor should not, forgo the advances of the present. However, true luxury today is finding time to be still. Quiet is our most valuable commodity, and slower must become our default setting. Correspondingly, the home will revert to a more introspective positioning, housing only the profoundly personal, as opposed to the necessarily monetarily valuable. The possessions we choose to surround ourselves with will be seen as talismans, evidence of the narrative of our lives, celebrating its inevitable ups and downs, twists and turns. Furniture will have comfort, rather than fashion, as its *raison d'être*, and walls will be seen as canvases upon which to play, as we seek to cocoon ourselves within spaces that make our souls sing. And we will do this with scant concern for what anyone else might think, because it's not their home. In this way, the future can indeed begin to look brighter, once more.



# THE INTELLIGENT BATHROOM AND HOME TECH

BY EMILY MURRAY



Photograph by Susie Lowe

#### EMILY MURRAY

Lover of all things pink, Emily is the award-winning interiors expert, founder and editor of the iconic 'Pink House' and author of 'Pink House Living', named after her hit Instagram account @pinkhouseliving.

A former glossy magazine journalist who's written and edited for a whole host of different publications, including Stylist, The Guardian and Grazia, Emily's interior style draws inspiration from an eclectic mix of fabulous people, places and of course, pink.

Emily's first book entitled 'Pink House Living' is a beautiful, practical guide for all those 'cheating on fashion with furniture', exploring the colour that has taken popular culture by storm.





Geberit ONE



# THE INTELLIGENT BATHROOM AND HOME TECH

WE'VE COME A LONG WAY SINCE THE TIN BATH IN THE CORNER OF THE KITCHEN – TODAY'S ULTRA-MODERN BATHROOM BOASTS SANITARY- AND VANITY-WARE THAT USES CUTTING EDGE TECHNOLOGY TO HELP ILLUMINATE, CLEAN, ADJUST AND CARE FOR NOT ONLY THE PRODUCTS THEMSELVES, BUT THE PEOPLE WHO USE THEM.

But don't get the wrong idea – these bathrooms aren't blindingly-white, screen-filled sci-fi set-ups. Instead, the future is bright with tactile, feel-good features that ensure these sanitary spaces are as nurturing and human-centric as they are practical and efficient. Today, there's no need to compromise on aesthetics if you want your bathroom to be as smart as your phone.

The trend towards technology in the bathroom is partly driven by the self-care movement, and vice versa. It's so much easier – and more enjoyable – to carry out your dry brushing, sheet masking and slow bathing in a space that's been lit, heated and cleaned to perfection by the latest easy-to-use integrated products. And of course, washing with water is 100 times more doable when you have a loo to do it for you.

Integrated LED lighting, for example, is a very 'now' focal feature in bathroom furniture. The lighting can be dimmed to create a soothing who-needs-a-spa sensation, which taps into the parallel trend for bathrooms increasingly being used as a sanctuary me-time space for the senses.





Alternatively, integrated lights such as those found in the Geberit Xeno<sup>2</sup> range's intelligent washbasin cabinets and mirrors, offer the option to brighten the room when it comes to applying make-up or shaving.

Geberit Xeno<sup>2</sup>

PINTEREST REVEALS...



SEARCHES FOR  
PAINTED FLOOR  
TILES ARE UP

1276%



SEARCHES FOR  
BOLD PRINT  
WALLPAPER ARE UP

401%

## LIGHT AND COLOUR

Colour-changing adjustable lights are ever-more popular, too. As a nation we're becoming increasingly colour-confident when it comes to all aspects of interiors – for example, Pinterest reveals that searches for painted floor tiles are up 1276% and searches for bold print wallpaper up 401% - and the bathroom is no exception. The orientation light in Geberit's AquaClean wash-with-water Sela shower toilet is a seven-colour-option light that not only has a practical function (guiding you to the loo in the middle of the night without having to resort to harsh overhead lighting) but can also be altered to suit your colour scheme – or indeed your mood.



Geberit AquaClean Sela



In a social media world where followers are increasingly searching for relatable content, a 'cleanfluencer' is a thing. There's Sophie Hinchliffe AKA @mrshinchhome with 2.8 million followers and her hundreds-of-thousands strong #hincharmy, and Gemma Bray @the\_organised\_mum, both with best-selling cleaning books to boot, and they're just the tip of the cleanliness iceberg. No wonder, then, that there's a demand for cutting-edge design to ensure our bathrooms are also as clean and hygienic as possible – Geberit's quiet and effective Turboflush technology and Rimfree® pans, as seen on its AquaClean toilets, are shining examples of hygiene-focused solutions in the littlest room, while its KeraTect® glaze gives ceramics a super smooth surface to prevent bacteria from lingering.

The Geberit AquaClean is also an excellent example of today's intelligent bathroom ensuring that tech is not in-your-face, but instead seamlessly integrated into the product's design. That the same designer – Christoph Behling – should be behind both luxury Tag Heuer watches and these toilets is no surprise: just because our cloakrooms are increasingly clever, doesn't mean we want our guests to see behind the scenes. Instead, what matters is that the product looks and feels sophisticated – and looks completely at home with the rest of the room. Indeed, I'm having an AquaClean Sela installed in my new shower room not only for its obvious hygiene attributes (and the fact that the colour-change orientation light can be set to pink), but also because its ergonomic design works so well in what will be a small, streamlined space.



# AQUA

Water is vital for daily personal hygiene. It cleans, freshens and creates a unique feeling of wellbeing. Just as a daily shower has become the norm,

Geberit is ushering in a sustainable change in bathroom hygiene. The Geberit AquaClean shower toilets offer you this luxurious well-being at the touch of a button.

# CLEAN



LOVE

# SMALL SPACES

Geberit iCon XS washbasin and furniture



Geberit AquaClean Sela



Geberit iCon wall-hung toilet



Geberit iCon XS corner handrinse basin





# THE "SHOW-OFF" HOME AND MAXMIMALIST DESIGN

BY KATIE WOODS



#### KATIE WOODS

Katie is the interiors expert behind the award-winning blog, Come Down To The Woods.

The Come Down To The Woods blog was born to document the Woods' epic restoration journey, and is now a place for Katie to share her obsession with interiors, alongside stacks of bright and beautiful interior inspiration and styling tips.

A style encapsulated by bold colours, daring patterns and striking statements in the home, every corner of Katie's home is filled with passion and personality.

Now co-owner of interiors club No House Rules alongside Amy Wilson of This Style Rocks, Katie hosts an eclectic calendar of events, workshops and social shopping experiences up and down the country, bringing interior enthusiasts together with inspiring interior brands.



IT'S TRUE FOMO, THE FEAR OF MISSING OUT HAS BEEN GLORIOUSLY REPLACED WITH JOMO THE JOY OF MISSING OUT.

The lure of a cosy night in or an evening entertaining friends far outweighs the pull of a sticky dance floor, the strain to hear a conversation or the inevitable cab queue in the early hours. Old before our time? Absolutely not, by spending more time at home, we're naturally saving money, looking after our wellbeing and filling up our happy cups. I'm sure we would all prefer to have a cocktail served from a perfectly styled drinks trolley than a bar we've waited at for 20 minutes.

We're all choosing to spend more time in our homes. With this, comes the inevitable desire to make our homes the best they possibly can be. Much like our Friday night choice of going 'out out' outfit, how we decorate our homes is a clear extension of our personalities. Our clothes have the ability to make us feel happy, comfortable, cosy and fabulous, and we should feel exactly the same way at home.



# STAYING IN IS THE NEW GOING OUT

We're all in the luxurious position of being able to find instant inspiration in our pockets. At the flick of a button on our phones we're able to access Instagram, Pinterest and other platforms which open up so many opportunities to immerse ourselves in ideas. Trying to make our homes Instagrammable can be a pressure but these platforms have given us all the courage to dare to be that little bit different. Instagram is a place that can make playful and bold decorating that little bit more achievable. Think of it as a cheerleader in your pocket encouraging you to take a few risks.



Geberit iCon cloakroom washbasin and furniture



Geberit Acanto furniture



Geberit ONE basin



Geberit ONE



# WONDERFUL WALLPAPER

Wallpaper is an incredible way to completely transform a space. In the same way that a piece of art can create impact, so can wallpaper. From subtle pattern to bold and striking, wallpaper can add personality and style to a space.



# BOLD

AND BEAUTIFUL



The bathroom is one of the most popular rooms in the house. It's so much more than a place to keep clean. It provides a space to invigorate and inspire us in the morning, and a sanctuary to relax and prepare us for sleep in the evening. Yet it's so often overlooked in the design process. Put as much consideration into decorating your bathroom as you would any room in your home. Successful bathroom design relies on being adventurous.

TREND TIP  
FROM GEBERIT





There's never been a more important time to make your home more 'you'. With so many people choosing to dine at home, rather than going out, home entertaining is on the rise. With that comes the challenge to make our homes have the wow factor. The feeling of welcoming somebody into your home whose eyes widen when they walk through the door is pretty special. It's wonderful to make others feel as great in your home as you do. Achieving that wow factor can be done in many ways. For some it's with bold colours, clashing prints or sumptuous fabrics. For others it may be clean lines, order and subtle tones. However it is, what's important is that your décor carries meaning. Because to me, home is a feeling, it's a reflection of each and every heartbeat that live within the walls. Pick pieces that fill you with joy, worry not about whether they will clash with the wallpaper or stand out in a room. Let them shine. Surround yourself with things that mean something, things that carry emotion. Don't be afraid to mix old and new, the two will complement each other beautifully.



PRETTY



IN PINK





As well as creating homes full of personality, it's important to make sure there are areas in the home where we can truly relax. Sanctuary spaces where we're able to concentrate on wellbeing. Garden spaces work particularly well along with bathroom spaces. Often we need an excuse to give ourselves some time out. A long soak in the bath is the perfect excuse. Decorate these spaces as you would any room. Add personality and be daring, even in spaces where most people don't.

So take the risks, be daring, be unique but above all else, decorate from your heart because whilst trends will come and go, what carries meaning will stay with you forever and be the best investments you've ever made.





# FLEXIBLE LIVING AND SPACE- SAVING SOLUTIONS

BY LEOMA HARPER

Geberit Acanto floating shelves



#### LEOMA HARPER

Passionate about transforming homes, Leoma Harper is a designer who loves creating spaces that are stunning and stylish yet practical and functional, regardless of size or budget.

Leoma set up Style The Clutter to help customers create dream spaces within their homes, providing a personalised one on one interior décor and styling consultation service.

Whether it's upcycling, organising or a complete transformation, Leoma believes that any space can look good when styled beautifully.

Leoma previously had a floristry design and styling business which catered for high profile events and weddings at venues such as The Sanderson, Soho Hotel, Harrods, The Shard and Hampton Court Palace.



# FLEXIBLE LIVING AND SPACE-SAVING SOLUTIONS

TODAY'S HOME IS UNDER MOUNTING PRESSURE TO BECOME MORE FLEXIBLE THAN EVER, AS HOMEOWNERS CONTINUE TO ADAPT THE WAY THEY TRADITIONALLY USE SPACES.

The most important element to any home is that it's inviting. A warm and cosy environment combined with a personal touch creates a space that you want to spend time in and enjoy. However, it's very important that the space is still practical and incorporates a good flow. The key lies within a balance of the two, being clever about storage and making an uncluttered yet homely, stylish environment to live in.

There are so many different options available and the last few years have seen a big shift in the way items are stored within the home. Using wall space has become extremely popular, with the use of shelves, picture rails, peg rails, pin boards, and even wine racks and glass holders now out on display. These could house items such as books, plants, tableware, tea sets and vases.

Items can be placed on these to give a characterful feel at the same time as being stored without taking up any floor or cupboard space. However, anything unsightly, such as wires, plastics, pipes sockets are being concealed using innovative, often wall-mounted storage solutions.



Wall-mounted furniture, featuring behind the wall technology, is continuing to rise in popularity, it can completely transform a space by hiding all the unpleasanties, whilst faultlessly blending in with the décor of a room.

Concealed cisterns integrate seamlessly, creating the illusion of a significantly larger space, an element that's very important in city living, with space becoming increasingly limited. Sleek, smart solutions such as the above are a necessity, offering functional multi-purpose spaces, while maintaining the deserved space for each room.

Geberit ONE





Another current trend is bringing nature inside, using items with texture such as exposed woods, woven baskets, wooden crate boxes and weave fabric containers, all providing storage that's pleasant to the eye and can look even better with a throw or cushion placed on top, to conceal what's inside. Trays on top of coffee tables, containing items such as a vase with flower stems. Some books and a candle also offer a contained exposed style and inject that personal characterful touch into a home.

With paint brands creating paints that are more versatile to all kinds of surfaces, a current, very strong, eco-aware trend is upcycling old furniture, often fixtures and fittings you wouldn't usually associate with storing standard bathroom items, such as a wooden fruit rack for toys.

Ugly 90's pine dressers can be transformed with a lick of paint or creating basin units out of an old antique chest can make a very unique and stylish focus in the bathroom. By simply adding new colour and handles to any item of furniture, it can give it a new lease of life, so that it looks good at the same time as being practical.



There's also an increase in having statement freestanding units that have everything you need in the one space with all wires or pipes concealed. Think free standing larder cupboards, or an island in the kitchen that has secret compartments containing sockets for your toaster and kettle and drawers that, when pulled out, reveal handy plug sockets and iPhone chargers.



Geberit Citterio furniture



# P R A C T I C A L L Y W O N D E R F U L



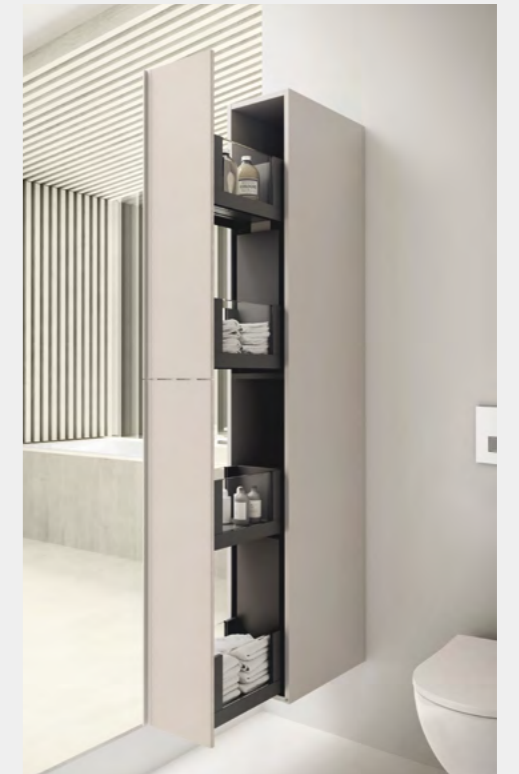
Geberit myDay washbasin and furniture



Geberit myDay furniture



Geberit Option mirrored cabinet with plug point



Geberit Acanto furniture





Geberit magnetic wall



Geberit Acanto mirror



Geberit Acanto furniture

The Geberit Option mirror cabinet for example, features an interior power outlet, perfect to plug in electric toothbrushes and shavers, as well as an integrated USB port to charge other portable items.

Furniture is becoming intelligent with versatile designs and is challenging the notion of a single-use space.

A busy home needs to be practical, and the future of storage and furniture, especially in contemporary design, is all about this ease and flow within a space. The future is in designs that give you easy access to daily items, yet are concealed beautifully within the furniture. It means less clutter and more organisation, offering a better use of space and a versatile home you can grow into.



Geberit Smyle

# THE HOME HUB AND DESIGNING FOR EMOTION

BY OLIVER HEATH



### OLIVER HEATH

Oliver Heath is one of the world's leading authorities in biophilic design and its benefits to health and wellbeing.

An industry recognised expert in the field of sustainable architecture and interior design; Oliver is a frequent contributor to the likes of The Guardian, The Sunday Times and House Beautiful, whilst also spending much of his time lecturing to leading architects across the world on Wellbeing and Biophilic Design.

He regularly hosts seminars, events and awards ceremonies including Sunday Times British Homes Awards and the PEA Awards and is a regular speaker at Ecobuild, Grand Designs, Education Estates and Facility Management conferences.

Oliver is a trusted voice of authority in interior design having written three books, and is no stranger to the screen either, presenting on numerous TV channels over the last 20 years, including the BBC, ITV, Channel 4 and the BBC's DIY SOS where his show was BAFTA nominated.

Specialising in Human Centered Design; helping us create a more productive, happier and healthier spaces to live and work in, Oliver expertly draws inspiration from the natural world around us to help improve human connections to nature.



# THE HOME HUB AND DESIGNING FOR EMOTION

It's clear to many of us in the design industry that health and wellbeing issues are fast rising up the agenda in the media, our own lives and the many spaces that we live and work in. What's more, wearable technology has meant we can now measure our habits and their effects through things like sleep, screen time and step trackers. This has meant that, individually, we're much more analytical of our own behaviour and take it into our own hands to make positive changes. So, it comes as no surprise that as environmental meters (that measure things like air quality and acoustic levels) are becoming more commonplace in the home, we are realising the effect the design of spaces can have on us.

We now focus more on how spaces make us feel rather than just how they look. Currently, workplaces and hospitality spaces are getting most of the attention in the media for their adherence to new wellbeing building standards (such as WELL and Fitwel), with goals to increase the health and wellbeing of staff and guests alike. But what about the spaces in which we start and end each day, where we may have some of our most meaningful interactions, and where we recuperate before stepping back out into our often fast-paced, urban lives?





Geberit Citterio

As our access to technology increases, we're spending more and more time at home. We can work remotely, connect instantly with friends and family on our smartphones, order our shopping online, and stream the latest films and music with the click of a button. Self-care and wellness rituals have also become increasingly popular as we focus on mitigating the negative psychological and physiological impacts our daily lives and environments can have on us. It's worth noting that the places on our high streets that are booming are the spas, nail and hair salons, and yoga and meditation studios, and we're mirroring these in our own spaces; our best bet for daily relaxation is to bring this feeling of escapism and tranquility into the home to counteract the impact of our busy, always-on lifestyles.





Geberit Acanto wall-hung toilet and bidet

Biophilic design is a way of connecting our home environment to nature. By reconnecting with nature and bringing elements from the outside indoors, a happier, healthier, calmer and more productive environment can be created.

# BRILLIANT BIOPHILLIA

**Textures.** Using natural materials like wood, stone and fabrics can increase our connectivity with the outdoors. Not only do they have an impact with the way they look, but the response to how they feel is also incredibly important.

**Plants.** Plants will improve air quality, reduce pollutants and have been shown to decrease stress. They also look pretty incredible too.

**Light.** Maximise the natural light in each room. Place seating in areas with the most daylight and dress around windows rather than cover them up.

**Patterns and colours.** The use of natural geometries and shapes such as honeycomb patterns, ripples or waves will reaffirm our connection with nature as will the use of colours inspired by our environment.



## BRINGING THE OUTSIDE IN

Biophilic Design – drawing inspiration from, and enhancing a connection to nature in the home is something that we are being increasingly asked to investigate as a means to improve occupant health and wellbeing. One route to implement this human-centred approach is to focus on our sensory journey through a space and create sensory contrasts. Picture waking up in the morning – stepping out of bed onto a soft sheepskin rug, walking onto a warm wooden floor and then over the cool bathroom tiles. This sensory journey gradually moves us from sleepy to alert, without having to pay any special attention to anything, just as a walk in nature would. Now we are in the bathroom, about to get ready for the day... How do we want to feel? Energised and positive are two words that spring to mind; the morning light is bright, the air is clean, and the shower is powerful and invigorating.



Then at the end of the day, we want to reverse this effect before going to bed. Screens are turned off, lights are dimmed and recoloured to warm orange tones to mimic dusk, and we might enjoy a relaxing bath to unwind and prepare for a good sleep after a long day. This sensory journey will affect us in a different way, evoking a whole new set of desirable feelings, yet it takes place in the same spaces we wake up to. Thus, designing spaces that are adaptable and take into account our varying needs throughout the day is crucial to getting the most benefit from our homes. Even swapping out our morning citrus shower gel for lavender in the evening can create a totally different atmosphere by appealing to our sense of smell. In design terms, however, the built-in dimmable LED mirror lights in Geberit's Xeno<sup>2</sup> bathroom series is a great example of supporting both the energising morning routine and relaxing evening feel.





This scenting and adjustable mood lighting to create the right feel according to the time of day and activity is something that spas and salons do well – a good source of inspiration when aiming for health in the home.

Geberit myDay washbasin and furniture



Another design aspect that we can take from these high street wellbeing spaces is incorporating good storage to allow for easy access to products whilst keeping clutter to a minimum for a healthy mind.

Using Geberit's Acanto collection (which has a strong focus on staying clutter free) can promote this sense of calm. Following extensive research, the Acanto furniture collection has been specifically created to meet the widest variety of everyday needs, with the arrangement of the drawers, compartments, and moveable magnetic board inside designed for maximum storage and flexibility.

At Oliver Heath Design, we firmly believe that designing for health and wellbeing is not an added extra or a nice-to-have feature, but an essential element in the creation of a good home. It should be about making life as easy as possible, whilst stimulating the right senses at the right time. The best way to do this is to draw inspiration from natural systems – like considering the rhythms of the day or season – and using natural elements (materials, textures, colours, etc) to satisfy our innate desire for a nature connection in the spaces where we spend so much of our time.

Geberit Acanto



# THE SIMPLE LIFE AND MINIMALISM

BY LINDA CLAYTON



#### LINDA CLAYTON

An award-winning interiors journalist with an eye for the hottest home trends, Linda has specialised in all things design and decorating-related for nearly two decades.

Contributing to the UK's leading interiors and lifestyle magazines, including Homes & Gardens, Livingetc, Real Homes and Grand Designs - you name it, she's written for them all.

A life-long renovator, you can also follow the progress of Linda's own mini 'grand design' on Instagram @lindaclaytonwrites.



# THE SIMPLE LIFE AND MINIMALISM

WE'VE RE-EMBRACED NEUTRALS, NOW WE'RE READY TO REVISIT MINIMALIST DESIGN AND THIS TIME IT'S ABOUT FAR MORE THAN SPARSELY FURNISHED WHITE-WASHED ROOMS. NEW WAVE MINIMALISM IS HEART-WARMING AND FRIENDLY, IN BOTH ATMOSPHERE AND ETHICS.

Minimalist design is set to see a resurgence in 2020 as we seek to simplify, declutter and streamline our homes. At a deeper level, this trend is being heralded as a reaction to current socio-politic stressors - the state of the economy, climate change, digitization and so on. But it's also far simpler; a genuine desire to live more mindfully. To buy less, buy better and buy authentic. For naturally clutter-averse minimalists, like me, the move towards more considered, pared-back interiors is a breath of fresh air.




For a design trend that's all about uncomplicated living, successfully pulling off a minimalist interior can prove surprisingly complex. So let's start with colour, the backbone of any new look. This new minimalist palette is a natural progression of the recent neutrals revival, whereby we saw 50 shades of grey replaced by softer pastels, blush pink, elegant creams and off-whites. As we move through 2020/21, these warm neutrals will continue to provide a calming background presence, but this time they will be elevated by tinted layers of orange, coral and neo-mint. There will also be moments of deep, saturated colour, for those not quite ready to turn their backs on the dark side, with rich reds and emerald greens (in small doses of course) poised to take neutral moodboards in a subtly dynamic, luxurious direction.





SOAK IT UP

PANTONE COLOR OF THE YEAR 2020 IS BLEACHED CORAL - **BRING IT ALIVE IN YOUR BATHROOM**

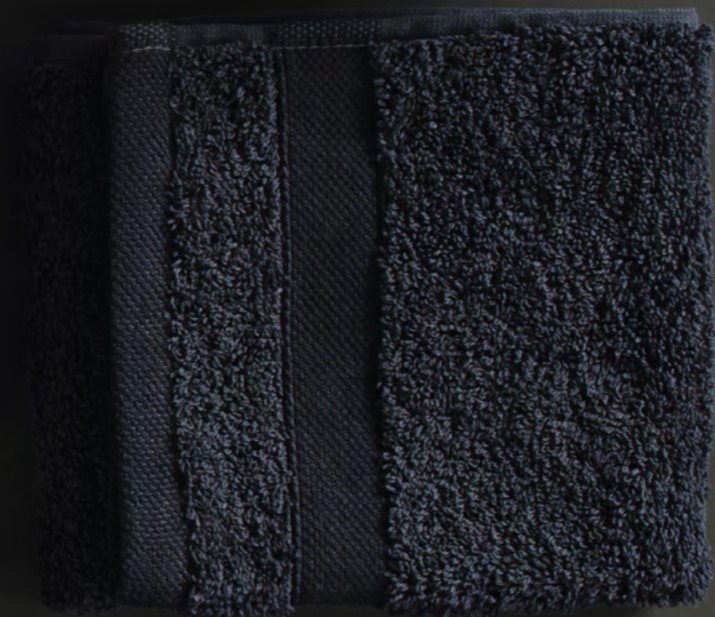
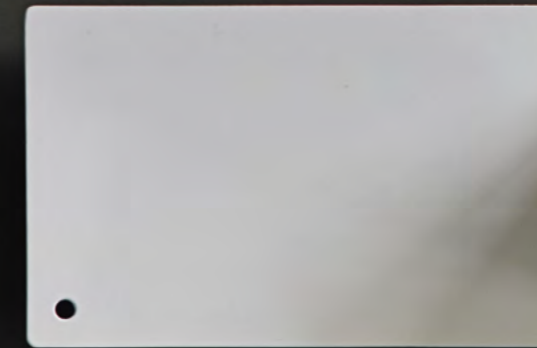
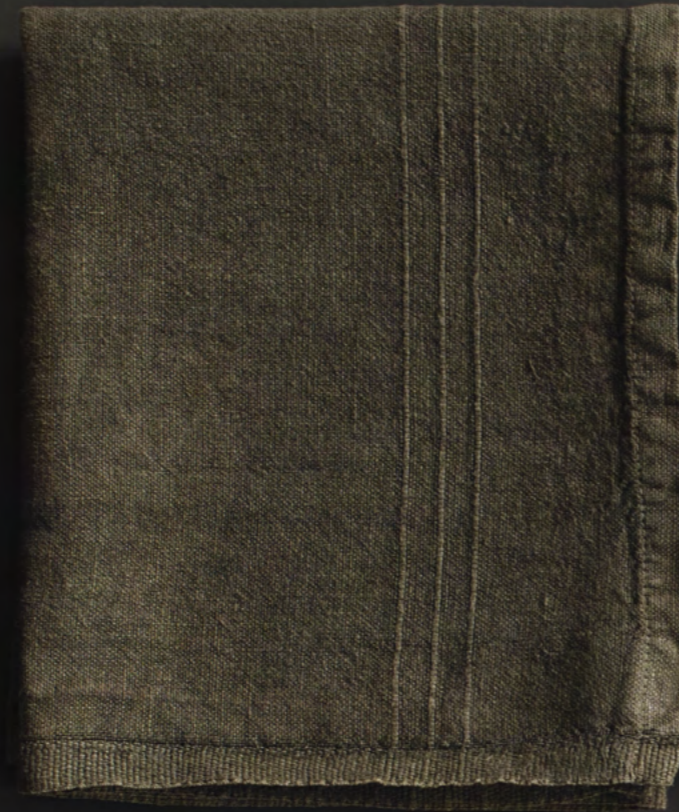
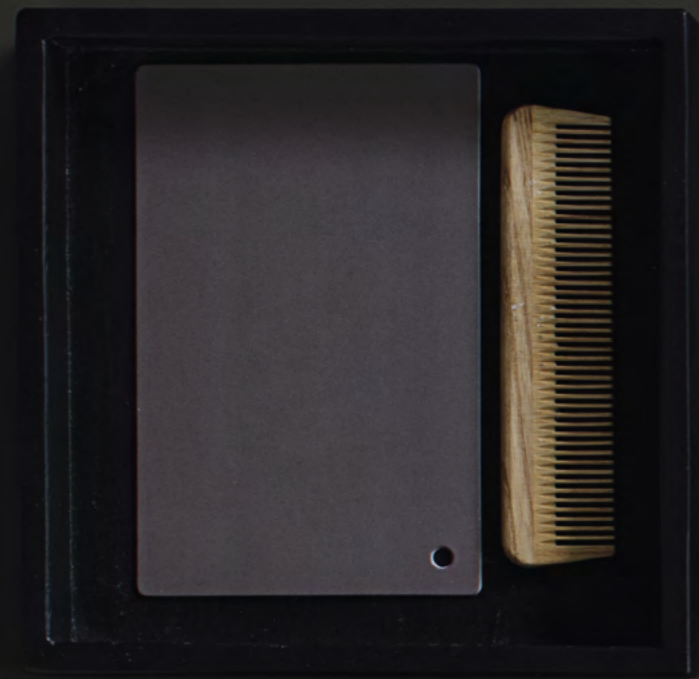
A top-down view of various painting supplies arranged on a light-colored, weathered wooden surface. In the center is a large, open paint can with white paint, with a brush resting inside it. The brush has a wooden handle with a hole and a metal ferrule holding the bristles. To the left of the white paint can is a smaller, open jar of bright blue paint. Above the white paint can is a closed, empty paint can with a gold-colored lid. To the right of the white paint can is a small, open jar of dark green paint. Below the white paint can is another small, open jar of dark grey or black paint. To the right of the dark green paint jar is a white foam roller with a metal frame and a wooden handle. At the bottom right is a large, open paint can with black paint. The wooden surface has a vertical grain and some natural imperfections like knots and grain variations.

In the bathroom, think slubby bluey-greens – perfect for relaxing – against natural stone and pale timber. The key difference between this latest take on minimalism and the cold, stark minimalist aesthetic (some of us might still recall, with a shudder) popular in the 1990s is warmth. Use delicate pink to make creamy whites feel luxe, soft lemon to draw out navy’s sunnier side and sap green to bring nature in, wherever it’s needed.



Geberit has developed KeraTect® for ceramics, a special glaze that ensures a beautifully smooth surface, optimal hygiene and ease of cleaning. Geberit KeraTect® is featured as standard in the bathroom series Geberit Citterio and Geberit Xeno<sup>2</sup> (shown above).

Just as 'fast-fashion' is being rejected on the catwalks, so we are turning our backs on 'fast-furnishings' and mindlessly shopping for our homes. The focus is moving towards buying less but choosing products of a higher quality that will last. We're also thinking more about the provenance of our homewares, choosing to shop from small, local, artisan outlets. Even on the high street there's growing consumer demand for sustainability and accountability. Put simply, we don't want to furnish our homes with anything that has caused harm, to humans or the environment.





Marie Kondo planted the seed to have less and only keep what you really love (as did William Morris before her). But, while the success of minimalism relies on cutting out the clutter, it doesn't have to be quite as austere and unforgiving as Kondo's approach. Instead, build in storage to every room and leave surfaces blissfully clear – you can have the beautiful table linen and box files full of your favourite interiors mags, just keep them neatly hidden away.



In the bathroom, the generous vanity unit is king – go as big as you can – and pop a mirrored cabinet above the unit, the Geberit Option series with functional lighting offers a breadth of solutions, to keep basin tops clear of toothbrushes and soap. Interiors are also expected to become more trans-seasonal as part of this minimalist movement. Forget fast trends, or decorating on a whim. Increasingly we'll be making decor last by choosing furniture and textiles that can be dressed to look fresh and invigorating in summer, then cosy and inviting come winter.

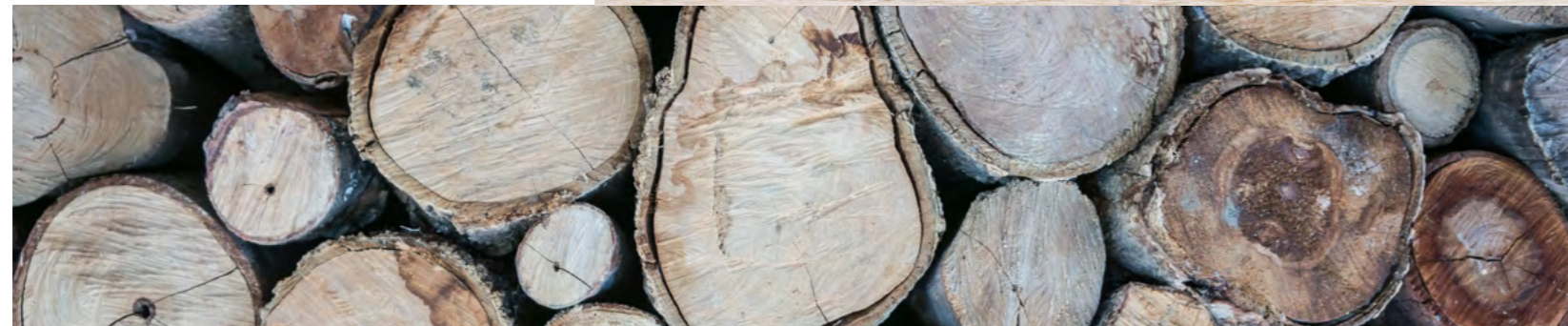
Working with a neutral palette can easily end up bland, and this is where minimalism has been slated in the past. Moving forward, the approach is set to be far more layered, with personality and character encouraged to gently shine. This trend is all about creating a sanctuary, a place to escape the onslaught of our digitally-oppressed, frenetic lives, so it needs to feel cocooning and homely.

Geberit Citterio washbasin and furniture

# TEXTURE



The efficacy of texture should never be underestimated. Naturally rustic materials like cane and woven grasses, textured wall coverings and even embossed tiles can all bring a tactile dimension that will serve to lift a blank canvas.



When considering more ephemeral finishes, think carefully about their potential longevity. Driftwood or bleached timbers combined with antiqued or burnished brass can look very on trend, but they'll also prove more timeless in a way that perhaps laminate-faced plywood and rose gold will not.



You can also elevate easy off-whites with a vintage find or by highlighting any existing architectural details in your home (add them in with some savvy salvage hunting if necessary). In the bathroom this can be translated via a simple up-cycled bar cart to store towels or block-painting ceiling roses and cornicing in the same shade as the walls. Above all, aim for a minimalist home that is relaxed, not sterile. Do it well, and you'll not have to redecorate until shabbiness dictates, which perhaps makes minimalism the most sustainable, ethical interior trend of all.





## CONCLUSION

Our homes are a reflection of our personality, our lifestyle and our ever-changing world.

The challenge with the bathroom, perhaps more than any other room in our house, is creating a stunning space that works both practically and aesthetically.

2020 will see interiors work hand-in-hand with several significant movements shaping modern society, in turn helping you to create a space that combines functionality and beautiful design - whether your signature style is minimalist, maximalist, or anything in between.

The key trends we have identified within this report are driven by the changing way we use our bathrooms - be it a retreat to relax in, an extension of the integrated smart home or our quest for the ultimate Insta-worthy space.

By recognising these important changes, we hope we can inspire you to create a bathroom that is not only ahead of the latest trends for the coming year, but a space that inspires and brings joy, a stylish sanctuary designed to complement your everyday life.

#### ABOUT GEBERIT

Based in Switzerland, Geberit brings almost 150 years of expertise and Know-How to create luxurious spaces that combine a modern design aesthetic with industry-leading technology.

Standing at the forefront of the bathroom industry, Geberit is synonymous with quality both behind and in front of the wall. The Geberit mantra, 'Design Meets Function,' encapsulates the combination of cutting edge technology, Swiss design and sophisticated functionality, optimising usability, cleanliness, comfort and style in all of its products and ranges.

#### BE INSPIRED

From the living room and kitchen to the bathroom and bedroom, there are many ways to inject a new lease of life into your home and stamp your own personality on each space. Whether your style is bold or neutral, contemporary or vintage, Geberit is here to inspire you to create the home of your dreams.

Share your own interior projects with Geberit on social media using #InspiredbyGeberit

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