

TRENDS REPORT
2021



THE HOME IS AT THE BEATING HEART OF OUR EVERY DAY. THE WAY WE LIVE IN OUR HOMES IS CONTINUALLY EVOLVING, AS IT HAS DONE OVER DECADES, AS WE CONSTANTLY STRIVE TO CREATE THE ULTIMATE OASIS FOR OURSELVES AND OUR FAMILIES.

Now more than ever we're not only re-evaluating what's important to us socially, culturally and emotionally, we're also re-evaluating our home interiors, and looking to create multi-functional living spaces that mould to a new way of life. These new multi-purpose spaces are having a pertinent impact on the trends we're seeing come to the fore. Not only are we altering the intended function of rooms, we're much more open when it comes to our interior choices, as we strive for the perfect sanctuary, our own safe space that reflects who we are.

In this Trends Report, we explore the key interior trends forecast to be prevalent in 2021 and their significance in a landscape that is ever evolving and shaping our lives. We have teamed up with six of the country's leading interior design experts and two heavyweight interiors brands to bring you a definitive guide to the top trends hitting our homes in the year ahead, spanning colour, patterns, textures, materials, technology and innovations.

The Report investigates the impact of colour and creativity, exploring how we can use a combination of bright, playful colours, and a mix of modern and vintage accessories to inject personality

and fun into our homes. We uncover the power of combining trends to create a space that is truly unique in style.

We look at the influence of our natural planet, and the positive impact reconnecting with nature, and bringing the outdoors in, can have on our overall wellbeing. We lift the lid on the rise of hygiene in the home and touchless technology, a key area of growth. We discover the new innovations impacting every room in our home and shaping the future of our day to day lives.

We consider how now, more than ever, the modern home is a multi-functional, multi-generational space that must be suitable for a variety of uses, whether that's working from home, entertaining friends or relaxing and unwinding. We explore intelligent and versatile furniture designs and challenge the notion of single-use space.

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 2021.

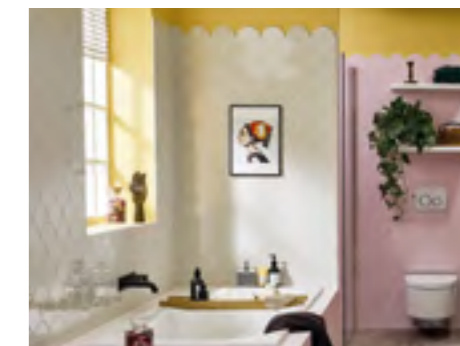


TRENDS REPORT 2021



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HARNESS YOUR HOME FOR

FOREWORD BY MICHELLE OGUNDEHIN

After the turbulence and tribulations of 2020, we'd be forgiven for hoping, nay praying, for a brighter dawn going forwards. And cautiously, I would say yes, it is possible. Albeit with the caveat that we can only collectively forge a better tomorrow if we take heed of what we have been shown, if not taught, over the last twelve months. For, far from being a year to be 'cancelled', 2020 could end up being the most crucial evolutionary year of all.

Because, even prior to the emotional maelstrom of a global pandemic, levels of protest and activism were rising around the world; millennials and Gen Zers had rejected employee status preferring the autonomy and innovation inherent in founding their own start-ups; and working from home was already in the ascendant. Amongst this generation — our future leaders — environmental awareness is keen; veganism on the increase and conspicuous consumption in decline. They understand that as the virtual world expands, The Attention Economy — the ability of any brand or business to harness that most precious of commodities, time — is what matters the most. Or to put it another way, in an age of fake news, reality rocks.

And so, even pre-pandemic, the smart folk were investing that time and their money only with organisations they that trusted. Fast fashion, throwaway food and greed-is-good were on the way out; experiences, customised service, and fact not fiction, the bubbling watch words. Lockdown simply fast-tracked these trends to the mainstream as years of behavioural change were crunched into months.

Concurrently, there is a flight to the familiar; the lure of history and provenance. Brands that stand on such firm foundations are seen as eminently more worthy. Craft too. The visible hand of the maker speaks of a direct authenticity. And for today's sophisticated consumer, increasingly careful about what they buy, considered consumption is all about the people behind the products, and their stories.

After all, when life was stripped back to the essentials it forced recognition of what really counts. No more were our homes simply a place to leave in the morning and collapse back into at night. Non-essential shopping was seen for what it was. Commutes were dropped and family time increased. We challenged our belief systems and inspected our privilege. And it felt good. The only shame is that it took such catastrophic events to precipitate it. Nevertheless, despite the tragic circumstances, it is possible to admit that we had been gifted a moment to remind ourselves of what makes us human.

Continued overleaf >

MICHELLE OGUNDEHIN

Michelle Ogundehin is internationally renowned as a thought-leader on trends, colour and style. She is the head judge on the BBC2 series Interior Design Masters, now in its second series, and the author of new book Happy Inside: How to harness the Power of Home for Health and Happiness — a game-changing guide to living well for anyone in search of a more balanced life. Originally trained as an architect and the former Editor-in-Chief of ELLE Decoration UK, she also writes for many prestigious publications worldwide and is a contributing editor to the FT: How to Spend it magazine.



HAPPINESS



Thus, at home we have been encouraged to embrace our individuality, clear now that how we choose to craft and colour our abodes should be determined only by our private needs and desires, not public approval. Because, if we thought the home of the future would be a paean to anti-viral cleanliness, think again. Personalisation and tactility will be everything — things we are allowed to touch. Accordingly, we redefine our perception of luxury understanding it to be space, silence and a garden, rather than designer goods. And far from being frivolous, such things are acknowledged as being fundamental for good health and happiness. Quite frankly, the power of home to soothe and sustain is our most potent preventative medicine, our secret superpower.

Welcome then to our time to get real: The Repair Era. Finally, the global memo reads: what is good for the environment, is good for society. Because, when we repair something, we heal. When we restore material things, they serve to restore us too. In the New Next Normal, sustainability is prioritised in the manifestos of small design companies to big business as they see the wealth in waste. Far from prompting isolationism, Covid-19 solidifies communities, and we increasingly come together in flexible mixed-use developments, drawn to supportive collective living arrangements where resources and facilities, from childcare to power tools, are shared. We may stay “Single-Positive” too rather than capitulating to society’s pre-determined stereotypes, choosing our preferred status as suits us individually, just as we’ve seen happen with the fluidity of gender. And we will see that an aging society is a sign of social and economic development, one that brings with it great opportunities for cultural progress born from respect for our elders.

In effect, we now comprehend that the most important realities are often the ones that are the hardest to see, so fixed are we usually on maintaining the status quo, or being elsewhere. Especially when moving at speed. But our eyes have now surely been opened. We have no more excuses. Especially if we wish to get back to having a future. A future that could be bright indeed, if we recognise that becoming our best selves starts at home.





BRIGHT IS BEAUTIFUL: THE COLOUR REVOLUTION

By Sophie Robinson, featuring commentary
from the Little Greene Paint Company

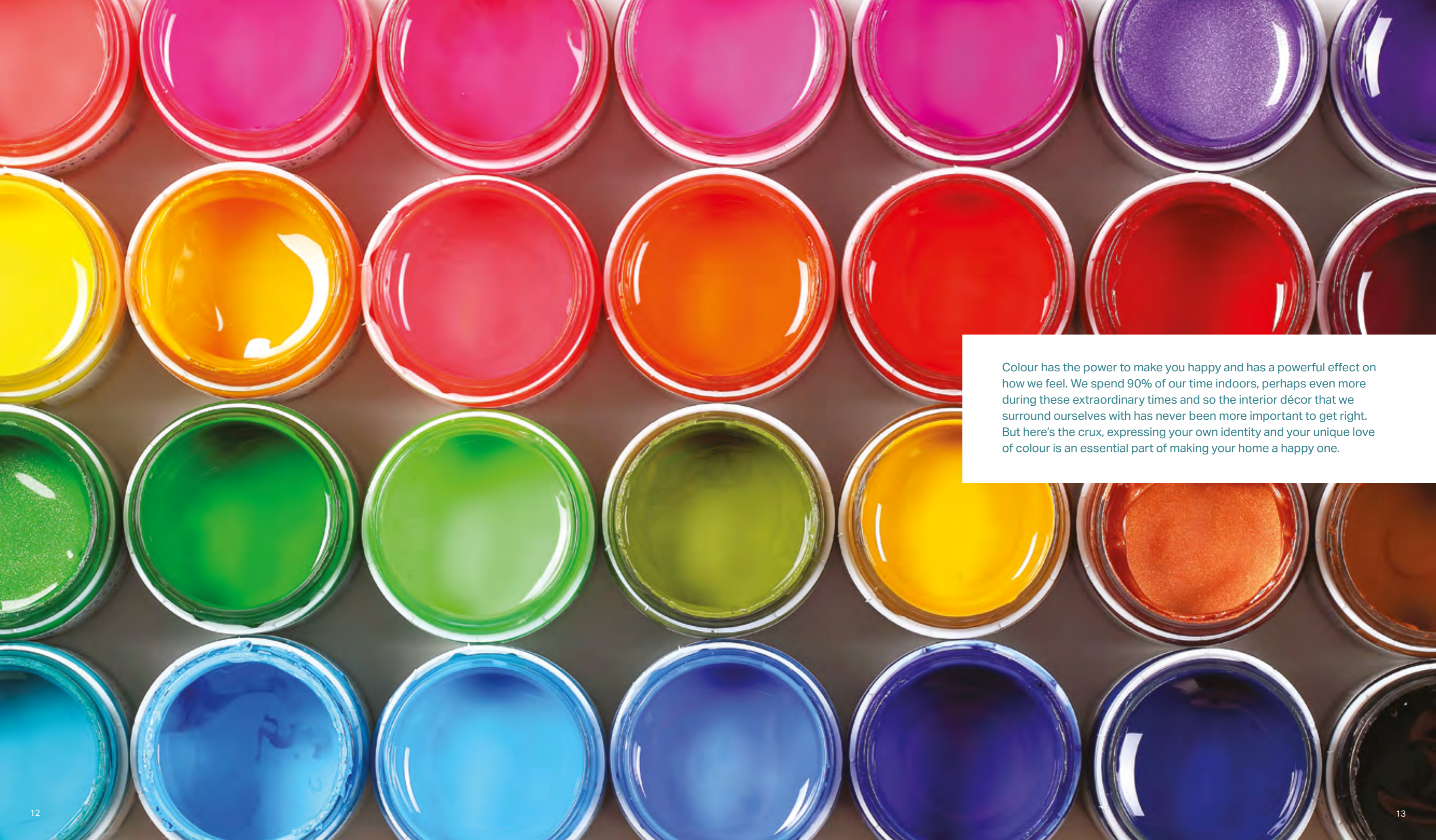


SOPHIE ROBINSON INTERIORS

Sophie Robinson has been eating, sleeping and breathing all things interior design for over 20 years, both writing for top interior magazines and starring on TV in shows. She has appeared as a judge on BBC2's The Great Interior Design Challenge and a designer for DIY SOS for BBC One. Sophie has also popped up on ITV's This Morning, 60 Minute Makeover and BBC2's Interior Design Masters. As an interior designer and journalist, Sophie has designed thousands of room schemes and continues to share her passion for colour filled interiors through her popular award-winning blog, Instagram account and popular podcast The Great Indoors. She now runs Sophie Robinson's Design School, creating online courses and workshops designed to give people the confidence to have a vibrant, fascinating and original home which reflects who they are.



Geberit Acanto Black



Colour has the power to make you happy and has a powerful effect on how we feel. We spend 90% of our time indoors, perhaps even more during these extraordinary times and so the interior décor that we surround ourselves with has never been more important to get right. But here's the crux, expressing your own identity and your unique love of colour is an essential part of making your home a happy one.



Geberit Sigma20 flush plate

Trends can no longer be slavishly followed as we increasingly understand that our homes are personal spaces and need to reflect our own tastes and identity. When we ignore the trends, opinions and points of views of others, and drill down to what we truly love, and then decorate accordingly, this is when the magic happens. The aim is to create a home that supports us emotionally, acting as the springboard that helps us take on the day. For me, it's the bright colours that literally vibrate with feel-good vibes, that lift me up and give me joy. I've always shunned the taste makers who declare shades of grey and beige to be the colours for fashionable homes. Who gets a sense of thrill opening up a tin of pale grey paint?! Maybe you do, but either way it's really important that you take a moment to think how you respond to colour emotionally, because this connection to our homes and how they make us feel, is the big headline moving through 2021 and beyond.



The lock down in 2020 saw a surge in people looking at their homes with fresh eyes and I'm happy to report, opting for bolder and brighter colour choices. It was a natural response to a desperate situation. The pop of a bright hue, be it a sunshine yellow, lipstick pink or apple green, has the power to make you smile. A neutral palette can be a great backdrop in order to bring a sense of calm and tranquillity, but beware that too much can leave a space feeling stagnant and indeed depressing. Consider there are areas of your home where you want to create more uplift and energy and other areas where you want to dial it down. An accent colour, be it a vase or a cushion, can be a great way to inject a bright colour you love if you don't want to feel engulfed by it.





Geberit Xenos² and Geberit AquaClean Sela shower toilet.

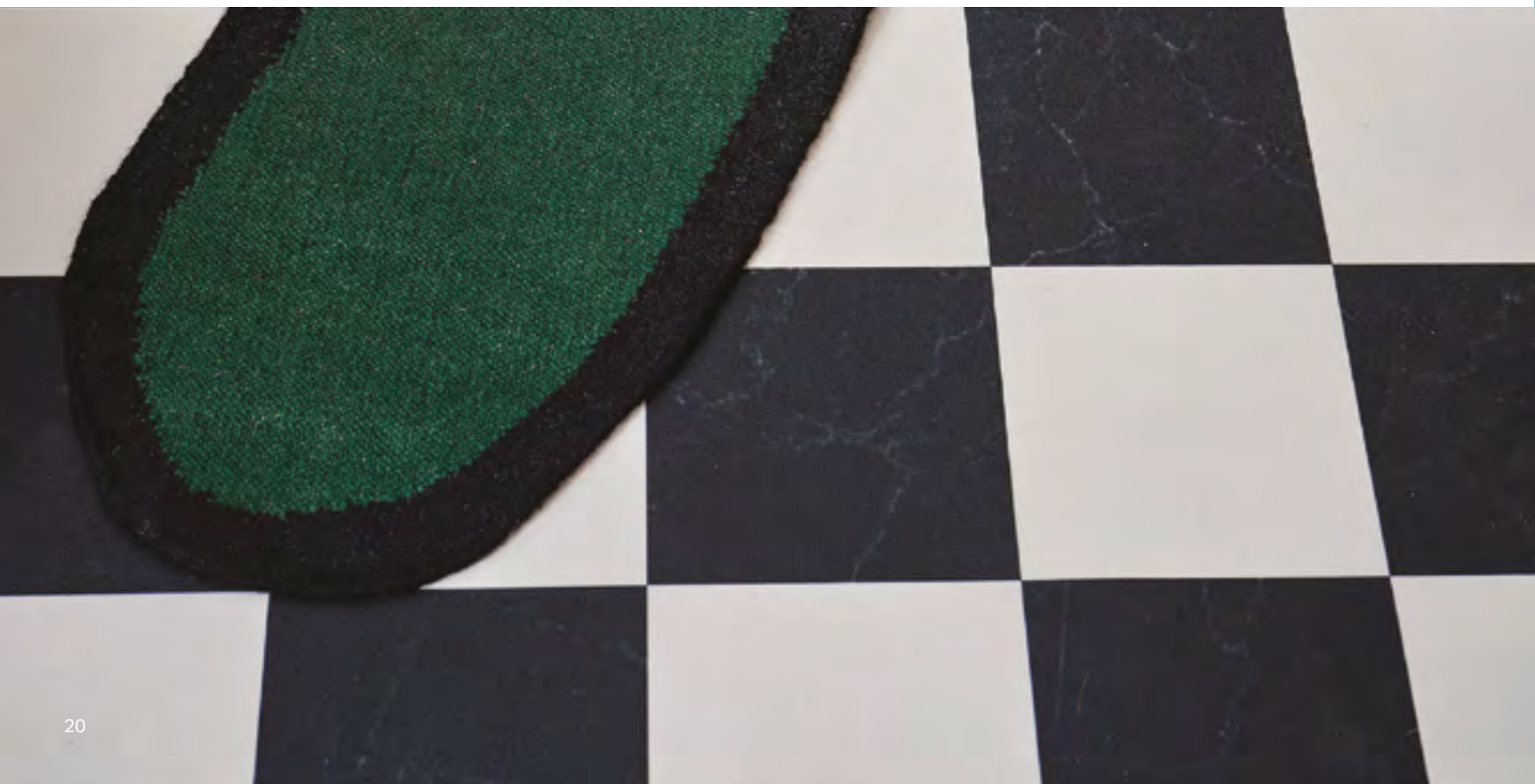
EMBRACE COLOUR

For example, I love an optimistic bright yellow and have touches of it smattered throughout my home. But couldn't stomach it on the walls. However, a hallway is a great place to experiment with your favourite colour. Mine is a rich cobalt blue. Rolled out on all walls it's the colour that greets me first thing and again when I get home at night, and throughout the day there are multiple opportunities to walk through my favourite colour that makes me feel my best. So, consider how you use the room and how you want to feel in it as well as the colours you love as an essential place to start when picking your palette.





Breaking the rules and daring to be different is the new way forward. I love how social media platforms like Instagram have encouraged people to be more creative and experimental in their homes. It can be in totally unexpected places too, like painting the ceiling a contrasting colour or wallpapering the doors of a cabinet. Having fun with decorating schemes, being creative and indeed experimental is a great emotional outlet! Pattern too has been having a moment in interiors and the jostle of clashing designs coupled with wrap around wall to wall wallpaper (the feature wall is almost all but dead) is a stamp of commitment towards owning your personal style. With the importance of home cemented, we are increasingly prepared to make bigger decorating commitments and indeed investment in our interiors.



GO ECLECTIC



Geberit Acanto Black and Geberit AquaClean Mera Shower toilet

Creating a house that feels like home often involves filling it with the things you love and creating a soft, comforting feel throughout the house. For example, in the bathroom, rather than wall to wall tiles, hard lines and a sterile colour scheme, there is a movement to soften the look by using decorative elements that you would typically see in the living room. Rugs on the floor, wall sconces with fabric shades, wallpaper and artwork all help to create a room ready for relaxing. Fabric blinds at the window and even the return of the fabric shower curtain are ways to knock back the hard lines, inject colour and pattern and create a softer and more inviting feel.

So, reject opting for the 'safe bet' or 'sensible option'. Reject any conversations around 'resale value' and allow your home to be the full expression of the people within it. The ultimate goal in 2021 is to make your house a home and one that is as unique as you are.



Geberit Xenos² and Geberit AquaClean Sela shower toilet



LITTLE GREENE PAINT COMPANY CREATIVE DIRECTOR, **RUTH MOTTERSHEAD.**

Ruth Mottershead is Creative Director of Little Greene and Paint & Paper Library and has been working in her family's business for nine years. Ruth spent five years studying Landscape Architecture at The University of Sheffield before starting her career in London as a Landscape Architect, designing outdoor public spaces including urban and green spaces as well as heritage sites. The job, which combined her twin passions of design and the great outdoors, provided her with a fabulous chance to be creative in the outdoor environment.

When the opportunity arose to join her father and brother at Little Greene, it felt like a natural transition, tapping into the close relationship between exterior/spatial design and interior design.

Her role as Creative Director is diverse, she is responsible for creating concepts and ideas for upcoming paint and wallpaper collections, choosing colours for new cards and browsing archives at the National Trust for new wallpaper collections.

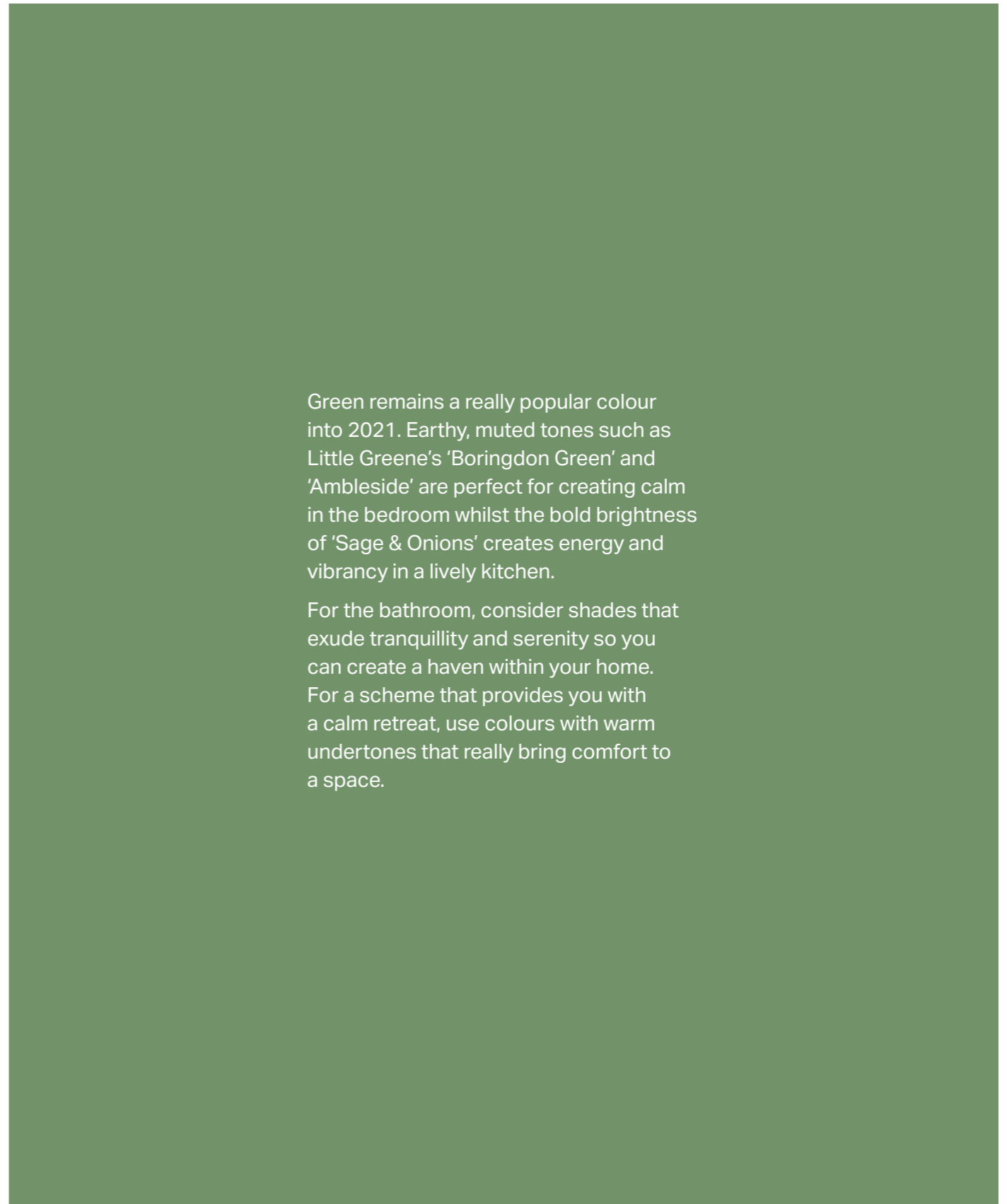
Little Greene
— PAINT & PAPER —



Image supplied by Little Greene Paint Company



Image supplied by Little Greene Paint Company



Green remains a really popular colour into 2021. Earthy, muted tones such as Little Greene's 'Boringdon Green' and 'Ambleside' are perfect for creating calm in the bedroom whilst the bold brightness of 'Sage & Onions' creates energy and vibrancy in a lively kitchen.

For the bathroom, consider shades that exude tranquillity and serenity so you can create a haven within your home. For a scheme that provides you with a calm retreat, use colours with warm undertones that really bring comfort to a space.



Image supplied by Little Greene Paint Company



MAKE AN IMPACT

For a finish with immediate impact and a touch of opulence, opt for an all over colour using a deep, moody hue like 'Lamp Black.' The strength of the colour will provide a sophisticated scheme that can be complemented with white porcelain and high-shine accessories.

THE COLOUR REVOLUTION

For something a little more vibrant, colour blocking is a simple way to introduce colour to a small space, without it being overwhelming. Pair contrasting shades for an interesting combination and a striking finish that really frames the features of a space. You can also use the proportions of your bathroom by painting the ceiling using a bold shade, such as 'Deep Space Blue', to draw focus to the height of the room.





Geberit myDay



Image supplied by Little Greene Paint Company

As we look ahead to 2021, we predict the use of warmer neutrals and a slight shift away from the cooler grey tones to take place. Natural stone colours such as 'Portland Stone,' 'Clay' and 'Bath Stone' are expected to be popular. Warm neutrals are perfect for creating restful living spaces that bring comfort to the home.

When selecting bolder shades, consider how you would like the space to feel. Perhaps select a colour highlight to create a statement alongside an otherwise neutral scheme, or vibrant woodwork to complement a wallpaper pattern. If you're looking for impact, don't be afraid to use a bold colour or pattern on all walls, particularly in small spaces like downstairs bathrooms.



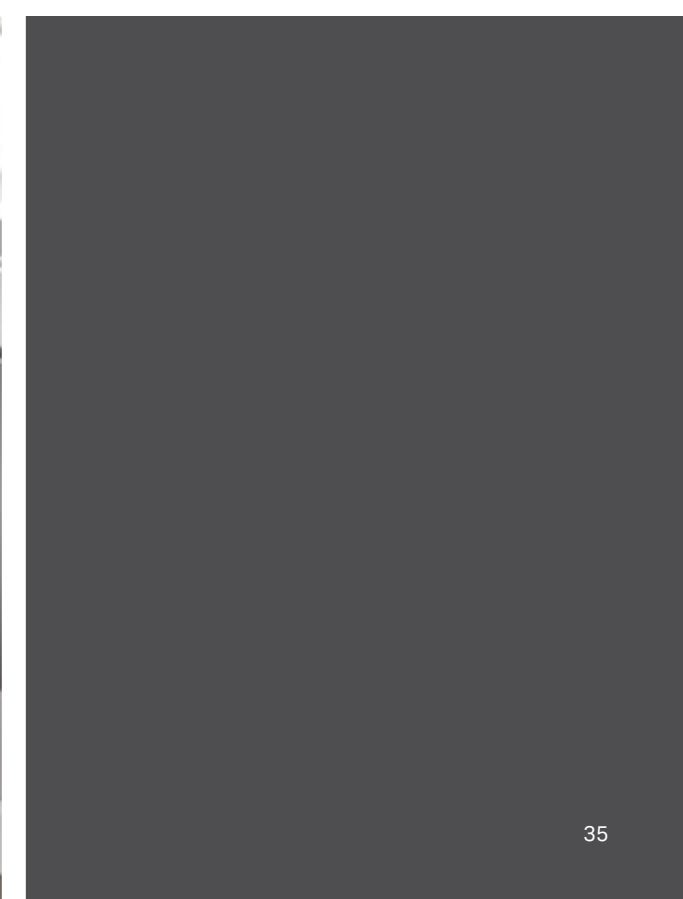
Geberit Selnova Square S in Hickory



Geberit iCon



Geberit Selnova Square S in Hickory





Geberit iCon toilet and Variform basin and furniture

WE HAVE SEEN A SIGNIFICANT INCREASE IN PEOPLE COMPLETING DECORATING PROJECTS AT HOME OVER THE PAST FEW MONTHS, AND LOCKDOWN HAS CERTAINLY IMPACTED ON THE COLOURS PEOPLE WANT TO BE SURROUNDED BY.



Geberit Acanto furniture, Soana bath, AquaClean Mera shower toilet and Sigma20 flush plate



More than ever, it's been really important for people to create spaces that they enjoy spending time in, that feels relaxing and calm. For many people, decorating has helped them to adapt to spending more time at home, whether that be designing an area that allows them to work from home or refreshing their garden to maximise their outdoor space.





YOUR HOME, YOUR STORY

By Kate Watson-Smyth, featuring
commentary from Topps Tiles



KATE WATSON-SMYTH

Author of the number #1 best selling interiors books, Mad About The House, how to decorate your home with style, and 101 interior design answers, Kate Watson-Smyth has been writing about property, interiors and design for the last 20 years. Her philosophy? Your home should tell a story. It should make your heart sing when you open the front door.



We are bombarded with interiors inspiration from every direction these days. Whether it's Instagram and Pinterest or blogs and print magazines, there is more to absorb and tempt us than ever before. But the flipside is the overwhelm.

How do you sift through those mountains of information to find your own taste?

How do you understand if a colour or a style is truly you or if you have been lured in by good lighting and professional styling?





Now that we are all spending so much time at home, it is more important than ever to create rooms that will lift our spirits but also help us to knuckle down to work. Rooms that will bring families together while allowing everyone their own space.

If our houses are to function as, to quote Le Corbusier, machines for living, they must fulfil all our needs be it working from home or working out. They must provide family downtime and personal me-time. Spaces to come together and space to be apart.

Creating a home is about bringing those different, and sometimes contradictory, elements together. We must marry the basic functionality of a house to the aspirational form of a home. Yes, your bathroom is a space for washing but there's no reason why it can't have a luxurious spa feel. Of course, our kitchens are for producing food, but aren't they also the heart of the home? And you may have to work in a corner of the sitting room, but at 5pm it needs to feel like a family space again.



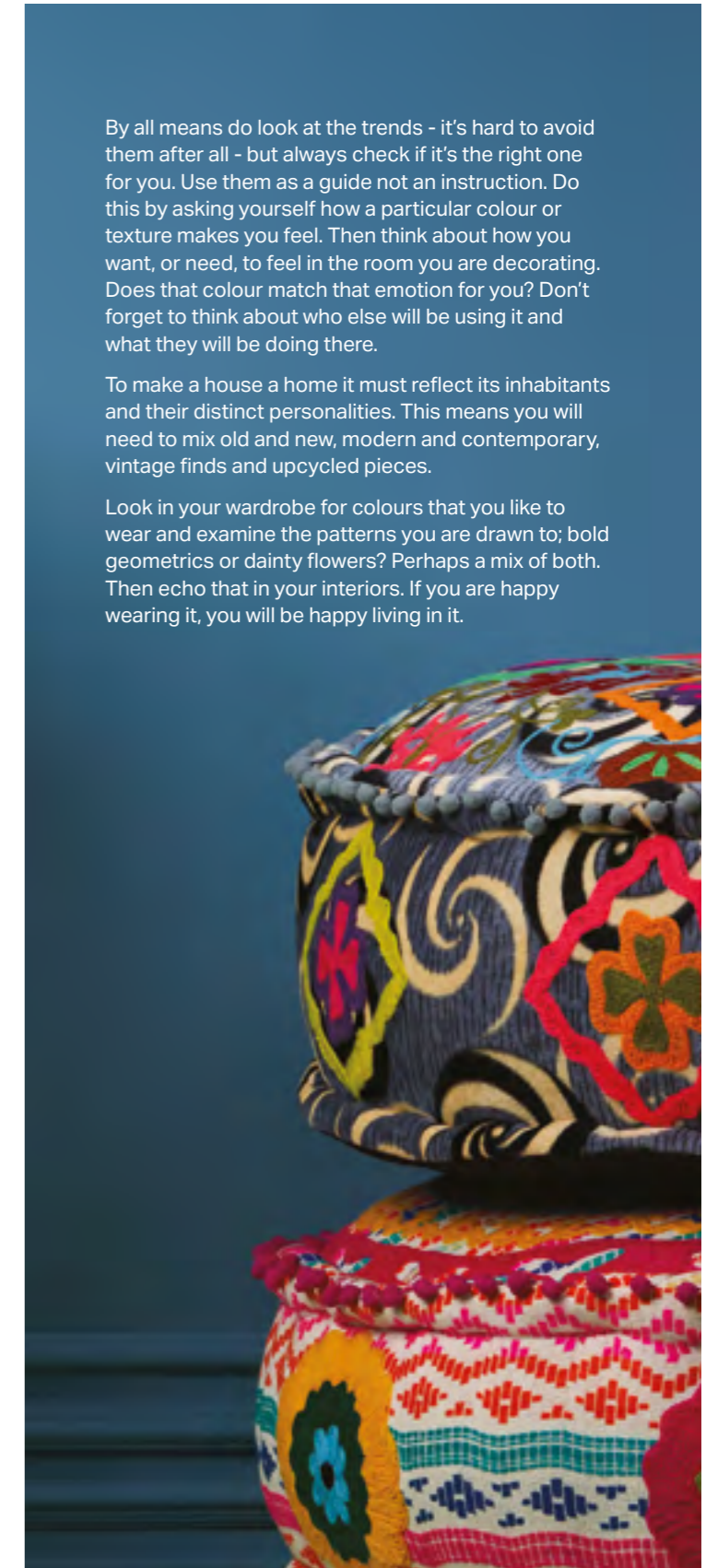
Geberit AquaClean Mera shower toilet and Sigma20 flush plate



By all means do look at the trends - it's hard to avoid them after all - but always check if it's the right one for you. Use them as a guide not an instruction. Do this by asking yourself how a particular colour or texture makes you feel. Then think about how you want, or need, to feel in the room you are decorating. Does that colour match that emotion for you? Don't forget to think about who else will be using it and what they will be doing there.

To make a house a home it must reflect its inhabitants and their distinct personalities. This means you will need to mix old and new, modern and contemporary, vintage finds and upcycled pieces.

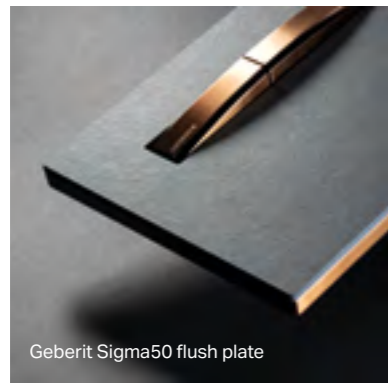
Look in your wardrobe for colours that you like to wear and examine the patterns you are drawn to; bold geometrics or dainty flowers? Perhaps a mix of both. Then echo that in your interiors. If you are happy wearing it, you will be happy living in it.





TELL THE STORY OF YOUR HOME

Pay attention to the details so that your home will tell the story of the people who live there. Reupholster your office chair in material that makes you happy when you walk into your office, decant your shower gel into pretty bottles and make sure your sheets are the crispest cotton or the softest linen.





Geberit Acanto Black, Geberit AquaClean Mera shower toilet with Soana bath



Start with this simple mantra: something new, something old, something black and something gold. There is always something new and you should always buy the best you can afford. But contrast that newness with something vintage to bring character to the space. Every sleek modern bathroom is warmed by a worn wooden stool or cupboard. Throw in a dash of black, or at least very dark, to bring the glamour and punctuate the space – it can be anything from picture frames to taps. Finally add the gold, any metal but make it shiny, to bring the luxury. Whether it's mirrors, light fittings or tiles, a glossy finish will bounce the light around and show every room to its advantage.

That is the secret to successful interior design. A highly personalised take on every trend, texture and textile so your home truly does tell your story.



HARRIET GOODACRE, BRAND COMMUNICATIONS MANAGER AT TOPPS TILES

Harriet Goodacre is the Brand Communications Manager for Topps Tiles where she directs and manages a vast array of exciting marketing activity. This includes working on innovative marketing and PR campaigns, influencer and blogger activity, creating content for Topps Tiles' social media channels and overseeing a diverse range of digital campaigns.

With her finger firmly on the pulse of all things tiles, interior design and décor, Harriet is passionate and knowledgeable about the latest interiors trends and timeless styles, which she often writes about on the company blog.

Topps Tiles



Image supplied by Topps Tiles

Over the years we've seen consumers' confidence grow into using more colour in their home, particularly in areas that they use every day, like the bathroom. More and more people are putting their stamp on their personal space rather than being concerned over selling their home in the long term, this change in thinking is largely thanks to social media sites like Instagram and Pinterest.



Image supplied by Topps Tiles



Geberit Acanto Black

Whether you're completely renovating the bathroom or simply updating an inherited suite, it's all about mixing and matching from vintage, modern and contemporary styles to create something truly unique.

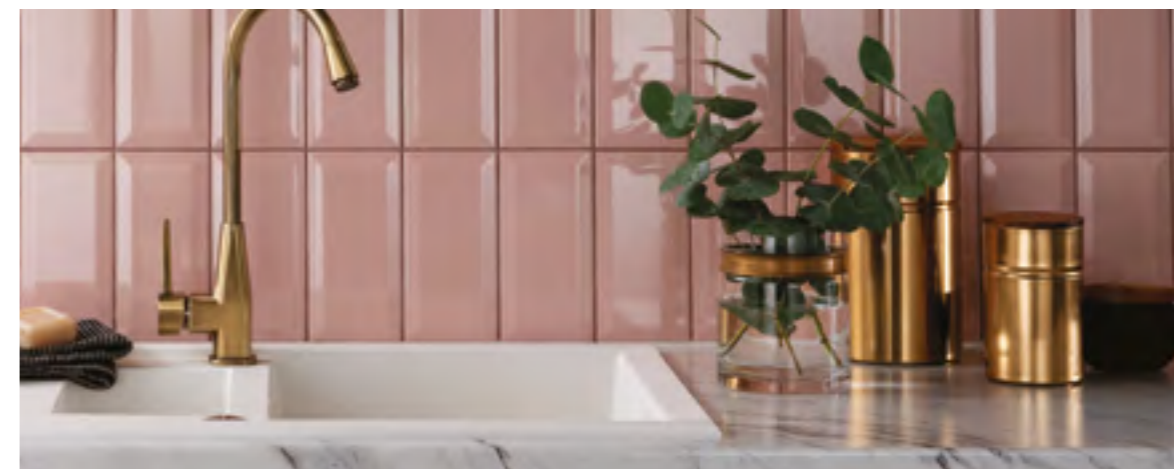
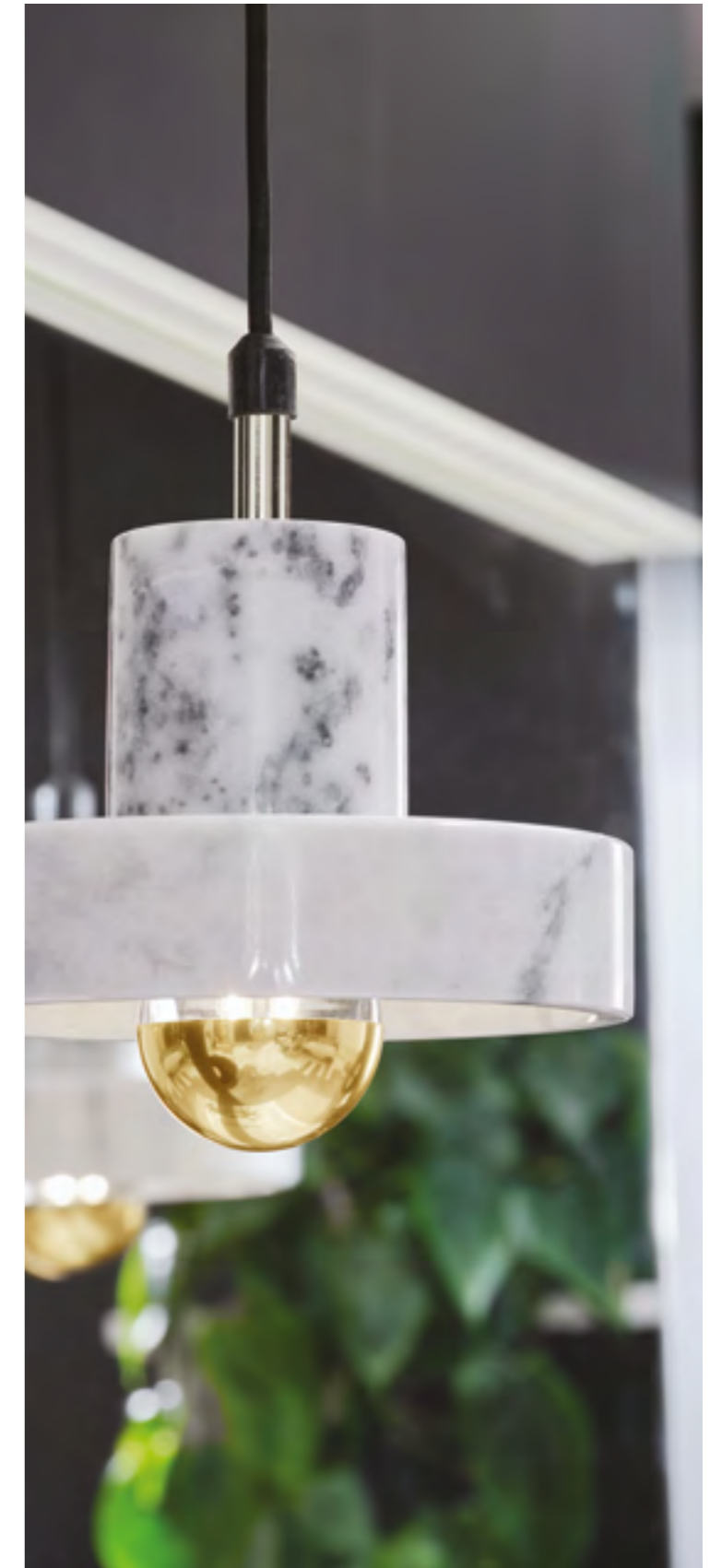




Image supplied by Topps Tiles

When styling a bathroom, it's really important to plan your layout effectively, this not only includes your fixtures but where and how you tile to really help maximise the natural light and the space you have. Consider different laying patterns to help change the appearance of your space, for example a herringbone pattern can help make a space seem wider whereas a vertical tile can help elongate a wall.





When mixing different elements together, always include different textures within the space. This helps to create more interest and depth, stopping the room from feeling flat. If you're painting a portion of your wall in a satin paint then try using a matt finish tile to help contrast against it. Alternatively, if you've got a darker bathroom then opt for a glossy tile and contrast this with matt metals for both tile trims and fixtures.

TIMELESS GLAMOUR

When using different colour combinations, create a harmonious colour palette of similar tones and then create accents with a contrasting colour in the spectrum. A cool monochromatic look will provide a timeless feel but if you're looking for something a little more opulent, experiment with a coloured marble. If you're looking to create colour but on a much smaller scale then your tile grout colour can be a great place to get creative.

For further expert advice, trends and tips, visit www.toppstiles.co.uk



Image supplied by Topps Tiles



RECONNECT WITH NATURE

By Busola Evans



BUSOLA EVANS

Busola has been a journalist for more than 20 years and has written for a number of newspapers and magazines including The Guardian, The Telegraph, Sunday Times Magazine, Grazia and Stylist. A self-confessed interiors obsessive, Busola has been associate editor at Livingetc and Homes & Gardens for nearly three years. She also edits the kitchen and bathroom supplements for both brands and has a wealth of knowledge on liveable design, innovative products and the hottest trends.

Busola regularly contributes to panel discussions and talks on interior design and the way it can enhance everyone's lives, and also the importance of diversity within the industry. You can follow her interiors inspiration feed on Instagram @busolaevans.



If there has ever been a time that has highlighted the importance of having a connection with the outdoors, the challenging months of full lockdown was certainly it. With most people largely restricted to the indoors, the pull of nature intensified and many found surprising solace in any green space they could access - whether it was their own garden, a local park or even treetop views from an open window.

The benefits of nature on our health and wellbeing are becoming increasingly well documented. Research has shown that just looking at pictures of trees, never mind seeing actual ones, can significantly reduce stress, anxiety and even the risk of some diseases, while spending just two hours a week connecting with nature, which can simply mean a long stroll in a park, can make people feel happier and more energised.

With this in mind, over the past few years, biophilic design - nature-inspired interiors and architecture - has garnered more interest as it has become clear that it has an intrinsic link to our mood, health and productivity. And now we are spending even more time in our homes, this trend is becoming more crucial than ever before. So how do we translate this knowledge into our spaces?



NATURE

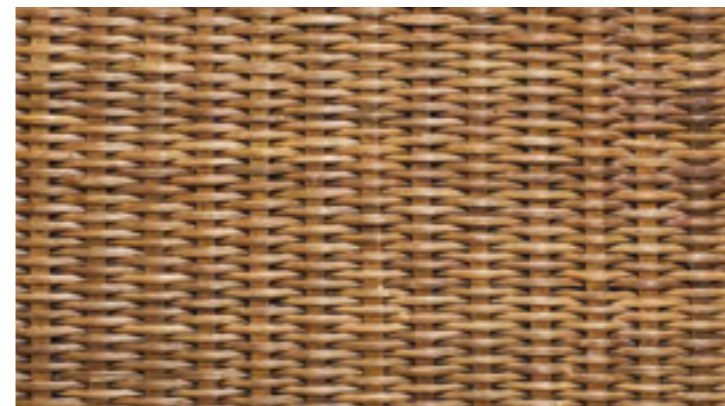
NURTURES

For many of us interior lovers, greenery is an easy way of bringing the outdoors in. Being a plant fiend myself - with no less than 20 around my home at the last count - I can attest to not just the fact they prettify any space but also the calming effects which have been particularly welcome during the emotional rollercoaster of the past year. Bamboo, spider, and monstera plants are all particularly good for adding spa serenity to a bath or shower room for example.

Greenery can also help purify indoor air quality and reduce pollution by getting rid of toxic emissions transmitted by appliances like microwaves - that is all quite a lot of healthy return from your average potted pal. For city-dwellers without a lot of green space, a living wall - which is essentially a vertical garden - is the perfect way to integrate indoor and outdoor spaces. But even having botanical prints on textiles, be it cushions or curtains, or even on a wallpaper can be a mood-booster.

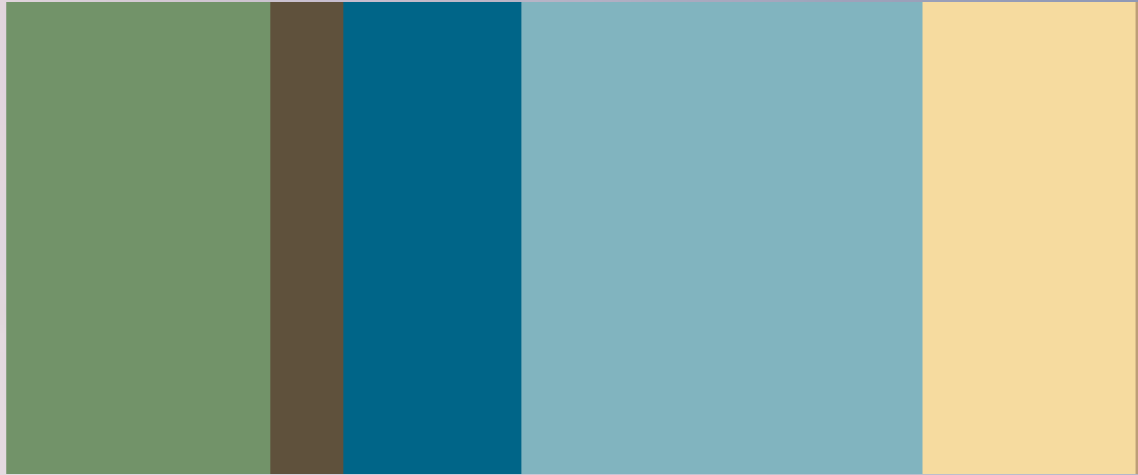


Bringing in natural and organic materials like wood, stone, rattan and wicker is also key to making your home feel like an outdoor oasis. Think in terms of furniture - a wooden chair in a bathroom brings in warmth - the antithesis to all those cold, hard surfaces usually found there - but also consider the materials on walls and flooring. A timber-clad wall not only looks good but acts as natural insulation while sisal, jute and seagrass floor coverings are stylish as well as durable. Handmade ceramics with earth tones and an imperfect finish give an instant connection to nature by bringing in natural elements to your interiors and often creates a richer user experience.





Patterns that echo nature are also a big part of biophilic design so turn to shapes from anything like leaves, raindrops and pebbles to the ripples and waves of the sea. These soft lines, subtle curves and relaxed lack of symmetry can all have a subconscious impact on our mental wellbeing.



THE COLOUR OF NATURE

Green is an obvious choice for decorating and colour psychologists suggest that because it is so strongly connected with nature it evokes feelings of calm and tranquility. But there are many more shades which mimic natural surroundings - the warm earthy tones from rugged landscapes and sandy deserts, the pink hues from a sun-kissed beach, the rich turquoise from the mediterranean sea, the changing sky colours from pastel to midnight blue...the inspiration is endless. Working with a colour palette which takes its cues from Mother Nature helps create a soothing environment and blurs the lines between indoors and outdoors.



Research has shown that a lack of natural light in a space can increase the risk of anxiety, depression and lethargy so it is important to maximise the possibilities in every room to feel harmonious. Ensure windows are as big as possible and use a variety of techniques to attract more light.

Floor to ceiling glass panels, retractable roofs, light wells and glass sliding doors all help uplift spaces as well as providing an ever-changing view of the seasons. It's not uncommon to have a windowless bathroom in city areas, but simply fitting an internal window with opaque glass in order to draw in light from another room can be transformative.



Geberit myDay



Geberit Variform and Geberit AquaClean Mera shower toilet



Geberit Citterio

As life continues to swim its way through uncharted waters, there are few things that have become increasingly clear. The design of our homes is more important than ever before and nature's role within that is pivotal to our happiness and wellbeing. And this is what makes our connection to it so much more than a passing interiors trend.



HYGIENE IN THE HOME/TOUCHLESS TECHNOLOGY

By Lindsay Blair



LINDSAY BLAIR EDITOR OF KBB

Lindsay Blair is Editor of Kitchens Bedrooms & Bathrooms magazine and thesethreerooms.com. Leading Britain's best-selling title for kitchen, bedroom and bathroom design, she has a wealth of knowledge on the latest trends and interiors advice for what she calls the three most important rooms in the house. An experienced journalist and lover of interiors, she shares her findings [@lindsays_home](https://twitter.com/lindsays_home) and can be found chatting design [@kbbmagazine](https://twitter.com/kbbmagazine).



Geberit AquaClean Mera shower toilet

HAVE YOU EVER STOPPED TO WONDER HOW MANY THINGS YOU TOUCH ON A DAILY BASIS?

And how many other people may have touched the very same thing? Since our lives have been totally changed in light of the Covid-19 pandemic, my guess is you're more aware of touch points around your home than ever before. Recent times have shifted our mindsets as a nation and will forever change not only how we go about our lives, but how we create and what we want from our homes.

The way we live now means hygiene has never been further up the agenda – especially when it comes to bathroom design. Bathrooms, by their very nature, are clean places. We need them to clean ourselves, but also want them to be easy to keep clean. We want our bathrooms to be functional first, but easy maintenance is a close second, with the peace of mind gained from a germ-free (or germ-less) space helping us to relax safe in the knowledge that we're doing our bit to keep a home healthy. Hand in hand with hygiene comes smart technology and the latest developments not only make a bathroom hi-tech and contemporary, but geared up for wellness too.



Geberit ONE

Geberit Option mirror cabinet



TOUCH-FREE BATHROOMS

The designers behind many of the bathrooms we see now understand the fast-growing importance of a super clean and hygienic space. Whether it be a large family bathroom, ensuite or a compact downstairs cloakroom, innovations are fast emerging and this is where smart technology becomes incredibly useful, rather than a gimmick.

Non-touch taps – those operated by an infra-red sensor – are a good starting point for a bathroom with hygiene front of mind. Taps are the most-touched fixtures and see multiple uses each day. The advice always goes to spend as much as you can afford on good-quality taps that will last a long time under the near-constant demands placed on them. Sensor taps mean you don't have to touch the faucet to turn on the water, plus they'll automatically turn off the stream after a few seconds, which can help save water. What's more, aside from the hygiene benefits, sensor taps are great for anyone with mobility issues or those who struggle to grasp a handle, so are a great accessible option for the whole family.



Geberit Brenta



Geberit Piave



I'm sure we've all come across infra-red bathroom technology in restaurant and hotel bathroom spaces – and, as well as sensor taps, that most likely includes the sensor flush plate. It's no bad thing and no surprise that these are now making their way into our homes, as public bathrooms are designed to be low maintenance and easy to clean: two qualities you can't argue are prime for at-home life, too. The Geberit AquaClean and Sigma80 touchless flush plate is a great example. With a swipe of the hand, it activates the flush with not a single touch required.

Geberit Variform basin and furniture with a Geberit AquaClean Mera shower toilet



Geberit AquaClean Sela shower toilet

THE NEW TOILET

Most often cited as the dirtiest part of a bathroom as well as the most loathed to clean, choosing the right toilet is now so much more than a basic white ceramic, floor-standing fitting with a back-to-wall cistern. Spending time investigating the myriad of options available and paying close attention to hi-tech innovations is advised. Take this essential bathroom fixture to the next level by opting for a smart design, such as the Geberit AquaClean shower toilet. With remote control operation that can be connected to an app, it features toilet and bidet functions in one and also offers personalised settings for seat warming, washing and drying. While they may seem strange at first, I predict they'll become the norm over the next decade.



Geberit AquaClean Mera shower toilet



Geberit AquaClean Tuma shower toilet

CLEAN AND STREAMLINED

Simple design tricks can be easily implemented when redesigning a bathroom. Minimising the number of places for germs and dirt to linger can be achieved by keeping one level surface. Steer clear of too many niches or details such as coving or skirting which will make cleaning a little more arduous.

Large showers are sought-after and while a true wetroom requires full waterproofing, the latest shower trays and minimal glass screens will achieve the look without being so labour intensive. Flush-fit shower trays can be laid level with the chosen floor surface, or tiled over to match, achieving a seamless transition that's much easier to keep clean.



When it comes to materials, surfaces such as stainless steel, man-made composites and engineered quartz are known for their durable and non-porous qualities. Copper has antibacterial properties, while natural stones such as granite should be sealed to ensure a good protective barrier. These options are ideal for vanity units and basin stands, which will be touched each day, as well as the basin itself. Aim for a basin and seamless countertop for a streamlined finish. Keep shapes slick and avoid units with lots of grooves or decorative elements – they'll only attract grime and encourage a build up of dirt. And remember, these materials are well worth the investment in higher-traffic bathrooms such as a family space or cloakroom, which may be used by members outside of the household.



A SPACE FOR ME-TIME

At the risk of a hygienic-driven bathroom sounding clinical, there's another thing we now want from our washspaces – and that's escape. We want to lock the door, say goodbye to a busy day and spend time relaxing. Ambience is key, but that's lost without the right fittings. Lighting is not to be forgotten in pursuit of the perfect bathroom and multi-functional and multi-layered solutions are best.

Lit mirrors or mirrored cabinets, that also have voice-controlled Bluetooth functionality and demister pads, will offer flexibility, giving off bright morning light for getting ready as well as soft mood setter later in the day.

Clever integrated LED bulbs within vanity units or wall-hung cabinets are not only smart, but convenient. Switching on when a door or drawer is opened, it's the little details like this that make a well-thought-out bathroom super functional and a joy to be in.

Dimmable lighting is essential for any bathroom in which you'll enjoy some me-time, while sensor-operated floor-level LEDs are a must in an ensuite, to prevent that harsh bright light if you need to take a trip in the middle of the night.



Geberit Xenos²



Geberit myDay



Geberit Sigma50



Geberit AquaClean Mera shower toilet

WATER AS THERAPY

Chromatherapy - the combination of coloured lights and water in the bath or shower - is a growing phenomenon and some experts say different shades of light can affect your mood by either invigorating you or helping you to wind down, de-stress and aiding good sleep.

A similar concept comes in the form of hydrotherapy systems. This could be as simple as a shower with multiple spray functions - from massage jets to soft rain mist - or a bath with a whirlpool setting. The key is to carve out time in your day to make the most of these advanced designs and reap the benefits to wellbeing they could bring.



POSITIVE CHANGE

While our lives and the demands we put on our homes have shifted for good, there's a great opportunity for positive change in our living spaces, and particularly the bathroom. Any design update that makes a room healthier, easier to use, lower maintenance and, fundamentally, happier will transcend the trends and be a welcome improvement that's here to stay.

Geberit ONE





COMMUNAL LIVING AND HYBRID HOMES

By Sally Mackereth



SALLY MACKERETH, PRINCIPAL STUDIO MACKERETH

The award-winning architect Sally Mackereth, who founded Studio Mackereth in 2013, has spent the past 25 years exploring how architecture and design can positively impact our lives and environment, recalling the rich narrative of the past, whilst also embracing the future. The practice has designed many ambitious projects in the UK, US, South Korea, France, Italy and beyond, in both the residential and commercial sectors.

Mackereth, named by The Daily Telegraph Luxury magazine as the founder of one of the six best architectural practices in London, is known for the playful, but steadfastly rigorous way she designs. The materiality and scale of her work, which creates both a sense of tension and excitement is steeped in her interest in highlighting the 'patina of life', allowing a building to reveal its traces of occupation, choosing to treasure its wear rather than eradicate it.

Alongside running her busy studio, Mackereth has recently embarked on a PhD, which reflects on her design approach and focuses on the practice of architecture; this presents an opportunity to examine architecture with a more academic, erudite eye.



As an architect I am fascinated by the notion of what it means to be 'at home' and the ever-changing nature of the domestic environment. The twenty first century has witnessed a quiet revolution in our private settings where technology has effectively upended the familiar structure of the traditional home with its prescriptive series of rooms with designated functions. Until recently it was customary for families to gather together round the fire in The Living Room to keep warm, listen together to music and play parlour games; The Bathroom was for perfunctory ablutions only; The Study, typically lined with shelves of books for reference also housed a writing desk; The Dining Room was where families came together three times a day for shared meals with food prepared in a separate Kitchen; The Bedroom was a place to retire for sleeping at night.

WHAT'S THE NEW AT HOME?



Yet a blurring of the boundaries between work/rest and play now means we can pretty much do exactly what we want, wherever we want, whenever we want. Across the generations we now can effectively watch movies in the bath, order pizza to eat while we work from our sofa, exercise in our bedroom, face-time friends while we cook, and when we are not in residence we can regulate the heat, the mood, the music and monitor them at all times from our portable devices.....

BUT IS THIS NEW FLUIDITY IN THE WAY WE USE OUR HOMES REALLY AS LIBERATING AS IT MIGHT AT FIRST SEEM?

This has been a particular issue in cities where in recent decades we have seen a real shift towards a more intensified dwelling model with all generations now living under one roof. This melting pot of grandparents, working parents, teenagers and toddlers' needs has inevitably had a significant impact on how we cohabit, shining a spotlight on ways we must adapt our homes and spaces to cater for all generations.





HOME IS WHERE....

The global pandemic of 2020 has brought yet new pressures to bear on the already struggling domestic setting as we have found ourselves without warning confined to our homes 24 hours a day, involuntary prisoners of our interiors for many months, locked down together without due notice or consideration for the challenges this would inevitably present. How can the familiar family home now perform as a multi-functioning, multi-generational domestic refuge? How can we carve out space and time-slots so our homes can also take on these additional and conflicting roles of formal office meeting room, school classroom, yoga studio, virtual birthday party venue, painting studio, greenhouse for seedlings, exercise yard, daily music practice, private meditation, movie-watching venue, a place to laugh, a place to crya safe place just to be?

Yet for all our struggles being captive in our own homes, the lucky ones have ultimately experienced something of an epiphany. We have gradually been awakened to the more sublime aspects of life as played out in our homes. We have emerged with a humility and a renewed appreciation for the quotidian rhythm, taking more time to notice and enjoy the simple rituals and pleasures of daily life in our homes: the play of sunlight on a bedroom wall, the smell of fresh herbs nurtured and grown from seed, the pleasure of preparing a meal all together as a family unit; soaking in a hot bath with a good book; watching the seasonal change in the plants and trees from a window.



IT'S ALL ABOUT AGILE, VERSATILE DESIGN

My recent experience as a judge on a 2020 global architectural awards panel was a fascinating insight into the increasing sense of responsibility architects and interior designers feel to interrogate the staid domestic model and re-envisage sustainable ways of living both in the city and on the land. These visions offer intelligent solutions that rise to this social challenge to create the hybrid home – a flexible environment incorporating multi-functional spaces with multi-generational occupancy, a home that can morph to suit this inevitable shift in the way we now work, rest and play.

The most agile home interiors are like origami in the way they can transform themselves with concealed walls and oversized doors that fold, pivot and slide to artfully reveal and connect two volumes into one.

Contemporary furniture design has similarly responded to this changing lifestyle with the introduction of innovative, versatile pieces that combine functional elegance with compact modular design such as a new range combining elements that reconfigure themselves to be part bed, part screen, part dressing table, part bookcase, part bench seat – perfect for the resurgent boudoir. Clever multi-tasking dining tables now serve as a school desk, an office workstation, a meeting table, a workbench for arts and crafts, a court for table tennis and a kitchen worktop.



Geberit Acanto

Even the domestic bathroom (once the most basic and minimal room in the house) has become a social space – it is not uncommon to see bookshelves, occasional tables and even chairs for chatting to bathers. Bathrooms have become a comfortable sanctuary in which to relax and linger.



Geberit Xeno²



Geberit Soana bath



And now more than ever we value our connection with natural light and the benefits of Vitamin D – 2020 has inevitably seen a massive resurgence in house plants for those living in urban apartments without any outside space. We now prize small urban gardens, balconies even window boxes that connect us with nature – these are the lungs of a home.



With video conference calls now the norm, our homes are on display and offer a voyeuristic window into the hitherto private domestic worlds of our bank manager, our builder, our boss, our therapist and our prime minister. Design websites now offer home styling advice on how to optimize your backdrop with carefully chosen scenography for your #shelfie.

GEBERIT 2021 TRENDS REPORT | CONCLUSION

The functionality of our homes is changing. From busy home office, to gym, restaurant and family cinema, the home is at the beating heart of our every day.

Whether we're cooking for the whole family, juggling work and children, or cuddling up on the sofa with a movie, the home must be a multi-functional, multi-generational space.

As the purpose of rooms within a household become busier, more versatile and fluid in nature, it's more important than ever that we establish a sacred space within our homes to truly relax, unwind and escape from everyday pressures. The bathroom can be that perfect tranquil retreat away from the ever-changing landscape of the outside world.

Over recent years, the way we approach designing our bathrooms has completely transformed and that pattern of expression will continue through 2021. No longer do we view the bathroom in isolation, it's another room that helps complete the story of our home.

The bathroom, like any other room, should feel as though it belongs to us. Not only should a bathroom be practical in design, it should also draw inspiration from colours, patterns and accessories that we love and reflect who we are.

Whether you are inspired by the great outdoors, a dream holiday destination, a beautiful boutique hotel or the colour of your favourite ice cream, embrace the tones and textures you would be drawn to when decorating another room in your home, to create the ultimate oasis.

The key trends we have identified within this report are driven by the changing way we are using our homes. Creating a practical yet stunning bathroom aesthetic that not only suits the needs of the household but acts as a space to unwind will feature high on the consumer wish list for 2021.

By identifying the impact of the outside world on our interior choices, we hope we can inspire you to create a unique story for your own home. By combining the latest trends with the individual touches that inspire and bring you joy, you can design a practical space that works for you and your family and illustrates your personality.



Geberit ONE



Geberit AquaClean Mera shower toilet



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.



Geberit Citterio

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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