

# TRENDS REPORT 2022



Home is the ultimate backdrop to our world, a giant canvas to make our own. The last two years have not only brought about exponential change to our lives, they have also fundamentally influenced what we want, and ultimately need from the masterpiece that is our homes.

As we emerge from this significant period, we embark on a new renaissance, an era of discovery and creativity. Our homes have forever been a reflection of who we are, but now more than ever we're experiencing a real shift towards a more confident and personalised approach to our home interiors.

Home is, and has always been, our retreat from the outside world. Not only are our four walls a safe sanctuary from the realities of modern life, but for many in more recent times, home has also become a regular office, gym, and entertainment hub for gatherings with loved ones. As the way we use our space continues to adapt to our needs, and as we spend more

time in our homes, the interior decisions we make, both practically and creatively, continue to evolve too.

In this Trends Report, we explore the key trends predicted to have the biggest impact on the interior landscape as we move through 2022 and beyond.

We have teamed up with five of the country's leading experts in interiors and property to bring you a definitive guide. From sustainability and wellbeing to technology and colour, this report investigates the impact of changing interiors and what this means for our homes. We uncover the ever-increasing significance of our home surroundings on our physical and emotional state, by exploring the importance of embedding health-boosting measures into every space.

We consider the benefits of future-proofing the home by combining investment pieces with repurposed and refurbished products and materials.

Choices that enable us to not only create a beautiful room for now, but one that will still be relevant, functional and reflective of the same core style in years to come.

We lift the lid on the continued growth of technology throughout the home, particularly in the bathroom and what this means for the resale value of our homes. We explore the rise of 'hotelisation' and the increased appetite for luxurious spaces that streamline and transform our lives. We discover the trending hues that are expected to be popular in 2022, from the warm, rich and comforting colours that evoke feelings of serenity and sanctuary, to the soul-boosting light and bright colours that celebrate the dawning of new beginnings.

So, sit back and read on for exclusive insights from the best eyes in interior design and property, to uncover everything you need to make your canvas a masterpiece in 2022.

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## 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 four 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](#).



Geberit Renova Plan



## FOREWORD BY BUSOLA EVANS

As we tentatively emerge from the emotional rubble of the past couple of years, one thing is for certain - our connection with the people and spaces around us has gone through a seismic shift that has fundamentally changed the way we want to live.

Priorities have been reordered, with wellbeing and mental health in sharp focus; workplaces have been forced to offer more flexible hours based on performance rather than presenteeism; and of course homes have had to work harder than ever before to meet our ever-evolving needs.

I feel the next year will be a consolidation of all these as they become our 'new normal' but to discuss them simply as trends would be regressive; they carry a lot more weight than fleeting fancies and their impact will be far more lasting.

The new blended model of home and office working will mean a continued emphasis on our homes being well-designed and functional, but also providing a calming retreat from the outside world at the end of the day. So one of the increasingly more important aspects of design in 2022 will be emotional wellness - an equal concentration on how a space makes you feel as well as its aesthetics.

We all want to live in homes that make us feel relaxed, happy and safe - but this means different things to different people and a big part of our design journey will be about feeling bold enough to create a more personalised look that works with our individual needs.



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Colours will be warmer - think earthy influences like sand, muted pinks, olive greens - and more grounded for a cocoon-like feel. This has already started with walls and floors but people will become increasingly more receptive to using it for sanitaryware too.

Design choices will tune more into our emotional responses and our instinctive desire to feel more centred and secure, and one of the more interesting developments will be the ways it will have an impact on the bathroom, one of the hardest working spaces in our homes.

The evolution of bathroom design has been rather measured for many years. Once we moved away from the avocado suites of the 70s and 80s, bathrooms were treated as purely functional spaces with little more than hygiene in mind, largely characterised by cold, hard, white surfaces. In recent years, there has been more interest in injecting character and warmth but it's safe to say that this finally sped up because of the pandemic.

Faced with sharing spaces with family nearly every waking hour, the bathroom became the one place in the home you could legitimately retreat to for some alone time but who wants to do that in a cold, clinical room?

The next year will see a shift in bathroom

design that has not been visible arguably for decades, all based on enhancing emotional wellness. It is an interesting fact that uncertain times are often followed by renewed interest in softer shapes, a psychological move by us to help counteract the harsh reality of life.

This will follow through into the bathroom with an increase of curves and plumper pieces which feel more welcoming than the minimal designs - led by Scandi and Japanese influences - of more recent years. Organic shapes, which help boost the sense of wellbeing, will become more prevalent for a more relaxing bathroom experience. This rounded look will be from smaller items like circular mirrors and stools to more sizeable pieces like curvaceous bathtubs, basins and WCs.

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Biophilic design, which I wrote about in last year's report, will continue to be a dominating factor. Nature-inspired interiors and architecture are now widely known to significantly reduce stress and anxiety so we will see more of these elements incorporated into schemes. This can be as obvious as bringing in natural light, lots of greenery or having framed botanical prints but it can also be realised through the use of natural materials like wood, stone, rattan and wicker.

Sustainability and simplicity will become even bigger buzzwords. As well as using more eco-friendly materials in bathroom design, a considered use of resources like water will be critical, with water conservation moving

high on the agenda. This is where the new use of tech, which forgoes clever but ultimately unhelpful gimmicks, will come into play.

Environmentally-conscious showerheads and motion-sensing taps will also do our bit to care for the planet, while designs will be simplified and intuitive to use by people of all ages.

Of course, there have been lessons learnt over the past two years and the importance of hygiene remains key. Shower toilets, non-touch taps and flush plates will all be de rigueur, particularly in guest cloakrooms.

The collective experience over the past two years has made us all strip back to what is really important, and for most of us there has been the realisation, or indeed confirmation, that the spaces that we choose to be in can have a powerful effect on our hearts and minds. And with that understanding brings an abundance of new, exciting possibilities for all our homes.



## LISA DAWSON

Award winning interior and lifestyle writer, blogger, creator and presenter, Lisa is passionate about interior and home design, vintage styling and repurposing. Lisa lives in a Georgian house in York and writes a popular blog, contributes regularly to media publications, including The Frank Magazine which is focused on a sustainable lifestyle. In April 2021, her book Resourceful Living was published, which explores how with a little creativity you can revamp your home.

# THE SUSTAINABLE MOVEMENT

By Lisa Dawson



Geberit Renova Plan with Geberit AquaClean Tuma



## INVEST IN THE BEST

When you are sticking to a budget on a bathroom project, it's sometimes hard to work out where you should spend your money and where you should save. A new bathroom should last for many years and as such, investing in the key pieces – the 'basics' of the room – is a sensible decision. Research hard before you decide on your sanitaryware style and veer towards clean lines and classic styling which will keep your space looking current once current trends have faded. The same applies to hardware choices, such as taps or flush plates, which are also in it for the long haul and need to continue to work with the room if you decide to give the space a refresh in the future.



Geberit VariForm

## KEEP IT SIMPLE

It's easy to be smitten with new interior trends but you need to make sure that what you choose for your new bathroom will move with the times. You don't want to overpower the room with too much pattern or colour; it's a proven fact that the simpler the look is, the longer it will last. Take for example terrazzo and marble, natural materials which are timeless in their appeal. Metro style tiles were designed in 1904 to be used in the New York subway and are used time and time again in bathroom design due to their classic style. All of these choices are easily paired with newer trends when it comes to colour and accessories, meaning you can switch up the look without changing the base.

## BRING IN VINTAGE

Adding individuality to our spaces is so important when we are creating rooms that reflect our personalities. Second hand or vintage pieces not only bring an element of history to your home but also layers, important when you're styling and planning a functional room such as a bathroom. A small wooden stool is both practical and pretty; vintage cupboards or dressers can provide essential storage for towels and accessories. Charity shop glassware in the form of vessels or vases could be perfect for displaying smaller items such as toothbrushes or cotton wool and check out the second hand stores for preloved artwork. These extra touches may be small but they can make a real difference to the feel of the space without a huge outlay.



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## ADD NATURAL TEXTURES

Bringing the outside in is so important in the way that we live today and adding plants to our home is amazing for both our own wellbeing and the environment. Surrounding ourselves with greenery is proven to improve our mood and lower stress and anxiety levels but that aside, caring for and keeping green things alive is a very positive experience! Using natural materials in both our furnishings and accessories reflects the outside world and makes us feel connected to nature and provides a contrast of textures in utilitarian spaces such as bathrooms. Think rattan baskets for storing essentials, woven pots for plants or bamboo containers for toiletries. Texture is everything.

## THINK SUSTAINABLY

The way that we decorate and furnish our homes is changing as we all become more aware of the importance of making choices that will, well, to be frank, change the world. Thinking long term, repurposing what you have and investing hard in the bones of the room is so important when it comes to making our homes sustainable for the future. Make choices that you love but also that will last the test of time and won't have you rushing for the tile catalogue two years down the line as your love for the jewel colour or pattern clash dwindles. Look around your home to see what you can repurpose in the space and use what you already have before you rush out to invest in new accessories. 'Fast' interiors are becoming a thing of the past; considered décor that is kind to the environment is the real 'trend' and it's not a fleeting one.





## MICHELLE OGUNDEHIN

Michelle Ogundehin is internationally renowned as a thought-leader on trends, colour, wellbeing and style. She is the head judge on BBC1's Interior Design Masters, now in its third series, and the author of 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 and Dezeen online.



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## AMBIENT WELLBEING

By Michelle Ogundehin

Although many of us are still wearing masks and using hand-sanitiser, these practices will inevitably decline. However, it's fair to say that people remain focused on staying safe and well. And so, the concept of adding health-boosting measures into every space will continue with the goal of creating interiors that actively contribute to the wellbeing and healing of their inhabitants.

But this move towards home health goes beyond biophilia, the practice of blending natural forms and materials into our living spaces. Where biophilic design can be seen as a direct response to our need for a connection with nature, this new movement is more aligned with the psychology of space, in other words, how people interact with their surroundings.

Let's start with the basics. The materials selected will still be key. We can expect to see an increased use of naturally anti-microbial surfaces such as copper and cork. Equally a rise in the use of timbers such as untreated cedar which is a non-toxic wood that's naturally resistant to rot and pests and can be used for everything from cladding to indoor joinery. Clay-based plaster too not only absorbs odours but also helps to prevent mould by maintaining optimum humidity levels. There's even the view that silver thread-lined curtains can go some way towards blocking electromagnetic radiation.

Geberit Acanto



And it's exciting to see a wealth of new material innovation emerging. Paints such as Graphenstone or Airlite which actively draw pollutants from the atmosphere. Krion® is a new generation, 100% recyclable and antibacterial solid surfacing material that mimics natural stone. Hempcrete® is a mix of lime and the woody core of hemp that proffers a lightweight and hypoallergenic alternative to exterior masonry. And KeraTect® is an innovative ceramic material from Geberit that's extremely smooth and virtually non-porous, thus easy and efficient to keep in good condition.

Crucially, it's not just materials though. Studies reveal that a room's height can impact on the notion of freedom, with people found to be happier, more focused and creative in spaces with higher ceilings. There's also what I'd call 'persuasive design' – the deliberate manipulation of wellbeing through an understanding of placement and orientation.

For example, ensuring bedrooms are oriented towards the east to assist natural waking and supported biorhythms. Imagine this combined with the insight that patients recover over eight times quicker when they look out onto greenery; cue better hospital wards.

But of course, the experience of a space also involves indoor air quality. It has been reported that most homes are more polluted inside than a busy street corner outside, due to a build-up of contaminants. Ironically, one of the key culprits are the products we use to keep our homes clean. It's understandable that we take every attempt to defeat bacteria and viruses, but the use of ever stronger germ-killing agents is potentially giving rise to antibiotic-resistant super bugs. Plus, many of these products are laden with known allergens, irritants and fragrances that are a by-product of the petroleum industry (all scent that's not naturally plant-based is chemically manufactured).



Geberit Xeno<sup>2</sup>



Geberit CleanLine



Geberit ONE

In truth we probably need to revisit our relationship with the notion of clean. Laundry does not have to include anti-bacterial detergents. Clean does not need to smell like flowers. Our toilets do not need to be antiseptically sterile. Though designs that help us to keep them effortlessly clean, such as Geberit's Rimfree technology certainly help, the common practice of dousing the bowl with bleach is misguided. Instead, convenient natural alternatives exist that do the job better, cheaper and without a trace of toxicity.

Remember, anything you bring into your home, or use to construct or decorate it, will ultimately be inhaled. We are what we breathe so it's wise to always be mindful of the options. It's all part of creating homes and spaces that can help people thrive.





## GRANT J. BATES

Grant Bates is Director at Hamptons International Islington, with almost twenty years of experience in the London Prime Sales Market. He has spent the better part of two decades crafting a niche in architecturally designed properties. Bates' now famed '5am club' early-start work ethic and his fly-on-the-wall style luxury property videos have amassed him over 60,000 followers on Instagram (@grantjbates) and high praise from media who have hailed him the "Coolest Estate Agent in London" and a "Superstar Agent". Bates is an advocate for the role of social media and digital innovation in the future of personal brand building and is no doubt a driving force for change in the property industry.

# THE FUTURE OF HOME

By Grant J. Bates

The indulgence of a luxury hotel stay, often alongside clever in-room tech, is something many of us took for granted before the pandemic. But the limits forced on our ability to travel freely meant we had to look at other ways to enjoy the hit of opulence and relaxation we gain from a luxury getaway. And for that there was only one real answer: recreating it at home.

So the past two years has seen a growth in what estate agents are calling the 'hotelisation' of the home, which essentially means creating a space where you can enjoy the same level of comfort and tech wizardry that you would expect from a five-star hotel.

We have seen a rise in property prices for a number of reasons including low interest rates, but one of the biggest considerations is the fact buyers are prioritising their day-to-day enjoyment of life. That feeling of comfort and luxury is now one people want all the time, not just on a getaway break, and they are prepared to spend on a convenience premium property to achieve this.

We are talking about homes that have been finished to exacting standards, particularly using the latest technology to focus on things we care more about in this new post-pandemic world - self-care, hygiene and flexible spaces.



Our bedrooms are the most obvious area which are giving even the most stylish hotels a run for their money. The most discerning customers are not asking for principal bedrooms, but indulgent principal suites, a fantastically selfish floor dedicated to sleeping, bathing and dressing.

Intelligent but discreet tech is key to enhancing the bedroom experience so remote-controlled lighting, motorised blinds and TVs hidden in ceilings and floors mean that principal suites are now rivalling the hotel experience in both luxury and comfort. And why head to the kitchen for your morning latte when it can be made at the barista style coffee station built into your walk-in wardrobe? Meanwhile ergonomic beds that automatically adjust their firmness based on your body type mean you are guaranteed the type of refreshing sleep you have during an overnight hotel stay, from the comfort of your own home.

With spa visits hampered, the bathroom has seen an upgrade going way beyond the functional. Now it needs to be a stylish sanctuary with roll top baths, double washbasins, steam showers, and hygienic sanitaryware. Again, considered use of technology is what elevates it from the mundane. Sensor taps will allow faucets to remain smudge-free, and a self-cleaning basin will help you keep hygiene levels high with minimum effort.



Geberit AquaClean Mera

Showers and baths have not escaped the high-tech revolution. Forget their primary function, they can also steam, massage, house waterproof TVs, play music, and pre-set your water to the desired temperature.

With a host of features like being paperless, water and automatic dryers, lid sensors, and temperature controlled, shower toilets also create an easy-to-use hygienic experience.

Other parts of the home technological advances are, unsurprisingly again focused on health, hygiene, and cleanliness. These include intelligent refrigerators which count calories, monitor food waste, and allow you to see inside with a simple knock, because in 2022 opening the door would be a considerable effort.

As I finish this piece, while sitting in my shoffice (that's a shed turned into an office), waiting for

dinner ordered from my smartphone, I wonder, what does the future hold for technology in the home?

Well, if it saves my customers time and makes their life more convenient, it will quickly become a staple. The pandemic has been a reminder of the importance of a happy and healthy life and smart technology in the home is now easily financially justified.

Home tech will continue to be an important consideration for potential buyers and if they don't have to spend the time sourcing and installing it themselves, even better. It is a case of more is more, and housing developers are leading the charge. The smartest homes will be the most desirable and this undoubtedly will be reflected in property prices for 2022 and beyond.



However it is bathroom mirrors that are seeing a high-tech revolution that you would have once only imagined in a futuristic movie. They can deliver sympathetic LED lighting that perfectly frames your face and flatters your skin. They can be controlled to keep medications at a desired temperature or morph into TVs via Bluetooth so you can catch up on world events while brushing your teeth. Need a mood boost? Then get energised by light therapy, or chromotherapy, which works through a 'holistic' mirror - self-care at its finest.

The success of all this new age tech is that while it is easy on the eye, it never sacrifices practicality. LED strips behind washbasins and toilets for instance set a gentler mood in the evenings and can match a bathroom's colour scheme for a unified look, but on a more pragmatic level, it can guide you to visit the bathroom in the middle of the night, avoiding the need for harsh overhead lighting.



Geberit AquaClean Sela with Geberit Acanto



## 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.

## 2022 COLOUR PALETTE By Ruth Mottershead



As we move into 2022 there is a feeling of emerging from the past two years with a sense of optimism. Some have moved home to the country, others have taken a radical look at how they live and work, and what's important to them. During these two years, many people have transformed the space where they spend their days and decorating choices are a natural reflection of the times we are living in. An example of this being the transition from a temporary home working environment, perhaps situated at the kitchen table to now moving to a more permanent designated home office space.



We have seen a renewed focus on eco-conscious choices and an increased awareness of sustainability. People are making more environmentally friendly choices where they can and are seeking out products that tick all the boxes in terms of design and quality, but that are also as ecologically friendly as possible. Making these positive choices in the brands we choose is delivering a sense of empowerment.

This sense of empowerment and positivity is stretching to colour choices too, things are now looking a little brighter in general and that's reflected in the use of colour in the home. There is a desire for joyful, welcoming and optimistic shades, which is reflected in the rise of energetic shades such as 'Indian Yellow' and 'Giallo', as well as the move from cooler greys and whites into warmer, richer natural stone and comforting sandy hues.

It's not just the colour and pattern choices that are changing, but how consumers are selecting colour too. During lockdown, people discovered they could make dramatic changes themselves, decorating their homes with help from online resources including scheming advice and live web chat. With inspiration from social media and online delivery, consumers are very much doing it for themselves, letting their individuality shine through with bold individual colour choices or opting for easy to scheme palettes in warm and cocooning shades. Consumers are now utilising tools such as the 'Colour Scales' collection which has been designed to make scheming easy with each colour presented as one of a graduated family; grouped in columns according to undertone.



This revival in decorating, the yearning for joyful and happy homes combined with colour confidence, means that we're seeing more vibrant shades being used in a larger expanse to achieve a really impactful result. It's not only the use of colour on walls that's changing as consumers are moving away from traditional white woodwork and skirting to embrace the 'Colour Drenching' trend. This new trend sees mid-strength tones, in one or very closely related colours, such as 'Garden', 'Pea Green' and 'Etruria', being used to create enveloping cohesive interiors that allow colour to be a focal point.



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The beauty of colour drenching is that it can be applied to such a variety of different spaces. Whilst colour drenching can't make a small room larger, it can embrace the size of the space and create something that feels really engaging, inviting and contemporary. With so many of us spending much more time in our homes using colour in this way really lifts a space and provides an instant mood boost for those living within it.

# CONCLUSION

It's an exciting time for interiors, as we embark on a new renaissance. This, an age of discovery and creativity will go down in history as the era that bought about seismic change.

Despite our homes having always been a reflection of who we are, now more than ever we're experiencing a real shift towards a more confident and personalised approach to our home interiors.

People are taking control of their homes, not only repurposing spaces to become more versatile and fluid in nature but drawing inspiration from life, experience and passion to put their own creative spin on the canvas they call home.

As we spend more time in our homes, we're investing considerably in the transformation of our surroundings. Not only do we want our homes to act as a safe haven, to look amazing, and to reflect who we are, we also want our homes to aid our lives by making the everyday tasks intrinsically easier.

The incremental rise in technological advancements continues to gather momentum and this shows no signs of slowing. For many years we've adjusted to technology as a way to streamline our lives, so much so that it is now commonplace to turn off the lights with a phone or to capture the shopping list via a virtual assistant.

Up to now, bathroom specific technology within the UK market, has been a little slower to catch up but that's showing signs of changing. Technology designed to improve practicality and convenience is becoming increasingly popular. Whether that's improving cleaning habits or enhancing the way we look after our hygiene and self-care routines, there is now a practical solution for almost anything and people want to buy into that to improve their everyday.

As the way we use our space continues to adapt to our needs, so too will the advancements that help us to do just that. No longer do we view any room in isolation but spaces as a collective and how they work together to create a finished masterpiece, a home where we feel safe, supported and celebrated.

The key trends we have identified within this Report are driven by the changing way we are using our homes – be it a retreat to relax in, an extension of the integrated smart home or our quest for the ultimate Insta-worthy space. As we move through 2022 we expect to see technology, particularly within the bathroom become a much sought after investment.

By identifying key lifestyle shifts and interior trends that are shaping the future of our homes, we hope we can inspire you to curate a space that not only brings you joy, but that makes life fundamentally more practical and comfortable for you, your family and friends.



## 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 or contemporary, 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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