



Looking Forward: Surfaces in 2020

Trend Report
from Wilsonart UK



Pictured: Zenith in Marmo Grigio

What part will worksurfaces play in 2020 kitchen design?

Surfaces are a key ingredient in kitchen design. We already know that the right worktop is a key player; 93% of people who renovate their kitchens replace their worktops – but what are they trying to achieve?

We've performed market research over several years and combined it with in-depth trend forecasting to bring you a report that looks forward – identifying what homeowners want in

their kitchens for 2020 and beyond and defining and inspiring, customer-centric collection. Our 5 contemporary trend categories for 2020 are:

Biophilic Connections
Urban Retreat
Moody Marmo
Illusive Space
Homely Hygge

Discover the full collections, the ideas informing each trend and find inspiration in this trend report.

For assistance building and reviewing your range, or building original messaging around this trend report, please contact your account manager directly.

Biophilic Connections

What's it all about?

Biophilic Connections is all about appreciating nature and its positive influence on our wellness, and reflecting that within the home. Bringing natural textures and influences into the kitchen and living areas helps create a sense of calm, with an interior hideaway that feels far removed from the 'always-on' feeling of modern life.

The biologist Edward O. Wilson first outlined his philosophy of biophilia in the early 1980s, saying we as humans have an innate affinity for the natural world - so bringing the outdoors in is the cornerstone of biophilic design.

Since we spend so much of our home life in the kitchen and living spaces, incorporating wood textures, earthy tones and naturally inspired materials helps us to feel a reconnection with nature. Connecting with nature takes on extra meaning with the addition of dedicated areas to recycle, compost and grow veggies.



Pictured: Zenith in Pyla



Key Design Features

- Slab doors in soft colours
- Wood inspired surfaces in planked design
- Stainless steel hardware and slimline worktops for contemporary contrast
- Bespoke shelving in place of upper cabinets
- Warm, natural furnishings: linen, wicker, faux sheepskin
- Mix and match materials using grey stones as a secondary focus
- Light surfaces and units help natural light flow through the room
- Lots of plants and space to cultivate herbs

Biophilic designs in the home - and the office - are backed by science, with studies showing that plants in our spaces reduce stress and help with focus, while Google's experiment with skylights and natural patterns in the decor helped employees operate more creatively.

When it comes to everyday design, trend forecaster 2020 reported last year their 5 ways of bringing nature into the home: plants, windows, access to outdoor areas, warm colours and natural materials. Using or replicating materials such as wood or stone are a great way to mimic the outdoors, while vibrant and warmer colours found in nature – even if just an accent wall or décor item – have a positive impact on mood.

Placing a natural wood- or stone-inspired worktop on a desirable slimmer profile is a fast and easy way to update a kitchen with the Biophilic aesthetic. With a square edge, it's easy to achieve the look of dressed wood with a practical and easy-to-fit material.



Biophilic Sky Mansions in Milan

Biophilic Connections: Get the Look

Chene Vendome



Chene Pyla



Hickory



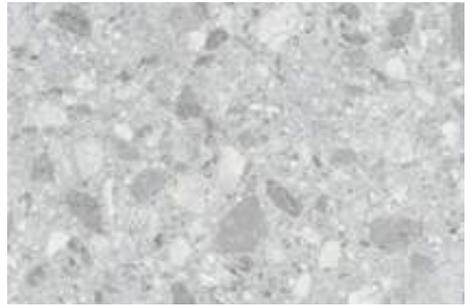
Mountain Oak



Woodstone Blanc



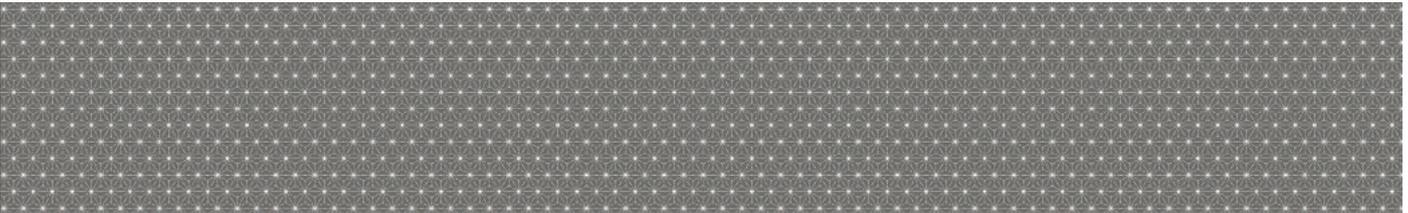
Nuvolento



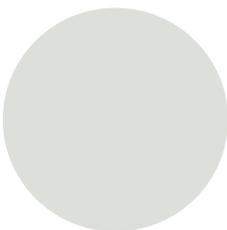
Cool Tropics Statement Splashback



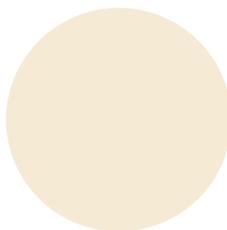
Star Statement Splashback



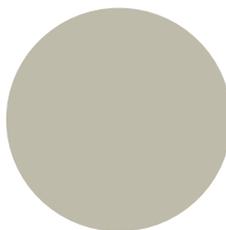
#DDE1D5



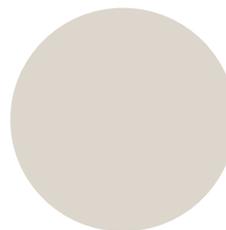
#F5EAD2



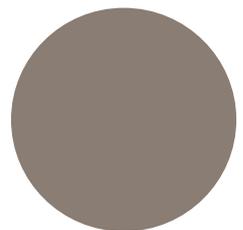
#B4B19A



#DAD3C9



#73665F



Urban Retreat

What's it all about?

The Urban Retreat is a natural evolution of what we know and love as Industrial – spaces inspired by Victorian warehouses, New York lofts, and the well-loved patina of reclaimed wood and metal.

Now, industrial spaces are also inner-city hideaways where we take pause amongst lush greenery with an urban grey backdrop. We're all embracing the natural, and that's clear in kitchen design too, with textures and colours increasingly chosen to bring the outside in.



Key Design Features

- Wooden doors with slim, stone effect surfaces
- Exposed brick
- Concrete effect floors
- Reclaimed accessories and oxidised metals
- Draw inspiration from loft apartments, factory spaces, city parks and living buildings
- Key colours are shades of grey, green and burgundy with pastel accents

Research by Houzz reveals that industrial kitchen design is gaining popularity; and its signatures are exposed brickwork, antiquated metalwork and rough concrete, writes Katie Byrne for KBB Ark. Wood, tiles and burnished metallics are all relevant too – a mix and match approach adds all important personality.

With the many iterations of the industrial aesthetic leaning towards the timeworn, reclaimed look, metals and concrete designs for worksurfaces come into their own. From statement oxidised metals to the subtle glamour of a matte sparkle, a square-edged laminate with a realistic texture makes a stylish statement without a long and complex templating process.

Urban Retreat: Get the Look

Tectonica



Cloudy Cement



Empire Slate



Woodstone Grey



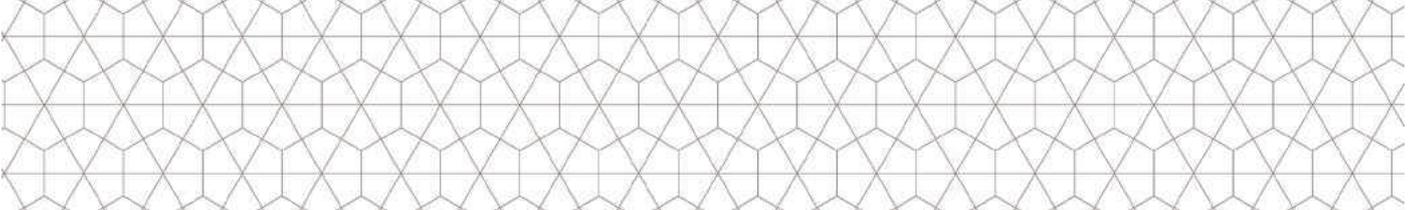
Chaux Sablee Fizzy



Brasillia Quartz



Geometry Statement Splashback



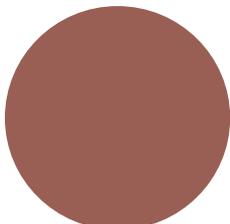
Antique Victoria Grey Statement Splashback



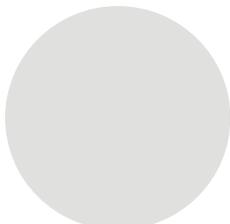
Hexacube Grey Statement Splashback



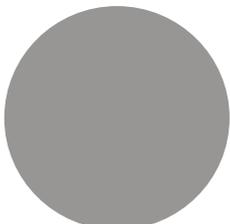
#8C4951



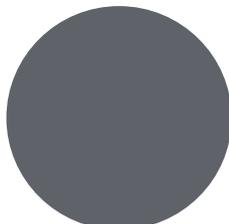
#DFDFDB



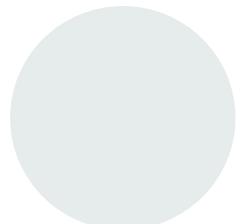
#84827D



#424548



#E7EDEB



Moody Marmo



Pictured: Zenith in Marbre Veneto

What's it all about?

Moody Marmo is at once classic and contemporary; timeless but fresh; masculine yet chic. Inspiring marbles are opulent in black, white and grey, teamed with statement colours to create an expensive-looking space that remains unfussy.

Statement surfaces do all the talking in this trend. For wide open spaces, larger veining looks expansive on worktops and wrapped around islands, but smaller veining works for more compact kitchens too. Rich dark colour palettes of navy, charcoal and emerald green create atmosphere in a space of any size.

Marble is synonymous with luxury making a statement in classic white, and now in black. The BHETA and Houzz report that searches for black interiors, especially for the kitchen, have risen 46% in the last year.

Homedit suggests that natural looking veins stand out more on black marble, making it a décor statement in itself, especially on a standalone island.

But Moody Marmo can also bridge the gap between high glamour, and biophilic design. The stylists at Interiorzine predict the combination of marble with other natural materials including stone and wood, accented with brass and copper and earthy neutrals for an understated take on the high end look.



Image: Artichoke Ltd

Key Design Features

- Expansive marble surfaces
- Gold and gunmetal surfaces and frontals
- Statement walls in jewel tones
- Pendant lighting
- Luxury minimalist aesthetic
- Mix with elements of other 2020 trends

Pictured: Zenith in Cloudy Nova



Moody Marmo: Get the Look

Marbre Sirocco



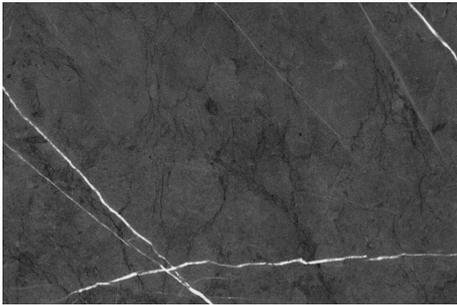
Marmo Bianco



Megara



Cloudy Nova



Marbre Venezia



Marbre Veneto



Metro Grey Statement Splashback



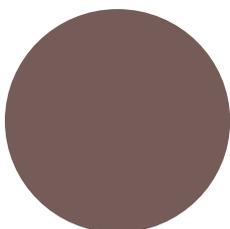
Hex Statement Splashback



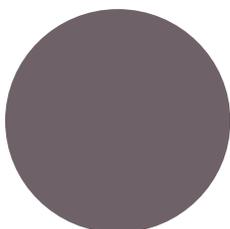
Barrel Herringbone Statement Splashback



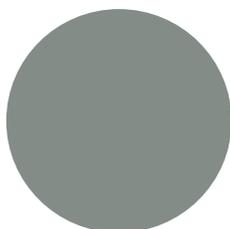
#5A4348



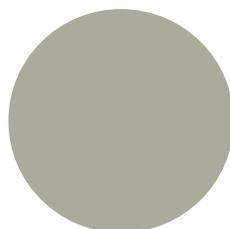
#50454F



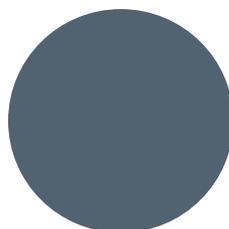
#717B70



#9E9F87



#3E4E56



Illusive Space

What's it all about?

Open plan and broken plan living are on the rise; we all want more space, homes layouts are changing and the most sought after home improvement is a kitchen-living extension. In homes where the kitchen and living areas become one, the Illusive Space concept helps make sense of a wide open space, marking out clear zones without creating barriers.

Sleek kitchens with long surfaces and islands that wrap over to the floor, slim worktops and monochromatic colour palettes help rooms feel even bigger and super slim Zenith worktops create the illusion of furniture lines blending seamlessly with the rest of the home.

Pictured: Zenith in Cloudy Nova

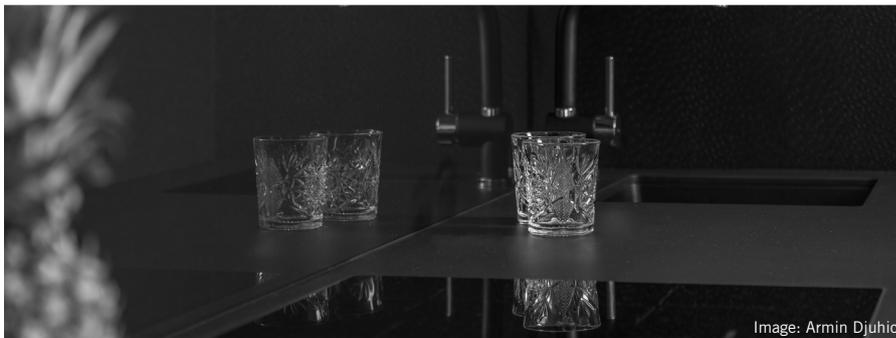


Image: Armin Djuhic

Key Design Features

- Modern minimalism
- Monochromatic colour scheme with expansive, understated surfaces
- Block colours
- Slim profiles
- Compact or concealed units
- Square shapes and clean lines

Contemporary kitchen design is the most popular choice for renovators, reports Houzz. Key features are clean lines, expansive surfaces, fuss-free detailing and slimmer surface profiles that blend with furniture lines. Unobtrusive kitchens are the ideal, but personalisation is important too, finds The Kitchen Think – in a space like this, there's little opportunity to make a style statement beyond the worksurfaces and island, so the décor is important.

Contemporary kitchen design is the most popular choice for renovators, reports Houzz. Key features are clean lines, expansive surfaces, fuss-free detailing and slimmer surface profiles that blend with furniture lines. Unobtrusive kitchens are the ideal, but personalisation is important too, reports The Kitchen Think – in a space like this, there's little opportunity to make a style statement beyond the worksurfaces and island, so a versatile décor is important.

In an open plan kitchen where the Illusive Space aesthetic belongs, the improved social aspect of the space has major appeal, a trend that's growing fast – in the last year, newly installed kitchens have included a breakfast bar or island with seating at a rate of 33% and 26% respectively, reports Trend Monitor. Slimmer profiles on worktops and island help zone extended kitchen space without creating barriers.



Pictured: Zenith in Cloudy Nova

Illusive Space: Get the Look

Zenith Anthracite



Zenith Marbre Noir



Zenith Brasero



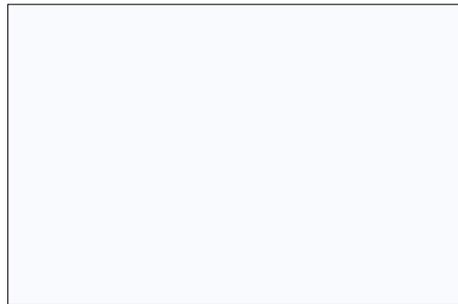
Zenith Lave



Zenith Caldeira



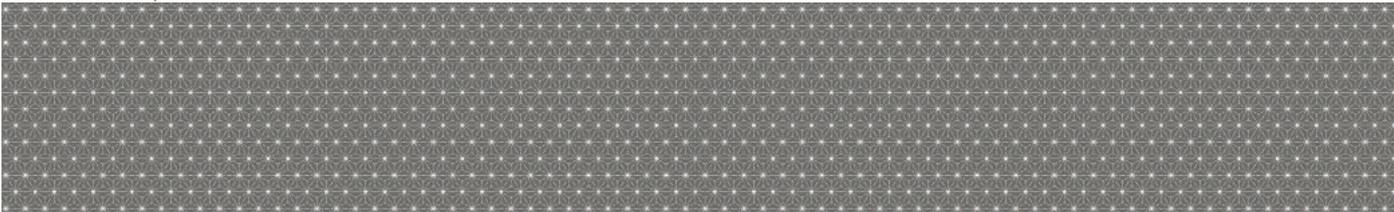
Zenith Blanc Neve



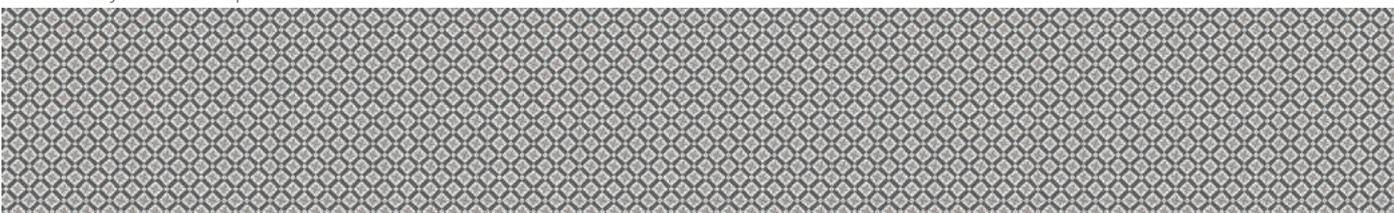
Salvaged Herringbone Statement Splashback



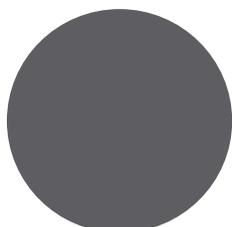
Star Statement Splashback



Maltese Grey Statement Splashback



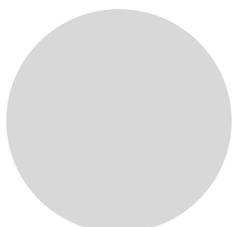
#3C3C3D



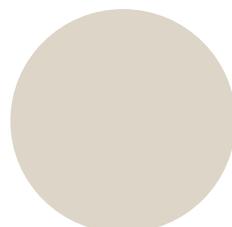
#F9F9F5



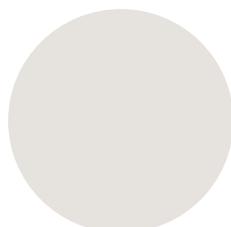
#EDEDEA



#DAD4C4



#E6E1DC



Homely Hygge

What's it all about?

The clean and cosy vibes of the Scandinavian chic we know and love form the basis of the Homely Hygge trend.

This trend is named for the Danish expression "Hygge," an attitude that shuns drudging miserably through long Nordic winters in favour of embracing warmth, cosiness, family and mindfulness.

Those notions are realised in light, bright spaces with warm white and grey palettes, soft fibres, pale woods and nostalgic, reclaimed accessories for an overall look that marries rustic farmhouse with mid-century modern.



Pictured: Zenith in Trieste

Key Design Features

- Warm whites, pale greys, subtle pops of desaturated colour
- Pale wood surfaces and frontals
- Tough reclaimed accessories
- Farmhouse style sinks
- Open shelving
- Mix and match furniture: mid century meets modern



Pictured: Zenith in Marble Veneto



Image: Dmitry Zvolosky



Image: Ryan Cristodolou

The Scandi trend is still incredibly popular, confirm interior experts at Eporta, and the hygge lifestyle has been a hot topic for the last few years. As a result we'll see lighter woods - blonde, sandblasted and whitewashed - paired with white products to create the clean, pure Scandinavian aesthetic.

And that aesthetic is quiet and understated, reports The Guardian, referencing the idea of mixing heritage with the new, all in a gentle colour palette - in the kitchen, pairing a vintage look splashback with a modern, planked wood effect worktop, for example.

Livingetc says darker woods can work in the Scandi kitchen too, by injecting what they've called Scandi Noir - giving Nordic vibes a modern spin by reworking signature shapes in a dark, moody palette. Ever popular navy and charcoal in a Scandi-styled space create a warm, inviting space with depth, creating scope for a darker wood finish on surfaces.

Homely Hygge: Get the Look

Mississippi Pine



Romantic Walnut



Mystic Pine



Silver Oak



Complex Oak



Natural Oak



Brick Statement Splashback



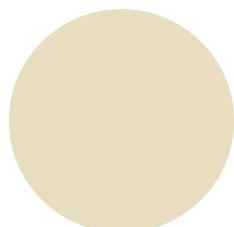
Modern Victoria Charcoal Statement Splashback



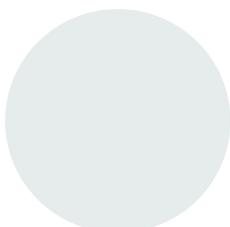
Metro White Statement Splashback



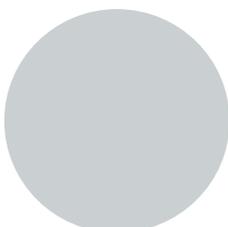
#E6DDB8



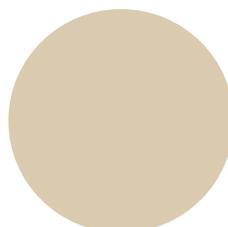
#E7EDEB



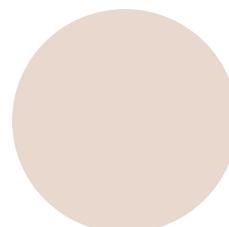
#C6CCC7



#D7C5A9



#E8D6D1



Thanks for reading.

For more trend information, range expansion and support communicating our 2020 concepts to staff or customers, please contact your account manager directly, or use the contact details listed below.

With special thanks to:

2020Spaces: Biophilic Design Trends
BHETA: Houzz Predicts the Design Trends for 2020
Eporta News: Key Insights from our Interiors Trends Report 2018
The Guardian: New Scandinavian Design Interiors
Hiscox Renovations and Extensions Report 2018
Houzz Kitchen Trends Study UK 2017
Houzz Kitchen Trends Study UK 2018
Interiorzine: Kitchen Design Trends 2020/2021
KBB Ark: Style Guide; Everything You Need to Know About the Industrial Kitchen Trend
The Kitchen Think: Kitchen Market Set for £50m Boost in 2019
LivingEtc: Scandi Style Kitchen Ideas
MTW Research Kitchen Market Research & Analysis UK 2019-23
NKBA Design Trends Executive Summary 2019
Pinterest Business Blog: How to Connect with the Deciders
Trend Monitor Kitchen Behaviours and Product Usage 2019
Wilsonart and Trend Monitor Kitchen Performance Consumer Research 2018



Wilsonart UK, Lambton St Industrial Estate,
Shildon, Co. Durham. DL4 1PX.

T: +44 (0) 1388 774 661
E: customerservices@wilsonart.co.uk
S: @wilsonartuk