

ACCESSA 2020

WHAT'S HOT IN 2020

Trends for the Start of a New Decade

Every year, Accessa rounds up consumer trends in coatings, colors and designs for homes and offices. Following is an abbreviated/amended version of trend reports from a variety of sources compiled specifically for Accessa customers and friends.

When your customers ask for the hottest colors and styles, you'll be ready.



2020 COLORS OF THE YEAR



photo: architecturaldigest.com

PANTONE'S 2020 COLOR OF THE YEAR: CLASSIC BLUE



Pantone's 2020 Color of the Year is Classic Blue (19-4052). A rich, dreamy, dark, beautiful shade of azure – and we're just basking in the wonderful simplicity of it all. This particular shade of blue is reflective, anchoring and self-assured. It's relaxed and restful – meant to offer us all a sense of needed tranquility. And according to Pantone, amidst the race to keep us up with technology, humans are drawn towards colors that offer the promise of protection.

In case you didn't know, Pantone Color Institute is the go-to source when it comes to color. Pantone experts study global culture and societal trends looking for color influences that will affect home design, fashion, textures and more.

2020 COLORS OF THE YEAR

SHERWIN-WILLIAMS: NAVAL



Calm. Timeless. Confident. This year's deep navy blue selection is a reflection of Sherwin-Williams' belief that 2020 will be about getting outside comfort zones and empowering change. Inspired by Art Deco, this deep shade evokes a sense of confidence that pairs timeless color with a fresh take to usher in a new era. Plus, the midnight sky color pairs well with plant life, which is a growing addition in homes and office buildings for fresher decor and healthier environments.

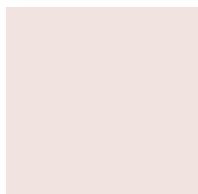
In addition to the color of the year, Sherwin-Williams also revealed 45 hues in five palettes that they say are meant to bring joy, serenity, and focus to the mind, body, and spirit. The selection includes a wide spectrum of blues, shades of terracotta, warm neutrals, deep greens, and even pinks, bringing warmth and a human feel into the new year.



photo: Sherwin Williams

2020 COLORS OF THE YEAR

BENJAMIN MOORE: FIRST LIGHT



"First Light" is a soft, pale pink that Benjamin Moore experts selected, in part, because they kept seeing it show up in their travels around the world. Versatile for a number of rooms and instances, this rosy

shade offers a neutral backdrop that is both warm and inviting. Though closely related to the overused "Millennial Pink" of the past few years, the new hue may work best as a delicate accent color.

"We thought it was really indicative of fresh thinking," said Andrea Magno, director of color marketing and development for Benjamin Moore. "We're on the dawn of a new decade and we thought, 'How do we want to embody that?'"

BEHR: BACK TO NATURE



Behr is headed "Back to Nature" this year with a beautiful light green that is calm, gracious, and balanced. Inspired by natural elements like meadows and biophilia, this color brings the

outdoors in, influencing inhabitants with creativity, problem-solving, and mood-boosting properties.

"It's kind of like nature's neutral—just infinite varieties of green, from very very light greens to very dark, mysterious green; to glamorous emerald greens and citrus greens," said Erika Woelfel, Behr's VP of color and creative services. Behr also released its 2020 Color Trends palette this past summer, which includes three palettes of five colors each that are "inspired by the world around us." The collection is broken up into "Worldhood's" warm, earthy reds, browns, oranges, and yellows; "Restore's" greens and blues; and "Atmospheric's" soft neutrals, grays, and whites, with a pop of dusty lilac.

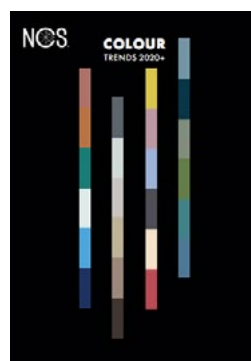


VALSPAR: NATURE-INSPIRED SHADES

Valspar never chooses just one color for the coming year. Instead, they select 12 shades that will dominate homes in the coming year. Like many other designers and paint manufacturers, they're also seeking inspiration from the great outdoors. This year's collection is a far cry from last year's bright, almost-neon shades with practical colors for every room of the house that includes a mix of pale, natural hues found in nature.

"Earth's prescription for the chaotic, busy lives we all live is to bring the tranquility of nature and the outdoor world into the home," said Sue Kim, Valspar color marketing manager.

NCS: BOLD & CULTURALLY APPROPRIATE



Natural Colour System (NCS) recently released its 2020 color trends, drawing on expertise from world-renowned designers to forecast what's coming in the next few years of cross-industry design. Among them were the organization's predictions for interior coatings trends, revealing a bold mix of colors that reflect current culture and style.

To view NCS's Colour Trends 2020, visit: <https://ncscolour.com/wp-content/uploads/2019/01/NCS-Colour-Trends-2020.pdf>



photo: leekes.co.uk

THE BIGGEST KITCHEN & BATH TRENDS FOR 2020 (AND 2021)

KITCHEN

COLOR YOUR WORLD. One of the biggest trends seen across multiple sources is the belief that all-white kitchens (or any room, really) are out. Today, we celebrate color—even in the kitchen, where white and neutrals have traditionally reigned. Look out for dramatic pops of color in unusual places, too, including cabinets and even appliances (specifically refrigerators).

STAINLESS STEEL IS OUT. Stainless steel might seem new, but it's actually been around for about 15 years, and experts say it's time to retire. While stainless steel may be the more classic option, colored appliances are taking over, and black and white are even making a reappearance! Among colored appliances, yellow is coming in hot.

SUSTAINABLE IS IN. Homeowners and interior designers are now prioritizing responsibly-sourced appliances and decor, preferring cabinets and other structures made from upcycled or sustainable materials. The leader in sustainable kitchens? Surprisingly, it's IKEA, who uses eco bamboos and other repurposed materials in their designs. Melody Weir of NYC-based design agency Melody Weir, Inc., predicts that the options for sustainable materials will be virtually limitless over the next few years.

GOLD TAPS TOP BRASS. Last year, we reported that brass taps were on-trend. Designers now have a wide array of choices when it comes to colors and finishes for sink hardware, but gold is winning out in 2020. "Sinks have moved up on the scale of importance in kitchen design," said Joan Fraser, product development and training manager for Smeg.

COUNTERTOPS THAT DON'T CONFORM. Granite countertops are a thing of the past. Now, experts are turning to the stunning beauty of white marble (with as many "veins" as possible) and white quartz, which is loved for its easy upkeep and ability to emulate stone. Plus, new lifetime sealers make natural stone a viable low-maintenance option.

A Word on Cabinets..

Cabinets always seem to take center stage when it comes to yearly kitchen trends, and this year is no exception.

(MORE) COLOR. In just the past 20 years, we've seen trends go from light wood to white to dark wood and now to...color. Look out for dramatic colors like turquoise, avocado, or lemon, which stand out well against dark backsplashes.

GLASS. In a surprising twist, glass is taking over as the material of choice in future-facing kitchen cabinet trends. As part of the trend toward simplicity and organization, glass-front doors are being used to showcase only the essentials for a cleaner look. In addition, colored, tempered glass is making an appearance for bold modernity.

HANDLES. Designers agree that less is more when it comes to cabinet hardware. On-trend today is everything from cut-out handles to touch release and even no handles at all. If handles are used, brass is the metal of choice.

ORGANIZATION. Inspired by the organizational tactics of Marie Kondo that have swept the nation over the past year, cabinets are becoming increasingly clever with their ability to hide appliances, messy cords, and more. Built-in organization is making a massive comeback for effortless cleanliness.



BATH

Whether you prefer a compact, modern bathroom or a large, luxurious one, the main thing to remember is that bathrooms should be a place of stress-free relaxation. To accomplish this, modern trends are leaning toward ideas that simplify bathroom elements to promote cleanliness, organization, and calm.

The all-white bath is out! Wood is making a strong comeback and strong color still rules the trends. Mosaics full of pattern and design – Gone are the day of boring shiplap, white walls and zero detail. The mosaic trend is on the rise and pattern and color abounds. As more and more people grab onto the color trend and embrace drama through the details.

PLANTS AND BIOPHILIC DESIGN are top-of-mind for mood-boosting properties.

SMALLER, TEXTURED TILES outshine overly-extravagant ones.

WOOD will start to replace the cold ceramics of traditional bathrooms.

CONSOLE-STYLE VANITIES are the new trend

STATEMENT TAPS (in gold, copper metallic, and matte black) provide cheap and easy updating.



photo: urban-office.com

OFFICE

The modern office is about more than just decor for the sake of decor. It's about functionality and employee wellness/engagement. Not only do these 2020 office trends help keep employees happy, but they promote productivity and well-being, producing long-term positive effects as well. While the hippest millennial-run offices now offer everything from kegerators to ping pong tables, these trends transcend fads for the ultimate collaboration and company success:

COMFORT AND FLEXIBILITY

First and foremost, offices are about work. With more offices going to open floor plans to promote collaboration, it can be hard to find a quiet space to take a call or work, especially in city high-rises. Dynamic flexibility will be a property's ability to shift and reshape itself in the blink of an eye in order to meet worker needs. The goal of dynamic flexibility is to create multi-functioning workplaces that can transform themselves from a meeting room to a production studio or a private office. New offices are installing telephone-booth-style "pods" (some wood) where one or two employees can fit comfortably.

SUSTAINABLE MATERIALS

More millennials are choosing to work only for companies that demonstrate corporate responsibility. This includes everything from recycling programs to the materials their cabinets and desks are made out of. Wood is officially back, and for good reason. Designers and property developers

are increasingly incorporating sustainably sourced, recycled, and reclaimed wood into the interiors of a building. Wood can give the built environment a more authentic and organic feel. BHO Interiors predicts that in 2020, companies will increasingly opt for sustainable furniture and design, even if it costs a bit more.

BIOPHILIC DESIGN

See a theme? Plant life is popping up everywhere, from home life to work life. More and more designers and architects are incorporating biophilic design into their layouts for increased beauty (think "living walls"), sustainability (cleaner indoor air), and wellness (plant-powered mood boosts).

SMART TECH

"The future" is officially here. In 2020, we'll see even more technology take center stage, but this time, it will be more mobile and wearable than ever. We're used to seeing mounted TV screens, but offices will start to incorporate more "smart" technology in everything from lighting systems to heating and cooling to automatically adjust and use less energy.

The root of this macro office trend is "the combination of sustainable design and wellness design." These two design applications work closely together to create spaces that integrate sustainably sourced and green building materials into a space while emphasizing human-centric design.

Contact Accessa to find out how we can help you stay competitive and on trend with top-performing coatings and service.



accessa.com
P: 800-593-0126 F: 317-879-2051
info@accessa.com