

SieMatic

Kitchen Interior Design

TREND REPORT

2021

02.

TRENDS ARE NOT TEMPORARY, THEY
CONTINUE TO EVOLVE THROUGH TIME.

03 Introduction

THE MOVEMENT BEHIND THE TREND IS WHAT REALLY MATTERS.

Trends often tell a story and illustrate societal concerns, world events and consumer sentiment. 2020 increased the importance of 'home' like never before, as consumers yearn for spaces where they can feel safe – a sanctuary. As designers we need to be at the forefront of design thinking and when consumers have a 24-hour news cycle and constant stream of inspiration from online content, interior designers need to offer a service greater than expectations. The shift in thinking is most apparent in the kitchen, we no longer see the kitchen just as a space where we store food, it's a space where we cohabit, learn, work and play.

All of the senses are heightened in the kitchen, so the room should meet one's personal aesthetic, be practical and functional, and also meet our emotional needs. These emotional needs translate into the décor of the home, particularly in ways that help soften the negative emotions and make us more resilient.

Our homes are and will continue to be a place of refuge, joy and peace more than ever; thus, wellbeing is an important element for designers to consider. Bigger windows for natural light, personal art, music and comfortable furniture are elements that contribute to a sense of ease. Consumers navigate towards a more ethical and sustainable lifestyle, so brands need to adapt so they're aligned in design, manufacture, processes and company culture.

The kitchen is becoming a multifunctional area that has to accommodate residents of several generations. Similar to a second living room where one can relax, we will see less cabinetry as the design of the room will be considered more holistically. As we embark on a challenging new decade, designers must create bespoke tranquil spaces, which are flexible to accommodate multiple activities, at no expense to style.

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Lifestyle

INFORMAL ENTERTAINMENT
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CONVERSATIONAL COMMERCE
CIRCULAR ECONOMY
MULTI-GENERATIONAL

Informal Entertainment

A global study from GfK showed that a quarter of people entertain guests in their homes either daily or weekly, and over a third entertain monthly (excluding the months in lockdown). Relaxed entertaining, in which formal place settings are replaced by one-pot family-style dishes are popular. 'Nothing fancy: Unfussy Food for Having People Over' is a new cookbook by social media foodie Alison Roman, dedicated to recipes not for entertaining but just "having people over". According to Google Trends, searches for 'roasting tin dinners' in which items are cooked together is one dish started picking up. This lifestyle drives the need for modular or multi-use items, such as fold-away seating or ottomans that double as tables.



UNFUSSY FOOD FOR HAVING
PEOPLE OVER

06.

Conscious Consumers

CLIMATE UNCERTAINTY WILL
UNDERPIN DECISION MAKING

A brand's green credentials will be high on consumers purchase deliberations. By examining materials, packaging and supply chain, brands can lower their carbon emissions. Timeless design will be key, quality products to prevent the throw away culture. There is a growing interest in low-waste living as consumers opt for a self-sustainable way of life, consumption is slowing and becoming more purposeful.

Transparency is key for brands, to be open about their socially just practices. The International Living Future Institute suggest that products are labelled, outlining everything from fair sourcing, Co2 omissions, end of life product options, and how employees are treated. The organisation's mission is to encourage an ecologically restorative and socially unbiased civilisation.

Many consumers are actively taking action against plastic pollution by reducing the plastic packaging on products they buy. Refill stations have become hugely popular, so we see storage in kitchens changing to meet requirements for glass jars, bottles and Tupperware.



Simplicity Matters



A MINIMALISTIC HOME ENVIRONMENT CAN SOOTHE THE 'ALWAYS ON' FRAME OF MIND.

To avoid the feeling of overwhelm, when shopping consumers prefer an in-store environment that de-clutters the experience. Similarly, a minimalistic home environment can soothe the 'always on' frame of mind.

Combine the sleek lines and clean minimalism with warmth and cosiness to blend simplicity and comfort.

Conversational Commerce

We know for the high street to survive, brands must create an unforgettable in-store experience, but in addition innovative companies are investing in creating branded live-stream shopping events to drive sales.

With technical advances customers are more aware and expecting AR/VR to enhance the visual presentation of the product in a way that's less of a hype, but more of a leisurely 'at home try on' for convenience.

The importance of shopping local and supporting businesses within the community has become of greater importance. As the Covid-19 pandemic closed the majority of shops and restaurants bringing your favourite eatery back to strength for survival will be a team effort. Shoppers are increasingly asking where products are from as they favour locally sourced produce in restaurants or goods that have not been imported with the environmental impacts of delivery methods in mind.

Thriftiness will be apparent through saving money on goods, purchasing less but better quality, and multifunction products, reused, upcycled, repaired and resold. Commerce will see a surge in vintage and reclaimed items, where there is a passion, love and story behind the product.



SHOP LOCALLY & SUPPORT THE COMMUNITY

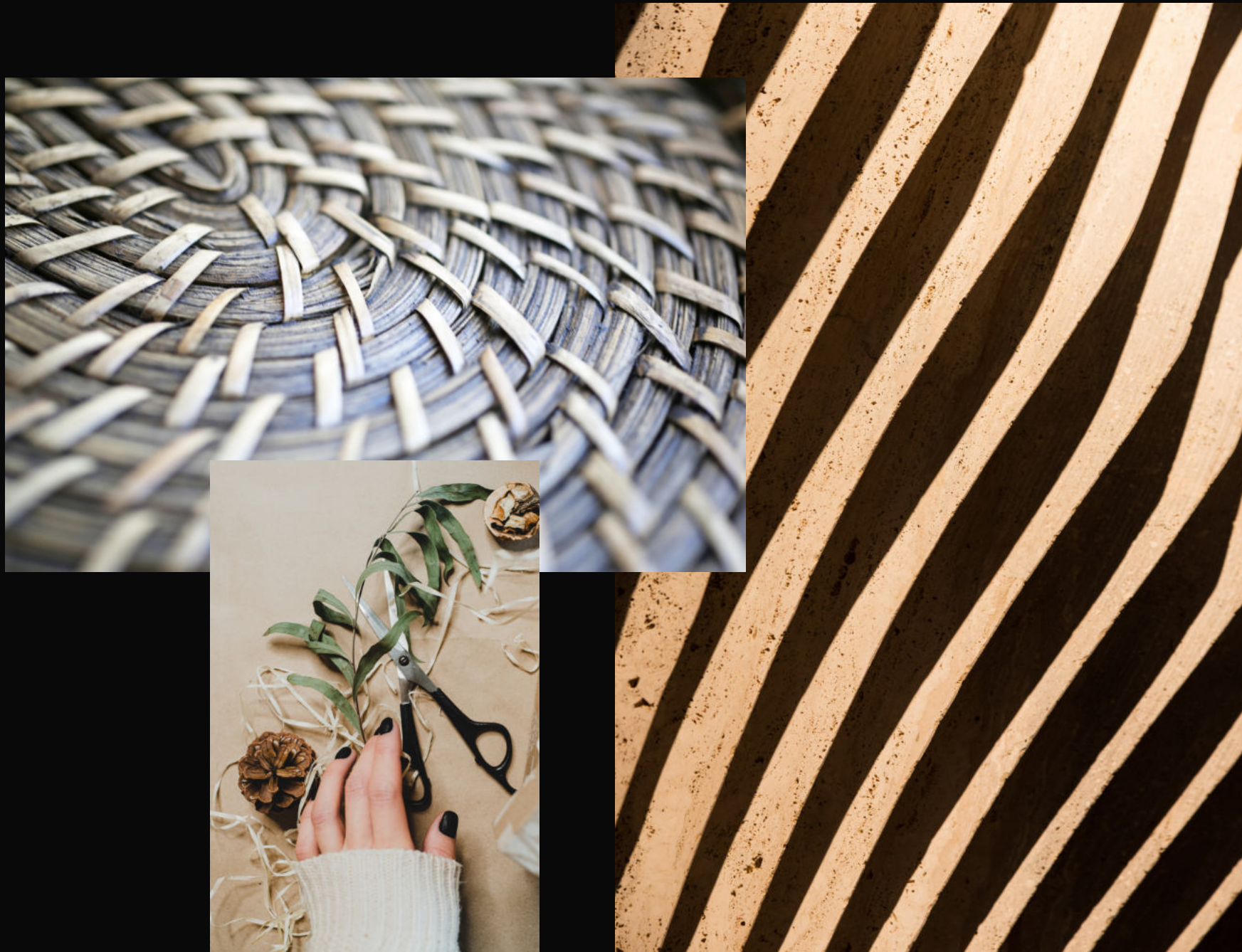
Circular Economy

MATERIALS MADE IN NATURE WILL BE KEY, FROM COMPOSTABLE 'LIVING' MATERIALS TO NATURAL AND RAW.

Circular economy principles will drive seismic transformation in the design industry through product manufacture, but also in home environments where families acquire habits. We can improve energy efficiency, eco-diets and efficient water use; it is important that we all start considering what we buy, cook, and everything we are wasting. The energy label is also increasingly important because it allows consumers to know the energy efficiency of each appliance. The same goes for water consumption, since appliances require different amounts of water for cooking.

Rather than upgrading the kitchen or appliances for the latest model, consumers are swaying towards products that could be easily repairable, reusable and recyclable. The main trends we see in home kitchen design are to achieve greater efficiency- within 25 years, oven energy consumption will likely be 50% lower than modern ovens.

Simple and ethical products, imprinted with art and spirituality are new designs that will be popular with engaged and conscientious consumers who distance themselves from the mass production of products made just to be thrown out. Aesthetics will move away from the purely frivolous as science based sustainability goals impose restraints on the creative process, from the raw material components and processing to the effect of end-of-life de-materialisation.



Multi- generation

Co-living is not just for the young. It's a viable answer to the growing global house crisis. In addition, after the turbulent times we have faced and times of self-isolation, many families are coming together creating multigenerational homes to care for one another.



Age – positive futures and speculative design remove stigmas to help empower older generations. We are facing an increasing aging population, there are currently 1.6 million people aged 85+ and it's predicted that will double to 3.2 million by 2040. In 2021, 21% of the UK population is disabled, and as 93% of homes do not meet basic accessibility standards there is a major housing issue. The Government has set out for 45% of new build homes to be accessible and adaptable by 2024. (*information from gov.uk and RIBA). From a design perspective age-positive futures and speculative design will help to activate and empower ageing populations. The use of multi-use products that can adapt over time as your needs change will be desired.

AGE-POSITIVE
FUTURES

PROGRESSIVELY MORE, WE ASSUME INTERIORS
WILL ALSO TAKE CARE OF OUR HEALTH

HEALING INTERIORS
NIKSEN
NEW NUTRITION
BIOPHILIC DESIGN

12. Wellness



13. Healing Interiors

The home sanctuary has never been more vital; it's where we should feel the most at ease. When the Covid-19 pandemic hit, it ignited attention on solutions for air and water purification, as well as antimicrobial work surfaces. Ikea launched protective, purifying curtains. The technology consists of a mineral-based photocatalyst coating that is applied to the textile which is activated by daylight to break down common indoor air pollutants. Not only that, the fabric is made out of recycled PET-bottles, so it's good for the environment too. We are increasingly designing our homes to protect ourselves from the world outside, with better sound insulation and an emphasis on better sleep. Lighting can play a role here too, through intelligent advances lighting will be variable to match the time of day, mood or even type of food being cooked.



WE ARE INCREASINGLY
DESIGNING OUR HOMES TO
PROTECT OURSELVES FROM
THE WORLD OUTSIDE



14. Nixsen

Positivity and optimism should be two of the most desired feelings within our homes as we look towards 2022 onwards. The world feels a very uncertain place. Designers should understand that 'Nesting' and 'Hygge' is desired- where people retreat to enjoy the comfort of their own home; as 'doing nothing' is seen as one of the best forms of self-care. Consumers are now embracing 'Nixsen', the Dutch concept of 'doing nothing'. For years, the pursuit of mindfulness has pushed consumers towards purchases that allow them to be present. Nixsen is about allowing the mind to wander and just be. New product design, consumer messaging and brand ethos are reflecting this more realistic, less aspirational take on home life.

'DOING NOTHING' IS SEEN AS ONE OF THE
BEST FORMS OF SELF-CARE



15. New Nutrition

Not everyone has the resources to invest heavily in organic food. For such people, the first step is simply to learn how to cook and think more about the foods they eat. The turbulent past two years have made consumers re-evaluate their lifestyles especially exercise and eating habits. The kitchen transforms in to a learning space where young generations learn about food, nutrition and cultures.

The foodie movement continues with budding chefs following the recipes they see on cookery shows- this hobby sees the increase in purchasing sophisticated appliances as well as on counter gadgets such as sous vide and Teppanyaki.

Grocery convenience is set to stay... In just two months during the 2020 pandemic , over 500 British veg box providers, with waiting lists ranging from 160 to 6,700 customers, delivered 3.5 million boxes of fresh produce to homes – more than double their usual sales. According to market research company Hexa, the 'meal kit' sector is expected to be worth \$9bn by 2025.

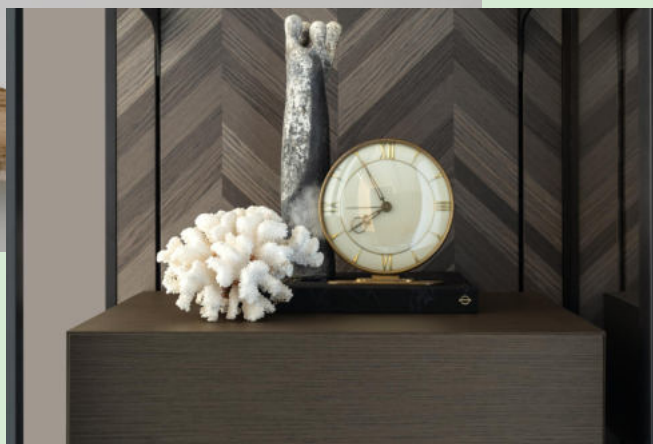
Adaptogens are having a re-emergence from ancient Chinese and Ayurvedic healing traditions. The non-toxic plants could help the body manage fatigue, stress and aging.

Nutrigenomics companies use genetic data to create bespoke diets are growing in popularity among consumers eager for a new path to wellness.



16. Biophilic Design

ORGANIC MATERIALS
NATURAL FORMS
CONSIDERED CRAFTMANSHIP



The benefits of biophilic design are now well-known to reduce stress and increase productivity, so the continued sway toward using organic natural materials is of no surprise. This can be achieved in many areas including flooring, furniture, worktops, wall panelling; but also achieved with textured linen wallpapers.

The mentioned positives above can also be achieved by incorporating natural forms and configurations in other ways; such as printed natural fabrics with tropical patterns, a vase with a honeycomb texture or an art print of rock formations.

The skill, passion and labour of love is admired and desired when consumers consider their purchases. Supporting small businesses and artisan skills are sought after. Give a unique edge to your interior scheme with a bespoke, one of a kind furniture piece.

17.

CONSERVATION
HOME AUTOMATION
APPLIANCE ADVANCEMENTS
GOURMET COOKING

Technology



Conservation

18.

ENERGY
WATER
FOOD



Minimising energy consumption to reduce our demand of fossil fuels is paramount. Of course in the home and kitchen in particular, the electronics draw much of the power which is a key focus for the future of the kitchen. It is predicted that with technological advances we may be able to stop using 95% of our energy by cooking with different temperatures.

Consumers are becoming ever more mindful of water efficiency in the kitchen, as we see green sinks and dishwashers, which have an emphasis on wasting less, so the water will be divided in to safe and unsafe for reuse. In addition, taps are now available with Innovative MeasureFill Technology that deliver a precise set volume of water—on demand up to 40 ounces.

Food waste can be composted by a counter-top machine for use in a garden veg-patch, utilised for jars of pickle or even used in home-made cleaning products.

Home Automation

19.

Experts unanimously agree that the industry will undergo a transformation due to the diversity of trends, technological evolution, and digitisation integration in to the home, to include culinary professionalization. This multi disciplinary approach will transform the culinary living space, benefitting the homeowner through nutrition, psychology and home environment.

The smart home will become a real concept for the average home owner. Appliances will connect to each family member enabling them to be managed from anywhere to make our lives easier. Everything will be automated through screens and voice activation technology will contribute towards function in the kitchen, through intelligent appliances, speakers and streaming services . The advances will be so intelligent, that the kitchen will adapt to the people who live in the home, for example if someone does not feel well. the refrigerator will suggest a recipe for the best nutrition, or even what to eat to manage diabetes.

THE KITCHEN WILL ADAPT TO THE
PEOPLE WHO LIVE IN THE HOME



Appliance Advancements

APPLIANCES WILL BECOME
EVEN MORE DATA DRIVEN

Your appliances will be able to operate each other- Choose a recipe from the fridge and it will tell the oven to preheat itself to the right temperature – it'll even switch itself off when the food is cooked, so you don't need to worry about burning the dinner. When you've finished, the dishwasher will choose its own wash setting based on what you've cooked.

Appliances will become even more data driven from diagnostics to purchasing their own supplies. The Genican device is attached to your bin, and as items are thrown away they will be added to your shopping list—or automatically delivered by Amazon. Similarly coffeemakers could preheat based on user activity – like starting a shower.

The centerpiece of the kitchen, could resemble a 'social island' with a horizontal touch screen display and an interactive surface.



Gourmet Cooking

Appliances for serious cooking enthusiasts to achieve Michelin Star cooking in the comfort of your own home. Miele introduced an oven which uses electromagnetic waves to cook closely placed foods with differing energy levels. The company likes to show off the technology by cooking a fish in a block of ice. Additionally the Model 1, SuperOven has been launched by UnoxCasa which is connected 24/7, to Chefs who can guide you in the preparation of incredible recipes.

Interactive cooking surfaces will become more mainstream, which uses induction technology underneath the surface allowing the pan to be placed anywhere on the surface for faster cooking, with an overhead projector that beams recipes and cooking information on to the countertop.

Food delivery brands such as Banquist send recipe boxes designed & taught by the world's best chefs- for the 'best meal you have ever cooked.'

Cooking gadgets are surging in popularity, such as a sous vide and convenient automatic pan stirrers.



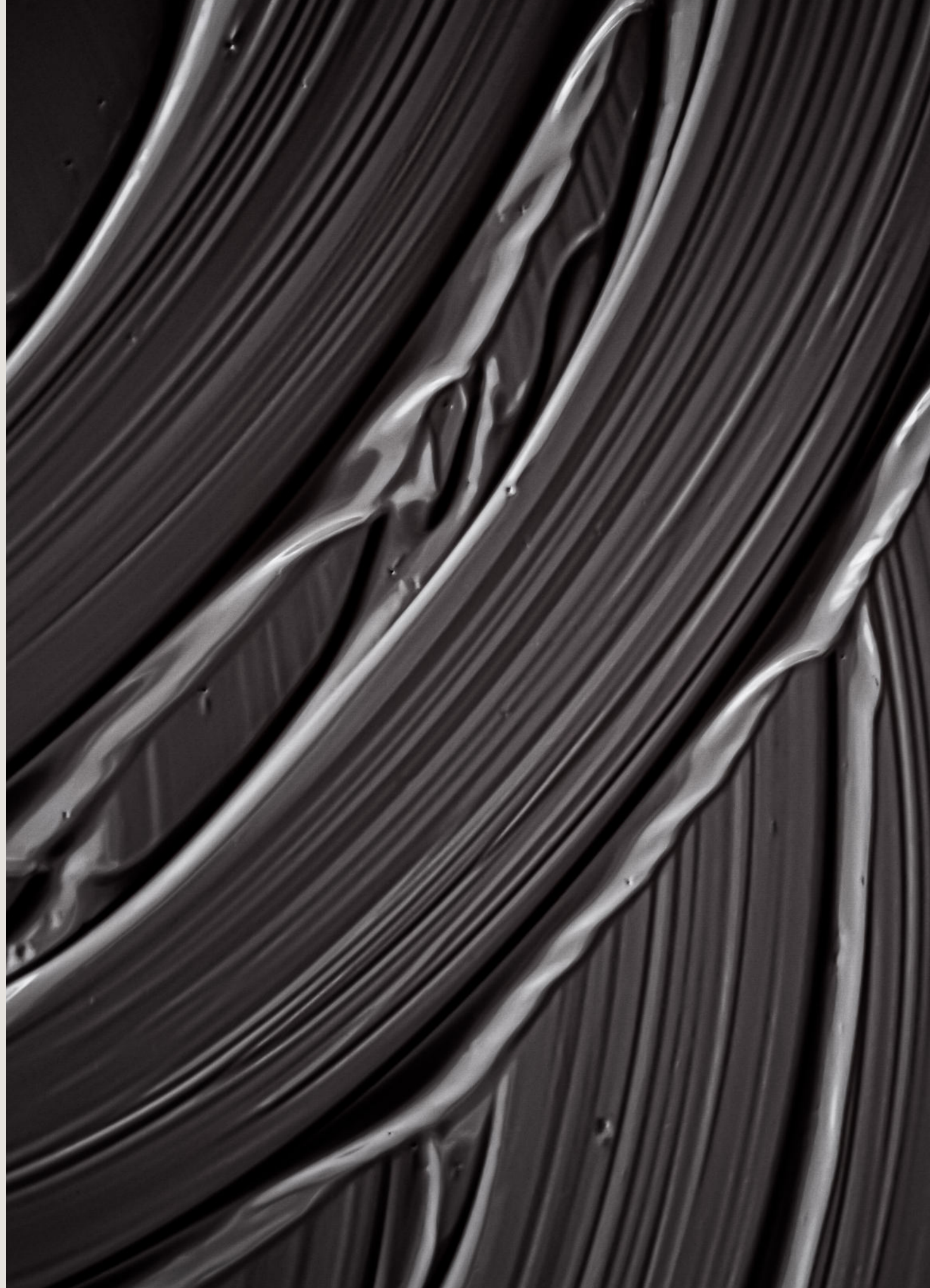
21.

'THE BEST MEAL YOU HAVE
EVER COOKED.'

22.

MODERN MINIMALIST
EARTHY & TARNISHED
WORLDLY INFLUENCE
PALE PIGMENTS
RETRO BRIGHTS
TACTILE DESIGN

Colour & Materials



23. Modern Minimalist



The simple, monochromatic style of a pale, tone-on-tone interior is calming and filled with the tactility of glass, concrete, wood and stone. Marble and alabaster stone influence the diaphanous paleness of all white interiors; the organic look connotes purism and spirituality.

There is a notable gravitation to the mystical, as homes become a tranquil place we feel we can heal crystal and galactic inspired decors are on the rise. Minerals, glass and cosmic influences are found in furniture design and material choices.

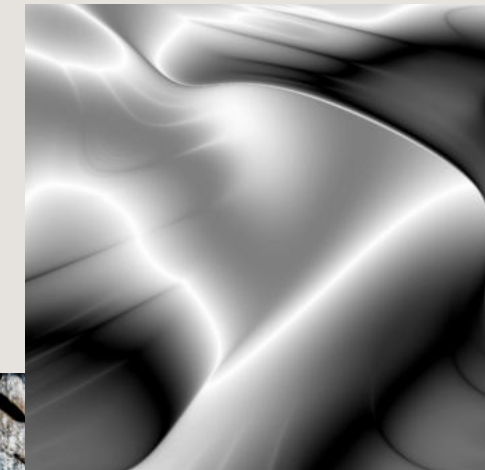
SIMPLE & HEALING



24. Earthy & Tarnished

METALLIC AS LIQUID FLUIDITY OR FINISHES WITH BURNT, TARNISHED IMPERFECTIONS.

The favoured earthy and vegetation colours come as no surprise as consumers gravitate to organic natural materials. These include pebble grey, ochre, brown and terracotta which create an inviting and cosy dwelling. Synonymous materials include natural stone, concrete furniture in cubic shapes and unapologetic flawed edges; and metallic as liquid fluidity or finishes with burnt, tarnished imperfections.

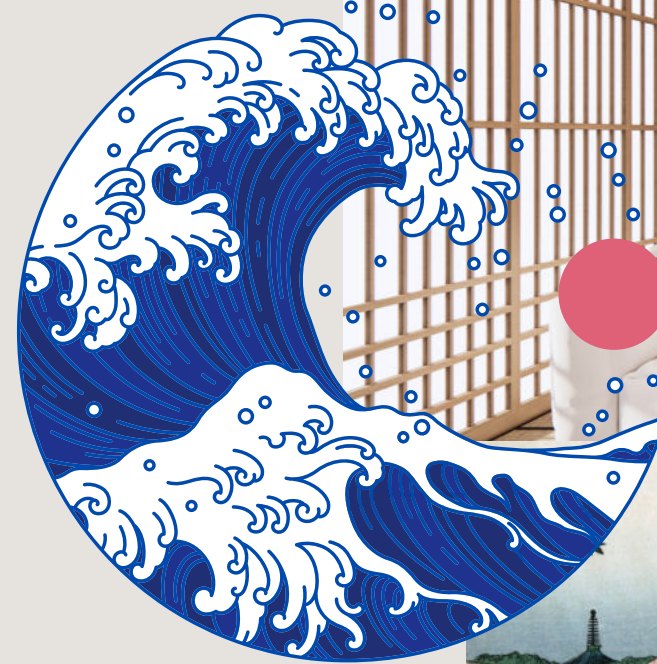


25.

Worldly Influence

MIXING EXOTIC TOUCHES ADDS
A SPICE OF VARIETY

Cultural fusions have never been more prevalent in design, in particular we see Japanese, Scandinavian, Mexican and Chinese influences. Away from the familiar décor of your home mixing exotic touches adds a spice of variety. This can be incorporated through colour palettes, materials, patterns and textures, as well as furniture shapes and design. Maximalist design of personal spaces brimming with possessions we love are now including the striking Prussian blue which is seeing a resurgence, inspired by worldly elements of the sea and sky, which can tie in well with the iconic and timeless Japanese art work, The Great Wave off Kanagawa by Katsushika Hokusai.



26. Pale Pigments



Adding a sense of calm and simplicity, we see a rise of furniture and walls painted in sage, pistachio and celadon greens; blush pink and the apricot. The almost pastel subtle ice cream shades give the interior a fresh, calming look.

SOFT ICE CREAM TONES INJECT COLOUR INTO A
SPACE WITHOUT OVERPOWERING IT, LEAVING
ROOMS FEELING CALM, LIGHT AND SERENE

27. Retro Brights



The 1970's influence is resurging in interiors- we will see retro colours including blue, pink, yellows, greens and orange, in furniture of plump forms and vintage materials such as cord, shag piles and faux fur. Nostalgic design has a peaceful and wholesome connotation with reflections and memories of simpler times.

NOSTALGIC DESIGN HAS A PEACEFUL
AND WHOLESOME CONNOTATION

28. Tactile Design

Rusticity and organic materials are preferred to bring together a sensorial home interior that subconsciously improves our wellbeing and state of mind through benefits of biophilic design. As consumers appreciation for craft and traditional artisan processes grows, perfectly imperfect products and decors are accepted and celebrated . We see materials of woven rattan and seagrass, straw, caning, linen, wool and untreated wood.

PERFECTLY IMPERFECT PRODUCTS AND
DECORS ARE ACCEPTED AND CELEBRATED



Summary

TIMELESS DESIGN

We find ourselves in an era where consumers and manufacturers align in 'designing for longevity', which after all is the best form of sustainability. We are all mindful of and choose minimal consumption by selecting timeless and high quality products we can grow with. This planet – friendly mind-set means interiors should be calming with serene tonal palettes in natural materials, that include furniture capable of multifunctional uses and built to last.

29.



About Us

LUXURY KITCHEN DESIGN SINCE 1929

As a globally recognised brand, which exports to over 70 countries, SieMatic is an expert in luxury kitchen furniture. The brand is recognised and respected by professionals globally, as it strives to not only set the standard in a variety of individual planning options, timeless and elegant design, but precision workmanship and high-quality materials. As the inventors of the handle-less kitchen, with a heritage stemming back to 1929, SieMatic has been driven by the same ideas: to develop exemplary kitchens. All 40 SieMatic showrooms in the UK can be found on the showroom locator on www.siematic.com.

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SieMatic

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