

# 2022 Interiors Report



Follow the signs of trends and colours

**kbb Birmingham** have teamed up with the prestigious **Colour Road** – the colour analysis and design service from RENOLIT – to provide an **exclusive forecast for the interior design sphere.**

Pooling our joint knowledge of colour trends, the latest technologies and human behaviours, we divulge what hues you can expect to see more of in 2022/23.



1.

## Colour Forecasting: A Process

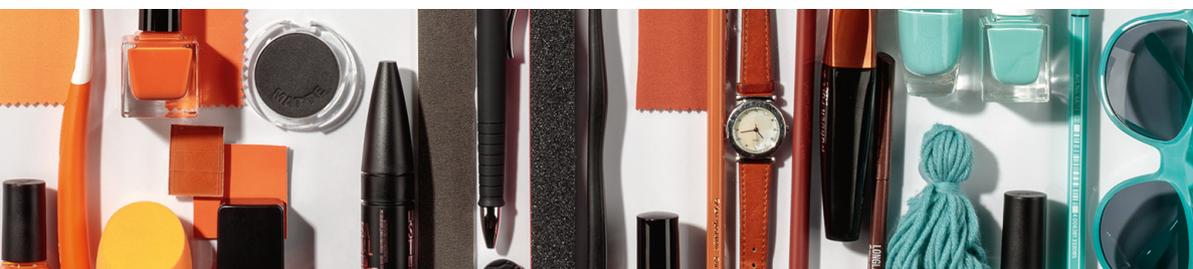
Colour Road produces yearly reports, which are exceedingly detailed and share predictions for the shades they expect to become meaningful to us in the year to come. The team follow a thorough process, which involves months of research on socio-cultural trends and associated colours, which is enriched by findings from design shows and continuous exchange with trend institutes and experts. These findings are then run through a workshop, where 12 conclusive colours emerge.



2.



3.



Rely on it.

*"We aim to give our customers a forecast which reflects the most important topics in our society in connection with the coming trend colours. Therefore, we discuss in our team what moves us; for example, the flight to Mars and notions of travel – particularly in the midst of a pandemic,"* comments Monika Haag, General Manger Corporate Design Management Renolit SE.

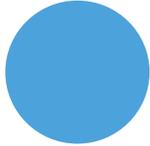




NEKTON



SEA  
PIONEER



ATLANTIC



SPACE  
GLOW



## A Deep Dive

Colour Road's theme for 2022 is 'travel', their most recent report highlighted 3 colour themes, one of which is called **Deep Ocean Level**.

We at kbb Birmingham have also seen these shades becoming predominant in the KBB design space. As notions of pollution and sustainability are brought to the forefront of our consciousness, it follows that the colours of crashing waves will be found increasingly in our home environments.

*"Atlantic blue presents the power of the ocean. The deep blue with its slight red tinge provides tranquillity, particularly in interior settings. The combination of our new gold Space Glow tone fits perfectly with it, for an elegant result,"* says Monika Haag.

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Many brands exhibiting at kbb Birmingham 2022 have adopted rich ocean blues to adorn their collections.

REHAU will be unveiling two brand new colours to its RAUVISIO crystal glass laminate surface range this year – Blue Lagoon and Atlantico. Meanwhile, Ca' Pietra's Mermaid's Garden tiles are celebrating the great underwater world with unique patterning and gorgeous aquamarine tones.



PILGRIM SHELL



LICHEN GREEN



# Staying Grounded

Colour Road have highlighted the importance of **grounding colours** in both their 2021/22 and 2022/23 report.

They suggested that earthy tones and nature inspired hues, coupled with colours that make us feel bold and adventurous would be important in the years ahead. Nature inspired palettes are certainly being seen more in KBB design, but who is to say that more vibrant ochre, violet and red tones won't start to creep in? Watch this space.

Monika Haag comments: *"For the last two years we have been staying at home, we haven't been able to go out and meet people, which has made the home more important for us. Lichen Green acts as a bridge to nature, it makes us feel secure. Green evokes emotion in us, we are surrounded by different shades of green as we grow up such as meadows, forests, grass and moss, so from childhood you have this positive association with green."*

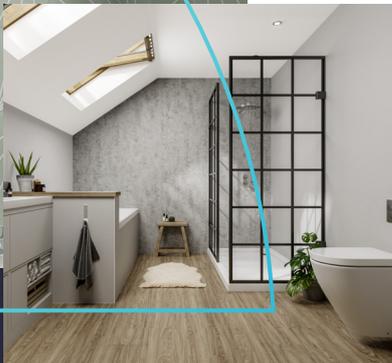
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- 1. Ca' Pietra,
- 2. Verona,
- 3. | 4. Multipanel
- 5. Alku Kitchens

Several kbb Birmingham 2022 brands are embracing colours of the earth and are making use of grey tones.

Multipanel have several new designs they will be showcasing, notably in Pebble Grey and Nero Grafite, creating a calming overall effect. Alku Kitchens have gorgeous Forest green cabinetry to show off, while Verona has a range of green tinged tiles that will certainly wow visitors at the event this March.



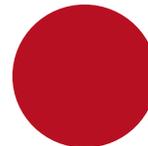
SAND GRAIN



CUBANIT GREY



SPHERE



ARTIST

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