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# BY DESIGN

## 2024'S TOP DESIGN & DÉCOR TRENDS

We live in a world where our homes and living spaces have transformed into sanctuaries of solace, where safety, vibrancy and personal expression are pride of place. As we move into 2024, this holistic approach to design will likely continue – forming a harmonious balance between aesthetics and well-being in our homes.



✕ Following her recent visit to the International Design and Architecture Awards 2023 in London, top Cape Town-based interior designer Kim Williams visited Paris Design Week 2023, a ten-day design fair hosted as part of the 22-day France Design Week 2023. Based on what she gleaned from these events, Kim has identified the top five trends that will dominate the design landscape and shape our living spaces in 2024.

### EMBRACING SPACES AS SANCTUARIES

Since the onset of the COVID-19 pandemic, there has been a noticeable shift towards creating interiors where we feel safe, protected, and emotionally connected to a space that serves as a sanctuary. Interiors are not merely about aesthetics, colour palettes and textures but about how they influence our behaviour and how the design elements evoke an emotional response. This trend is about creating a self-soothing environment that elevates our dopamine levels so we feel calm and happy, resulting in enhanced well-being.

### THE RISE OF MAXIMALIST BOLD COLOURS

Bright, bold and maximalist colours have been on the horizon since the early days of the pandemic, reflecting our collective desire to infuse joy and positivity into our living spaces. We desire freedom and optimism and expect good things to come, rejecting feelings of deprivation. This resurgence of the maximalist movement is reminiscent of post-war periods, where the mood was celebratory and optimistic.





This trend is not just about visual impact through a surge of vibrant and bold colours but about creating spaces that cater to our emotional needs to uplift our spirits and break free from the constraints of challenging times.

### CONNECTING WITH NATURE

Connecting to nature remains a cornerstone of our lives, fostering a sense of calm and balance amidst our increasingly fast-paced and chaotic lives. Our design choices inspire living spaces that become havens of relaxation and tranquillity by inviting the outside in. Also, building upon the evolving trend of layering in design, the concept of self-soothing texture that mimics the embrace of nature is coming to the fore. By incorporating tactile materials that invite touch and create a sensory experience within our homes, our connection to nature is further deepened.

### NOSTALGIA REIMAGINED

A pervasive element of nostalgia continues to shape our design choices in 2024 but with a shift towards more grounded and culturally rooted colour schemes. There will be a renewed focus on connecting with our past while still embracing the present. Colour palettes will likely evolve beyond the aesthetic, journeying through time and reflecting our shared history and heritage. This nuanced approach to nostalgia brings depth and authenticity to living spaces, creating environments that are rich in personal and cultural significance.

### CRAFTING A SUSTAINABLE FUTURE

We have become increasingly conscious of the environmental impact of our choices, and there is a growing emphasis on supporting local economies and fostering a sense of community and sustainability in every design choice. This trend emphasises the value of handmade and imperfect elements, of bespoke pieces that tell a story, showcasing the beauty in uniqueness and the importance of the human touch through design.

As 2024 progresses, these five dynamic trends promise to change our homes from mere visual experiences to spaces that forge a deeper emotional connection with our surroundings. They will reshape how we inhabit and experience our living spaces and homes, thereby improving our well-being. ✕

