

# 2011 HOME DESIGN TRENDS

BY IYNA BORT CARUSO

*It's "anything goes" this year — a broad mix of fashion and fusion*

Runway trends may move at the speed of hype, but fine interior design takes time. "It's not like fashion," says New York-based interior designer Scott Salvator. "It's not like raising the hem of a skirt. Design is not a product, it's a process."

Interior design trends evolve slowly. They are layered and complex, influenced by overarching forces like the state of the economy and a barrage of cultural touch points as varied as music, Broadway, the red carpet, graphic design and TV. *Mad Men* has famously been responsible for a run on mid-century modern of late. Design in 2011 is a mashup. "There's no place I don't go to look for inspiration," Salvator says. "From a museum to the streets. And not just a street in some tony neighborhood. I love the Internet, but it doesn't actually replace the experience of being somewhere and soaking it up."

Like fashion, a home is an extension of

one's individual expression and its components communicate a powerful visual language. But unlike fashion, consumers expect interior design to remain relevant for years, not seasons. The well-dressed home achieves high style without the fickleness of fashion and leaves room to overlay one's personal aesthetic. Here's how:

## PICKING THE PALETTE

The right color gives a room its personality and play. The wrong one is a missed opportunity to set a mood. In general, there is no wrong color per se, but the chroma, or purity of the color, could miss the mark. Dark, saturated colors add drama and elegance. Chic colors for modern lines are warm grays, punchy yellows, greens and violets. More traditional decor coordinates well with fashionable neutral blends that suggest just a hint of tint.

Today, color goes beyond the four walls. Painting ceilings white as a matter of routine



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BROWN CATHELL

is a thing of the past. Now it's about painting the ceiling a lighter tonal value of the wall color. According to Catherine Engelmeyer, owner of Belle Maison Interior Design in Short Hills, N.J., "colored ceilings are beautiful. They should be very pale, very subdued. Using the color of the sun like a light yellow or a pale blue, for instance, gives a glow to a room." Wallpaper has also been making an appearance on the "fifth wall." A pattern or embellishment that might overwhelm on the

walls can be just enough on the ceiling to transform a space and add glamour.

## FOCUSING ON QUALITY

Designers predict an increasing emphasis on quality, sustainability and longevity.

Well-built furnishings, whether they are artisanal or "technicrafted" — a marriage of technology and craftsmanship — are the best hedge against a style that can quickly lose its steam and start feeling tired.

It's a truism that heirloom-quality pieces have staying power. The natural patina of a dining room table made from an exquisite wood will never date-stamp a décor. To the contrary, it defies its age and seamlessly blends into most backdrops. Think core basics, the interior design equivalent of the little black dress or the navy blazer. Purchasing a staple sofa or chair that focuses on high craftsmanship is a timeless

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and long-lasting investment. And that's a departure from the sell-move-replace mindset in the house-flipping days of years past when it was more important for a place to look good than hold up.

### GOING ECLECTIC

Expect to see an amping up of modern silhouettes juxtaposed with vintage furnishings. "There is evidence of it everywhere, especially in fashion where home design so often takes its cue," notes Salvator. A red lacquer secretary desk may look stately in a traditional setting and like a piece of art when set against a moody black wall.

The fusion of then and now is also manifesting in contemporary furnishings that pay homage to the past. An example? Classic oversized wingback chairs that are covered in sumptuous new fabrics and swanky colors. These evocative looks permit a space to reflect a certain period without it getting stuck in a nostalgic rut.

### RETURNING TO ROOTS

Styles and influences may zip around the world in an instant, but design is seeing a return to geographic roots. Consider it a pushback to overglobalization. "During the 1980s, everything spread," says Salvator.

"You saw pink and turquoise in Maine. That belongs in Miami."

Now, there is a renewed appreciation for indigenous styles that connect a home to its place. And with it is an increased use in locally sourced and locally produced materials. The latter is not only a greener, more sustainable approach to design, it

yields a less homogenized, more distinctive result. People prefer to feel a kinship with the place they live and are eager to incorporate the vibe of the region. "When I'm in New York, I like to see New York. When I'm in the Hamptons, I like to see the Hamptons. Then you know where you are," Salvator says.

# NEW TO THE NEIGHBORHOOD

- Temple of Ankh**  
Clinton Street between Stanton and Rivington Streets
- Aritzia**  
Broadway and Spring Street
- Art of Shaving**  
Broadway between 75th and 76th Streets
- Barry's Bootcamp**  
20th Street between Sixth and Seventh Avenues
- Brooklyn Pharmacy**  
Henry Street off Sackett Street, Brooklyn
- CupcakeStop**  
70 Greenwich Avenue off Seventh Avenue
- David Burke Kitchen**  
Grand Street at Sixth Avenue
- Eastern Mountain Sports**  
Broadway at 76th Street
- Grimaldi's at Limelight Marketplace**  
20th Street at Sixth Avenue
- Haven's Kitchen**  
17th Street between Sixth and Seventh Avenues

- Home Goods**  
Columbus Avenue between 98th and 99th Streets
- Jacques Torres Chocolate**  
30 Rockefeller Plaza at 50th Street, Lower Concourse
- James Perse**  
Broome Street at Mercer Street
- Landbrot**  
Orchard Street between East Houston and Rivington Streets
- Lolë**  
Hubert Street at Greenwich Street
- Modell's**  
Upper West Side
- Pardes**  
Atlantic Avenue between Third and Nevins Avenues
- Pizzarte**  
55th Street between Fifth and Sixth Avenues
- REI**  
Houston Street at Lafayette Street
- Tincati**  
63rd Street between Madison and Fifth Avenues