



IOS - Smith Architecture

2018 TREND PREDICTIONS

(January 23, 2018) As we look forward to 2018, there are quite a few trends that we have noticed architects and designers specifying in the upcoming forecast. Let's have a look at the top five trending below:

1. SPA-STYLE + BACK TO NATURE

Spa-style bathrooms have been big for the past few years and there's no sign the trend is slowing down. More people are becoming aware of the importance that a balanced mind, body and soul have on our health. And your surrounding interiors have a big role to play. All of Victoria + Albert's freestanding bathtubs are made from the brand's signature ENGLISHCAST® material of Volcanic Limestone™. As the stone-rich alternative to both cast iron and acrylic it is 100% one piece, hand finished and packed with naturally desirable properties that help you get back to nature.

2. THE END OF INDUSTRIAL INTERIORS?

Modern bathrooms have been dominated by "industrial-style" lighting, fixtures and finishes in the last few years. While experts do not expect this trend to go away completely, more homeowners are looking to make bathrooms into a relaxing haven and less of a utilitarian space. "Lighting trends are also huge. We use layers of lighting in the space to create and amplify mood," says Partner, Ed Bakos from Champalimaud Design. Subway style tiles may switch to larger format tiles which work well in both larger bathrooms and more compact spaces. Consider using plants, accent lighting and warm metals to soften dramatic color palettes.

3. TRANSITIONAL STYLE

The demand for "transitional" style, which makes a nod to both traditional and modern design, looks like it will continue. Softly contoured products that look equally at home in a new build or a historical property continue to rise in popularity. Victoria + Albert's award-winning Amiata meets this transitional style with a sophisticated ease. A timeless-yet-modern look that complements any bathroom décor.



Toulouse - Credit Susan Glick



Amiata - Lindye Galloway



Vetralla



Barcelona - Shayleyn Woodberry

4. COLOR

In 2017, Victoria + Albert collaborated with the global color consultants, Colour Hive, who explored their key color predictions for 2018. One of their key color palettes is named “Beyond”, which positively responds to the very real concerns regarding the effect of technology and the fractured, chaotic state of global politics. Rejecting thought for feeling, Beyond challenges the current digital dominance by embracing touch, sound, sight and taste. It is instinctive and sensorial; perfect for the bathroom. Beyond’s palette defies expectations by combining soft, gentle neutrals with energetic neons. Texture is also important, contrasting unrefined materials with smooth, polished surfaces.

5. BATHROOMS AS “LIVING SPACES”

More and more homeowners are taking inspiration from boutique hotels and spas, as bathrooms are increasingly becoming a new “living space” in the home. “We are seeing more subtle luxuries, like heated shower benches accompany heated towels, and visual accoutrements like extra-long hand towels that add unexpected charm.” says Bakos. No longer a space to simply wash and go, this growing trend sees the incorporation of soft fabrics, seating and luxurious vanities into the bathing area. The versatility of these unique free-standing bathtubs is what has helped drive this trend home. The ability to have the tub tucked into an alcove, elevated on a dramatic platform, or stationed, literally, as the centerpiece of the bedroom brings a sense of well-being to your most sacred space.

About Victoria + Albert

For over 20 years, global brand Victoria + Albert has achieved a worldwide reputation for creating beautiful baths, basins, furniture and faucets. The ultimate statement in quality and sophisticated style, their award-winning collections are packed with inspirational designs made from 100% ENGLISHCAST®, a unique blend of Volcanic Limestone™ and high performance resins. Naturally white, each tub is individually hand-finished by craftsmen and tested by IAPMO to UPC and cUPC standards with a 25-year limited consumer warranty.

Recipients of the prestigious RED DOT Award for their Amiata tub along with a Chicago Athenaeum GOOD DESIGN Award for their Pescadero, Napoli and Ionian tubs, Victoria + Albert raises the bar on exceptional product design. Adored by consumers across the globe, and featured in distinguished five-star hospitality projects, Victoria + Albert sets the trend in bathing. The company is an avid supporter of the architectural and design community and sponsor of continuing education courses throughout North America.

For more information about Victoria + Albert’s products, visit vandabaths.com or call 1-800-421-7189.