

Decade in Review: Design in the 2010s

We asked a few of our favorite interior designers what the top trends of the 2010s were, and how the past decade's design will be defined by future generations. They also predict which trends will continue to drive design in the next decade.



How would you sum up the past decade in design?

"I think the 2010s will be known as the decade of gray. This cool neutral has been seen in every imaginable shade and application.

"Looking back, the major trend of this decade that I saw was the grand emergence of 'The Modern Farmhouse.' The design elements most common to this are industrial elements seen in lighting, materials such as galvanized pipe, reclaimed wood, concrete floors and steel windows reminiscent of factories and farm-esque homes with simple lines whose exteriors are predominantly board and batten painted white." – *Jean Stoffer, Jean Stoffer Design*

What will the 2010s be known for?

"I think the 2010s will be known as the decade that technology took over and the global marketplace went virtual. As a result, I think savvy consumers, and designers as well, are on the hunt for bespoke and custom items that are unique, authentic and tell a story. We've seen a huge rise in handmade goods that can be brought to us from around the world because technology has made it accessible. Exploring colors from different regions has been a fun exercise for us — the bright primary colors of Guatemala to the woven neutrals of Africa have graced our clients' homes many times and made our jobs more interesting." – *Kelly Kole, Kendrac & Kole*

"Summing up our last decade, 2010-2019 was all about dark wood flooring, silver lighting, scaled-back design and clean-lined furniture. Mid-century modern furniture made a fierce comeback with its classic tailored style. During the latter half of the decade, white kitchens made a resurgence. Many of us painted our dark kitchen cabinets to a fresh clean white for a classic timeless look." – *Jil McDonald, Jil Sonia Interiors*



Which colors will remain in the 2010s, and which ones will continue to feature in design?

"Gray is out, and brown base color is in. Bright, cheery colors are in, such as [Marigold SW 6664](#). I think green will always be a classic color, as in [Greens SW 6748](#). As green is neither warm nor cool on the color wheel, it can even act as a neutral in some instances. I also see bold and saturated colors ahead, such as rich maroons and reds like [Cayenne SW 6881](#)." – *Andrea Schumacher, Andrea Schumacher Designs*

"We are starting to see the jewel tones make a big splash. People have been living in neutrals for a while and seem to be moving away. I always love a neutral palette like [Olympus White SW 6253](#) or [Gauntlet Gray SW 7019](#) and interjecting color from there. As for colors staying behind, I'd say some of the more playful lilacs and aquas will be replaced with a rich emerald and cordovan paired with a pale blush or muted coral." – *Laura Fox, Laura Fox Interior Design*

"While the combination of black and white has always been popular, the next decade is going to take that trend to the next level. Adding a rich, deep navy such as [Naval SW 6244](#) to the classic color scheme gives it a modern twist." – *Sue Wadden, director of color marketing at Sherwin-Williams*

Want to learn more? Contact us at Sherwin-Williams@clynch.com for more commentary from designers.