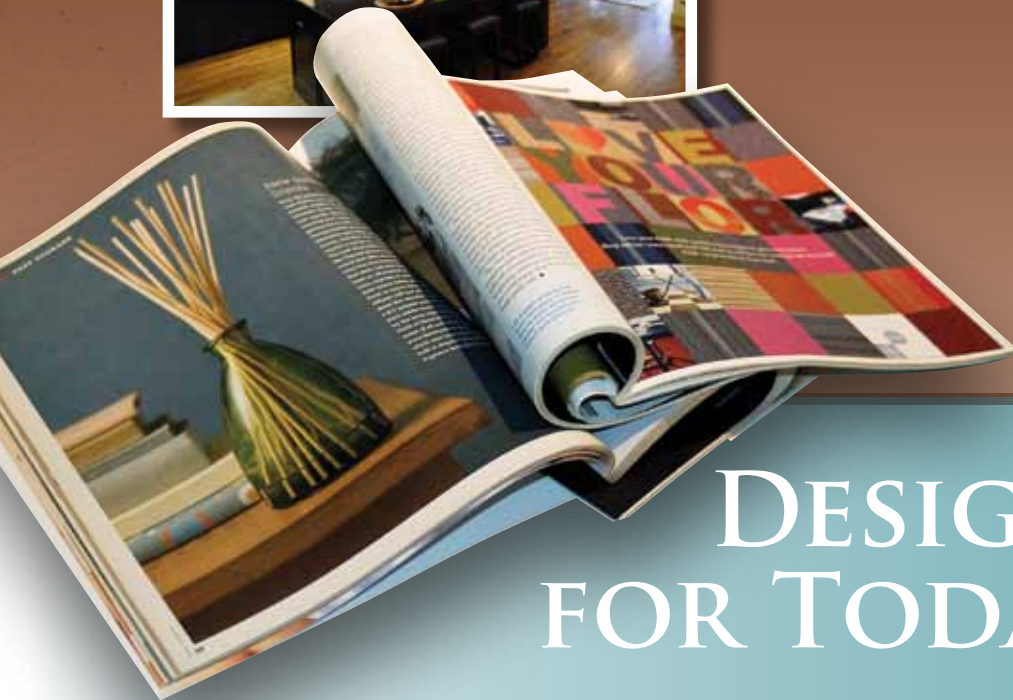


2012



DESIGN TRENDS FOR TODAY'S HOME

 Darling
HOMES

TOP 10 HOME DECOR TRENDS FOR 2011



(ARA) - Something old, something new. Something borrowed, something blue. While typically the refrain for most brides, this adage holds equally true for the top home decorating trends for the coming year.

Leading trend experts and interior designers across the country offer these top home decor trends for 2011:

WHAT'S OLD IS NEW AGAIN

Whether they're genuine period pieces being repurposed or home furnishings reproduced from popular items from the '50s, '60s or '70s, vintage will be hot next year, according to Kenneth Ludwig of Kenneth Ludwig Home Furnishings, Ltd. Examples include chair frames redone in new upholstery, traditional lighting fixtures in newer brass or pewter finishes, or products imported from Russia, Poland and the Czech Republic such as chairs done in old grain sacks, or old carts from factories used for end tables or coffee tables.



A SPECTRUM OF COLORS

Color trends will carry over from 2010 to 2011 with the soothing aqua and green hues that draw their inspiration from the verdigris deposits found on weathered copper statues, predicts design expert, TV host/spokesperson and best-selling author Kathy Peterson.

For outdoor furniture and accessories, she sees sassy colors like lime green, bold orange and Caribbean blue, along with more subdued hues such as sage green, barn red and mocha brown.



THE MAD, MAD WORLD OF FURNITURE

Taking a nod from the award-winning AMC series “Mad Men,” Linda Fougousse of Interior Transformation, Inc. also sees furniture styles returning to the ‘50s and ‘60s with round tapered legs on angles, geometric accents and seating with curved backs. Jase Frederick of Jase Frederick Sustainable Interiors adds that classic wood pieces made from sentimental stock like fallen trees or scrap wood from ancestral or historic structures will become heirlooms to pass from one generation to the next.

A TREND THAT WILL STICK AROUND

A small change in a room can make a huge difference - and wall coverings make a dramatic, yet cost-effective statement. With their innovative new SmartStick repositionable wall murals, Murals Your Way has made it easy for homeowners, renters and even college students to add a fresh new look to indoor and outdoor walls, floors, doors and windows. “Easily applied and removed, SmartStick murals boast a high quality, lightly textured finish and can be reused and reinstalled hundreds of times,” says Todd Imholte, president of Murals Your Way. “It’s a perfect temporary - or long-term - decorating solution for consumers.”



ILLUMINATING INSIGHTS

As living green becomes more ingrained in our lives, LED lighting will continue to light the way, according to Jeff Dross, senior product manager of Kichler Lighting, who will introduce several new under-cabinet systems and landscape products with an ultra-efficient technology next year.

For a casual, contemporary twist, Dross also suggests hanging chandeliers in new areas such as bathrooms, bedrooms and closets, and embracing today’s art glass applications, which are much more chic and casual than the Tiffany lamps of the past.

THERE’S NOTHING BLAND ABOUT NEUTRALS

In a recent video posted on her website, Michelle Lamb - co-founder and chairman of Minneapolis-based Marketing Directions, Inc. and editorial director of The Trend Curve - spoke about a resurgence in neutrals in 2011. These more complex “chameleon” neutrals will have more color, and will shift and change based on the light and whatever’s around them. Lamb claims that these neutrals will be “the likes of which we haven’t seen in 20 years or more.”



YOU'VE GOTTA HAVE HEART

The kitchen remains the “heart of the home,” according to Andrea Volf of Andrea Volf Interiors. Consumers interested in remodeling their kitchens should consider a well-designed, open, airy layout that integrates the kitchen into the rest of their homes. Dross also suggests new countertop materials in lieu of granite, such as quartz stone or binding crushed recyclable glass underneath a solid, smooth surface for those seeking green alternatives.



UNDERFOOT ... BUT NOT UNDERRATED

M. Grace Sielaff of M. Grace Designs, Inc. envisions rich-looking herringbone-patterned hardwood floors in an ebony oak finish - paying attention to board thickness and giving special consideration to products that meet industry LEED requirements. For a green touch, Frederick suggests hardwood flooring from reclaimed wood or sustainably grown and harvested sources. To add warmth, Marta Cullen of Dream Interiors suggests round rugs - the bigger, the better.



THINGS ARE DEFINITELY LOOKING UP

According to Janet Davidsen of Details in Design, Inc., homeowners are casting their eyes upward. The ceiling will be embellished and noticed more as the “fifth wall,” and may be painted or architecturally enhanced to play more of a focal point in a space. Sielaff also suggests homeowners consider a painted metallic ceiling with a large, eye-catching chandelier.



GREEN CONTINUES TO BE KEEN

According to Kathy Hoffman of Susan Fredman Design Group, products and materials such as bronze, copper, clay, cotton, linen and hemp - which are environmentally friendly, contribute to healthy indoor air quality, and can be repurposed or recycled at the end of their lifespan - will be in high demand. Volf adds that using such natural textures as hemp, jute, organic cotton, recycled polyester, bamboo fiber, organic wool and linen, and soy silk will help keep it simple but still green.

