

COMMERCIAL

# Interior design

The essential guide for Middle East interior design

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## Trend report 2017

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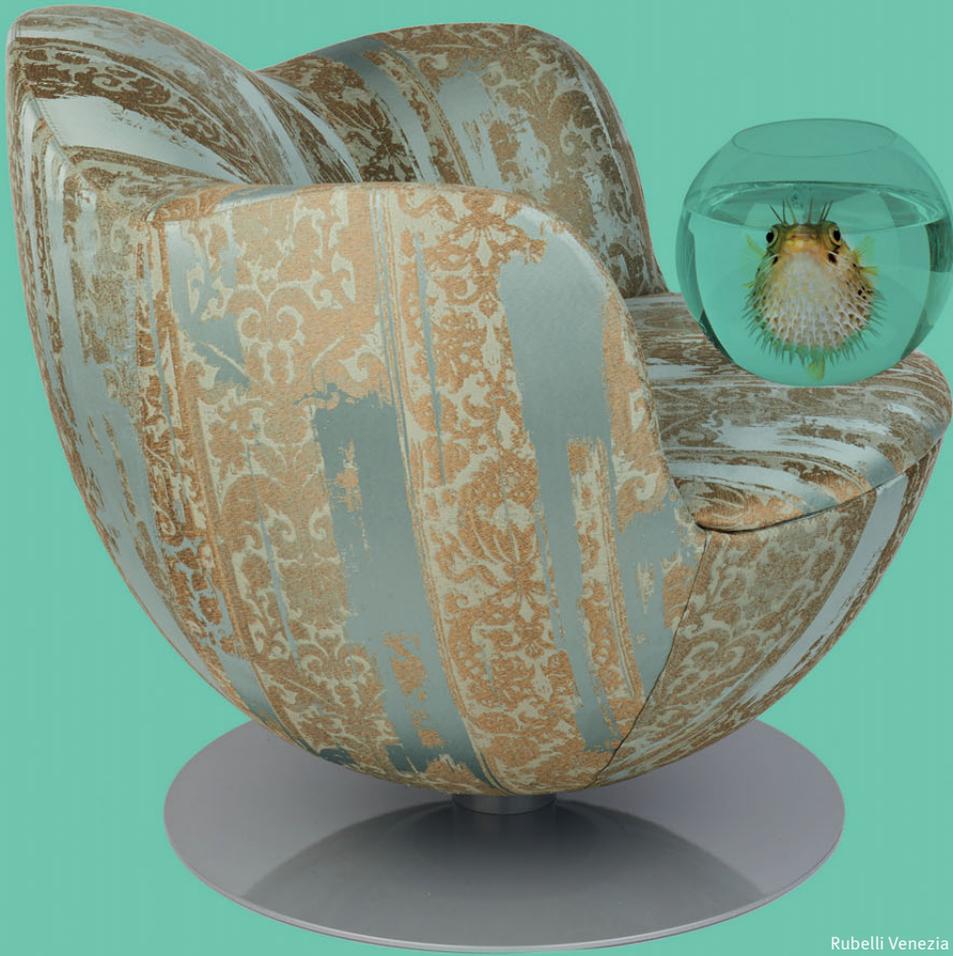
BENJAMIN

HUBERT

DESIGN AS A FORCE FOR CHANGE



# TREND



Rubelli Venezia 2017 collection.

2017

## THE NEW YEAR MARKS A NEW BEGINNING, AND WHAT BETTER WAY TO START THAN BY ASKING “WHAT’S NEXT?”

**A**s the New Year unfolds, it's the perfect time to explore the design trends that will be emerging throughout commercial and residential interiors in 2017.

This year, we decided to do things differently. We handed over our (blank) pages to some of the most prominent interior designers in the region and asked them to share their top picks and trends in different design fields and their areas of expertise.

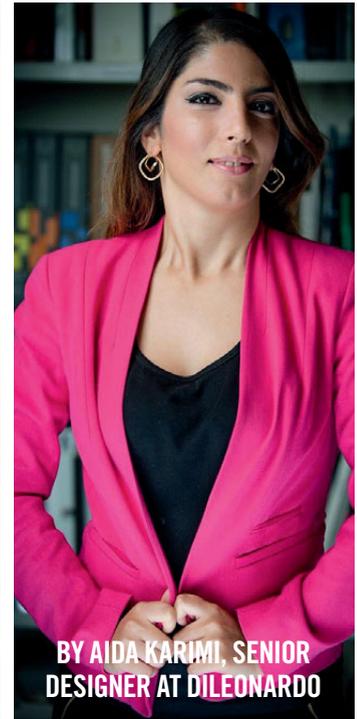
A big thank you goes to all of our contributors, including: Hilda Impey of Wilson Associates, Julijana Mitic of Perkins + Will, Aida Karimi of DiLeonardo, Jon Bentley of Harrison, Kathryn Brown of Godwin Austen Johnson, Pratyush Sarup of Spencer Interiors and Fouad Qebawi and Daniel Brooks, founders of One of a kind.

From restaurants to hotels, primary schools and nurseries, to offices and high-end villas, *CID* reveals their predictions on what will be the key tendencies in interior design for 2017.

# Creating curated experiences



Boulders Resort and Spa, Curio Collection by Hilton, Arizona, USA.



BY AIDA KARIMI, SENIOR DESIGNER AT DILEONARDO

**T**he shift toward creating bespoke and authentic spaces has witnessed a great evolution in the past few years. Interior designers have explored different avenues of creating more personalised spaces to accommodate the needs of the end-user by evoking notions of a home-away-from-home experience. These curated experiences have been one of the biggest trends in hospitality this year.

This major shift permits accommodation of various guests regardless of the purpose of their stay. In this setting, the interior palette becomes soft in textures and quite organic in forms and materials, to craft a serene ambience that is complimented by mild warm colours; making a perfectly tailored space for each guest to relax in harmony and comfort.

## HEALTH AND RETREAT

The passion for traveling and exploring are inseparable parts of the creative mind. The desire to escape and spend tranquil vacation time has gained popularity among health conscious travellers; and shifting designers to have a more holistic approach to the treatment of both interior and exterior design.

Embracing health and wellness is another characteristic of 2017, in which the industry

will give more importance to creating healthy spaces and other health-offerings to accommodate guest preferences. Clear lines and chromatic colours schemes mimicked from Bauhaus will be seen with an enriched palette of softer pastels and accentuated with tones and textures of natural materials.

## SMART HOTELS

Technology is another major factor in the hospitality industry. Eliminating the need for check-in and concierge desks has allowed greater flexibility and creativity while designing lobbies.

In these “smart” hotels everything from temperature, room service, and internet activities can simply take place through operators’ customised tablets. Implementing technologies as such not only reduces our carbon footprint but also integrates natural resources.

Elements such as water, day light, green features blended with local artwork, artifacts and furniture create an emotional tie between the guests and local living heritage of the property and environment. The ambience is usually depicted by cooler and more urban materials such grey polished concrete, textures tiles with a punch accent color and artwork.

## COMFORT FIRST

Successful interior design is not just about creating visually beautiful spaces, but rather it is about how good it makes you feel. Luxury is no longer defined only by use of opulent and extravagant materials and finishes. Great service and comfort influenced its evolution so dramatically that now spaces are designed to feel luxurious and comfortable.

Colours and materials in this trend include oversaturated natural hues, soft curved lines and organic shapes with stunning stone and marble accents and mood lighting.

As we continue to embrace the ongoing evolution of change, the celebration of meaningful experiences through spaces by unique, authentic and more holistic design approach will definitely be something to look forward to this year.



Rosh Rayhaan by Rotana, Saudi Arabia