

ASID 2024 TRENDS OUTLOOK

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EXECUTIVE SUMMARY

The American Society of Interior Designers is cataloging the latest ways we live, work, play and heal – and the corresponding trends impacting interior design. This year’s research shows three overarching trends that will impact design practice in transformative ways: a desire for connection, the blurred lines of live, work and play, and the blending of sustainability and wellness.

SEEKING CONNECTION

As the most racially and ethnically diverse generation, those in Gen Z have distinctly different priorities than prior generations. Gen Z’s unique set of experiences—from negotiating a pandemic, racial, political, social and cultural upheaval, gun control and school shootings, police brutality, natural disasters and war—have heightened their awareness and impacted their priorities. Gen Z seeks genuine connections, and as this generation enters and occupies consumer culture, designers should be familiar with their evolving empathies and concerns. Given their unique values, Gen Z is focused on connecting with friends in genuine and meaningful ways.

The concept of friendship is critical to the other generations as well. People of all ages are seeking camaraderie and comfort in spaces that foster a sense of community and connection.

The American family has undergone significant change in recent decades, and Americans are experiencing family life in increasingly different ways. According to the U.S. Census Bureau, the percentage of one-person households has increased every decade since 1940, reaching 27.6% in 2020. With solo living on the rise, Americans are seeking connectedness to loved ones and their communities, and they are placing a significant importance on friendship. “In fact, 61% of U.S. adults say having close friends is extremely or very important for people to live a fulfilling life, according to a recent Pew Research Center survey,” which is far higher than the share rating the importance of being married [23%], having children [26%] or having a lot of money [24%].¹

To support this need for connection in the home, designers are emphasizing kitchen islands as focal points to be used as both a dining and social gather-

ing space. In living rooms, designers are using large, glass bi-fold doors to open and extend living spaces onto patios, blending spaces and increasing the ease and flow of gathering. Developers are offering consumers more amusement and entertainment experiences that combine high-quality comfort food with fun activities that foster connections with family and friends.

BLURRING THE LINES OF LIVE - WORK - PLAY

According to Jones Lang LaSalle Incorporated (JLL), a global real estate and brokerage firm, alternative accommodations (think nontraditional lodging, like AirBnB) attracted nearly \$20 billion in investment in 2023 and contributed to 18% of the demand for lodging, globally. This growth is attributed to recent changes in the post-pandemic workplace, which “blurred the lines of living, working, staying and playing,” and guests’ preferences for “unique

and authentic travel experiences.” As the lines between work and play fade, and functional spaces blend and cross design specialties, designers need to be able to cross specialties. Residences are incorporating “eatertainment” spaces, corporate offices are introducing informal living rooms, cafes and rooftop bars, and hotels are offering team workspace and conferencing.

Hybrid work is the new normal for many employees in 2024—but it doesn’t work for everyone. Leading companies understand how physical space affects employee productivity, and they are actively analyzing their employees’ work habits and preferences to maximize team efficiencies and create an optimal work experience for their staff. Designers have the opportunity to help organizations create a more personalized approach to their hybrid work strategy and find the right balance of collaboration and focus space for their needs. Millennials are embracing the flexibility of hybrid schedules, as many in this demographic are often parents of very young and school-age children. However, Gen Z and Baby Boomers prefer to work often in the office, looking for professional mentoring and social interaction.

BLENDING SUSTAINABILITY & WELLNESS

A 2023 Pew Research Center survey found that most Americans think climate change is causing harm to people in the U.S. and that things are likely to get worse. When asked about their own experiences, two-thirds of Americans say they’ve experienced at least one of the five types of extreme weather – heat wave, flood, drought, wildfire and/or rising sea level—in the past year. The Pew Research Center found that many Americans support making changes to address global climate change and prioritizing renewable sources like solar and wind energy—just so long as it does not significantly alter their lives.

As companies and designers think holistically about creating environments that support better human health, many are increasingly recognizing the interconnectedness of individual health, community health and environmental stewardship. Subsequently, many companies are synthesizing sustainability and wellness programs— examples include an array of tactics in both buildings and employee programs (think better indoor air quality for building health and offering employees more natural light; and healthy food choices and time for meditation for employees’ personal wellness).

Amidst the popular discourse surrounding Artificial Intelligence (AI), celebrity culture, identity, social media and misinformation, consumers in 2024 will be seeking the real deal – trusted brands that offer a genuine experience. Identified by Merriam-Webster as the 2023 word of the year, “authenticity” is a common thread running through the societal and demographic themes expected to impact design in 2024. AI is revolutionizing the design industry, offering companies an opportunity to achieve personalized consumer experiences. Generative AI applications are being used in a variety of applications: organizations are using AI to develop floor plans, measure occupancy, model energy use, coordinate sets of construction documents, and write specifications; while others are using it to increase autonomy, create experience-driven design and deliver environmental settings that occupants can customize.

Younger generations are certainly not shy when it comes to voicing their preferences and flexing their purchasing power. In planning for the future, designers must understand the zeitgeist of younger generations and be prepared to address their concerns. As they enter the market, younger consumers are seeking comfort, quality and more importantly, connection – in the office and elsewhere, signaling for designers the significance of experiential design and placemaking. Collectively, Americans are caring more about environmental and health issues, and interior designers have an opportunity to help clients think comprehensively and strategically about the built environment, designing exclusive and immersive experiences that support better health and wellness outcomes.

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TRENDS
IMPACTING
CLIENTS



Designers have an opportunity to help clients think comprehensively and strategically about the built environment, designing exclusive and immersive experiences that support better health and wellness outcomes.

LIFESTYLE & SOCIETAL TRENDS



HEALTH & WELLNESS

Health and wellness are top of mind for many clients, regardless of their age. No longer considered tangential or as an afterthought, health and wellness ideals are embedded in the motivations affecting product selections in most spaces and driving design across all market sectors.



TRAVEL & LEISURE

Consumers' travel and leisure motivations are driven by the desire for more immersive experiences that allow them to connect with others.



WEALTH & LUXURY

Wealth and luxury travelers have traditionally sought more private, personalized, exclusive and immersive experiences. But given the growing demand for sustainable and immersive tourism experiences, look for ultra-luxury hotels to be highly influenced by a site's historical and cultural context, unique resources and surrounding landscape.



FASHION & BEAUTY

Fashion and beauty trends often precede interior design trends. Recent fashion collections debuted loungewear paired with day-to-day pieces, blending comfort with more traditional business attire; experimented with transparency and layering, seeking a lightness in contrast to the seriousness many experience in the world today; and emphasized rich, sultry colors. Look for these trends to emerge next in interior design.



FAMILY & HOME

The American family has undergone significant change in recent decades, and Americans are experiencing family life in increasingly different ways. According to the U.S. Census Bureau, the percentage of one-person households has increased every decade since 1940, reaching nearly 28% in 2020. With solo-living on the rise, clients are seeking connectedness to loved ones and their communities.



WORK & RETIREMENT

Work and retirement continue to evolve. Women are entering the workforce at record levels—now representing 11% of Fortune 500 chief executives and 30% of board members in the U.S. Concurrently, Gen Z is predicted to constitute 23% of the global workforce in 2024. Both demographics seek community connections, diversity and inclusivity, transparent and responsive leadership, and a voice in the workplace.



IMAGE COURTESY OF
NICOLEHOLLIS
2023 ASID Designer of the Year

INTERESTS IN HEALTH AND WELLNESS HAVE SHIFTED MORE TOWARDS SELF-CARE, AND FACILITIES AND SERVICES HAVE RESPONDED.

Self-care methods vary for consumers, but given rising health care costs³ and frustrations with finding care and understanding benefits,⁴ health and wellness has shifted towards more self-care, with an emphasis on prevention. With stress recognized as the root cause of many illnesses and ailments, many consumers choose offerings that provide relaxation. Some choose traditional gyms and spas while others seek cold plunge pools, known to improve circulation, reduce inflammation and increase energy levels; infrared saunas, thought to increase energy and improve skin health; and stretching classes as an alternate to yoga.⁵

IMPLICATIONS: Expect fitness, spa and retail spaces to expand their physical footprints, broaden their offerings, co-locate with healthcare and rehabilitation facilities, and blur the lines between alternative and traditional methods of care.

HEALTH & WELLNESS

CONSUMERS CONTINUE TO SEEK PRODUCTS THAT IMPROVE HEALTH, SLEEP AND MINDFULNESS.

According to McKinsey & Company, wellness is now globally a \$1.5 trillion market, expected to grow as much as 10% annually. Consumers are seeking more 'natural' and 'clean' products, and they will "spend more on products that improve health, fitness, nutrition, appearance, sleep and mindfulness."²

IMPLICATIONS: Because the regulatory definitions of terms like 'natural' are inconsistent, consumers should seek guidance from scientific, medical and design experts to navigate their options. Designers can offer their expertise and resources to help clients make more informed decisions to best support their wellness goals.



**SLEEP IS A CRITICAL PART OF WELLNESS.**

Sleep has become an important component of wellness, particularly given the disruptions caused by the stress and anxiety endured these past couple of years. Essential to overall health and wellbeing, a good night's deep rest can bring your body and mind back into balance. "As science, regulation, and consumer preferences have evolved, more choices have come to market," said Scott Melville, CEO of the Consumer Healthcare Products Association.⁶

IMPLICATIONS: Designers who understand strategies to reset circadian rhythms, and other impacts of the built environment, have an opportunity to help clients redesign their spaces to improve sleep outcomes.

HOLISTIC APPROACH TO WELLNESS IN THE WORKPLACE.

As discussed in the "ASID 2023 Trends Outlook" report, mental health concerns came to the forefront post-pandemic, after awareness and acceptance grew over the past decade. As a result, organizations have increased their efforts to support employees, offering "tailored counseling services, regular mental health check-ins, and training sessions on coping strategies," as well as embracing a holistic approach, integrating "emotional, financial and even spiritual well-being."⁷

IMPLICATIONS: Companies are looking for products and spaces that help support their wellness initiatives. Expect those designers and manufacturers knowledgeable of the WELL Building Standard – "a holistic approach to health in the built environment addressing behavior, operations and design,"⁸ to have a strategic advantage when competing for business.

AI OFFERS PERSONALIZED WELLNESS RECOMMENDATIONS.

“AI is revolutionizing wellness by offering personalized wellness recommendations based on individual health data.”⁹ With the rise of remote work, many consumers are using technology to access virtual fitness and health classes for cardio workouts, as well as yoga and meditation classes online. And yet, at the same time, digital detox initiatives are gaining popularity, as people intentionally take breaks from their screens, seeking a “balance between online connectivity and real-world interactions.”¹⁰

IMPLICATIONS: By utilizing thoughtful design, purveyors can offer both online and in-person interactions simultaneously, in turn offering clients flexible options that work for their unique work and fitness goals and needs.

TRAVEL & LEISURE

A DESIRE FOR CULTURE AND AUTHENTIC CONNECTION IS DRIVING LEISURE AND TRAVEL DECISIONS.

Although traditional hotels still dominate the market, the alternative accommodations sector attracted nearly \$20 billion in investment and contributed to 18% of the demand for lodging globally. This growth can be attributed to recent changes in the post-pandemic workplace, which “blurred the lines of living, working, staying and playing,” and guests’ preferences for “unique and authentic travel experiences.”¹¹

Many travelers are looking for culinary experiences as they seek to connect with others and learn more about other cultures. Expedia expects many travelers to seek more affordable alternatives, with more users searching flights to Taipei, Taiwan; Pattaya, Thailand; Paros, Greece; Curacao; and Perth, Australia.¹² “Dining, culture and connections are inspiring leisure travel decisions as people increasingly prioritize the purchase of experiences over things.”¹³

IMPLICATIONS: Designers can help clients curate unique and genuine experiences using the principles of experiential design – designing a space that interacts with all senses and enriches all aspects of the experience. By way of example, think of a place like Hershey Park, that has long embraced principles of experiential design, providing guests the olfactory delight of chocolate aromas wafting throughout the property. Used as a powerful marketing technique, experiential design is on the rise, and brand identities are being expressed in curated experiences across all market sectors – beyond retail, extending into commercial workplace spaces as well.

IMAGE COURTESY OF
NICOLEHOLLIS
2023 ASID Designer of the Year

CONSUMERS SEEK ENJOYMENT THROUGH NEW EXPERIENCES.

Spending on dining and entertainment is on the rise, as total recreation spending is expected to grow by 10.2% in 2024. "In Q4 2022, spending on dining out in the U.S. grew by 13.7% year-over-year; spending at amusement parks and arcades grew by 20.6% year-over-year."¹⁴ In their recent market report, JLL identified eight categories of expanding entertainment: art installations, bar arcades, competitive socializing, eatertainment, escape rooms, esports, kid zones, and immersive virtual reality. We are seeing the rise of "competitive socializing" entertainment spaces that include activities like mini golf and pickleball.

"Eatertainment" has also emerged as an experience combining high-quality but casual menus with communal activities. Given consumer interest in vinyl records – both vintage and new release albums, "audiophiles are seeking connected communal experiences where they can enjoy immersive sounds alongside others. Searches for listening bars, like Equipment Room in Austin, Texas, are up 306% in the past year."¹⁵

IMPLICATIONS: Landlords are looking for longevity in these expensive buildouts, seeking experiences that make visitors want to return. Tenants are looking to be in locations like tourist districts, lifestyle centers, mixed-use developments, and near other entertainment activities.

WEALTH & LUXURY

LUXURY IN THE HOSPITALITY INDUSTRY HAS GROWN AND PIVOTED TO PRIORITIZE MORE IMMERSIVE, PERSONALIZED EXPERIENCES.

With increased (albeit disparate) wealth and a desire for exclusivity, the global luxury hospitality industry has expanded, and consumers have progressively prioritized immersive experiences. Grand View Research, a consulting company conducting research on global and regional business, estimates that global luxury travel spend will reach \$1.5 trillion in 2024, its highest total ever.”¹⁶

Many wealthy diners are choosing *clubstaurants*, which offer members highly personalized concierge service with top-quality food.¹⁷

Given the rise in “stealth wealth” – the wealth of those individuals with more than \$30.0 million in net worth— over the past decade, ultra-luxury hotels have emerged, offering privacy, personalized service, exclusive amenities and meaningful experiences that result in connections. Although most (89.8%) of these individuals are over the age of 50, with the rise of wealth in India, Asia and the Middle East, this group is expected to skew younger. Within this market, JLL expects to see growth in “the Americas, which currently has the fewest ultra-luxury hotel rooms open and in the pipeline.”¹⁸

IMPLICATIONS: Look for ultra-luxury hotels to be influenced by the younger generation. Expect inspiration and influences to be found from a site’s unique resources and surrounding landscape, given the growing demand for sustainable and immersive tourism experiences.

IMAGE COURTESY OF
NICOLEHOLLIS
2023 ASID Designer of the Year



IMAGE COURTESY OF
Shine Interior Design Studio
2023 ASID FOCUS Wellness Award Winner

CONSUMERS SEEK “QUIET LUXURY” – A MORE LOW-KEY APPROACH.

In fashion, quiet luxury is often neutral and logo-less. Thomai Serdari, director of the Fashion and Luxury MBA program at NYU’s Stern School of Business describes quiet luxury as “clothes that whisper” their quality, cost and custom tailoring.¹⁹ With many consumers rejecting “fast fashion,” given highly publicized human rights violations and impacts on climate change, the return of quiet luxury isn’t surprising.²⁰

In interiors, quiet luxury is an understated, timeless and effortlessly luxurious look, achieved using high-quality materials, statement pieces and texture. The quiet luxury look prioritizes simplicity, refinement and a “sense of sophistication without ostentation,” as consumers seek warmth, comfort and a sense of calm today.²¹ “Think plush textiles, warm neutrals and polished materials,” with organic notes, custom pieces and curated artwork.²²

IMPLICATIONS: In the coming year, look for adaptations that embrace experiential luxury and personalization, curated maximalism²³ and a mix of soft and saturated neutrals, and the principles of biophilic design and sustainability.



FASHION DESIGNERS ARE INTEGRATING COMFORT INTO BUSINESS ATTIRE, EXPERIMENTING WITH LAYERS, AND FOCUSING ON FUNCTION IN ACCESSORIES.

Fashion designers paired consumer's favorite loungewear with day-to-day pieces,²⁶ blending comfort with more traditional business attire to resolve competing priorities of comfort and clickable content.²⁷ Designers are layering knit pieces and styling sheer pieces differently this season – “experimenting with visible layering,”²⁸ seeking a lightness to contrast the dark seriousness many are experiencing in the world today.²⁹ Accessories, like gloves, add detail and a focal point to many of the looks; while other accessories, like handbags, returned to more pragmatic shapes and a focus on function.³⁰

FASHION & BEAUTY

CONSUMERS ARE SEEKING A CAPSULE COLLECTION APPROACH TO FASHION.

Given recent economic uncertainty, many consumers are hesitant to purchase trendier fashion items. Instead, they're opting to invest in items expected to have more longevity and relevance well beyond the fall/winter 2023 and spring/summer 2024 fashion seasons.²⁴ “Who What Wear” noted that longline coats remained a staple, with designers exploring iterations of texture and neutral colors. They also highlighted the return of feminine tailoring, particularly in leather as statement pieces, and the pointed pump with a contemporary spin. Similarly, “Vogue Magazine” regarded the predominately black-and-white color palette as a pragmatic move by designers to resist fleeting trends.²⁵



DESIGNERS ARE SEEKING TO AMPLIFY THEIR SKILLS AND CREATIVITY, AMIDST THE RISE IN AI.

In response to the rising concerns brought on by technology and the sleek, polished imagery of AI, materiality and the tactile qualities of sculpted forms grew in this season's collections. At Glenn Marten and Junya Watanabe, the creative directors and their teams "sunk their hands into fabric, crushing, twisting, and molding it into wonderful, evocative volumes," to emphasize the importance of designers and artistry of their work.³¹

BOTH FASHION DESIGNERS AND MAKE-UP ARTISTS ARE USING COLOR AND ASYMMETRY FOR EMPHASIS.

Fashion designers are playing with deeper, more sultry shades of red and small pops of color to enrich or lighten the mood,³² while make-up artists are emphasizing the eyes with vibrant, bold colors like red, royal blue, and periwinkle.³³ "Imperfection is perfection," seen in make-up through asymmetrical eyeshadow.³⁴

CONSUMERS ARE EMBRACING MINIMALISM AND SKIN-CARE, simplifying and streamlining their beauty regimens,³⁵ according to Nick Vlahos, CEO of Honest. In 2024, consumers are looking for convenience with immediate results. 46% of consumers sought new solutions for better skin health, and "85% of consumers would be willing to pay more for beauty products with proven efficacy or benefits."³⁶ Expect lightly moisturized nude lips³⁷ with a dewy, glowing skin in the spring.³⁸

IMPLICATIONS: Like the age-old "little black dress," interior design clients will be seeking classic pieces that serve as the cornerstones of their home or office's wardrobe and stand the test of time. Expect these ideas and those of convenience and beautiful, healthful effortlessness to carry over into interior design.



FAMILY & HOME

THE COMPOSITION OF THE AMERICAN HOUSEHOLD CONTINUES TO SHIFT.

“The American family has undergone significant change in recent decades, and Americans are experiencing family life in increasingly different ways.”³⁹ Since 1970, the number of Americans (age 25 to 49 years old) who were married with kids decreased 40%, while those cohabitating with kids grew 5% and those unpartnered with kids grew 2%.

Simultaneously, the complexity of multi-generational households continues. Young adults are reaching key life milestones – like full-time employment, financial independence, and living on their own—later in life. According to a 2023 Pew Research Center analysis of US Census Bureau data,⁴⁰ the number of those enrolled in college increased 17% from 1980 to 2021. As a result, only 39% of those 21 years old were working full-time, and only 25% were financially independent from their parents. By age 25, 66% were working full-time with only 60% financially independent, leaving about one-third still living in their parent’s home.

IMPLICATIONS: As suggested in the “ASID 2023 Trends Outlook” report, homes will likely continue to need modification and design enhancements to accommodate the different needs and lifestyles of a more diverse definition of the U.S. household.





THE NUMBER OF OLDER ADULTS LIVING ALONE IS CONTINUING TO RISE.

According to U.S. Census Bureau data, one-person households, as a percentage of all U.S. households, has increased every decade since 1940. In 2020, people living alone accounted for 27.6% of all households. Nearly half of these households [11.1%] were owned by individuals ages 65 and older.⁴¹

IMPLICATIONS: As these individuals age, many will need to modify their homes in order to age in place and live autonomously. Designers seeking resources on this topic could reference the Senior Living Resource Guide, developed by experts on the ASID Committee on Adaptive Living. The guide provides insight into the current challenges and offers solutions for practitioners on how to better support older adults in the built environment.

THE NUMBER OF SINGLE WOMEN OWNING A HOME DECLINED 6% FROM 2000 TO 2022.

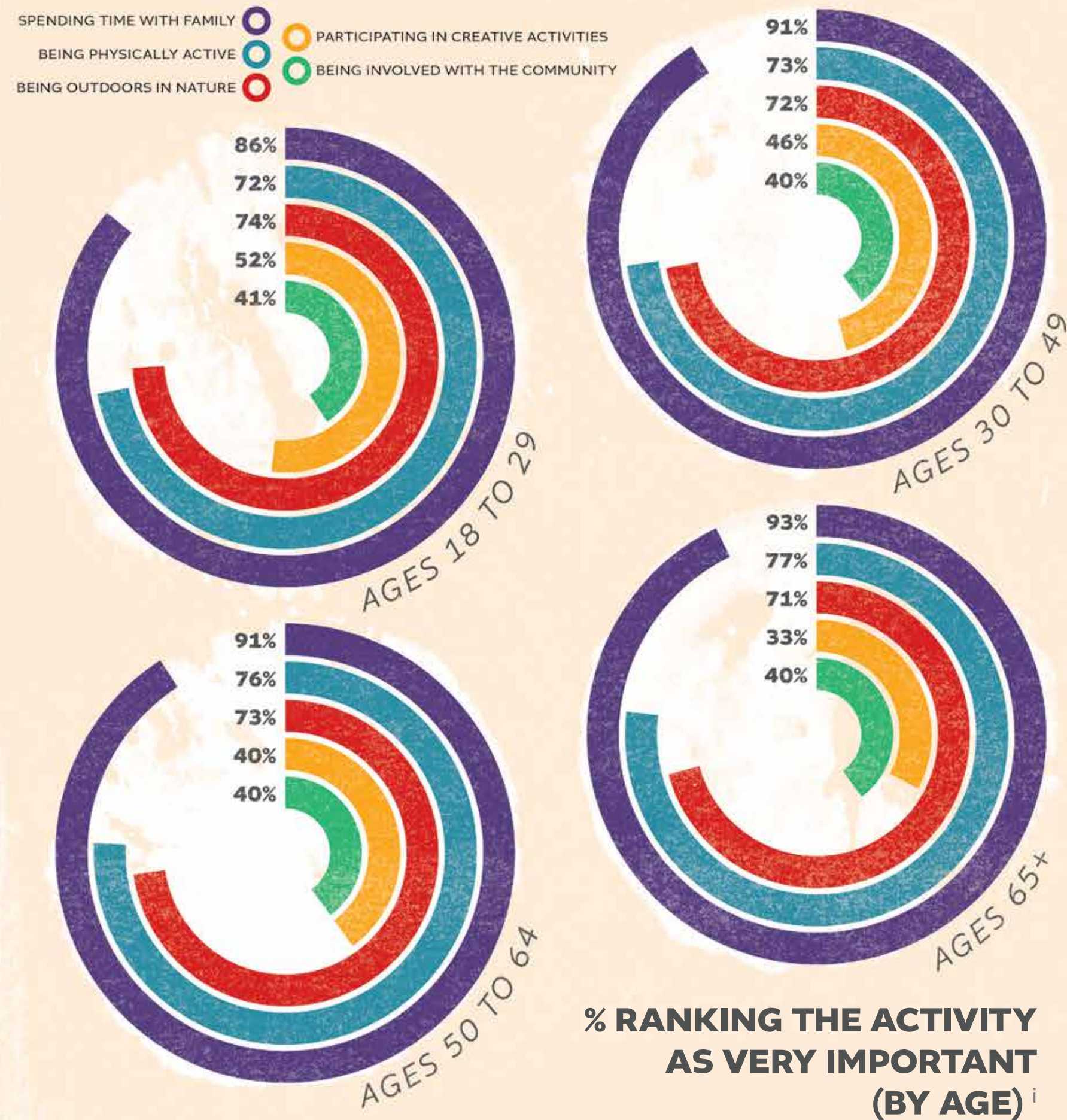
The Pew Research Center recently analyzed U.S. Census Bureau data and found that nearly 35.2 million homes were owned by unmarried Americans.⁴² In 2022, single women [58%] owned more homes than single men [42%], but that edge is narrowing due to declining numbers in life expectancy, not economic power. With the exception of household heads 65 years or older, “households headed by single women have lower homeownership rates than those headed by single men – a finding that aligns with economic considerations,” such as the 19.9% decrease in the average median income of households headed by single women [\$49,400] compared to single men (\$61,700).

IMPLICATIONS: Single-person households, regardless of gender, tend to have less discretionary income, often limiting their spending on home improvements.

AMERICANS ARE PRIORITIZING SPENDING TIME WITH FAMILY.

Independent of age or political identity, Americans (73%) overwhelmingly rank spending time with family as one of the most important things to them personally. Another 18% say that it’s very important, though not the most important. Other important priorities include being physically active, being outdoors and experiencing nature, and participating in creative activities. Notably, those who are younger – adults aged 18 to 29, are more interested in participating in creative activities than older Americans.

IMPLICATIONS: When renovating or repositioning a property, designers have an opportunity to create spaces that help clients connect with family and friends in genuine and meaningful ways—emphasizing the importance of comfort in spaces and fostering a sense of community. Likewise, manufacturers have an opportunity to design products that better support the blending of spaces to increase the ease and flow of gathering.



INTEREST IS INCREASING IN SUBURBAN AREAS.

According to a recent survey by the Pew Research Center, a majority of Americans continue to want to live in larger homes in less dense communities with schools, stores and restaurants several miles away. Only 42% prefer a walkable, mixed-use community with greater density. Preferences vary by age, education, and race/ethnicity.⁴³

IMPLICATIONS: As discussed in the “ASID 2023 Trends Outlook” report, many Americans continue to want to live in larger houses, but where they want to live is shifting. This may be a reflection of the current pricing and availability of housing stock.

% OF AMERICANS WHO PREFER LARGER HOUSES IN LESS DENSE COMMUNITIESⁱⁱ

2019 2023

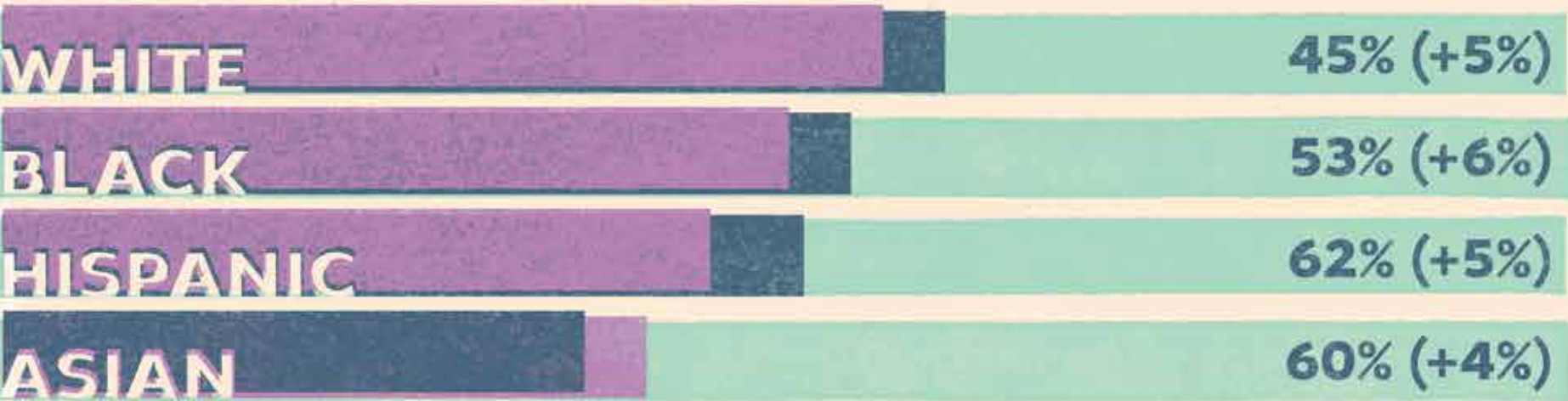
AGE



EDUCATION



RACE



HOMEOWNERS HAVE A RENEWED INTEREST IN THE HOME THEATER.

“Employed, married Americans spend an average of 27 hours on leisure activities in a typical week.” Though there are gender differences (and for those with children), most spend their time relaxing and watching TV.⁴⁴ Not surprisingly then, Yahoo Finance estimates that the global market for Home Theaters will reach \$24.6 billion by 2030,⁴⁵ as people seek more integrated streaming options, user personalization, and high-definition audio and video for an immersive viewing experience.⁴⁶

IMPLICATIONS: Given consumers’ demand for greater comfort coupled with more affordable technology, more homeowners are looking for enhanced, smart home features to enrich their connected, audio/visual entertainment experience at home.

PETS ARE PART OF THE FAMILY.

According to a new Pew Research Center study, almost two-thirds [62%] of Americans own a pet, and more than one-third [35%] own more than one. Nearly all [97%] say that their pets are part of their family. People living in urban areas [61%] are more likely to say that their pets are just as much a part of their family as a human member, compared with those living in rural areas [50%] or the suburbs [47%].⁴⁷

According to the U.S. Bureau of Labor Statistics, consumer spending on pets outpaced spending in other consumer expenditure categories. In 2021, consumers spent more than \$100 billion on pet-related expenditures.⁴⁸ In 2022, pet spending increased another 10.8%, exceeding the 2022 national inflation rate of 8% and reaching nearly \$137 billion.⁴⁹

IMPLICATIONS: There’s no doubt Americans are in their pets era. The prominence of pets has created increased consumer emphasis on durability and pet-friendly products. “Interior design that caters to pets has become its own niche market.”⁵⁰



IMAGE COURTESY OF
Kerrie Kelly Studio
2021 Chair, ASID Board of Directors

PHOTO BY
Lindsey King Photography



AGE IS INFLUENCING WORKPLACE PREFERENCES.

Gen Z and Baby Boomers want to work more in the office, looking for in-person and social interactions, professional passive mentoring, and networking opportunities; while millennials want to work more often from home, seeking flexibility as they already have established connections and friendships and want to be close to their children. When surveyed, nearly 90% of emerging professionals wanted to meet frequently with coworkers to network and build relationships, 60% said they didn't have adequate equipment at home, and one-third said they lacked dedicated workspace.⁵²

IMPLICATIONS: Companies need to offer adequate space to support in-person social interactions among employees. Notably, employees that have strong friendships with their colleagues at work have a stronger connection and level of engagement with their company, and they experience less anxiety, stress, and burnout.⁵³

WORK & RETIREMENT

IN-PERSON INTERACTIONS MATTER.

A new research study by Yale University and the University College London (UCL) found that virtual meetings resulted in lower levels of brain activity and social stimulation than in-person meetings, demonstrating that virtual and in-person encounters are meaningfully different to our brains. Joy Hirsch, senior author of the new study and a neuroscientist at the Yale University School of Medicine, noted “the context of live social interactions matters perhaps more than we thought.”⁵¹

IMPLICATIONS: Post-pandemic, people are seeking connection beyond the workplace – with friends and family. Thoughtful design for indoor and outdoor spaces can better allow people to gather or come together casually to support connection, conversation and collaboration.





GEN Z IS SEEKING RESPONSIVE LEADERSHIP, AND THEY'RE OPEN TO CAPITALIZING ON THE BENEFITS OF AI TOOLS.

In 2024, Gen Z is “predicted to constitute 23% of the global workforce,” beaming with “ideas and creativity to make a tangible difference in the future workplace and its culture.”⁵⁴ Gen Z has distinctly different priorities than prior generations, given their unique set of experiences – from negotiating a pandemic, racial, political, social and cultural upheaval, gun control and school shootings, police brutality, natural disasters and war. These experiences have heightened their awareness, and they seek genuine community connections, diversity and inclusivity, transparent and responsive leadership, and a voice in the workplace.⁵⁵

Gen Z is also more tech-savvy, engaged in social media and open to AI tools to advance both the company and their careers. Gen Z will set themselves apart by actively utilizing AI to produce better results and increase productivity, while engaging with AI as creators beyond consumption, using key critical thinking skills to question assumptions and interpret outputs.⁵⁶

MORE WOMEN ARE RETURNING TO THE WORKFORCE AND ACQUIRING LEADERSHIP ROLES.

After years of decline,⁵⁷ women are entering the workforce at historic levels.⁵⁸ “It’s possible that the rise of hybrid and remote work has allowed women to work who otherwise would not.”⁵⁹ The opportunity for hybrid and remote work has given them the flexibility they desire and a better work-life balance, particularly for those women in leadership roles trying to manage both work and family responsibilities.

“Women now account for a record share of Fortune 500 chief executives and board members in the United States – 10.6% and 30.4%, respectively,” but it’s still not representative of the population.⁶⁰ When surveyed, Americans cited several factors as obstacles for those seeking top leadership positions: women need to do more to prove themselves [58%], women face gender discrimination [50%], and family responsibilities make it harder for women to move up in an organization [48%].

IMPLICATIONS: It’s complicated. Although progress has been made, women are still underrepresented in leadership roles in the American workforce. Dueling career and family responsibilities often impede retention or create professional gaps for women in the workforce. For many, this was the benefit of remote work coming out of the pandemic. The implications for designers are nuanced and layered, and an individualized approach is needed. Clients should work with their designers to meet the unique needs of their staffs to retain women in their workforces.



Interior designers have an opportunity to help mitigate environmental risks and design more resilient spaces. And yet, many consumers are suspicious of the rhetoric used to describe climate change and doubt the motivations of those making claims for immediate action to address the crisis.⁶¹

Designers, and manufacturers who understand how the built environment can help many clients meet their 2030 sustainability targets as well as their diversity, equity and inclusion (DEI) and environmental, social and governance (ESG) goals, will have a strategic advantage when competing for clients, given their understanding and ability to speak to the complexities of the issues.



ENVIRONMENT & SUSTAINABILITY

Most Americans think climate change is causing harm to people in the U.S., and many say that large businesses and companies are not doing enough to reduce the effects. As companies seek to meet 2030 sustainability targets, many clients expect that sustainability tech will account for the largest share of increased investment in commercial real estate over the next three years.



DIVERSITY, EQUITY, INCLUSION & EQUALITY

For some traditionally underrepresented identities, particularly women, hybrid work has offered greater flexibility, better work-life balance, and a more tailored employee experience. And yet, many hybrid workers, particularly those early in their career, report difficulties. They feel less connected to their organization's culture and worry about their professional development.

CONCERNS & VALUES

ENVIRONMENT & SUSTAINABILITY

ALMOST TWO-THIRDS OF AMERICANS REPORT EXPERIENCING AN EXTREME WEATHER EVENT IN THE PAST YEAR.

A new Pew Research Center survey finds that most Americans think climate change is causing harm to people in the U.S. and that things are likely to get worse.⁶² Many (54%) say it's a good idea to limit new construction in communities at high risk.⁶³

When asked about their own experiences, "69% of Americans say they've experienced at least one of five types of extreme weather in the past year":

- Long periods of unusually hot weather (45%)
- Severe weather such as floods or intense storms (44%)
- Droughts or water shortages (33%)
- Major wildfires (18%)
- Rising sea levels that erode beaches and shorelines (16%)

IMPLICATIONS: Extreme weather events aren't going away any time soon. Data shows that we can expect more extreme weather events, more often. Designers must be realistic about current challenges related to weather and sustainability and offer solutions to help deliver a better, more sustainable built environment. ASID's research with Chemical Insights, to be released in 2024, will provide designers with guidance when addressing clients' concerns on extreme heat.

MOST AMERICANS SUPPORT MAKING CHANGES TO REDUCE THE EFFECTS OF CLIMATE CHANGE, BUT NOT AT THE EXPENSE OF ALTERING AMERICAN LIFE.

When surveyed, 55% of Americans think the energy industry can do more to reduce the effects of climate change and 52% say large businesses and corporations are not doing enough—but just 27% say the same about their own actions.⁶⁴ 89% support planting about a trillion trees to absorb carbon emissions, 76% support providing a tax credit to businesses developing carbon capture/storage, 70% support taxing corporations based on their carbon emissions and 46% support requiring most new buildings to be run on electricity with no gas lines.⁶⁵

According to a recent Pew Research Center survey, many Americans support making changes to address global climate change and prioritizing renewable sources like solar and most (68%) desire a mix of energy sources, including fossil fuels and renewables. Some differences emerge by political affiliation, but most (67%) Republicans under the age of 30 prioritize the development of alternative energy sources.⁶⁶

IMPLICATIONS: Most clients want a more sustainable design solution. Designers looking to learn more can access the ASID Academy, which offers educational resources to address client concerns. Designers can become more aware of the environmental impacts resulting from material selections, sourcing, installation and construction, to help their clients make more informed decisions to reduce the negative effects of climate change.

MOST AMERICANS THINK FEDERAL GOVERNMENT SHOULD PLAY A ROLE IN ADDRESSING THE HEALTH DISPARITIES RESULTING FROM ENVIRONMENTAL PROBLEMS.

Only 8% of Americans say the federal government should play no role in addressing differences related to health risks from pollution or other environmental problems across communities.⁶⁷ “Currently, there are 48 benchmarking policies and 11 building performance standards in place across the U.S., and by 2024, there will be over 35 jurisdictions with building performance standards—showing the shift in city policy from measurement to management.”⁶⁸

IMPLICATIONS: Given regional and local concerns, contextual design – designing in response to the characteristics of the site, its history and culture to create a sense of connection with the environment—is becoming increasingly important. Perkins + Will, a prominent international design firm, recently completed their pilot project, partially funded by the ASID Foundation Transform Grant, and launched the “PRECEDE” tool – a conversation starter for authentic community engagement that compiles public health data and pairs it with evidence-based design strategies to help mitigate site-specific health risks and create a healthier built environment.





DEMAND FOR QUALITY SPACE IN GREEN BUILDINGS IS EXPECTED TO EXCEED AVAILABLE SUPPLY BY 2030.

Demand for low-carbon office space is high as companies seek to meet their sustainability targets, become more resilient to changing regulations and attract employees. Unfortunately, demand is expected to exceed available supply at the end of this decade. “Research from JLL shows that demand for high quality, low carbon workspace is set to outstrip supply by 75% across major U.S. markets by 2030,”⁶⁹ yielding a shortage of 57 million square feet. To compound matters, rising interest rates are affecting the cost and availability of financing, and in turn drastically reduced new office construction. In 2023, “office groundbreakings in the third quarter declined to the lowest levels since 2010, and the overall pipeline is down 47% from year-end 2019 levels.”⁷⁰

IMPLICATIONS: Although supply and demand dynamics vary significantly among cities, depending on a range of factors, such as the industry type and performance requirements, many clients across the country are investing in repositioning and renovating older properties.

COMPANIES EXPECT TO INVEST HEAVILY IN SUSTAINABILITY TECH.

According to the JLL survey, many expect that “sustainability tech will account for the largest share of increased investment” over the next three years.⁷¹ Almost 70% of tenants and approximately half of the investors surveyed list the need for managing, improving and reporting on sustainability as one of the most significant areas of increase in their commercial real estate budget, as opposed to leveraging data for decision-making.

IMPLICATIONS: Companies are looking to technology when measuring progress toward their sustainability targets, and they are analyzing the gathered data to adjust strategies, pushing towards greater change. As more spaces are retrofitted or built with this technology, designers have an opportunity to assist clients integrating these new features into renovations and new designs.

DIVERSITY, EQUITY, INCLUSION & EQUALITY

EMPLOYERS AND EMPLOYEES ALIKE HAVE EMBRACED THE BENEFITS PROVIDED BY HYBRID WORK, BUT A FEW CHALLENGES REMAIN.

For some traditionally underrepresented identities, hybrid work has offered greater flexibility, better work-life balance, and a more tailored employee experience.⁷² A hybrid work model was preferred by 11% of employees with disabilities, according to a recent survey by McKinsey & Company. Similarly, non-binary employees were 14% more likely to prefer hybrid work. Although several mentioned struggling to find a quiet space to work and a stable internet connection, given the flexibility, women working in a hybrid situation are more engaged, less stressed and seem to burn out less frequently than women working on-site.⁷³

And yet, hybrid work can also promote isolation, create inequity and amplify negative group dynamics. Although many hybrid employees are not concerned about their opportunities for advancement,⁷⁴ those who've recently joined organizations embracing hybrid work worry about their professional development. A recent paper from the Federal Reserve Bank of New York, the University of Virginia and Harvard University explores the professional downside of remote work and finds that any improved productivity may come at the cost of early-career development.⁷⁵ Additionally, many of those working remotely report fewer moments of collaboration with their team, reduced cross-functional communication and feel less connected to their organization's culture. ⁷⁶When surveyed, "only two in 10 [hybrid] employees feel connected to their organization's culture."⁷⁷

IMPLICATIONS: Look for hybrid work to become even more common in industries dominated by women, like interior design, education and health services.⁷⁸ To maximize the benefits and mitigate the challenges of hybrid work, companies need to carefully consider their work policies – building inclusive practices that focus on mutual respect and supporting healthy teams that have a commitment to fairness and a genuine care for others.





IMAGE COURTESY OF
CannonDesign
2023 ASID FOCUS Community Award Merit Recipient


EVIDENCE-BASED APPROACHES ARE BEING USED TO DESIGN MORE INCLUSIVE SPACE FOR GREATER NEURODIVERSITY.

As highlighted in the "ASID 2023 Trends Outlook" report, greater attention is being paid to neurodiversity and the impact of environments on diverse occupants. Designers are incorporating findings from neuroscience into their evidence-based approaches when designing solutions. Several studies have found that users can be positively impacted, by reducing stress and increasing mental health and wellbeing by modifying furniture arrangements, controlling acoustics and offering ambient lighting options, for example.⁷⁹

IMPLICATIONS: Kay Sargent, director of workplace at HOK, recently noted that "there is a compelling human and business case to be made for ensuring we approach the design of workplaces to be welcoming for all, including neurominorities."⁸⁰ As companies compete for talent and recognize the need for innovative thinking, they are embracing inclusive policies and modifying their workplace to include a variety of spaces that offer a range of lighting and acoustic levels, enabling employees to find a space that fits their individual needs. "When we design for neurodiversity, we create space that enables all individuals, neurotypicals included, to find suitable levels of privacy and concentration, connection and engagement."⁸¹



TRENDS IMPACTING MARKET SECTORS



Expect demand to vary by region, but overall clients are focused on connecting with family and friends in genuine and meaningful ways, seeking camaraderie and comfort in spaces that foster a sense of community and connection. Interior designers have an opportunity to help clients and property owners cater to more personalized needs, designing homes that retain value, meet functional needs and attract high-end residents.

RESIDENTIAL



SINGLE-FAMILY RESIDENTIAL

Kitchens have become the focal point for comfortable and connected living, offering a central place for everyone to gather. In more private spaces, like primary suites, clients desire boutique hotel amenities and spa-inspired bathrooms to create a sense of serenity and quiet luxury.



MULTIFAMILY RESIDENTIAL

Tenants continue to seek eco-friendly, pet-friendly facilities that offer more amenities to enrich the living experience, such as co-working spaces and smart home automation systems.



DESIGN FOR AGING & SENIOR LIVING

As the American population ages, demand is growing for all types of senior living. Seniors want to age in place, but given chronic disease and other health concerns, many will need continuous nursing care.



CONSUMERS ARE SEEKING PERSONALIZATION, REGARDLESS OF STYLE.

According to 64% of recent NKBA survey respondents, many clients continue to seek a timeless, enduring style.⁹³ Many prefer traditional details, a herringbone texture, and materials that exhibit a ‘quiet luxury,’⁹⁴ recently defined by Hoedemaker Pfeiffer as a balanced collection of old and new to create a sophisticated, chic calming environment.⁹⁵ And yet, others are “dipping into the laidback designs of seventies, buying everything from cushions to headboards in an assortment of retro.”⁹⁶ Similar to thrifting trends in fashion, homeowners are seeking nostalgia, shopping retro, vintage and antique stores, adding personality and charm to spaces.⁹⁷ Despite consumers varying preferences, i.e., some seek minimalism, others seek maximalism,⁹⁸ homeowners are looking for custom features and personalized elements to create a unique and special space all their own.⁹⁹

DESIGN INFLUENCES

BLUE HUES ARE THE NEW ACCENT COLOR, COMPLEMENTING WARM NEUTRALS.

Interior designers continue to specify neutrals in warmer tones to create a welcoming environment⁸² and elicit feelings of comfort, like Pantone’s “Peach Fuzz” and the clay tones of Farrow & Ball,⁸³ but in 2024, these hues are expected to become deeper, richer, and more saturated,^{84 85} like Behr’s “Cracked Pepper.”⁸⁶ The dominant accent color is expected to turn away from the pink and blush tones and move towards the blue tones.^{87 88 89} Some hues, like Sherwin Williams’ “Upward,” are “soft and blissful with a hint of hope,”⁹⁰ while others, like Benjamin Moore’s “Blue Nova”⁹¹ are more saturated and dramatic with depth, intrigue and an undercurrent of reassurance. Still others, like Valspar’s “Renew Blue,”⁹² are more tranquil blues blended with green tones, that center on wellness.



Verellen Showroom
2023 Fall High Point Market

COMFORT AND LOUNGING ARE KEY.

“New sofa silhouettes signal a real return to comfort and lounging. Sales of chaise and L-shaped sofas are on the rise, offering modular, moveable components and hidden storage. “Sofa backs have been lowered, arm-rests too, and cushions have become increasingly sink-in squishy,” to increase a coziness and the cocooning effects.¹⁰⁰

SOFT SHAPES OFFER A SENSE OF COZINESS.

To counterbalance the legginess of mid-century modern, many are specifying conversation-starter, statement pieces and sculpted furniture – from curved accent chairs to small side tables.¹⁰¹ Offering a sense of warmth and welcoming, these furniture shapes emerged from the pandemic, given consumers’ “desire for more comforting and enveloping shapes and luscious materials,” like velvets and boucles.¹⁰² “Boucle sofas, accents chairs and pouffes have been popular for a few years, but boucle is the perfect fabric for a bedroom, where its balance of warmth and coziness is an asset.”¹⁰³

TEXTURE ADDS LAYERS OF VISUAL INTEREST.

Highly textured surfaces and textiles are expected to add layers of visual interest in 2024. Look for textured wallpapers and paint finishes, like Venetian plaster to add depth and interest to rooms in the home.¹⁰⁴

DESIGNERS FIND FUN IN THE DETAILS.

Post-pandemic, many are looking for a sense of playfulness in their homes. Some are adding ruffles and fringe to window coverings and accent pillows. Others are getting fanciful with their food and dining table displays.¹⁰⁵ Still others are looking to pop art-inspired florals reminiscent of the iconic Unikko print, designed by Maija Isola for Marimekko.

TECHNOLOGY ENABLED HOMES ARE INCREASINGLY THE NORM.

As predicted in the “2023 ASID Trends Outlook” report, technology is increasingly prevalent in residential design, with consumers connecting home devices to create personalized routines improving mood, productivity and sleep. Designers are installing app-controlled heating features beneath tile floors in higher-end bathrooms as well as motion sensor lighting, and they predict that “within three years, the top toilet trends will be smart toilets that feature automatic lids, warming seats, and self-cleaning functions.”¹⁰⁶

CLEANABILITY AND DURABILITY REMAIN A PRIORITY.

Post-pandemic, homeowners still seek cleanability and durability, particularly given how many homes have pets. In bathrooms, many are opting for quartz vanities and large slabs or solid surface panels as a grout-less option, particularly in showers. Additionally, consumers are looking for “matte and brushed [metal] finishes, enhanced with “Spot Defense” for fewer water marks.”¹⁰⁷

COST INCREASES WILL SIGNIFICANTLY AFFECT PROJECT BUDGETS.

According to a recent survey of interior designers by “Architectural Digest,” “designers report feeling both cautious and optimistic about the future. Three-quarters of respondents said budgets and cost increases due to inflation will significantly impact projects.”¹⁰⁸

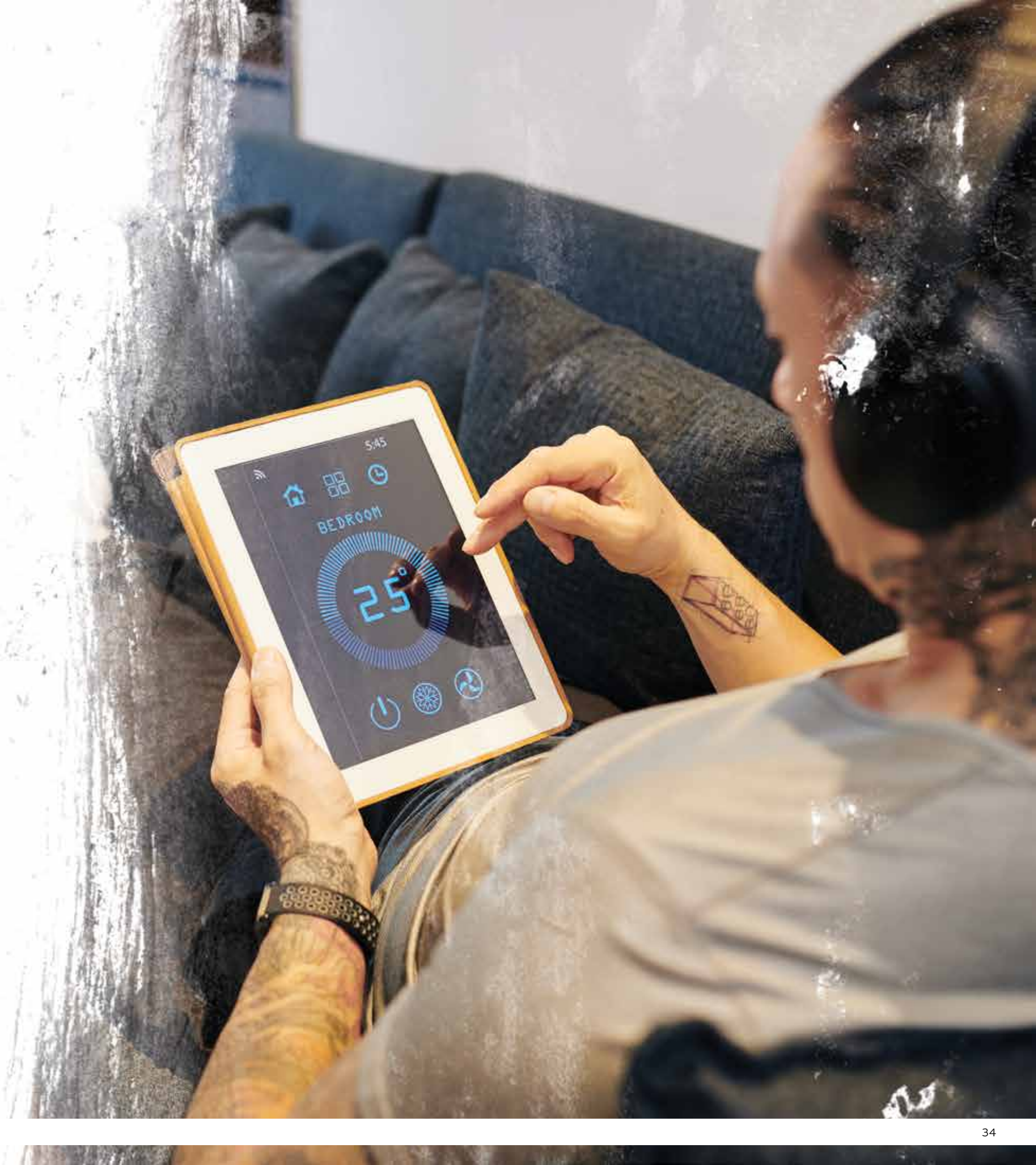




IMAGE COURTESY OF
Shine Interior Design Studio
2023 ASID FOCUS Wellness Award Winner

PRAGMATIC, UTILITY SPACES OFFER UNIQUE DESIGN OPPORTUNITIES.

Small kitchens are being planned carefully to maximize storage, function and flow, and yet, open shelving offers a visual break and an opportunity to highlight decorative elements like glassware and pottery.¹¹⁰ Similarly, utility and mud rooms are being combined with laundry rooms,¹¹¹ embracing color and layering patterns in wallpapers and textiles.

SINGLE-FAMILY RESIDENTIAL

DEMAND: According to the “ASID 2023 Economic Outlook” report, price fluctuations and higher interest rates have created a reduction in the overall demand for spending on home improvements. However, many consumers will continue to spend a considerable amount of time in their homes, and thus, those with more disposable income will likely be looking for additional home improvements.

KITCHEN ISLANDS HAVE BECOME A FOCAL POINT, often acting as not only a functional preparation space but also a dining space. Look for “faucets with filtration systems, taps for fizzy soda water and steamy hot water for tea” in island shapes that offer side-by-side seating for easier cross-table conversation.¹⁰⁹




IMAGE COURTESY OF
Shine Interior Design Studio
2023 ASID FOCUS Wellness Award Winner



IMAGE COURTESY OF
NICOLEHOLLIS
2023 ASID Designer of the Year

PRIMARY SUITES ARE INCORPORATING BOUTIQUE HOTEL AND SPA-INSPIRED AMENITIES TO CREATE A SENSE OF SERENITY AND LUXURY.

Spa-inspired bathrooms, influenced by self-care spaces,¹¹² are on the rise. We will continue to see features like frameless, doorless steam showers with rain heads, body sprays and built-in seating and curb-less entry.¹¹³ Stone, quartz and marble materials are being paired with fluffy robes, scented candles, and mood lighting to create a sense of serenity and replicate luxury.¹¹⁴

Additionally, beverage stations, refrigerator drawers and miniature refrigerators are being added to primary suites to accommodate not only the convenience of early morning coffee and evening cocktails but the practicality of medications and cooling face creams.^{115 116} These hotel-like amenities offer a coffee in the morning or a nightcap at night, away from kids and potentially other points of stress or anxiety.¹¹⁷

WELLNESS BENEFITS ABOUND AS FAMILY GATHERING SPACES ARE OPENING UP TO THE OUTDOORS.

Like many restaurants and bars, kitchens are now using large window walls to connect visually with the outdoors, while living rooms are using retractable window panels to extend spaces onto patios.¹¹⁸ Beyond increasing the ease of entertaining, connecting both visually and physically with nature has been shown to reduce blood pressure and heart rates and improve engagement, attentiveness and cognitive performance.¹¹⁹

MODERN, CONTEMPORARY STYLES ARE EXPECTED IN THE KITCHEN.

In a recent survey conducted by NKBA, 55% of respondents agree that “modern, contemporary design styles with an organic, natural influence are still going strong in bathrooms.”¹²⁰ Look for these features to move towards the kitchen, as “designers are predicting that shades of green – from deep saturated forest greens to lighter earthier shades – will gain momentum.”¹²¹

IMPLICATIONS: The positive impacts of biophilic design and its ability to “reduce stress, enhance creativity and clarity of thought, improve our well-being and expedite healing”¹²², are gaining greater reception in the residential market sector, but greenwashing – the practice of using deceitful marketing to portray a business or brand as more environmentally-friendly, persists. Consumers should consult designers who specialize in biophilic practices and principles for guidance on suitable product specifications and material selections to achieve the desired outcomes.



IMAGE COURTESY OF
NICOLEHOLLIS
2023 ASID Designer of the Year

MULTIFAMILY RESIDENTIAL

DEMAND: “According to construction data provided by Dodge & Data Analytics, the national supply pipeline currently boasts over 1 million multifamily rental units, representing an impressive 75% increase since 2019.”¹²³ Fannie Mae Multifamily expects roughly 783,000 units to be completed and available for lease by the end of 2023, with most of these units concentrated at higher price points in urban areas like New York, Dallas, Austin, Washington D.C., Atlanta, Houston, Seattle, Phoenix, Los Angeles, Miami and Denver.¹²⁴ Multifamily residential relies heavily on market segmentation. “Property owners must identify their niche and adjust their products accordingly, whether they are catering to luxury renters, student housing, or inexpensive housing.”¹²⁵

MANY HIGH-EARNING MILLENNIALS PREFER THE CITY, BUT MOST YOUNG ADULTS PREFER THE SUBURBS.

Increasingly over the last two decades, Americans have preferred walkable urban environments to traditional suburbs. Many developers responded, capitalizing on emerging markets, rapidly expanding opportunities for more creative, research and tech clusters, and building human-scale, amenity-rich environments.¹²⁶ Many built multi-story residential units over retail space in emerging neighborhoods like Charlotte’s South End and Chicago’s Fulton Market. In 2015, rents in suburbia began to outpace urban areas, prompting more multifamily construction in suburban areas. “While many high-earning millennials choose city dwelling, most young adults still favor the suburbs, creating a deep pool of residential demand.”¹²⁷



**TENANTS CONTINUE TO SEEK MORE AMENITIES,**

as indicated in the “ASID 2023 Trends Outlook” report. Tenants are looking for properties that offer an enriched living experience, as well as pet-friendly facilities, fitness centers, co-working spaces and smart home automation systems.¹²⁸

SUSTAINABILITY MATTERS TO TENANTS.

“Tenants are actively seeking eco-friendly living options as they become more aware of the environmental consequences,” seeking energy-efficient appliances, sustainable building materials, and recycling initiatives.¹²⁹

IMPLICATIONS: The multifamily residential sector targets users in specific markets and adjusts their properties accordingly.¹³⁰ Interior designers are well-positioned to help developers understand tenant preferences and deliver a design that appeals to the intended audience.

DESIGN FOR AGING & SENIOR LIVING

Demand for all types of senior housing is growing as baby boomers age and look for living situations that meet their current health needs. Senior living ranges in the level of care provided, from independent living, to assisted living to nursing care.

SENIORS WANT TO AGE IN PLACE.

More than one in four adults fall each year¹³¹ and the fear of falling can limit older adults, resulting in further physical decline, depression and social isolation.¹³² According to the National Institute on Aging, many people want to stay in their own home and maintain independence for as long as possible, and they will need help to retrofit their homes. “Innovative solutions that enable the elderly to remain in their own homes for longer, rather than taking up space in hospitals, hospices and nursing homes” are increasingly important as a significant number of the population ages.¹³³

IMPLICATIONS: ASID offers additional resources on aging in place, such as the ASID “Senior Living Resource Guide,” developed by industry experts on ASID’s Committee on Adaptive Living to provide insight into the current challenges facing an aging population and offer solutions to better support their needs.



**MANY WILL NEED CONTINUOUS CARE.**

“Chronic diseases can limit a person’s ability to perform daily activities, cause them to lose their independence, and result in the need for institutional care, in-home caregivers, or other long-term services and supports.”¹³⁴ “Nearly 95% [of seniors] have at least one chronic condition; and nearly 80% of them have two or more chronic conditions, increasing their need for continuous care.”¹³⁵ Advances in technology and AI will play an important role in elder care, particularly through wearable technologies, which provide early warnings and opportunities for rapid intervention.¹³⁶

IMPLICATIONS: Given rising costs, the focus for many forthcoming residential projects will be on affordable designs that offer functional spaces for an aging population.

Many client needs – technology, sustainability, wellness, repositioning, experiential design, and change management—require a coordinated effort for success. Designers with expertise in these specialty areas and those able to organize cross-specialty teams will likely have an advantage when competing for projects.

According to the JLL report, “a shift to hybrid working, fluctuating visitor numbers, aging real estate and competition from emerging submarkets continue to weigh on the short-term outlook for many Central Business Districts (CBDs).” For the short term, office occupancy rates are likely to remain below pre-pandemic levels in many markets,¹³⁷ affecting other market sectors dependent on these occupants.

“Despite short-term challenges, CBDs are in a strong position to capitalize on their strengths moving away from overreliance on offices to become multi-purpose destinations attracting residents, visitors, businesses, and investment,”¹³⁸ repositioning older buildings into mixed-use destinations offering a wide range of amenities, such as museums and other cultural institutions.



ADAPTIVE RE-USE

Older buildings continue to be repurposed and repositioned in CBDs for multifamily housing, but the number will need to significantly increase to meet sustainability targets.



WORKPLACE

Hybrid is the new normal, and many companies are opting to renovate their space, reducing noise and providing greater moments of privacy, rather than relocate.



HOSPITALITY

Health and wellness tourism is growing, and consumers are seeking more immersive experiences with a personal touch, authenticity and an urge to protect the planet.



HEALTHCARE

Outpatient services offer the largest opportunity for growth. Patients prioritize good customer service and comfort when determining which inpatient, urgent and emergency care facilities to visit.



EDUCATION

Education is focused on the student experience, increasing online courses and renovating facilities to encourage collaboration across multiple disciplines.



SPORTS & ENTERTAINMENT

Sports venues are focused on revitalization of underutilized areas as well as sustainability, and facilities continue to look for ways to boost year-round engagement.

NON-RESIDENTIAL

IMAGE COURTESY OF
InteriorLOGIC, Inc.
2023 ASID FOCUS Community Award Merit Recipient

OFFICE BUILDINGS ARE CONTINUING TO BE REPURPOSED INTO MULTIFAMILY HOUSING.¹⁴⁰

And yet, “according to Costar Group, the forecast predicts that only around 10,000 new office-to-multifamily units will be completed,”¹⁴¹ which is a small fraction of the 783,000 multifamily rental units expected to be delivered in 2023.¹⁴²

IMPLICATIONS: “Not every building is suited for conversions due to a host of factors, including building size, floor plate, HVAC, and more.”¹⁴³ Each building with re-purposing potential will need a code review and a test fit of the proposed program to identify the best outcomes.

ADAPTIVE RE-USE

MIXED-USE IS BRINGING CBDs BACK TO LIFE.

Gensler recently noted in their “Design Forecast 2024,” “monolithic, office-focused downtowns have become a thing of the past, replaced by vibrant, experience-driven social districts that are focused on a mixed-use collection of retail, entertainment, sports, housing and other lifestyle-anchored developments.” To drive investment, public-private partnerships are being used to transform neighborhoods. Gensler expects adaptability to become a key design feature for office developers converting Class B and Class C buildings into new uses, recognizing the potential need in the future. “As people continue to crave shared-in person connections, venues of all types will continue to place a premium on communal, social spaces and engaging, multisensory experiences.”¹³⁹

IMAGE COURTESY OF
InteriorLOGIC, Inc.
2023 ASID FOCUS Community Award Merit Recipient

THE NUMBER OF RETROFIT AND REPOSITIONING PROJECTS WILL NEED TO ACCELERATE SIGNIFICANTLY TO MEET SUSTAINABILITY TARGETS.

Almost 90% of all CBD office buildings were constructed prior to 2015, and these older office buildings present challenges for both occupancy and capital value preservation, particularly as sustainability requirements and energy efficiency regulations increase. Globally, “more than 1 billion square meters of office space will need to be retrofitted by 2050,” and thus, the percentage of retrofits will need to triple to hit the global net-zero targets.¹⁴⁴ U.S. markets like New York, Boston, Washington, D.C., Chicago and San Francisco will see the greatest opportunities for repositioning aging office buildings.





IMAGE COURTESY OF
HGA
2023 ASID FOCUS Community Award Winner

WORKPLACE

MORE COMPANIES ARE RENOVATING RATHER THAN RELOCATING.

“Major corporate relocations have slowed in the past year in conjunction with a broader slowdown in large leases, but companies are still opting in most cases to relocate to lower-cost, smaller markets, with a strong bias for major Sun Belt secondary markets.”¹⁴⁵ According to JLL, “more than half of the 11 headquarter relocations announced in Q3 of 2023 were to Florida, Texas (Dallas-Fort Worth), and North Carolina (Charlotte). Instead of relocation, many companies are opting to renovate their existing space to meet the new needs of the office and investing in more technology, collaborative space and events to attract employees back to the office.

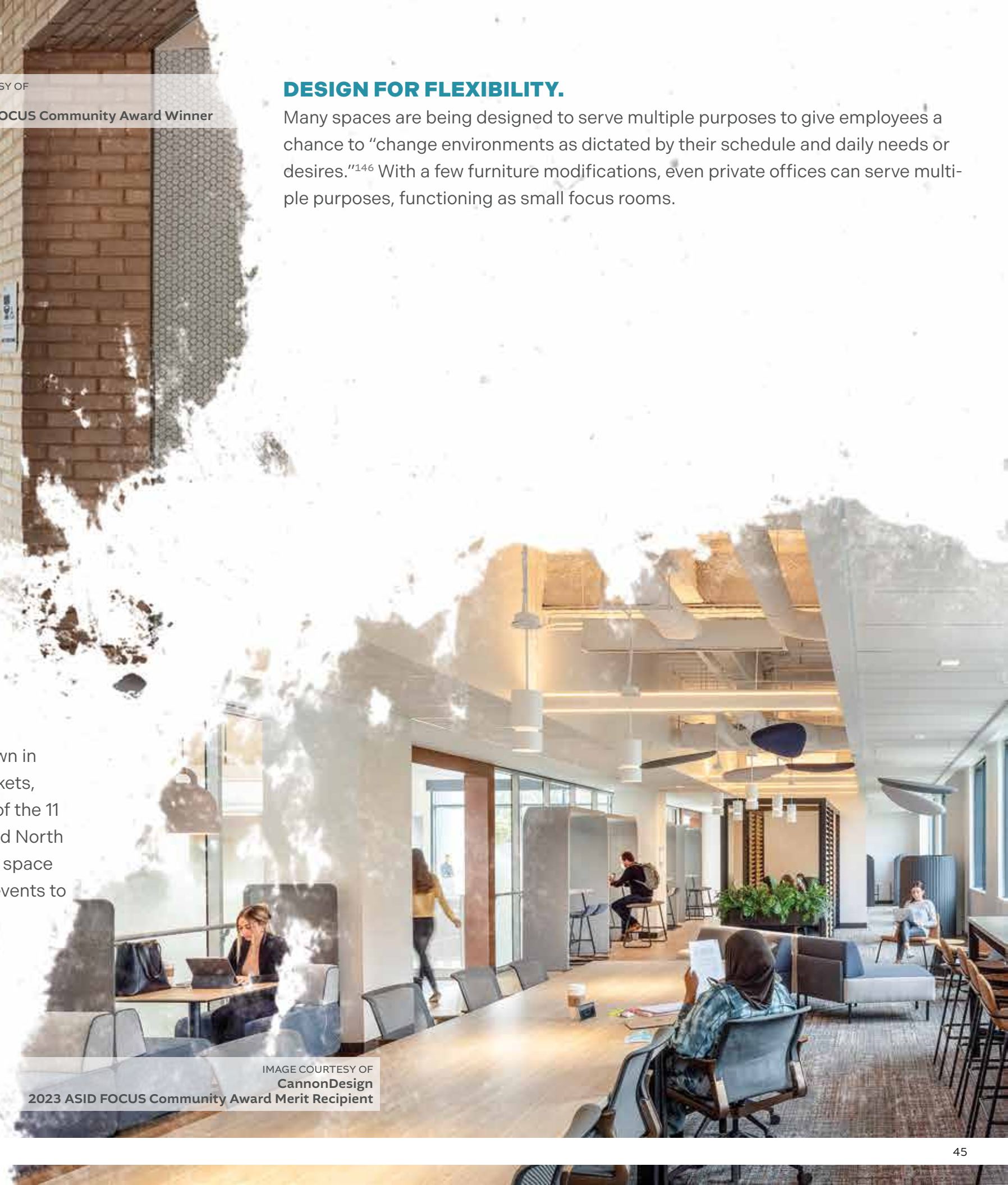


IMAGE COURTESY OF
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2023 ASID FOCUS Community Award Merit Recipient



IMAGE COURTESY OF
Perkins&Will
2023 ASID FOCUS Wellness Award Merit Recipient

HYBRID IS THE NEW NORMAL FOR MANY IN 2024.

Post-pandemic, employers are acknowledging their challenges with remote work and reconciling employee expectations. Some companies are suspending remote work, but most are investing heavily in hybrid.¹⁴⁷ More than 70% of U.S. companies have already adopted or plan to adopt a hybrid workplace policy permanently.¹⁴⁸ Roughly 80% of Fortune 100 employees work at hybrid companies, with the majority of those requiring three or more days of attendance per week.¹⁴⁹

Leading companies understand physical space affects employee productivity. They have been analyzing their employees' work habits and preferences to maximize team efficiencies and rethinking their spaces to create an optimal work experience. HOK uses purpose-driven design to redefine the workplace and align it with a company's culture.¹⁵⁰ Many of these leading organizations are redesigning their workplace to find the right balance of collaboration and focus space to meet their needs and investing in technology.

To make a hybrid workplace successful, companies need seamless and reliable technology, allowing employees to know who is working in the office and where they are located. "Tech that allows easy reservations for desks"¹⁵¹ and meeting rooms equipped with appropriate audio-visual capabilities will facilitate a more productive and better work experience.

IMPLICATIONS: Interior designers have the skills necessary to help companies evaluate individual, department, team and employee needs, using a data-driven approach to identify utilization patterns via surveys, behavior mapping and occupancy data. Not every company is the same, and designers have the opportunity to help organizations create a more personalized approach to their hybrid work strategy, creating optimal work experience.

NOISE AND LACK OF PRIVACY ARE KEY BARRIERS TO WORKING EFFECTIVELY IN THE OFFICE.

On average, employees spend three days per week in the office, capitalizing on face-to-face collaboration and social interactions to stay connected with a company culture. At home, employees “feel that they are more productive, citing noise and lack of privacy for focused work among key barriers” to working effectively in the office.¹⁵² Notably, employees returning to offices that control acoustics, provide sound privacy, and offer thermal comfort as well as good nutrition choices and a comfortable office chair, report higher levels of satisfaction and a better workplace experience.¹⁵³

Corgan recently conducted interviews with leading companies to identify evolving priorities and thoughts influencing the design of the physical work environment. Many company leaders expect collaboration and amenities to drive office attendance and thus are more interested in creating dynamic spaces that cater to a team rather than an individual. However, leaders recognize the need to provide both the opportunity for open collaboration, at a variety of scales, as well as privacy to minimize disruptions.

IMPLICATIONS: Corgan recommends designers “provide solutions for audio and visual privacy...and consider spatial quality and affordances to provide comfort and ease.”¹⁵⁴



IMAGE COURTESY OF
CannonDesign
2023 ASID FOCUS Community Award Merit Recipient



IMAGE COURTESY OF
The Shop by Porter
2023 ASID FOCUS Diversity Award Winner

PHOTO BY
Kevin Scott

EMPLOYERS ARE SUPPORTING BOTH THE PHYSICAL AND EMOTIONAL HEALTH OF THEIR EMPLOYEES.

Employers are promoting mindfulness practices, such as meditation, to help employees “remain present, reduce stress, and enhance their emotional health,” offering regular programs and encouraging daily techniques.¹⁵⁵ In addition, employers are thinking holistically about employee wellbeing, “investing in a mix of personal and shared spaces that can address a diverse set of needs,” and yet, research shows that most employees spend the majority of their time at an individual workstation while in the office.¹⁵⁶

IMPLICATIONS: Interior designers can assist companies in developing effective change management strategies to incentivize employees to take advantage of the mindfulness practices their employers are offering and make healthy changes to their workday.

HOSPITALITY LODGING

HEALTH AND WELLNESS TOURISM IS GROWING—in fact, “94% of affluent travelers are incorporating wellness and self-care into their trip.”¹⁵⁷ “The Global Wellness Institute expects wellness tourism expenditures will likely hit \$1.3 trillion by 2025,” with wellness packages forecast to reach \$29.3 billion in 2023.¹⁵⁸ Many wellness-motivated travelers are avoiding name brand hotels in search of a more curated selection of sustainable and wellness experiences. Notably, Millennials and Gen Zs are focused on personal wellness and use social media to find inspiration. Influencers are impacting health and wellness tourism, sharing personal images and stories. Influencers are also promoting sustainability ideals, which is creating increased appeal and prompting greater consumer interest in the sustainability movement. “According to The Future of Wellness 2023 Trends report, people are becoming more reflective.”¹⁵⁹

IMPLICATIONS: Design has the power to provide guests with an immersive experience, positively impacting them “physically, mentally, emotionally and spiritually.”¹⁶⁰

CONSUMERS ARE BLENDING TRADITIONAL AND TOUCHLESS SPA SERVICES.

During the pandemic, spa guests were drawn to technology as they sought touchless treatments like sound, color and zero-gravity treatments. Post-pandemic, guests are returning to more traditional spa treatments like facials and massages, combining them with “new touchless services for a new elixir of spa experiences.”¹⁶¹

In addition to integrated traditional and touchless spa services, guests are pivoting their attention to holistic nutrition. As a result, many wellness travelers will expect an on-staff nutritionist and associated services “as guests pay closer attention to their dietetic health while traveling.”¹⁶²

IMAGE COURTESY OF
NICOLEHOLLIS
2023 ASID Designer of the Year

**PERSONALIZATION IS INCREASINGLY IMPORTANT.**

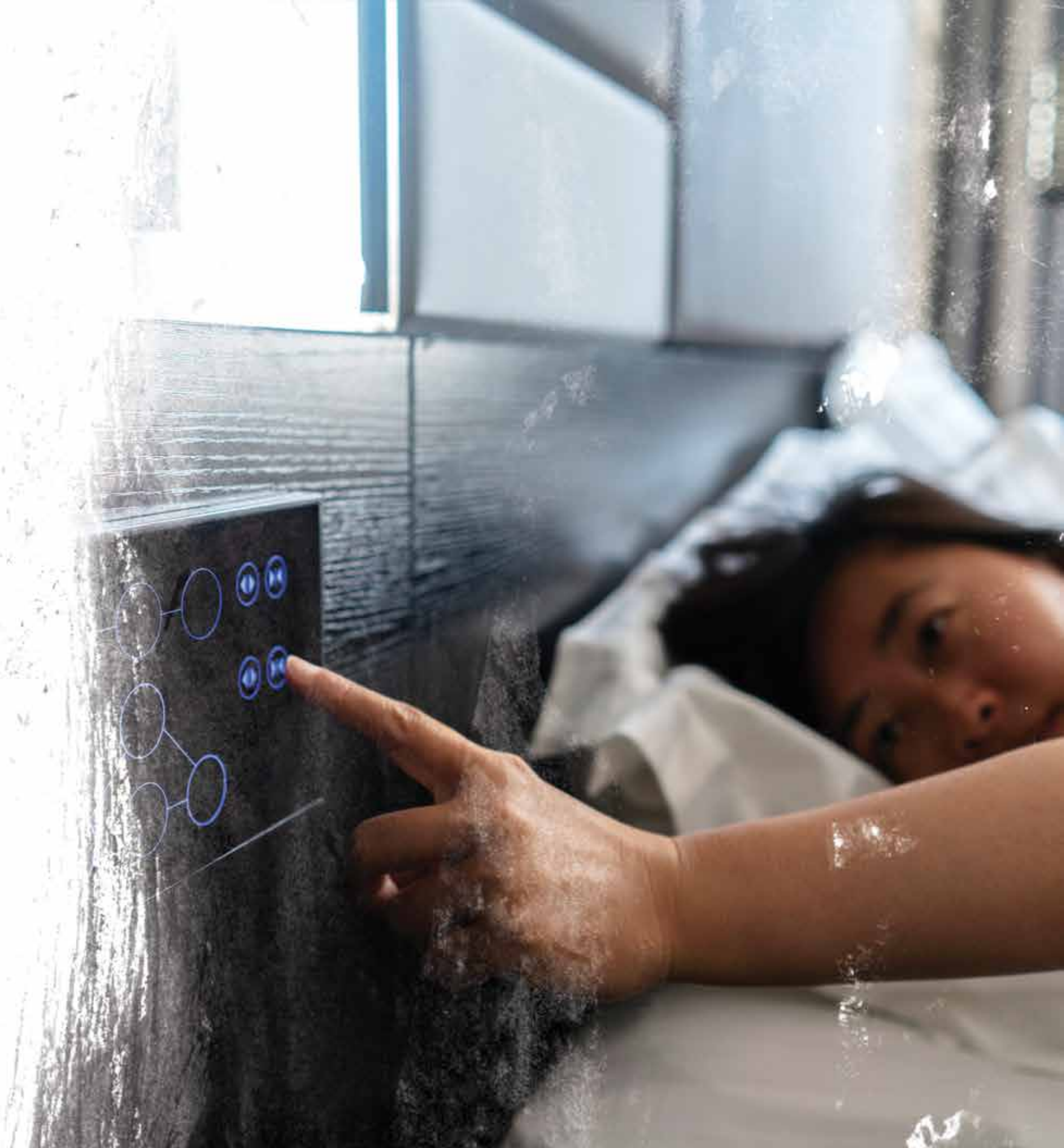
Emlyn Brown, vice president of Wellbeing at Accor, said, “We’re exploring ways that we can create bespoke wellness experiences for our guests in spa, nutrition, fitness and sleep...it’s what Expedia is calling a ‘no-normal’ era of wellness travel.”¹⁶³ Many hotels are offering customized wellness retreats, curating family experiences to lure millennials with children and pets, outdoor hiking experiences and in-room training zones for fitness enthusiasts, and comfortable workspaces for business travelers.¹⁶⁴

IMPLICATIONS: Designers can help integrate these new requirements and associated space types to facilitate these personalized experiences.

TECHNOLOGY IS EXPECTED TO START “HARDWIRING HAPPINESS”¹⁶⁵ to help guest services “adapt to rising consumer expectations and shrinking attention spans.” Like the airline industry, many hotel guest services are utilizing digital technologies to ease check-in lines and reduce paperwork.¹⁶⁶ Others are exploring how to use guests’ biodata to enhance guest experiences, such as dynamic bathing, cryotherapy, infrared saunas and sleep therapy.¹⁶⁷

CONSUMERS ARE PLACING GREATER EMPHASIS ON QUALITY SLEEP, given greater awareness of the negative impacts of sleep deprivation. In a world overtaken with environmental stress, good sleep is a luxury, and hotels are responding, creating relaxing hotel experiences and addressing guest preferences in-room setup.¹⁶⁸

IMPLICATIONS: Designers can help hospitality clients comprehensively rethink the guest experience. Travelers are looking for an environment that allows them to unwind and relax away from the demands of their everyday responsibilities. They are also seeking opportunities that are rich in quality and focused on wellness while having the flexibility to engage as much or as little with staff as desired, using the latest in technology.



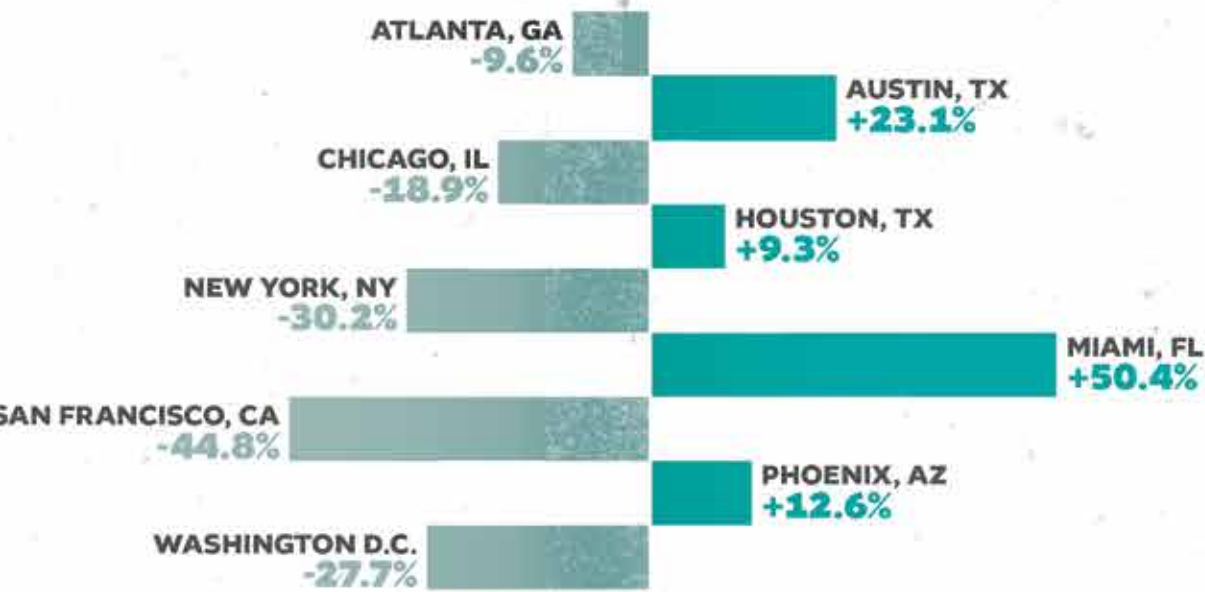
HOSPITALITY DINING

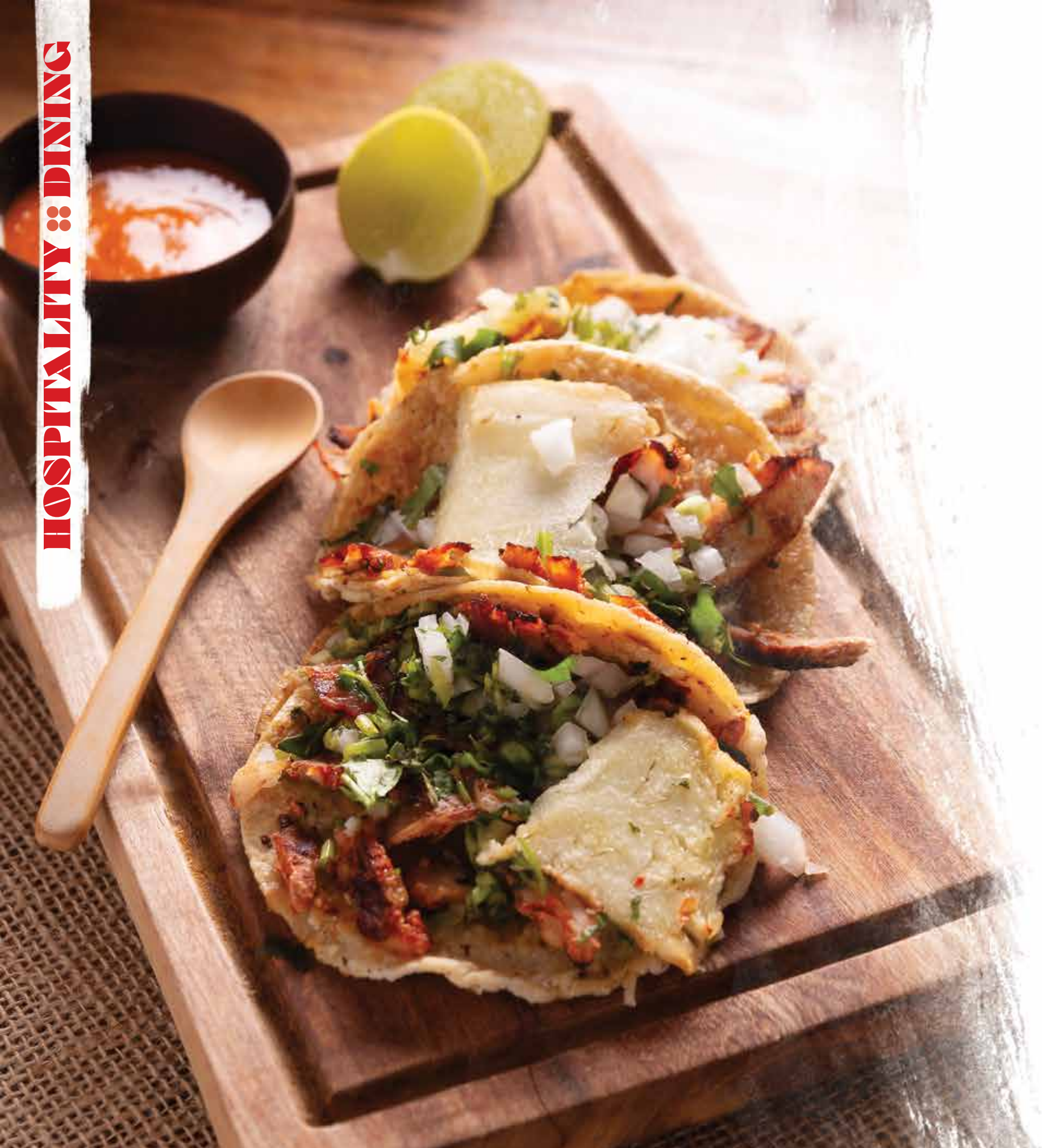
CUSTOMERS ARE SPENDING MORE ON DINING OUT, BUT DEMAND VARIES WIDELY AMONG MARKETS.

According to the U.S. Census Bureau, food and beverage sales rose overall 16.0% in 2022, but demand varies by market.¹⁶⁹ According to Open Table, in January of 2023, reservations were 3.3% above January 2019 levels, exceeding pre-pandemic activity. Top markets included Miami, Austin, Phoenix and Houston, while New York, Washington, D.C., San Francisco, Chicago and Atlanta were struggling. To entice restaurant owners, landlords are offering greater incentives and higher tenant improvement allowances, regarding the cost as a placemaking investment.

IMPLICATIONS: Restaurant owners and interior design clients are thinking thoughtfully about how best to use their tenant allowances to offer enriched dining experiences to consumers.

CHANGE IN THE NUMBER OF DINERS FROM JANUARY 2019 TO JANUARY 2023ⁱⁱⁱ





THE VISUAL PORTRAYAL OF FOOD, PARTICULARLY ON SOCIAL MEDIA, IS ATTRACTING PATRONS.

TikTok in particular is playing an increasingly important role in luring restaurant patrons. “According to a survey conducted by MGH, over half (53%) of millennial TikTok users – and 38% of users of all ages – visited a restaurant after seeing a video on the app.”¹⁷⁰ Notably, the visual appearance of the food drove 72% of respondents to visit the restaurant, while others were driven by a fun atmosphere and great views. Post-pandemic, diners continue to seek comfort food, turning to feel-good favorites at affordable prices, and their interest in global cuisine remains high, particularly Southeast Asian, Mexican and Mediterranean cuisines.¹⁷¹

CONSUMERS ARE STILL FOCUSED ON SUSTAINABILITY AND WELLNESS.

Consumers who are longing for authenticity and an urge to protect the planet will likely shape food trends and dining experiences in 2024.¹⁷² Expect people to be more mindful of their health when consuming¹⁷³ and sourcing food.¹⁷⁴ Restaurant patrons are looking for healthy, locally sourced food with an emphasis on sustainable, farm-fresh ingredients. As a result, many restaurants are partnering with local farmers and fishers, offering seasonal dishes.¹⁷⁵

IMPLICATIONS: Given the influence of food and the menu on restaurant design, clients will likely expect many of the principles of sustainability, such as the sourcing of local building materials, to be incorporated into their design.

WITH AN INCREASED FOCUS ON HEALTH AND WELLNESS, MORE GEN Z AND MILLENNIALS ARE ‘SOBER CURIOUS,’

embracing alcohol-free drinks in an effort “to keep the fun going without the physical or mental effects of alcohol.” In the U.S., there are now more than 50 sober bars,¹⁷⁶ and according to Yelp, searches for “mocktails,” or alcohol-free spirits, increased 137% in 2023. “New openings like NYC’s first-ever dry speakeasy, Fat Tiger, are poised to become nightlife staples.”¹⁷⁷

HOSPITALITY RETAIL

LUXURY SALES ARE CONTINUING TO GROW, AND RETAILERS ARE CONSIDERING FREE-STANDING STORES IN NEW MARKETS.

In 2022, U.S. luxury retail sales met expectations, reaching \$70 billion. While China rebounds, U.S. sales accounted for the largest share of the global luxury market, and are expected to exceed \$75 million by the end of 2023, according to Statista. Luxury retailers still prefer New York City and Los Angeles, but many brands are moving, given the growth in the Sun Belt, to cities like Miami, Atlanta and Las Vegas.¹⁷⁸

Demand for retail space has shifted to free-standing mono-brand stores (34%),¹⁷⁹ followed by online (21%), specialty stores (15%) and department stores (15%). Luxury brands opened over 650,000 square feet of space last year, with a significant majority located along streets in prime corridors.¹⁸⁰

GLOBAL LUXURY SALES^{iv}



% OF STORES, BY TYPE, FOR GLOBAL LUXURY GOODS^v





LUXURY BRANDS ARE MINDFUL OF SUSTAINABILITY.

At Miami Design Week 2023, Louis Vuitton Moët Hennessy (LVMH) – owner of brands such as Bulgari, Dior, Fendi, Marc Jacobs, Sephora and Tiffany, announced an effort to “fight climate change by reducing the impact of its fleet of 22 storefronts,” re-imagining every aspect of construction for a brick-and-mortar space and operations.¹⁸¹ Anish Melwani, chairman and CEO of LVMH in North America, has asked brands to source 20% of new materials locally to reduce emissions and reuse or recycle 75% of demolition debris to reduce waste.

YOUNGER GENERATIONS ARE INTERESTED IN SECOND-HAND LUXURY GOODS.

In 2019, the largest share of luxury goods was held by Gen Y (36%), followed by Gen X (30%). By 2030, the largest share is predicted to still be held by Gen Y (50%), followed by Gen Z (25%). Not surprisingly, the secondhand luxury goods market grew in 2022, given the greater concerns shown by younger generations for environmental issues. Many consumers were interested in trusted resale initiatives and platforms like “thredUP.”

IMPLICATIONS: “Brands will need to show real investment in circular economy if they hope to retain relevancy” with younger generations.¹⁸²

HEALTHCARE

OUTPATIENT SERVICES OFFER THE LARGEST OPPORTUNITY FOR GROWTH.

Despite the challenges of the pandemic, many in real estate believe that we have endured the worst and expect markets to improve in 2024. According to a recent JLL survey, “66% of respondents viewed Medical Office Buildings (MOB) as the biggest opportunity in healthcare real estate, followed by Ambulatory Surgical Centers (ACS), highlighting the shift in opportunity to outpatient care.”¹⁸³ These tenants are often Spine and Orthopedic Physicians tending to stay in leased spaces for a long time in part because of the cost of build-out.

Behavioral health facilities are another growth opportunity. As discussed in the “ASID 2023 Trends Outlook” report, the pandemic raised awareness of the importance of mental health. Acceptance has increased, and the use of outpatient mental health services has increased by 32% over the past decade. From 2020-2022, over 40 behavioral health facilities opened, adding almost 2,900 beds. “An additional 3,737 beds are under construction, demonstrating growing investment in the segment.”¹⁸⁴

Another growth sector expected in healthcare in-patient services is rehabilitation, which is forecasted to grow 26% over the next seven years. This growth is expected to be concentrated in the Sun Belt region, following the population growth of those 65 years and older.¹⁸⁵





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Perkins&Will
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PRIMARY CARE PROVIDERS ARE PRIORITIZING PROACTIVE APPROACHES.

As mentioned earlier, preventive care and “the shift from reactive to proactive approaches will be a strategic priority for healthcare providers in 2024,” particularly as people live longer and require more care.¹⁸⁶ And yet, Millennials and Gen Z were less likely to use primary care facilities, opting instead for urgent care, emergency care and outpatient behavioral health.

YOUNGER PATIENTS ARE SEEKING QUICK CONVENIENCE.

Access to insurance, convenience and customer experience are often listed as factors influencing patients’ decisions related to where they seek care. Several healthcare providers have been experimenting with collocating alternative medical providers and other amenities like health and wellness facilities. Younger generations (80% of Gen Z and 77% of Millennials) were more interested in visiting additional amenities at healthcare facilities than older generations (62% Gen X and 44% of Baby Boomers).¹⁸⁷ Approximately half of the Gen Z and Millennials surveyed sought care from a retail clinic, which operated independently and provided convenient access to care.¹⁸⁸

IMPLICATIONS: As healthcare costs increase and budgets become tighter, providers will likely be looking to resolve the spatial challenges of collocating different spaces and capitalizing on efficiencies in space for other revenue-generating opportunities.

CUSTOMER SERVICE AND COMFORT OFTEN DRIVE PATIENT SUPPORT.

“Improving the customer experience could lead to better care, consumer satisfaction and cost outcomes.”¹⁸⁹ When asked to rate their last in-person healthcare visit, respondents to the recent JLL “Patient Survey” listed service (i.e., wait times) and comfort (in both exam and waiting rooms) as top detractors. Perceptions about the quality of the facility weighed heavily in their decisions about inpatient care, urgent care and emergency care.

IMPLICATIONS: When designing healthcare facilities, consider comfort as a multi-faceted variable. Design should provide patients and visitors with seating to ease pain and/or alleviate stress. Ensure acoustic privacy as well as thermal control and make certain the space is clean, safe to navigate, and well-maintained.

GENERATIVE AI IS PERSONALIZING PATIENT CARE PLANS IMPROVING OUTCOMES.

In healthcare, the use of generative artificial intelligence (AI) to interpret test results is expected to make it easier for physicians to develop more personalized patient care plans and recommendations, improving patient outcomes and utilizing medical resources more efficiently. In addition, AI applications are being used to “create synthetic data that can be used to train medical AI algorithms without compromising patient privacy” and/or forecast outcomes when adequate data is unavailable.¹⁹⁰

IMPLICATIONS: Increasing the use of technology in patient care is likely to increase the need for cross-specialty teams in healthcare design and designers will likely need to bolster their own understanding of the technologies in order to best integrate these advancements in healthcare design.

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IMAGE COURTESY OF
bcDESIGNGROUP

EDUCATION

RENOVATION IS AN IMPORTANT DEVELOPMENT STRATEGY IN CAMPUS PLANNING.

Higher education has experienced a “decline in enrollment, disruptive alternatives, shifting demographics, and a continued rise in spending,”¹⁹¹ causing institutions to reconsider the highest and best use of their campuses. “Many colleges and universities are looking for cost-effective ways to improve the student experience and decrease their carbon footprint through adaptive reuse and renovations in lieu of new construction.”¹⁹²

IMPLICATIONS: Renovations and data-informed strategies can help colleges and universities “right-size their infrastructure, lower embodied carbon, and optimize campus space use, such as converting aging classroom buildings into student collaboration spaces or student housing rather than new construction.”¹⁹³

EDUCATION IS FOCUSED ON THE STUDENT EXPERIENCE.

“Institutions are prioritizing community and belonging, which includes diversity, equity, and inclusion.”¹⁹⁴ Both HKS and Gensler have found that new types of amenities are needed to support social connection and student wellbeing. Both recommend designing places that promote physical as well as social and emotional well-being.

ENROLLMENT IN ONLINE COURSES CONTINUES TO INCREASE.

Unfortunately, many in higher education still face challenges “when developing the right learning models, technologies, and environments.”¹⁹⁵ In 2024, Gensler expects educational institutions to invest in spaces and technologies that support different hybrid approaches — whether activity-based, schedule-based, or HyFlex, where students can choose to attend in-person, online, or both.”



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EDUCATION FACILITIES ARE ENCOURAGING COLLABORATION ACROSS MULTIPLE DISCIPLINES.

Across the U.S., high schools are “expanding and specializing their technical and trade curricula,”¹⁹⁶ and Perkins&Will is designing flexible facilities that seek to encourage collaboration, connect classrooms with gathering spaces and support a range of programs.

Similarly, according to Mark Thaler, education leader at Gensler, “In order to prepare students for the increasingly multidisciplinary nature of work, the physical [higher education] campus is shifting from a collection of siloed buildings dedicated to individual majors into a collection of spaces that blend multiple disciplines, and we have to design accordingly.”¹⁹⁷ Moving forward, many professors will function more as facilitators than lecturers, significantly changing the layout of the classroom to foster conversation and support teamwork.¹⁹⁸



PHOTO BY OS Photography Studio
COURTESY OF iStock

SPORTS & ENTERTAINMENT FACILITIES ARE FOCUSED ON SUSTAINABILITY.

Venues in Paris, preparing for the 2024 Olympics, are focused on revitalizing the historic urban core, being more inclusive and more sustainable. “Knowing that climate change has become an urgent issue for consumers,” sports and entertainment venues are focused on creating eco-friendly facilities, reducing waste and using technology to increase efficient use of natural resources like energy and water.²⁰² Many new venues, like Golden 1 Credit Union Center in Sacramento and the Mercedes-Benz Stadium in Atlanta are LEED-certified. In 2021, the Atlanta Hawks’ State Farm Arena was recognized as a zero-waste venue “having managed to divert, compost, reuse or recycle more than 90% of its trash.”²⁰³

SPORTS & ENTERTAINMENT

SPORTS VENUES WILL CONTINUE TO LOOK FOR WAYS TO BOOST YEAR-ROUND ENGAGEMENT.

Venues are focused on designing the full experience, not just for avid fans but for casual and non-fans as well. New developments for professional and college sports teams will seek to create vibrant, multi-use districts with 24/7 live – work – play communities.¹⁹⁹ The M&T Bank Stadium, home of the Baltimore Ravens NFL franchise, recently announced a renovation to enhance the fan experience, adding social spaces, club experiences, dining, a Ravens exhibit, and an expansion of its concourse.²⁰⁰ In 2024, the Atlanta Braves expect to open the last phase of their Battery Park development, a multi-year endeavor that has expanded the Major League Baseball team’s footprint beyond the baseball stadium, to include a hotel, multi-family buildings, office buildings and concert venue.²⁰¹





TRENDS IMPACTING BUSINESS



As the creator economy shifts the ways in which consumers interact with brands, media and purchasing channels, most company brands have embraced influencers as a marketing strategy. Influencer marketing will be a leading strategy for brands in 2024, after securing a vital place in the field in 2023. As an extension of traditional marketing, businesses will start to rally their own employee networks to advocate for their services and products. “Love for all things unscripted, unpolished and unpredictable will push live streaming to new heights, and consumers will think about sound in ways yet unheard. 2024 will likely be the year that Influence moves from a nice-to-have component of a brand’s marketing stack to an essential tool for commercial growth and brand awareness that is not to be omitted.”²⁰⁴

INTERIOR DESIGN BUSINESS



MARKETING & BUSINESS DEVELOPMENT

Digital advertising continues to grow, reaching \$245 billion in 2022, and influencers continue to make an impact. Thought leadership is integral to digital marketing, and authenticity and transparency with audiences will be important to ensure trust.



ECONOMY & EMPLOYMENT

According to Goldman Sachs, the U.S. economy is predicted to exceed expectations in 2024, given a robust job market. For many employers, women are setting clear boundaries and demanding more flexibility, fair compensation and greater work-life balance.



CROSS-SPECIALTY

As the lines between work and play blur, functional spaces are blending and borrowing models from other market sectors to enhance user experiences. In addition, sustainability and wellness are increasingly interconnected, with many companies looking for cross-functional teams to coordinate strategies.



TECHNOLOGY

AI is revolutionizing the design industry, offering companies an opportunity to personalize consumer experiences. Generative AI applications are being used in a variety of applications. Organizations are using AI to generate floor plans, design iterations and measure occupancy. It is also being used to simulate energy usage, coordinate sets of construction documents, specifications and reports. Others are using it to increase autonomy, create experience-driven design and deliver environmental settings that occupants can customize.

MARKETING & BUSINESS DEVELOPMENT

DIGITAL ADVERTISING IS ON AN UPWARD TRAJECTORY, GIVEN THE GROWTH IN ADVERTISING ON MOBILE DEVICES.

Digital advertising is estimated to capture 72% of all advertising revenue, which according to eMarketer estimates, in 2022 “grew to \$245 billion, an increase from \$221 billion in 2021 and \$161 billion in 2020.”²⁰⁵ Generative AI is changing “people’s experience from transactional to personal, enabling them to feel more digitally understood and relevant than ever.”²⁰⁶ In addition to the personalized experience for consumers, AI can provide insight to marketers and organizations into what resonates with particular audiences. This insight affords the opportunity to tailor advertising and promotions to work with the algorithms that govern digital platforms. “The chief aim of creativity used to be inspiring an emotional response through imagination and human connection. Now that algorithms and tech often sit between creator and audience, [digital advertising has] become about playing the game or risking going undiscovered.”²⁰⁷

IMPLICATIONS: Accenture recently recommended that brands “determine how this new incarnation of their company sounds or looks, what its personality should be like, and how or if it could be embodied virtually.”²⁰⁸ Designers who take the time and make the effort to solidify their brand personality, understand their online audience, and test the cadence of their social media posts can refine their advertising and online content to grow engagement and outpace the algorithms.





THOUGHT LEADERSHIP IS INTEGRAL TO DIGITAL MARKETING, AND INFLUENCERS CONTINUE TO IMPACT BUSINESS.

Many employees, not just leaders, are communicating and advocating for their company brand via social media channels like LinkedIn. "89% of C-suite marketers recognize that employees as influencers hold immense value for their businesses due to their insider knowledge and authentic advocacy."²⁰⁹ Beyond business to business (B2B) benefits, employee advocacy can impact business to consumer (B2C) brands. Employee influencer marketing can offer a "uniquely informed and authentic perspective that audiences can trust within a like-minded community."²¹⁰

IMPLICATIONS: According to LinkedIn, a collective network, that includes connections of both the company and its employees, is, on average, 10 times larger than the company network itself, significantly expanding the reach and amplifying the message. Designers have expanded their footprint into popular social media channels, from Instagram to TikTok. With the inclusion of content giving guidance on creating beautiful, functional spaces in any environment at the scroll of a feed, designers are leading the effort to make interior design accessible to anyone with an internet connection. Knowing designers have long been using technology to support their work, we see here yet another example of designers as "early adopters."

GENERATIVE AI ENTERS A NEW ERA TO PERSONALIZE ENGAGEMENT.

“Meta’s AI Personas, introduced in late 2023 and fully deployed in 2024, signal a significant shift from broad-reaching influence to personalized, one-to-one interactions that maintain a sense of authenticity.”²¹¹ Simultaneously, there’s been recent activity in marketing, public relations and social media firms, and other members of the industry, calling for organizations to support policy changes that would mandate disclosure around the use of AI-generated Influencer content. The AI Accountability Act launched by Ogilvy is an initiative that would require brands to clearly disclose and publicly declare the use of any AI-generated Influencer content.

IMPLICATIONS: In 2024, designers and their employees can expect their marketing and public relations efforts to shift towards a more hyper-personalized form of digital engagement with clients, as AI enters a new era.

WHEN TALKING SUSTAINABILITY, FOSTER GENUINE PARTNERSHIPS WITH CREDIBLE INFLUENCES.

“With 84% of influencers hesitant to post about sustainability for fear of being labeled as greenwashers,” brands need to foster genuine partnerships. Influencers armed with credible, science-backed information can translate complex environmental issues into relatable content. Brands navigating this landscape must integrate genuine, informed and innovative sustainable practices into their influence strategies.”²¹²

IMAGE COURTESY OF
The Shop by Porter
2023 ASID FOCUS Diversity Award Winner



MANY EMPLOYEES PRIORITIZE INCLUSIVE POLICIES THAT SUPPORT NOTIONS OF FLEXIBILITY BEYOND WHERE THEY WORK.

McKinsey & Company explored employee-recommended inclusion practices. Nearly half recommended prioritizing policies that support greater flexibility—including extended parental leave, sick leave, flexible hours, and work-from-home policies. “Some respondents highlighted the value of paid time off for newly recognized celebrations, such as Juneteenth, or unexpected occurrences, like COVID-19 sick days.”²¹⁴

ECONOMY & EMPLOYMENT

IN 2024, THE U.S. ECONOMY IS PREDICTED TO EXCEED EXPECTATIONS.

According to Goldman Sachs research chief economist Jan Hatzius, the global economy is expected to outperform the 2024 expectations, given “strong income growth (amid cooling inflation and a robust job market), their expectation that rate hikes have already delivered their biggest hits to GDP growth, and their view that manufacturing will recover.”²¹³ Last year, the global economy performed better than many economists expected; and yet, China’s challenges remain and are likely to endure, given its shrinking workforce and downturn in real estate.

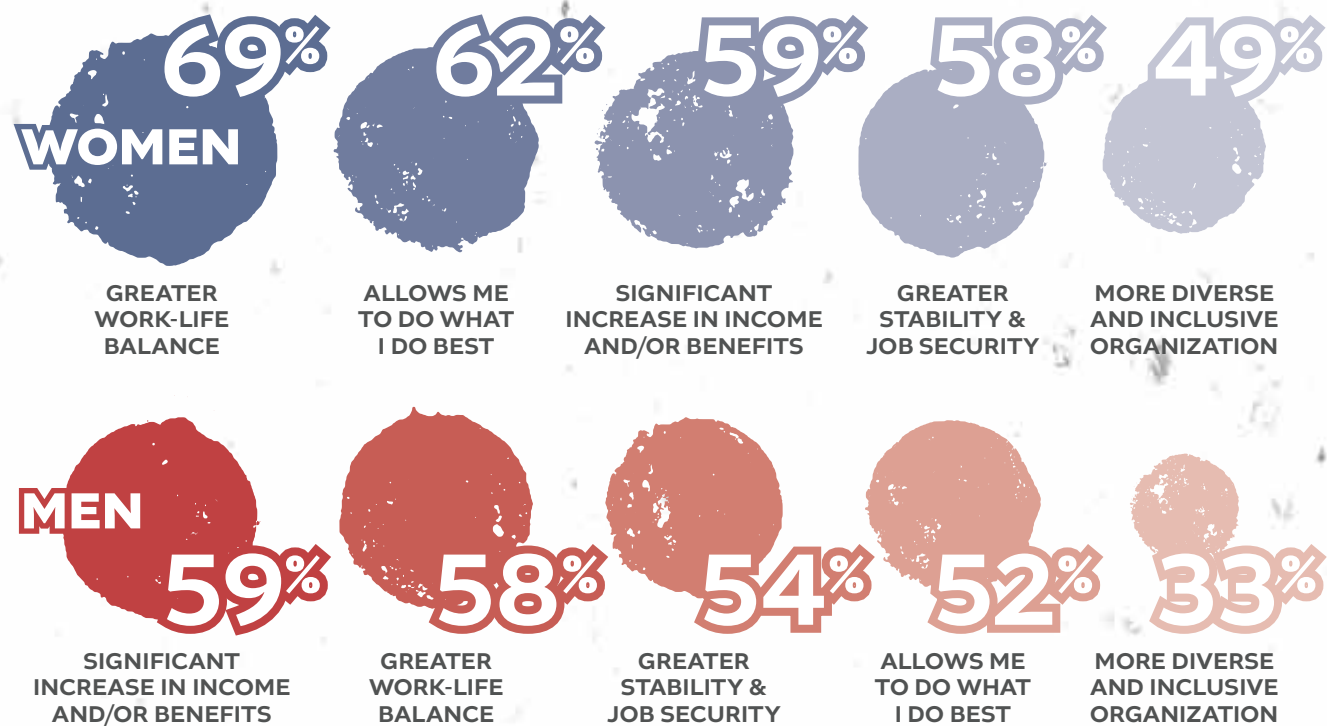
IMPLICATIONS: As discussed in the “ASID 2023 Economic Outlook” report, supply chains have largely returned to normal; the economy has recovered after a short, sharp recession in 2020; and hiring has improved. And yet, this economic growth can vary by market sector. The travel and hospitality industries have largely recovered, but office space continues to post high vacancy rates.



WOMEN ARE SETTING CLEAR BOUNDARIES IN THE WORKPLACE AND DEMANDING MORE.

According to a 2023 Gallup survey, 69% of women considered leaving their organization and taking a different job to gain greater work-life balance and better personal well-being (i.e., relief from long hours, high-pressure managers and the demand for productivity at the expense of well-being). Alternately, 62% would leave if it allowed them to better utilize their talents. On social media, the term has been labeled “lazy girl jobs,” but unlike “quiet quitting,” these women are simply setting boundaries around their careers, demanding more flexibility, fair compensation, and balance.²¹⁵

TOP REASONS GIVEN FOR TAKING THE NEXT JOB



IMPLICATIONS: Given the current talent squeeze and the ever-increasing prevalence of women in the interior design industry, companies looking to recruit and retain talent should carefully consider what is driving the decisions of women, review their existing human resource policies, and better define job roles to retain talent. ASID research has found that a flexible work schedule is the most important office perk for women while health insurance, paid vacation and/or paid time off and a retirement plan are the most important benefits.



WORKPLACE IS BORROWING MODELS FROM OTHER MARKET SECTORS TO ENHANCE THE EMPLOYEE EXPERIENCE.

According to Lenny Beaudoin, global head of workplace and design at CBRE, offices are starting to modify their operating model, looking at hospitality and restaurant operations to understand how to offer enriched employee experiences during peak times of vibrancy, supporting culture and values while connecting places and shared experiences. “Designing for vibrant and productive experience means understanding the difference between peak and non-peak days” and determining how to utilize space, technology and services to accommodate various demands to ensure higher space utilization rates.²¹⁷

IMPLICATIONS: Designers and the products offered by manufacturers need to be multi-faceted too. Firms with expertise across multiple market sectors, like hospitality and workplace, are at an advantage, given they can share insights and best practices across teams to improve design outcomes.

CROSS-SPECIALTY

LINES DELINEATING DESIGN SPECIALTIES ARE BLURRING.

As the distinctions between work and play become less clear, market sectors are increasingly blending and crossing design specialties. Designers need to embrace a broad command of skills, as residences are incorporating “eatertainment” spaces, corporate offices are introducing informal living rooms, cafes and rooftop bars, and hotels are offering team workspace and conferencing. Gensler notes, “now more than ever before, people are craving phenomenal, visceral, and connected experiences in every part of their lives, whether that’s in a workplace that feels like a clubhouse or a sports stadium that anchors a vibrant, 24/7 mixed-use entertainment district.”²¹⁶

IMAGE COURTESY OF
The Shop by Porter
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PHOTO BY
Kevin Scott





SUSTAINABILITY AND WELLNESS ARE INCREASINGLY INTERCONNECTED.

As companies and designers think holistically about creating environments that support better human health, many are increasingly recognizing the interconnectedness of individual health, community health and environmental stewardship. Subsequently, many are synthesizing sustainability and wellness programs.²¹⁸ In 2024, ASID, in partnership with the Chemical Insights Research Institute, will present findings from a year-long research study examining the emissions from materials exposed to extreme weather conditions -- information that will be valuable to consumers and design specifiers looking to ensure better human health outcomes and greater resiliency.

IMPLICATIONS: Designers and manufacturers have an opportunity to think more comprehensively and strategically with their clients, integrating both WELL features to improve occupant health as well as LEED credits for better energy efficiency, water conservation, material selection, lighting and waste reduction into their design solutions.

MANY COMPANIES ARE BUILDING CROSS-FUNCTIONAL TEAMS AND A COORDINATED TECH STRATEGY.

Leading organizations are evaluating their technology objectives and aligning them with a new set of priorities focused on adaptability, resilience, and flexibility. Many are looking for a coordinated strategy across various functions. "Currently, only 43% of [tenant] occupiers and 44% of investors use cross-functional groups to drive technology-related decisions," despite it being one of the biggest differentiators for success.²¹⁹

IMPLICATIONS: Designers have an opportunity to facilitate conversations among consultants, coordinate efforts, and effectively communicate decisions, given their experience with project and change management.

TECHNOLOGY

According to JLL, “AI has enormous potential to reshape real estate with near and long-term impacts ranging from the emergence of new markets and asset types to innovations in investment and revenue models.”²²⁰ The real estate industry is proactively adopting new technologies, such as AI-compliant infrastructure and the birth of the “real intelligent building,” as more net-zero buildings are delivered to meet higher sustainability performance guidelines and standards.

REAL ESTATE IS ADOPTING NEW TECHNOLOGIES TO MONITOR EMISSIONS, ENERGY USE AND OCCUPANCY.

While many companies ask more employees to share workspaces as they look to reduce their real estate portfolios, “tenants continue to target pre-built sublease listings to procure high-end space at discounted rates,”²²¹ but “91% are willing to pay a premium for tech-enabled space.”²²² The most common technologies support hybrid and remote work, but others include collaboration technology, employee experience for health and wellness results, commercial real estate operations and intelligent buildings to monitor occupancy. To make a hybrid workplace successful, tenants will need seamless and reliable technology, allowing employees to know who’s working in the office and where they’re located. “Tech that allows easy reservations for desks”²²³ and meeting rooms equipped with appropriate AV will facilitate a more productive and better work experience. When surveyed, more than 80% of tenants, investors and developers report planning to increase their expenditures on real estate technology, given the rise in the use of technology to monitor emissions, energy use and occupancy.

IMPLICATIONS: Designers are in the unique position to recommend the technologies that assist in project management, design, manufacturing and construction, and facility operations. JLL recommends organizations “consider how they can harness AI strategically and ethically, piloting applications before scaling to deliver value.”²²⁴





WHEN CONSIDERING AI, EXPLORE SOFTWARE THAT ACTS AS A TOOL TO IMPROVE OR ASSIST THE PERFORMANCE OF EMPLOYEES.

Satya Nadella, chief executive officer at Microsoft, said, “AI service providers are making the conscious choice to explore a human-centric approach, developing ‘co-pilot’ products to assist people, as opposed to ‘auto-pilot’ products that aim to entirely replace human roles.”²²⁵ And yet, Gartner predicts that “by 2026, generative AI will significantly alter 70% of the design and development efforts for new web applications and mobile apps,” prompting a need to evaluate the impact and advantages before implementing a technology strategy.²²⁶ Gartner recommends being deliberate, particularly when adopting and utilizing various software in your business practices. They also recommend being realistic, calculating the return on the investment and forward-thinking, particularly when engaging stakeholders, clients and customers.

Understandably, AI has raised questions and concerns about its impact on professional jobs. A Pew Research Center survey of experts found that interior designers are moderately exposed to AI, given their work-related tasks, but most employees are not concerned about their jobs being at risk. Instead, they feel that AI is more likely to help than hurt them.²²⁷

GENERATIVE AI APPLICATIONS ARE BEING USED BY MANY IN A VARIETY OF APPLICATIONS.

Organizations are using this technology to generate floor plans, design iterations, occupancy and energy models, and coordinate sets of construction documents, specifications and reports. Others are using it to increase autonomy, create experience-driven design and deliver environmental settings that occupants can customize, like user-controlled window shades and lighting controls to support individual comfort needs.²²⁸ According to the JLL “2023 Global Real Estate Technology Survey,” AI is most used to sort documents and standardize data for benchmarking, data mining for facility management, and site monitoring for construction.²²⁹ Developers, investors and design firms are utilizing technology to enhance and accelerate planning, concept and design iterations, construction, project management, building operations, property management and tenant experience.²³⁰

Bevon Bloemendaal, chief brand and creative officer at Nelson Worldwide, said, “The human touch, intuition and artistic vision remain integral to the design process, and AI acts as an enabler, providing designers, and architects, with valuable insights and efficiency – enhancing capabilities to push the boundaries of their creative further.”²³¹ He argues that as we continue to embrace this synergy between creativity and efficiency, “it is essential to remember that the heart of progress lies in maintaining a delicate balance between the potential of AI and the irreplaceable essence of human empathy and creativity.”

IMPLICATIONS: When surveyed by JLL, investors, developers and tenants understood AI and generative AI significantly less than other technologies like virtual reality and robotics.²³² Accenture reports that “41% of frequent tech users say that technology has complicated their lives as much as it has simplified it.”²³³ Organizations have an opportunity to invest in professional development to reduce frustration.





AI IS EXPECTED TO AFFECT EMPLOYEES.

According to a recent roundtable discussion hosted by Gallup, 65% of human resource leaders say that AI can be used to improve performance in their organizations, increasing efficiency, effectiveness, and speed while offering employees more time for strategic thinking and better decision-making.²³⁴ According to Ernst & Young's "Work Reimagined Survey," generative AI is expected to significantly impact the labor market, changing career and learning pathways as well as the realities of work.²³⁵ And yet, just three in ten employees believe technology is beneficial. Few employees are using AI, and most remain complacent. "More than half of employees (53%) say they don't feel prepared to work with AI, robotics or other advanced technologies."²³⁶ Seven in ten say they never use it.

IMPLICATIONS: Many believe that AI won't replace jobs, however, people who can use AI will likely replace those who can't.²³⁷ It is important to know the benefits and efficiencies AI can offer, as well as its limitations. "It is crucial, therefore, to familiarize oneself with various GenAI tools, understand how they work, and upskill in their use and development while adding it to your work portfolio if you want to be relevant to employers,"²³⁸

ABOUT THE AUTHOR



S. DAWN HAYNIE, PH.D.

ASID RESEARCH FELLOW

Dawn offers a distinctive, interdisciplinary approach to design. She has almost 30 years of experience as a researcher, practitioner, and educator across the disciplines of interiors, architecture, urban and graphic design in both the commercial and residential market sectors. Her work combines research-based strategies with the lessons learned through her years of professional practice to enhance spatial and user experience. Dr. Haynie has a Ph.D. in Architecture, Culture, & Behavior from the Georgia Institute of Technology and a Bachelor of Architecture from Auburn University. Her research has been published and presented internationally, and she was recognized by ULI Atlanta in their inaugural 2020 class of The Leaders. She is passionate about the power of design, and she believes an interdisciplinary, research-based approach enriches results.

WITH CONTRIBUTIONS FROM LINDSEY KOREN

ASID DIRECTOR OF COMMUNICATIONS

Lindsey brings nearly 20 years of experience in media relations and strategic communications to her role as Director of Communications at ASID, where she also serves as the liaison to the organization's Diversity, Equity and Inclusion Committee. Prior to joining ASID, Lindsey managed publicity and steered crisis communications at the Smithsonian's National Museum of African American History and Culture, where she received the Silver Anvil award from the Public Relations Society of America. Originally from Baltimore, Md., Lindsey earned a Bachelor of Arts from the University of Maryland's Philip Merrill College of Journalism, where she studied sports broadcast and print journalism and minored in American Cultures. Lindsey works as a yoga instructor on the side and currently teaches at American University in Washington, D.C. But if you ask her, Lindsey will tell you her most important job is also her greatest achievement: mother to her young son, Lewis.



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