



steelscape  
RESIDENTIAL  
**DESIGN  
TRENDS**  
2022

### LANDSCAPE OVERVIEW

Ongoing changes in the way we work and what we value continue to push residential design in new directions. And not just new building design, these evolving trends impact the way homes are modified, remodeled, or simply redecorated.

### DEMOGRAPHIC CHANGES

Over the last two years, the global pandemic has been the driver of several unique, short-term trends. It spurred domestic movement and rejuvenated younger generational demand for the suburban dream. But despite the influences of the pandemic, several underlying drivers remain. The most significant being that slower population growth continues to reinforce the trend of an ageing US population overall. The US population grew by just 0.1 percent in the year between July 2020 and July 2021.

The last several years have seen a greater proportion of millennials attain homeownership and the maturing of Generation Z into adulthood, with the oldest of this generation turning 23. With differing life experiences, influences, and priorities compared to generations prior, this impacts a broad range of design considerations including connectivity, intergenerational living, space utilization and more.

### DESIGN TRENDS

Influences at the demographic, societal, and technological level have spurred several key trends in residential design.

- **FLEXIBLE SPACES BLURRING ROOM PURPOSES:** With more time spent at home, finding versatile, enjoyable space becomes even more important. Living areas that integrate multiple purposes or segmented rooms which can transform from work, to rest, to play have become more important. Flowing floor plans, multi-purpose furniture, and versatile colors support these trends. The side effect of this trend helps promote more inclusive, versatile, and engaging spaces for occupants.
- **SPACE EXPANSION:** A key interior design trend that also flows through to exterior design considerations are design choices that expand the feeling of space. These include the use of larger windows, glazing, and double doors to maximize natural light, or through embracing loft aesthetics and raised ceilings to expand interior space. Alternatively, simple touches including bright interior colors and minimalist furniture elevate the feeling space.
- **ATTAINABLE DIFFERENTIATION:** The last two years saw sizeable population movements from apartment urban dwelling to the suburban dream. Newfound homeownership, supported by new digital learning tools, expanded the desire for personalization and opened a whole new range of opportunities to express creativity through affordable and attainable interior and exterior design choices.
- **ENHANCED CONNECTIVITY:** The interconnectivity of home products continues to expand and this is a trend that is not expected to slow anytime soon. 'Smart' homes continue to be highly desirable due to a wide range of



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benefits including comfort, energy efficiency, security, and more. More importance is being put in creating spaces that connect family members within the home, via inclusive building design.

- **DIY SOLUTIONS:** Homeownership growth and a surplus of available time saw explosive growth in DIY activity during the pandemic. While 2022 may see some of this interest divert back to travel, the strength of the DIY sector is anticipated to remain.

- **GREEN, PASSIVE HOMES:** Passive homes provide occupants with a comfortable home environment while minimizing energy consumption from outside sources. This is achieved by minimizing wasted energy through effective insulation and thermal design and maximizing energy drawn from natural resources such as direct solar energy, solar gain through windows and cycling heat through the structure depending on time of day. Design trends are also focusing on total lifecycle impact, including the selection of building materials based on materials, expected lifespan and how it can be recycled or reused at end of life.

- **SELECTING “BETTER” MATERIALS:** The push towards green home building has intensified the focus on the materials selected for homes and the level of transparency provided by product manufacturers. This focus includes the assessment of true-life cycle impacts from cradle to grave, monitoring recycled content, identifying manufacturer sustainability commitment and granular ingredient reporting. This focus on ‘better’ materials has seen a re-prioritization away from disposable products to products designed to last a lifetime and afterwards can be readily recycled. This focus on better materials has renewed interest in product performance such as ingredient reporting or data on material effectiveness at dispersing heat.

- **RESISTANCE AND DURABILITY:** Increased extreme weather conditions such as wildfires, hurricanes, snowstorms, and rain events have forced improvements in structural durability and resilience towards the elements. This push by building owners and supported by insurance companies, is focused on materials that can offer superior water infiltration, wind uplift, snow loading or fire resistance performance properties such as metal.

## COLOR TRENDS

- **BLACK IS STILL THE NEW BLACK:** Black continues as a popular color due to its simplicity, neutrality, and depth. Popular as a rich focal point or a contrast, black works best as a color choice for roofing or as a contrasting trim color. For the second year in a row, black proved to be the most popular metal color across a range of segments including residential, commercial, and architectural applications. Fortunately, modern paint technology allows for the selection of dark colors while still offering heat reflective properties.

- **DARKENING OF THE PALLETTE:** Black is a bold, distinctive color but perhaps not suited to all applications. Some material specifiers and building owners seek to capture elements of black’s dark, captivating hue, but also seek to include other subtle organic hues such as earth tones, bronzes, browns, and grays.

- **SUBTLETY AND VERSATILITY REMAIN KEY:** Modern building trends continue to blend multiple different textures, materials, and design elements. Modern residential design also seeks to create purpose but without ostentatious design cues. Additionally, retrofit applications continue to account for a large proportion of modern buildings and material selection must work cohesively with a variety of building styles. Popular, versatile colors center around different gray and metallic hues and those that accentuate or pair with mixed material usage.

## WHAT WE’RE SEEING

- **NATURAL, AUTHENTIC FINISHES:** Warm authentic finishes captivate homeowners and evoke a broader emotional response compared to standard, generic finishes. Building designers enjoy the greater flexibility, individual expression, distinctive designs, and ease of environmental integration that natural finishes provide. Engaging structures don’t need to clash with their environment to be distinctive. Natural, more engaging finishes are increasingly being used for this purpose.

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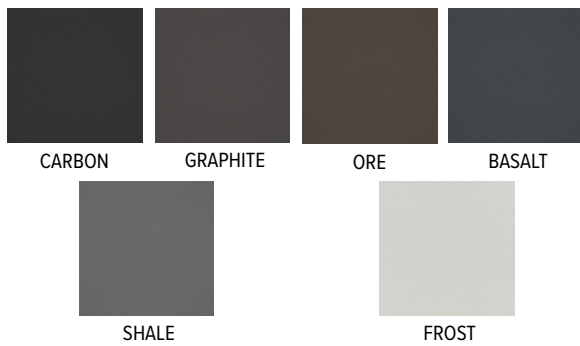
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● **DISTINCTIVE TEXTURE:** Bold colors are not the only way to differentiate and attract attention. Finishes that interact with natural light, offer enhanced texture, or offer color variation, are increasingly popular for their ability to add depth and distinction to large flat surface areas such as roofing and siding.

● **CRISP AND EFFICIENT FOR SELECT APPLICATIONS:** Even with the advent of new cool pigment technology, white will always provide superior UV reflective properties. To this point, many green building programs such as LEED or the Living Building Challenge, require whites or shades of very light beige to achieve stringent solar reflective requirements, particularly in low slope roofing applications. To many, the selection of white may seem like a trivial exercise, however in today's market, metal customers have the option to select from multiple shades of white, from creamier bone whites to crisper pure shades.

## OUR COLOR PICKS

● **NATURAL MATTE®:** Steelscape's NEW ultra-matte product recreates the natural low gloss effect of organic materials. This range of contemporary colors represent the ultimate in color refinement and versatility.



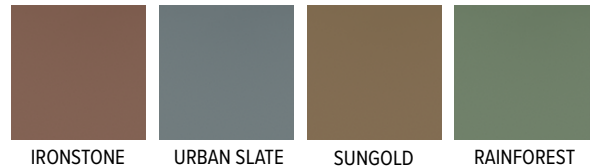
● **RUSTIC RAWHIDE®:** Offering the desirable natural warmth of rust but without the performance trade off, Rustic Rawhide is instantly engaging through its captivating texture and varied color.



● **VINTAGE®:** The perennial choice, Vintage offers a warm versatile color but also a unique interaction with natural light to add subtle distinction to roofing and siding.



● **ETERNAL COLLECTION®:** Offering similar visual distinction as Vintage, but with a intriguing twist. Eternal Collection offers enhanced color differentiation for modern designs.



## COLOR AND DESIGN RESOURCES

● **PUSHING THE COLOR LIMITS:** A key advantage of metal is that it can take on almost any color. Steelscape continues to handle a broad range of custom requests and inquires seeking to understand the possibilities with pre-painted metal.

Steelscape has a wide range of available resources to help you with your metal roofing and siding color journey. All of these resources are available at [steelscape.com](https://steelscape.com), including:

- Product Samples
- 3D Visualizer
- Design Guides
- Case Studies
- Technical Guides
- Education Courses
- Inspiration
- And more....

Visit [Steelscape.com](https://steelscape.com) for your **FREE** metal color sample today!