



2023 RESIDENTIAL DESIGN TRENDS



LANDSCAPE OVERVIEW

Trends reflect a reaction in activity, behavior, or preferences in response to ongoing changes in the world around us. In today's environment, change is rapid and characterized by an onslaught of constant new stimulus. This influences residential design, with evolving priorities of everyday life and a broad range of new inspiration set to influence 2023 residential construction and remodeling trends.

DEMOGRAPHIC CHANGES

The impact and repercussions of the global pandemic continue to drive demographic, societal and economic trends. This has included population movements and generational preferences. Despite the influences of the pandemic, several underlying drivers remain. The most significant being the ageing US population overall. Today, there are close to 60 million people in the US 60 years or older and this trend is set to continue. Population growth did improve slightly in 2022, increasing 0.4% following stagnant growth in 2020 and 2021 and it will be seen if this resurgence continues in the following years.

The pandemic has brought forward a greater proportion of millennial homeownership and this period has also seen the maturing of Generation Z into adulthood. With differing life experiences, influences, and priorities compared to generations prior, these shifting dynamics influence design priorities including connectivity, intergenerational living, and space utilization.

DESIGN TRENDS

Several design trends are anticipated to emerge or continue in 2023.

- **OPEN PLAN EVERYWHERE:** The home has played an increasingly important role in the covid and post covid era. Inviting open-plan designs paired with versatile colors continue to expand in popularity and promote a sense of togetherness and interactivity. This trend helps support more inclusive, versatile, and engaging structures for occupants, making them welcoming and friendly spaces. Starved of interaction over the last several years, this design trend promotes the return to entertaining and community buildings.
- **DESIRABLE DIFFERENTIATION:** A greater amount of time at home and new digital learning tools expand the opportunities to express creativity through affordable and attainable interior and exterior design choices. For exteriors, this includes elements such as accent pieces, engaging entryways, and other premium touches.
- **SUSTAINABLE HOMES:** Passive homes provide 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. Designs are focusing on optimized materials, site placement and overall design to harness most of the natural environment.

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DESIGN TRENDS CONT.

- **CAVE DWELLERS:** The growth in standalone sheds, ADUs, structures or built out garages continue to expand as the increasing amount of time spent at home also expands the individual need for space and pause. Spaces that promote the exploration of interest or the opportunity to disconnect from it all continue to be incorporated into residential design and a key opportunity for DIY improvement.
- **SELECTING BETTER MATERIALS:** The push towards green home building continues to intensify the focus on 'best in class materials' with enhanced ingredient transparency. 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.
- **LONG TERM RESILIENCE:** Extreme weather events continue to increase in frequency and severity. This includes fires, flooding, extreme cold, and storms. The diversity and frequency of these events have intensified the focus on designs and materials that can withstand extremes without performance degradation. Modern homeowners are increasingly aware that higher upfront investments in high-performance materials can significantly reduce building upkeep costs and lower insurance premiums in the long term.
- **PERFORMANCE REVALUATION:** Select building materials continue to make continual strides with incremental product performance gains. This means that previous performance assumptions about good, better, and best may be outdated. With numerous sectors still impacted by supply chain disruptions, homeowners and specifiers have been forced to re-evaluate product perceptions and the alignment between product performance and project needs.

COLOR TRENDS

- **WILL BLACK'S METEORIC RISE EVER STOP?:** The popularity of black hues for external surfaces continue to grow at unprecedented levels. Most notable in roofing, black offers simplicity, neutrality, and depth. Popular as a rich focal point or a contrast, black continues 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.
- **YING AND YANG:** The explosion in popularity of black has also seen the growth of its counterpart, white. Crisp whites continue to gain momentum for siding applications for their clean yet modern appearance and focus on simplicity. A benefit of white is it offers the best performance in warmer climates for reflecting heat and lowering cooling energy bills
- **SOPHISTICATED SUBTLETY:** Modern residential design continues to promote sophistication but with restraint and without ostentatiousness. Material and environmental integration also forms a fundamental design element that enhances sophistication. Subtle textures, lowered hue saturation yet with rich colors and complementary color palettes all contribute to this trend. Popular, versatile colors center around different gray and metallic hues and those that accentuate or pair with mixed material usage.
- **AUTHENTICITY:** Individuals can seek to increase engagement with building design with authentic, captivating materials and color palettes. Authenticity can be achieved through enhanced realism, distinctiveness, or improved continuity throughout the entire structure. 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.

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WHAT WE'RE SEEING

● **GRAY, GRAY, AND MORE GRAY:** The amount of gray metal variants on offer continues to expand. A popular hue due to its versatility for metal roofing and siding, the diversity of grays on offer today enables homeowners to be selective as to which gray is perfect for their next metal project.

● **DOES IT HAVE TO BE PVDF?:** PVDF paint systems have long been regarded as the best performance paint system for metal roofing and siding. However, in recent years the gap between PVDF paint systems and more affordable alternatives has narrowed. Continued availability issues for PVDF resins and a narrowed performance differential has recast project specific evaluations if the added performance of PVDF is really required.

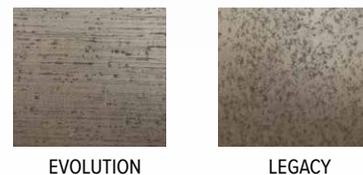
● **TAKE OUT THE GLOSS:** Across the board homeowners are seeking to reduce the gloss in their preferred metal products. Reduced gloss can facilitate improved environmental integration or provide a more balanced interaction with light throughout the day.

● **BLURRED COLORS AND LINES OF STANDING SEAM:** Standing seam was traditionally used solely as a roofing product. However today we're seeing an increased continuation of color and form from metal roofing to metal siding surfaces to produce one complete exterior surface. Metal is an excellent siding option as it offers outstanding performance and broad color optionality.

● **NATURAL MATTE®:** Steelscape's ultra-matte finishes offer the natural low gloss effect of organic materials. The ultimate in color refinement and versatility. Ideal for metal roofing.



● **VINTAGE® HERITAGE:** Grays and other natural shades continue to grow in popularity, but why stop at a solid, one-dimensional color? Steelscape's Vintage Heritage offers the benefit of warm, versatile colors but with added finish depth and a dynamic light interaction that evolves throughout the day.



OUR COLOR PICKS

● **MATTE WOODGRAIN:** Steelscape's woodgrain series was enhanced in 2022 to expand realism and authenticity. Now featuring a low gloss finish and an improved print design, the Matte Woodgrain product is ideal for a broad range of metal siding projects.



COLOR & DESIGN RESOURCES

● **GIVING YOU THE TOOLS YOU NEED:** An 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, including:

- Product Samples
- 3D Visualizer
- Design Guides
- Case Studies
- Architect Design Center
- Education courses
- And more...

Visit www.steelscape.com for FREE color samples!