



**ARANA**

CRAFTSMAN PAINTERS

## Wallpaper Trends & Solutions 2021



# What We'll Be Covering

- Wallpaper Trends & Solutions 2021
  - Maximalism
  - New Chintz
  - Florals
  - Archival
- Arana Wallpaper Installation Services
- PANTONE home + interiors 2021
- Benjamin Moore Color of the Year 2021
- Benjamin Moore Color Trends 2021 Palette
- Arana Designer Solutions
- Arana: Get in Touch



# Wallpaper Trends and Solutions

## Trends

Wallpaper trends for 2021 reveal:

- 2021 is full of possibilities
- Homes & Gardens predicts that OCEAN BLUE will likely to be the trend to watch. This includes blues that border on teal and aqua. Either way, expect 2021 to be a blue year for those wanting to create a sophisticated and luxurious interior
- GREY colors seem to be another theme that interior designers are predicting for the 2021. A compliment to a room with technology and perfect for those that love minimalism, grey is the ideal choice
- Aside from architectural nuances and major renovations, wallpaper is one of the best ways to personalize a room. Its sole purpose is to breathe life into a space and make it feel like your own



# Wallpaper Trends and Solutions

## Trends

### MAXIMALISM

- Maximalism is back in a big way for 2021, it's predicted that this daring look is here to stay
- in bold contrast to the understated, this scheme reveals the design world's wild side
- an arresting mix of leopard prints, pleating and patchworks, together with stars, stripes and metallic hides, demonstrates that more can be more



Credit: Homes & Gardens

# Wallpaper Trends and Solutions

## Trends

### NEW CHINTZ

- the new chintz look is all about sophistication and style
- now more than ever we are taking inspiration from the past to influence the present
- if the wallpaper itself is a classic, the look is beautiful when paired with offbeat and unexpected architecturally modern furniture and decor pieces



Credit: Homes & Gardens



# Wallpaper Trends and Solutions

## Trends

### FLORALS

- florals are big news 2021 for interiors and can be adapted to suit any space, whether it's vintage, retro or contemporary
- the new season's designs have upped the style stakes and make it easy to work beautiful flowers into your décor
- when working floral prints into your home, think about the scale of the flowers in the patterns. Large prints can make small rooms appear even smaller so stick to daintier designs to create an illusion of space



Credit: Homes & Gardens

# Wallpaper Trends and Solutions

## Trends

### ARCHIVAL

- a turbulent environment of political and social unrest has led to a yearning for designs which reflect values of authenticity, humanity and trustworthiness
- craftsmanship and heritage designs are celebrated and familiar natural motifs are favored
- we are more willing to invest in designs that have meaning and have been lovingly created than mass produced products



Credit: Homes & Gardens



# Wallpaper Trends and Solutions

## Arana Wallpaper Solutions

- We create a One Stop Shop for all your wallpaper needs
- We do all measurements
- Installer part of Arana team, Arana handles everything from scheduling an initial consultation, to installation and all invoicing
- Measurement consultation fee stand alone to provide measurements or bundled into job cost



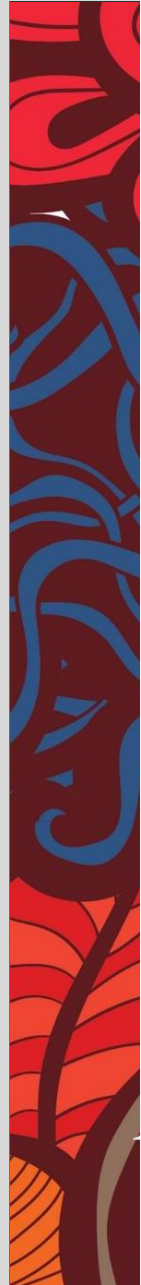


# Latest Color Design Trends

## PANTONE home + interiors 2021

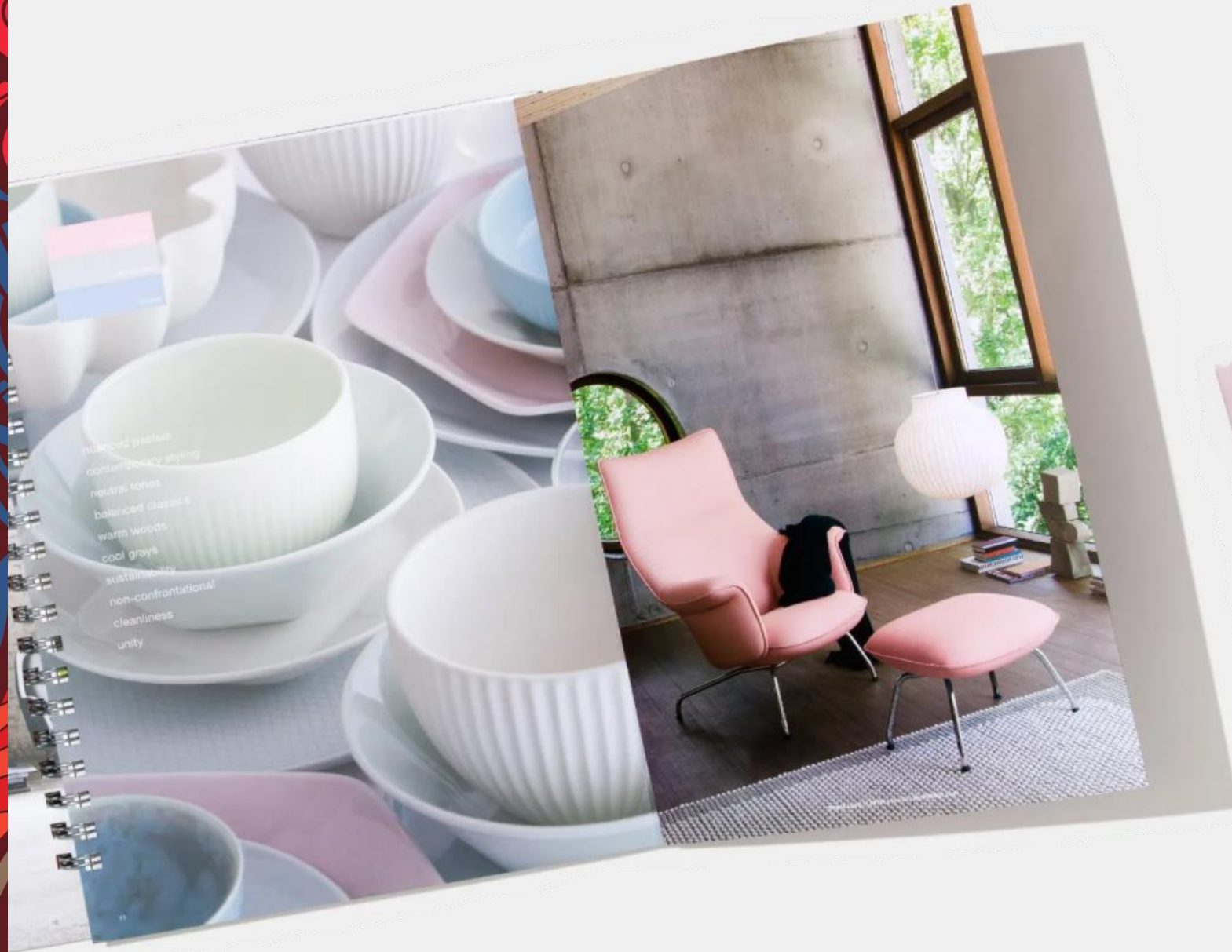
Pantone Color and Design Trends for 2021 reveal:

- familiar habits morph before our eyes into new ways of seeing, doing, buying and communicating
- vital to the concept of innovation is originality
- freshness can come from Terra Cotta, whose ruddy hues fascinated our most ancient ancestors and also arise from the sci-fi metallic tones emblematic of intergalactic travel or from the rich, multicultural influences at play in the worlds of fashion and art
- a mythic take on nature might coexist in a mellow rainbow of hues right alongside the intense glamour of botanicals bred to bloom brightly
- traditional architecture might guide us to organic materials and natural hues, even as vivid colors and synthetics shape new interior and exterior experiences



Credit: Pantone





Credit: Pantone





# Latest Color Design Trends



Credit: Benjamin Moore

# Latest Color Design Trends



2021 Color of the Year  
Aegean Teal 2136-40

Benjamin Moore Color Trends for 2021 suggests:

- taking a moment to reflect and reset
- celebrating the simple pleasures—think the faded rumple of linen sheets in the morning and perfectly ripened fruits on the windowsill
- intriguing, balanced, and deeply soothing, the Benjamin Moore Color of the Year 2021, *Aegean Teal 2136-40*, creates natural harmony

COLOR OF THE YEAR 2021  
COLOR DEL AÑO  
COLOUR OF THE YEAR  
COULEUR DE L'ANNÉE



AEGEAN TEAL  
2136-40  
VERDE AZULADO DEL EGEO  
VERT ANTIQUE

Credit: Benjamin Moore





Credit: Benjamin Moore

Credit: Benjamin Moore





## Benjamin Moore 2021 Color Trends



Credit: Benjamin Moore

# Latest Color Design Trends



## Color Trends 2021 Palette



Credit: Benjamin Moore





Chestertown Buff glows beneath one interior staircase. Photo: Courtesy of Benjamin Moore



Rosy Peach, shown inset, and Amazon Soil also made the Color Trends 2021 palette. Photo: Courtesy Benjamin Moore





# Conclusion

Arana Designer Solutions - 2021 promises to be an exciting year!

**What special things does Arana Craftsman Painters do to support our Interior Design Partners?**

- **We Make it Easy:** When you collaborate with Arana Craftsman Painters, our number one goal is to make your life easier
- **Designer Retreats:** for high level referral design partners, we provide annual staff retreat resources. Retreat or spa stays so that you can regenerate your creativity
- **Onsite or phone painting technical support** on complex project challenges such as: color design, composition and trends; best products for cabinet finishing; woodwork stripping and refinishing. Just ask us! Arana company principles have over 100 years of combined experience



Lmb

LAURA MARTIN BOVARD  
INTERIORS

“Arana holds the vision for our projects - a quality that is paramount to our success. We are only as good as the vendors we work with and Arana is one of our most trusted allies.”

LAURA MARTIN BOVARD,  
INTERIOR DESIGNER



Lmb INTERIORS

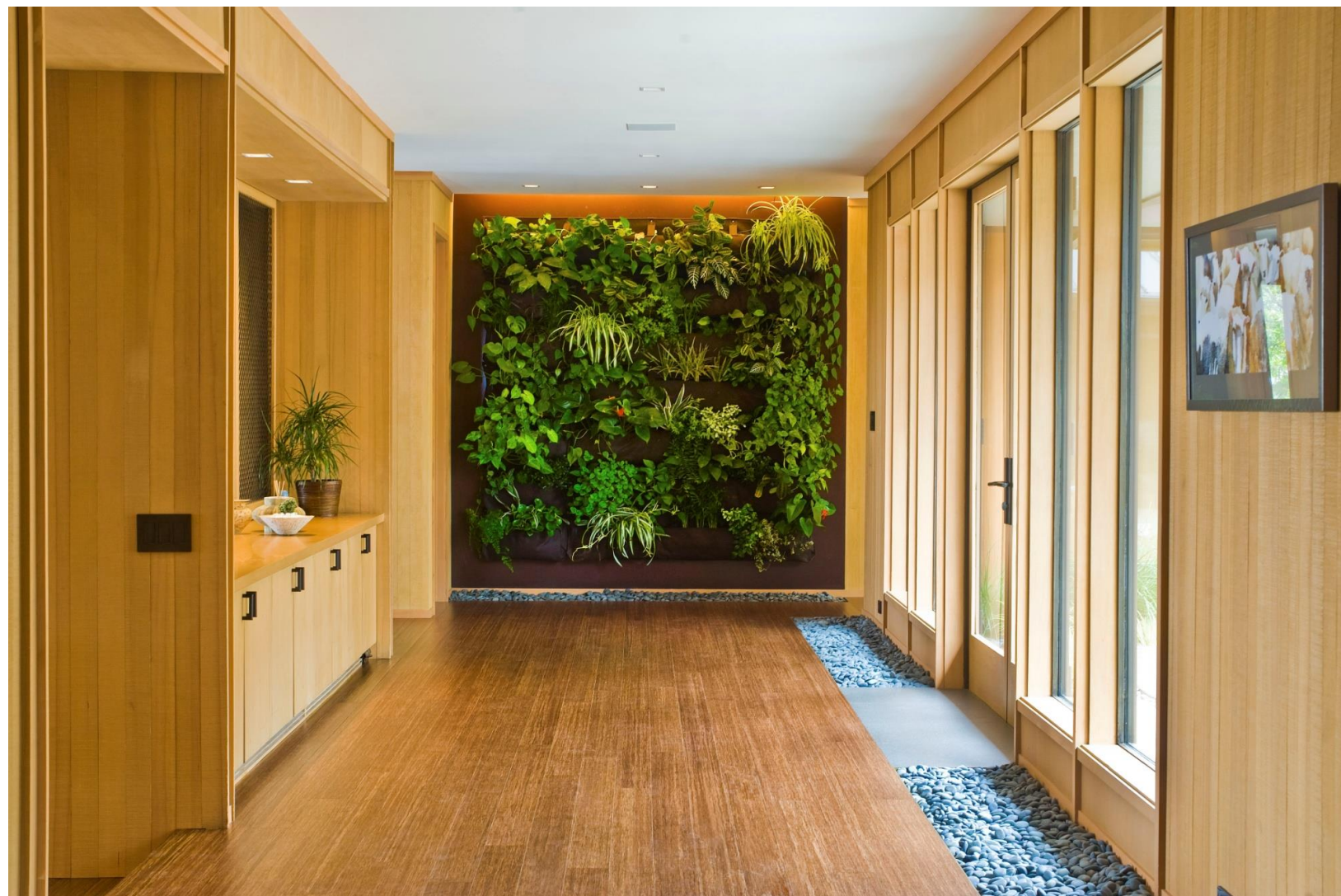
**ARANA**  
CRAFTSMAN PAINTERS





“Arana has been painting for our general contracting company for several years. They provide excellent work with personal service. Whether interior or exterior, residential or commercial, they are highly recommended. I used them to paint my own house, which, as a contractor, is my highest praise.”

MICHAEL MCCUTCHEON,  
MCCUTCHEON CONSTRUCTION





# Arana Craftsman Painters Contact Information

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INDUSTRY  
PARTNER

