



Wallpaper Trends & Solutions 2020

[Complete Guide]



What We'll Be Covering

- **Wallpaper Trends & Topics**
 - **2020 Wallpaper Reveals**
 - **Ideas on Murals**
 - **Ideas on Architectural/Graphic**
 - **Ideas on New Chintz**
 - **Ideas on Tonal/Textural**
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Wallpaper Trends and Solutions

Trends

Wallpaper trends for 2020 reveal:

- It's time to be bold
- Wallpaper is simultaneously loosening up and embracing nostalgia
- Wallpaper represents the harmonious union between timeless design and youthful innovation, depth and buoyancy
- 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

MURALS

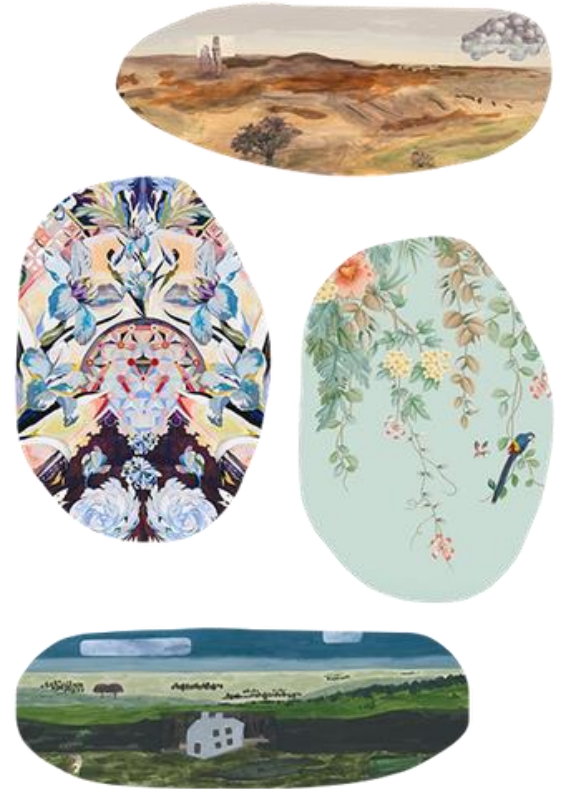
Trends

MURALS

- non-repeating murals possess so much possibility
- they are the best storytellers of a space, with the capacity to communicate and capture moods, themes, and aspirations
- hand painted, hand printed murals cover walls in fine art from floor to ceiling and draw upon the beauty of transience, imperfection, and the earth that grounds us



Credit: House Beautiful



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ARCHITECTURAL/GRAPHIC

Trends

ARCHITECTURAL/GRAPHIC

- In the digital age, modern, photorealistic interpretations of classic designs are popping up everywhere
- modern architectural moments are mixed with organic touches
- geometric patterns that change gradually over the course of a wall can bring a nice sense of movement while still feeling modern



Credit: House Beautiful



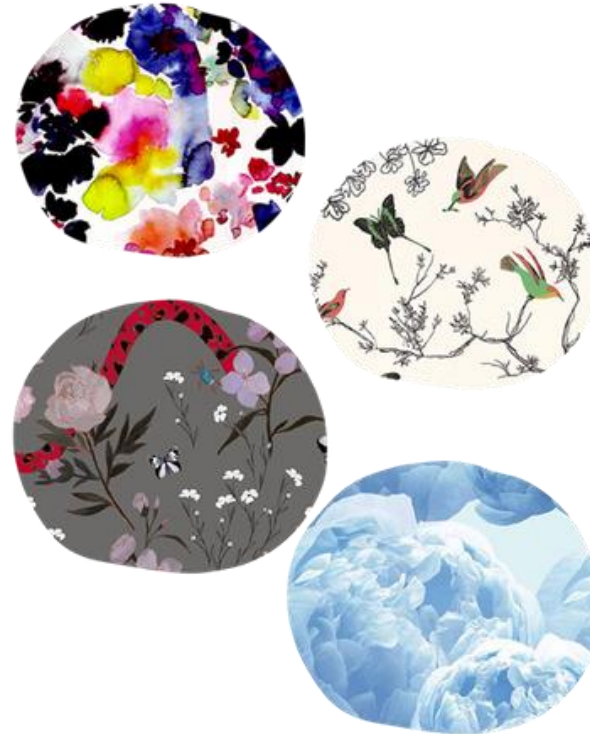
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NEW CHINTZ

Trends

NEW CHINTZ

- The juxtaposition between cutting-edge and tradition is fresh and interesting
- laying traditional schemes, like toile in quirky motifs and electric tones, to create whimsical yet sophisticated print designs
- if the wallpaper itself is a classic, the look is beautiful when paired with offbeat and unexpected architecturally modern furniture and decor pieces



Credit: House Beautiful

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TONAL/TEXTURAL

Trends

TONAL TEXTURAL

- subtle does not have to mean boring as long as there is real or perceived texture, interactions with light, or even a two-dimensional design
- grasscloths and faux suedes, which are particularly well-suited for the color-averse bring depth a space without insisting upon the spotlight



Credit: House Beautiful



Wallpaper Trends and Solutions

PAINTERLY

Trends

PAINTERLY

- painterly, watercolor-inspired designs are continuing to reign supreme
- variations on this theme, either over-blown or a microprint patterns, make it feel fresh and modern
- incorporate an artistic approach to become works of arts themselves
- think rich pigments, evocative brushstrokes, and a whimsical elegance



Credit: House Beautiful



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 2020

Pantone Color and Design Trends for 2020 reveal:

- a fascinating dichotomy as a new era brings in both novel and nostalgic approaches to color and design
- kaleidoscopic colors twists into patterns or combinations that are authentic and real while other palettes appear somewhat surreal or out-of-the-ordinary
- a new era reinforcing the notion that muted and vibrant tones can co-exist
- that a traditional style, especially when tweaked with futuristic touches, offers an unusual and original approach to a product or an interior

Credit: Pantone



Credit: Pantone

Tea Garden Reminiscent of the art of the Japanese tea ceremony called Way of the Tea, the colors and the mood of Tea Garden suggest a thoughtful aesthetic imbued with humility, simplicity, harmony, respect, and tranquility. Those same words could describe the thoughts embodied in the architecture of a tea garden, in the design of the containers that hold the tea, or the fascinating structure of a floral arrangement that might grace the table. A sense of ritual draws deep feeling from us, and encourages us to slow our pace just long enough to sip our tea and use all five senses to ground us in the "now." The nourishing colors used in the palette fit perfectly into its ethos: blue in the shades of sky and sea, earthy lavender-inflected Teatons, serene greens, both matcha-toned yellow-green and a pungent chai shade, and the healing flavor of Mango.



Japanese Ceramic Bowl with Matcha (Tea) Photo by: John Collins





Credit: Pantone

Latest Color Design Trends



Benjamin Moore
COLOR TRENDS 2020

Credit: Benjamin Moore



Latest Color Design Trends

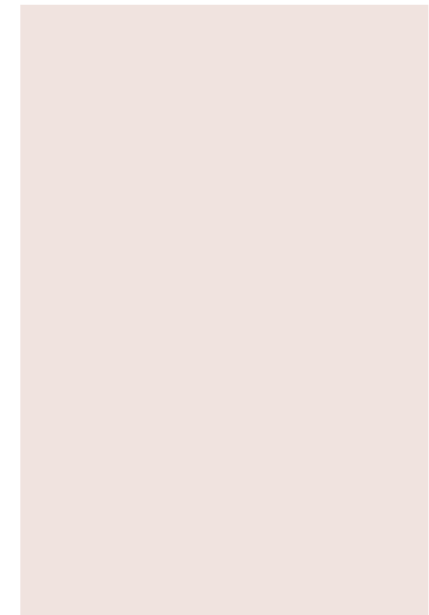


2020 Color of the Year First Light 2102-70

Benjamin Moore Color Trends for 2020 reveal:

- combining optimism with understatement
- a revitalized spirit
- with a soft, rosy hue blooming with potential, First Light 2102-70 is the backdrop for a bright new decade

COLOR OF THE YEAR 2020
COLOR DEL AÑO
COLOUR OF THE YEAR
COULEUR DE L'ANNÉE



Credit: Benjamin Moore

FIRST LIGHT
2102-70



Latest Color Design Trends



Color Trends 2020 Palette



White Heron
OC-57



First Light
2102-70



Crystalline
AF-485



Windmill Wings
2067-60



Buxton Blue
HC-149



Golden Straw
2152-50



Thunder
AF-685



Cushing Green
HC-125



Oxford Gray
2128-40



Blue Danube
2062-30

Credit: Benjamin Moore

Conclusion

Arana Designer Solutions - 2020 promises to be an exciting year!

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

- 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

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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



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



Conclusion

Arana Designer Solutions

Arana Craftsman Painters promotes our Interior Design Partners at every opportunity

- Arana has a **well managed marketing presence**
- We constantly promote our design partners through our mailed newsletter, social media, and our website blog. ***We love Instagram!*** We're also developing publishing channels in several high-profile magazines with a primary intent of promoting our high-level referral design partners
- **Strong community presence:** Oakland Magazine Best Bay Area Painting Contractor 2019, nominated in 2018, 2017, 2016
- **Piedmont Heart of the Home Tour** project participant 2015, 2016, 2017, 2018, 2019

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INDUSTRY
PARTNER

