

2020 KITCHEN DESIGN TRENDS



WHAT'S

INSIDE

In this exclusive 2020 Kitchen Magic Trends issue, we share the industry's top kitchen design trends. We hope this report and curated mood boards inspire you and help guide you to create the kitchen of your dreams.

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2020 IS ALL ABOUT *COLOR*

Expect to see natural, comforting and serene hues.

And homeowners are not simply reserving splashes of color for small decor items and appliances either. They are going bold and applying color for impact throughout their kitchen designs.

Smart color choices in cabinetry, flooring and backsplashes are creating warm, inviting and beautiful kitchens, many times without even changing the existing footprint of the kitchen.



INTO THE WIDE *BLUE* YONDER

Blue is one of nature's most prevalent and impressive colors, famous for its peaceful and soothing qualities. It provides a wide range of hues, and because it works so well with other colors, it gives designers the ability to present homeowners with amazing complementary combinations. It's no wonder that blue makes a smart choice for many kitchens.



Photo Credit: Christian Giannelli Photography

HANSTONE QUARTZ®
COMPLEMENTARY COLOR
CAMPINA - LO711

Blue works well with any other color, and that makes it a smart choice for any home.

KITCHEN MAGIC®
2020 DOOR COLOR
SAREK ASH

SHERWIN WILLIAMS®
COLOR OF THE YEAR
NAVAL SW 6244

FEATURED DOOR STYLE
PRESTIGE PLAIN

HOW TO USE BLUE IN YOUR KITCHEN

Whether you choose refacing or all new cabinetry, remodeling your kitchen is an opportunity to express your personal style and incorporate more color into your home's design. We love pairing deep blues with natural hues and textures. Our Cadet and Colonial Blue Prestige lines allow homeowners to explore using blues as the anchor color in their design, as an accent color or as part of a two-tone cabinet combination.



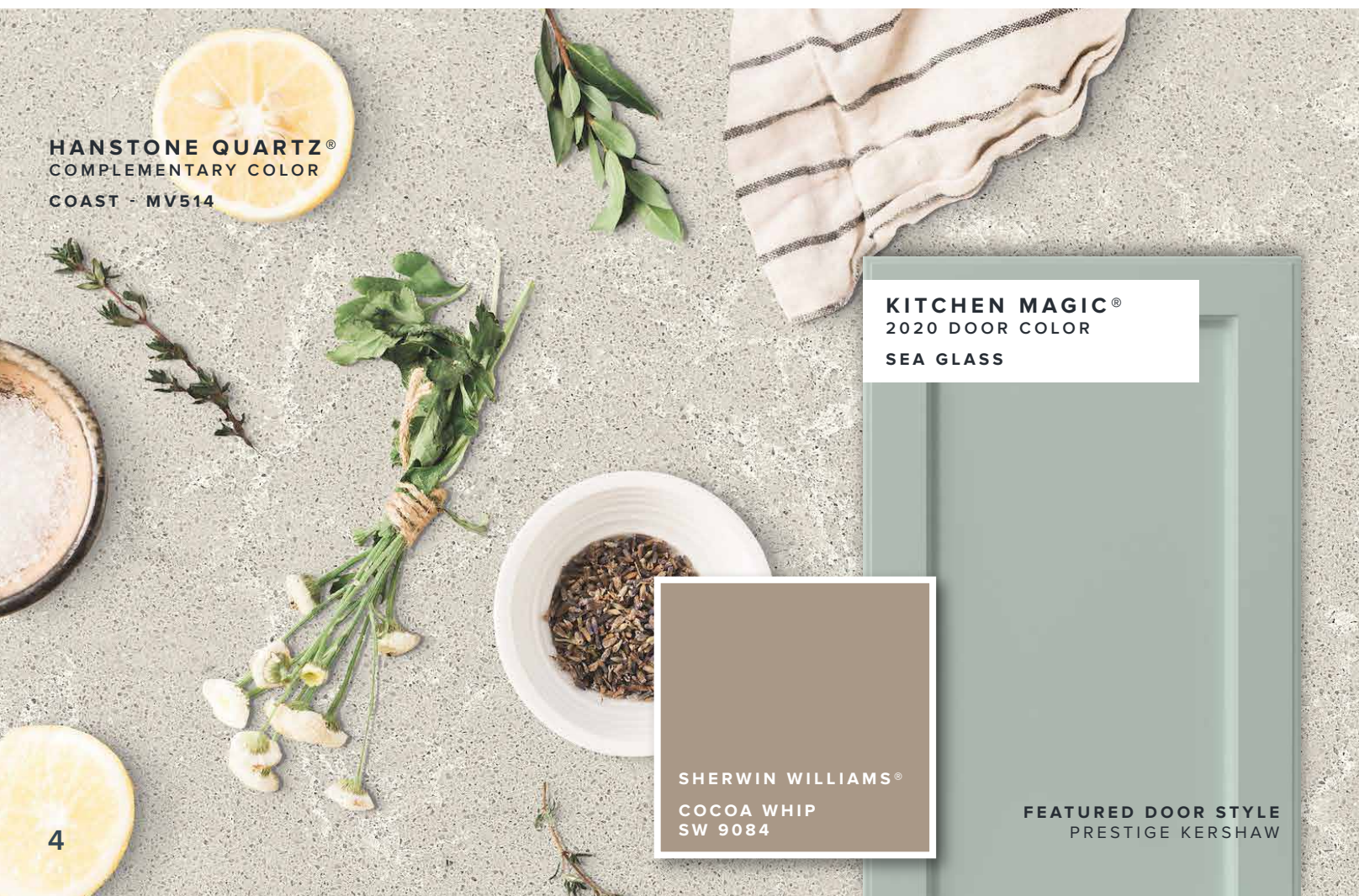
Often, homeowners have a fear of using bold colors in a kitchen space, but it doesn't have to be so scary a prospect. Blue cabinetry, for example, can have a very grounding and calming effect in kitchen design.

— JAMES T. NORMAN

DIRECTOR OF BUSINESS, DESIGN & PRODUCT INNOVATION

IT'S EASY BEING *GREEN*

Green is a color found most abundantly in nature, and it is associated with life, fertility, harmony and freshness. It is a relaxing color to the eye. Colored cabinetry can seem like a big commitment, but when you use a simple style in a shade of green, it can create a pleasing, classic feeling. Along with the right decorative accessories, gold accents in your lighting or plumbing fixtures can give green kitchen cabinetry a great vintage vibe.



BOLD, BEAUTIFUL *BLACK*

In a space like the kitchen, where there is so much going on, black cabinetry can create a sleek, organized look. If dark cabinets aren't your thing, using black accents (such as hardware, seating and appliances) can help draw out the architectural elements of a room with stunning results. Whatever color you choose for your walls, black helps pull the whole space together.



WHY WE LOVE BLACK

Black can bring with it a sense of calm and order, along with sophistication. Black can also be used in combination with just about every other color, as part of an overall palette. When it plays a supporting role, it can very effectively bring attention to unique design features in the kitchen.

When integrated thoughtfully, black creates beautiful contrast and definition in your kitchen design. It's like a Sharpie, in that it helps define your space to make your design clearer to the eye.

— JAMES T. NORMAN

KITCHEN MAGIC®
CERAMIC FLOOR TILE
EXPLORER™ PARIS

SHERWIN WILLIAMS®
FUNCTIONAL GRAY
SW 7024

FEATURED DOOR STYLE
PRESTIGE SQUARE

GORGEOUS & INVITING *EARTH TONES*

Natural earth tones and wood finishes are bringing new inspiration to transitional and contemporary designs. Even in more traditional kitchen designs, earth tones add warmth and rich textures to the heart of the home. They also lend themselves well to the growing trend of two-tone cabinetry. Deep browns, rich creams, soft grays, soothing greens, greige and umber are some of the earth-inspired hues that can help you bring the beauty of the great outdoors into your kitchen space.



NATURE'S BOUNTY OF TEXTURES & TONES

To add more natural elements, homeowners are selecting kitchen cabinets with wood-grain finishes in deeper hues. Styles, such as our Prestige doors and drawers in rich Karuna Ash, as seen on the left, are not too dark and not too light—and they set the stage for a stunning kitchen transformation.

Quartz and granite countertops offer many inspirational natural choices for durable surfaces, and earth tones are trending in all manner of materials for backsplashes and flooring as well.



KITCHEN MAGIC®
2020 DOOR COLOR
KARUNA ASH

HANSTONE QUARTZ®
COMPLEMENTARY COLOR
SEDONA · MV530

SHERWIN WILLIAMS®
TASSEL
SW 6369

FEATURED DOOR STYLE
PRESTIGE PLAIN

MATERIAL *MATTERS*

Hints of nature are appearing in surprising places in 2020 kitchen designs.

Homeowners are taking inspiration from the rich wood grains available in kitchen cabinetry and flooring, as well as the textures and natural patterns of granite and quartz countertops and tiles.

Thanks to major innovations in high-quality vinyl surfaces, homeowners now have affordable alternatives to hardwood and stone products that enable more people to achieve the natural looks that are trending. More and more homes are using these beautiful, low-maintenance, and budget friendly offerings in 2020, and we expect this trend to continue for many years to come.



HARDWARE

FRESH, FANTASTIC FINISHES

This year's "gold-standard" in hardware finishes is...wait for it...gold! Knobs and pulls in golden tones are trending. We are delighted to also see other materials also, such as black bronze, debuting in gorgeous styles of kitchen hardware. Knobs and pulls are featuring beautiful blends of glass, acrylic, leather, industrial-inspired textures and even custom-paint-dipped designs as well.

BIGGER IS BETTER IN 2020

It's a new decade, and we are seeing bigger, longer bar pulls making a bold appearance in 2020.



WHAT'S IN:

- MORE COLOR: GUN METAL, GOLD, WHITE AND BRONZE
- INDUSTRIAL-INSPIRED TEXTURES
- LEATHER APPLICATIONS
- LARGER, LONGER PULLS
- MIXED MATERIALS AND FINISHES

Knobs and pulls are the final touch in the space — or shall we say the jewelry of the kitchen. I'm excited to see that hardware is being showcased in 2020 in a way that gives the homeowner so many more ways to personalize. We will see an explosion of style choices, as well as unique collections designed by artisans nationwide. Kitchen hardware will present new inspiration for designers and homeowners alike.

— JAMES T. NORMAN



VINYL FLOORING

THE GO-TO HARDWOOD ALTERNATIVE

We love the richness and luxury of hardwood flooring, but we know it is not always the most durable and budget-friendly choice for highly-trafficked and mess-prone areas, like the kitchen. Thankfully, in recent years there have been huge advances in alternative flooring materials.

In 2020, vinyl flooring continues to grow in popularity, as it provides more durability than real wood, at a more affordable price. Today's vinyl flooring offers an incredible selection of ultra-realistic wood finishes and wider planks. And its unmatched strength means it is more resistant to scratches, water and chipping than ever before.



Vinyl flooring, also called laminate, made with realistic wood characteristics is rapidly becoming more popular, convenient and sustainable. I'm seeing more and more homeowners opting out of real wood and choosing more affordable and eco-friendly laminate alternatives, and they love the results.

— JAMES T. NORMAN

EXPRESS YOURSELF WITH CUSTOM

CABINETS

Your cabinets can do so much more than just store your dinnerware and cookware. Adding a bit of glass-front cabinetry to your kitchen design is a great way to show off your personal style and your creative organization.

In 2020, we see design savvy homeowners exploring funky new glass-front patterns and decorative inserts to add more texture and interest to their upper cabinetry. Beyond traditional “chicken-wire” designs, we’re also seeing more creative metals infused into glass to create harlequin patterns.



BRING ON THE BEADED



KITCHEN MAGIC®
NEW DOOR STYLE
PRESTIGE STATESMAN BEADED

For the last few years, the standard craftsman/shaker door has been our most popular style. What we’re seeing for 2020 are additional details. The beaded door adds more pop and depth to the classic shaker door style.



WAYNE LENHART
CAD/CAM PROGRAMMER AT KITCHEN MAGIC

WHAT’S IN FOR GLASS DOORS AND MORE:

- EXCITING NEW CREATIVE GLASS PATTERNS
- METAL MESH INSERTS AND INFUSIONS WITH GLASS
- INTERIOR REFACING TO COMPLEMENT THE EXTERIOR
- ILLUMINATING CABINET INTERIORS

Glass can have unique movement and hints of striations. It has a way of playing with opacity, which allows homeowners to get creative with varying textures throughout their kitchens.

KAREN SNYDER
GLASS STUDIO ARTISAN AT KITCHEN MAGIC



TAP YOUR CREATIVE SIDE WITH NEW *TILE OPTIONS*

Tile is definitely turning heads in 2020, of both designers and homeowners. Bold new patterns, colors and materials allow for so much personalization and creativity.

Backsplashes in particular are getting a lot more attention, in no small part because of the bevy of new tile selections out there. While classic ceramic and porcelain tiles are always popular, mosaic combinations of things such as glass, metal, marble, stone and more are also in demand.



KITCHEN MAGIC®
BACKSPLASH TILE
TIGER EYE - INDO STAINLESS

WHAT'S IN FOR TILES IN 2020:

- MOSAICS OF MIXED MATERIALS
- UNIQUE SHAPES AND SIZES
- MORE ATTENTION PAID TO TEXTURES
- NEW VARIETIES OF SUBWAY TILES
- BOLDER AND BRIGHTER COLORS

2020 brings brighter colors and handmade tiles in different shapes, sizes and textures. Consider materials that can add character. Floor tiles in a natural stone or backsplash tiles that are sculpted, beveled, or stacked can also make for interesting textures that are different than the usual polished or glossy finishes we see everywhere.

— JAMES T. NORMAN

FALL IN LOVE WITH MODERN *LAMINATES*

Laminate surfaces are making a huge comeback in 2020, as newer textures and styles have allowed for a wider selection of kitchen applications. This includes full-length backsplashes, which can save thousands of dollars from their more expensive counterparts, such as quartz, granite and marble.

Wilsonart® has set the bar high for alternative laminate surfaces, and they continue to find new and exciting ways to enhance homes with their durable, beautiful products.



WHAT'S GREAT ABOUT LAMINATES:

- NEW REALISTIC TEXTURES AND STYLES
- MORE AFFORDABLE THAN STONE SURFACES
- ECO-FRIENDLY AND SUSTAINABLE
- VERSATILE KITCHEN APPLICATIONS

Feeling creative? With modern laminates, you can mix and match solids, graphic patterns and finishes to achieve the look you want for any design challenge or budget. Today's laminates are technically advanced, stylish and made to last. They come in a broader range of choices than ever before.

— JAMES T. NORMAN

A KITCHEN TO REFLECT YOUR *LIFESTYLE*

In 2020 the focus is on comfort, functionality and self-expression.

We are seeing a surge of more personalized decor, and in custom storage solutions that can be seamlessly integrated into kitchen designs. In today's kitchen, there is a place for everything, and homeowners are embracing creative alternatives, including open shelving and statement lighting fixtures.

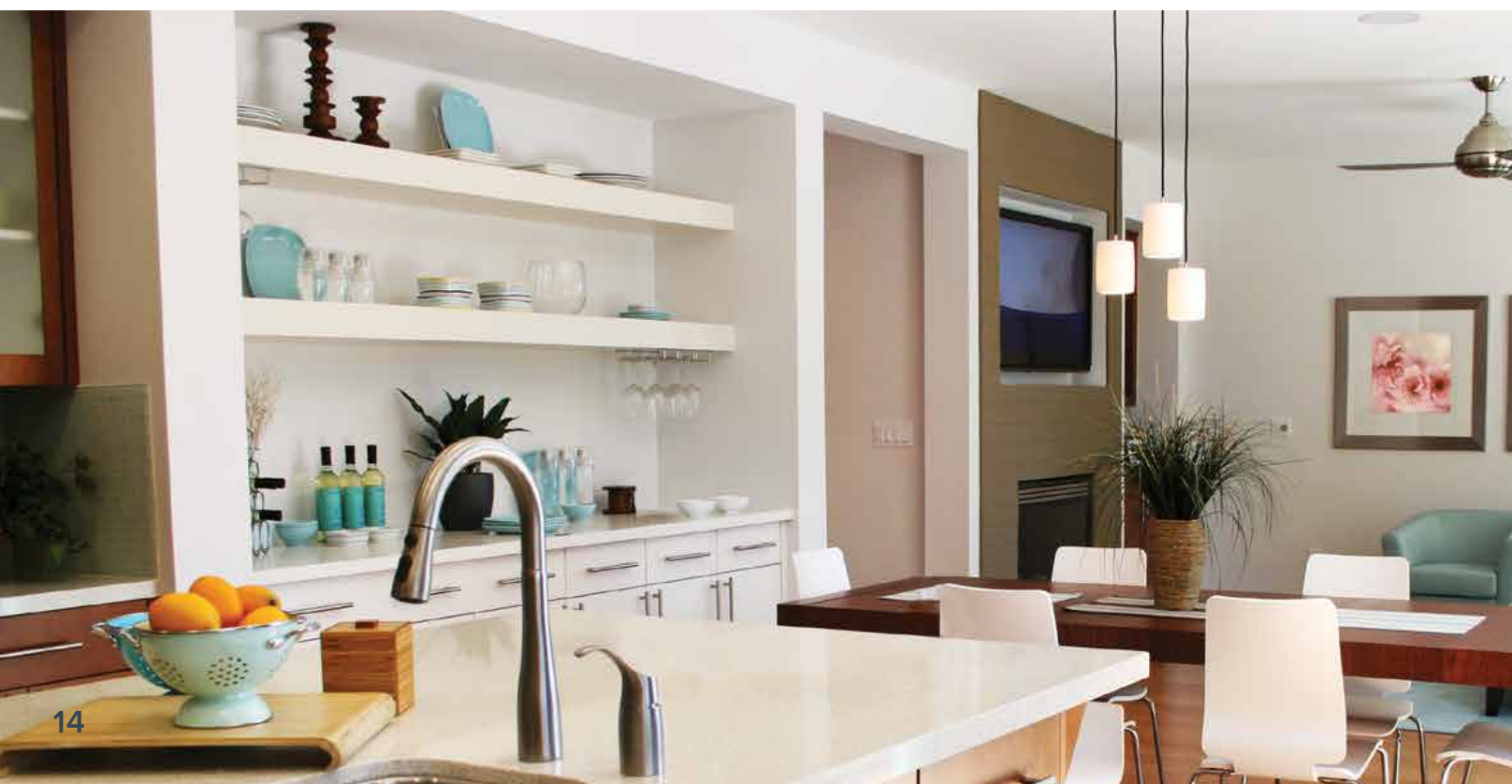


MAKE A STATEMENT WITH *OPEN SHELVING*

Open shelving is quickly becoming a popular alternative to standard upper-wall cabinetry. More homeowners are embracing this type of storage because it opens up the visual space, making the kitchen appear larger and brighter. It also allows for better utilization of the countertop space beneath it, while offering plenty of opportunities for a focal-point element to pop on the wall or shelving above. Open shelves also tend to be low-maintenance and easy to keep clean.

MORE ABOUT OPEN SHELVING:

- CONSIDER MATERIALS WITH TEXTURE TO ADD INTEREST
- ROUGH CUT WOOD CAN BRING IN NATURAL ELEMENTS
- METAL TUBING OFFERS AN INDUSTRIAL ATTITUDE
- GREAT FOR A MODERN OR CONTEMPORARY LOOK
- THEY HELP KEEP SMALL KITCHENS FROM FEELING CLOSED IN



GET SMART WITH YOUR *STORAGE*

Exceptional kitchen design isn't just about what you see on the outside — what's hidden inside the cabinets and drawers matter too. And smart storage solutions are part of every great kitchen's magic. Many homeowners want more storage and less clutter in their drawers and countertops, and thoughtful designs that meet this demand are on the rise in 2020.

To meet this trending (and smart!) choice among homeowners, we are seeing more designs focused on functionality as well as form. From drawer-peg systems to blind-corner cabinet optimizers, there really is a solution to every kitchen storage challenge. These products are making everyday kitchen organization a breeze.

OUR TOP FAVORITES IN 2020:

- DRAWER-PEG SYSTEMS
- NEW BLIND CORNER OPTIMIZERS
- ROLL-OUT DRAWERS
- COOKWARE ORGANIZERS AND TRAY DIVIDERS
- CUTLERY AND UTENSIL BASE ORGANIZERS



BRIGHT IDEAS WITH CREATIVE *LIGHTING*

The biggest trend in lighting for 2020 is the use of big, bold pendant lights. We love the difference that this type of lighting can make in your kitchen. Pendant lights instantly infuse any space with style and personality—from a pop of whimsical color to a touch of elegant glass. Plus, pendant lighting offers homeowners more flexibility to change things up in the future than recessed or other more traditional lighting choices.

We are seeing more and more customers take advantage of our long-lasting, dimmable LED under cabinet lighting, too. This budget-friendly option adds distinction and style to your kitchen, as well as an opportunity to highlight unique decor or design features. It blends so seamlessly with your cabinetry that it does not clutter the look of your countertop space, either — a big plus for many modern, contemporary or transitional designs.



WHAT'S TRENDING IN LIGHTING

- GEOMETRIC SHAPES
- NATURAL MATERIALS
- MATTE BLACK FINISHES
- WOVEN TEXTURES
- OPEN, AIRY DESIGN

ACKNOWLEDGING OUR
IN-HOUSE EXPERTS

This exclusive edition of Kitchen Design Trends was made possible by the collaborative efforts of our marketing teams, in-house designer and industry experts.

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THAT LEFT YOU **INSPIRED?**

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EXPERTS



JAMES T. NORMAN
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