

2019 Design Playbook: The Styles, Trends, Colors & Finishes You Need to Know

International Builders' Show | Thurs, February 21 | 8:00-11:00 AM | South 233

Speakers:

Deryl Patterson, AIA | Housing Design Matters Inc. | Jacksonville, FL

Steven Dewan, NCARB | Bassenian Lagoni | Newport Beach, CA

Rick Overby | Stella Color + Design | Denver, CO

Mary Jo Peterson, MS, CMKBD, CAPS, CLIPP | Mary Jo Peterson Inc. | Brookfield, CO

Doris Pearlman, MIRM, CMP | Possibilities for Design | Denver, CO

Session Agenda

8:00-8:05am Introduction

Doris Pearlman

What is trend forecasting? It is knowing the next best thing. This Master session will develop an understanding of what is on the horizon for all aspects of homebuilding, from value-oriented homes to luxury applications, kitchen and bath trends, and the latest in interior design. You'll leave this session armed with information that will create a competitive edge for you and your company.

8:05-8:35am What's New in Budget Friendly Homes

Deryl Patterson

Making new homes attainable can be achieved by adding value from a consumer's point of view and cutting hidden costs. Learn features that buyers value, such as entertaining kitchens, spa-like baths and functional outdoor living, while eliminating what they don't value, like excessive circulation, snout garages and expensive construction methods. During this section, explore the tightrope walk act of cutting cost, adding value and delivering the current design trends that all buyers crave.

8:35-9:05am Where & How Things Are Changing in Attached & Detached

Steven Dewan

In this section, Steven will discuss how to make luxury living—in attached and detached homes—live up to its name. He will explore the trend toward transitional character on elevations and ways to achieve cleaner details with new materials no matter the design character. Steven will dissect floor plans to explore various ways to achieve the multiple informal living spaces buyers want, how to bring the outdoors in, both literally and figuratively, how to treat stairs as the design feature they are becoming, the trend toward master wings, and how to deliver the design details that make these homes special.

9:05-9:35am Leveraging Intentional Color Design for the Success of Your Project

Rick Overby

Color can be a powerful tool in the successful development, marketing, and selling of your company's product. In this section, Rick will discuss a variety of color principles including designing with color, appropriate application techniques, building your brand through intentional color use, current color "trends", and some thoughts on the future of color/materials in residential design.

9:35-9:45am Break

9:45-10:15am Emerging Trends in Kitchen & Bath

Mary Jo Peterson

Kitchens and baths sell homes, and their impacts on buyer decision-making are well known. Touching on global lifestyle trends, Mary Jo will go beyond the status quo, exploring emerging kitchen and bath design concepts and products that will be unforgettable to the target buyer and continue to satisfy, both functionally and aesthetically. From the moment a builder/developer team identifies its vision and target buyer, the kitchen and bath become important parts of the design/build process, and this section will focus on that synergism.

10:15-10:45am The Next Best Thing in Color & Design

Doris Pearlman

Doris will guide you on a journey through evolving color and design trends for 2019 and beyond. Exploring the reasons behind these shifting trends will help expand your knowledge and ability to create relevance for today's buyers—from millennials to boomers. Concluding with "The Next Best Thing", she'll showcase evolving trends in the marketplace, from surfaces to products, which play a crucial role in the design of great interiors.

10:45-11:00am Recap / Questions & Answers

Speakers & Audience