




2019 MASONITE TREND REPORT

The Year's Defining
Home Design
Trends



MASONITE®

Open to extraordinary.



**"WE STRIVE TO UNLOCK
THE DOOR'S TRUE POTENTIAL
THROUGH THE POWER OF TREND,
STYLE AND INSPIRATION—AND
HOW WE BRING THESE
CONCEPTS TO LIFE."**

David Perkins,
Masonite's Vice President
of Marketing

Maple Torrefied Double Wood Doors
with Sidelites

2019 MASONITE
TREND REPORT

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OF TREND**

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**ABOUT
MASONITE**

THE POWER OF TREND

CONNECTING DOORS TO DESIGN

At Masonite, we are committed to understanding how the world is changing—and why—so that we can continue to provide the products relevant to homeowners around the globe. “The key to opening peoples’ eyes about the role a door plays in the design of a home is having a style and trend conversation,” says David Perkins, Masonite’s Vice President of Marketing.

To prepare this report, Masonite partnered with international trend forecasting agency Stylus. Utilizing proprietary research and information based on emerging lifestyles and demographics, Stylus provided the insights we needed to understand the driving forces behind 2019 home design trends.



KEY THEMES FOR 2019

Together, we discovered that people around the world are influenced heavily by eco-sensibilities (Rustic Luxury, p. 14; Urban Country, p. 34), global awareness (Mediterranean Escape, p. 54; Nordic Noir, p. 24), minimalism (Nordic Noir, Rustic Luxury) and a desire for productivity (Live//Work, p. 4; Pretty + Calm, p. 44). We learned that demographics like single women (Pretty + Calm) and telecommuters (Live//Work) are changing what it means to live comfortably. Most importantly, we discussed the power of design to accomplish these deeply personal philosophies about what a home should be.

DOORS AS PIVOTAL DESIGN ELEMENTS

A door plays the important role of introducing a space and those who live in it. In the average mid-sized home, doors account for 800 square feet of visual impact. They can brighten a room or increase energy efficiency. Doors also have the power to complement traditional beauty or completely transform a space.

“We look at the features and characteristics that make each trend so special and unique, and we pair that with the right door in the right design with the right material in the perfect color palette,” explains Lorena Morales, Masonite’s Director of Visual and Content Marketing.

Masonite created the 2019 Trend Report to bring together all of the essentials necessary to share the defining looks and attitudes of the year to come—from color and accents to textures and, yes, even doors.





Modern Door with Left
Vertical Lite and Clear Glass

LIVE// WORK

With over 3.4 million Americans working from home at least half of the time, they need flexible areas that can easily transition between multiple modes. To accommodate remote work, freelance projects and side hustles, many homeowners have

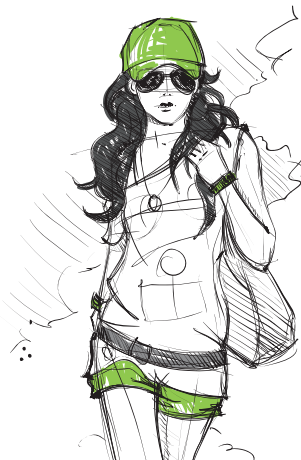
embraced “hacking” or modifying inexpensive furnishings to better suit their needs and personal style. The shifting ways in which we look, live and interact with the world has dramatically impacted demand for more purposeful design.



Sneakers hit \$4.3B in global sales last year, **up 10% from 2016**

(Bain).

81%
of 13- to 34-year-old Americans are turned off by those who flaunt expensive things on social media (YPulse, 2016).



Streetwear is influencing new categories, like **Ikea's Chris Stamp x Virgil Abloh** ranges for young urbanites (Stylus, 2018).

DESIGN PRINCIPLES

Heritage Series, Lincoln Park, Molded
Panel Double Doors

Savvy Spaces

Live//Work favors multi-use rooms and unpretentious products over impractical, extravagant items, so it is perfect for temporary dwellings, minimalist homes and small spaces.

DIY Attitude

Consider making alterations that make your furnishings work for you. This trend isn't about fuss—it's about time well-spent, doing things that matter.



Industrial Edge

Utilitarian elements become playful décor. Live//Work embraces folded metal, spun steel, grid and cast concrete that are tempered using interesting forms and finishes.

Color Palette



PANTONE
19-4007

PANTONE
18-1450

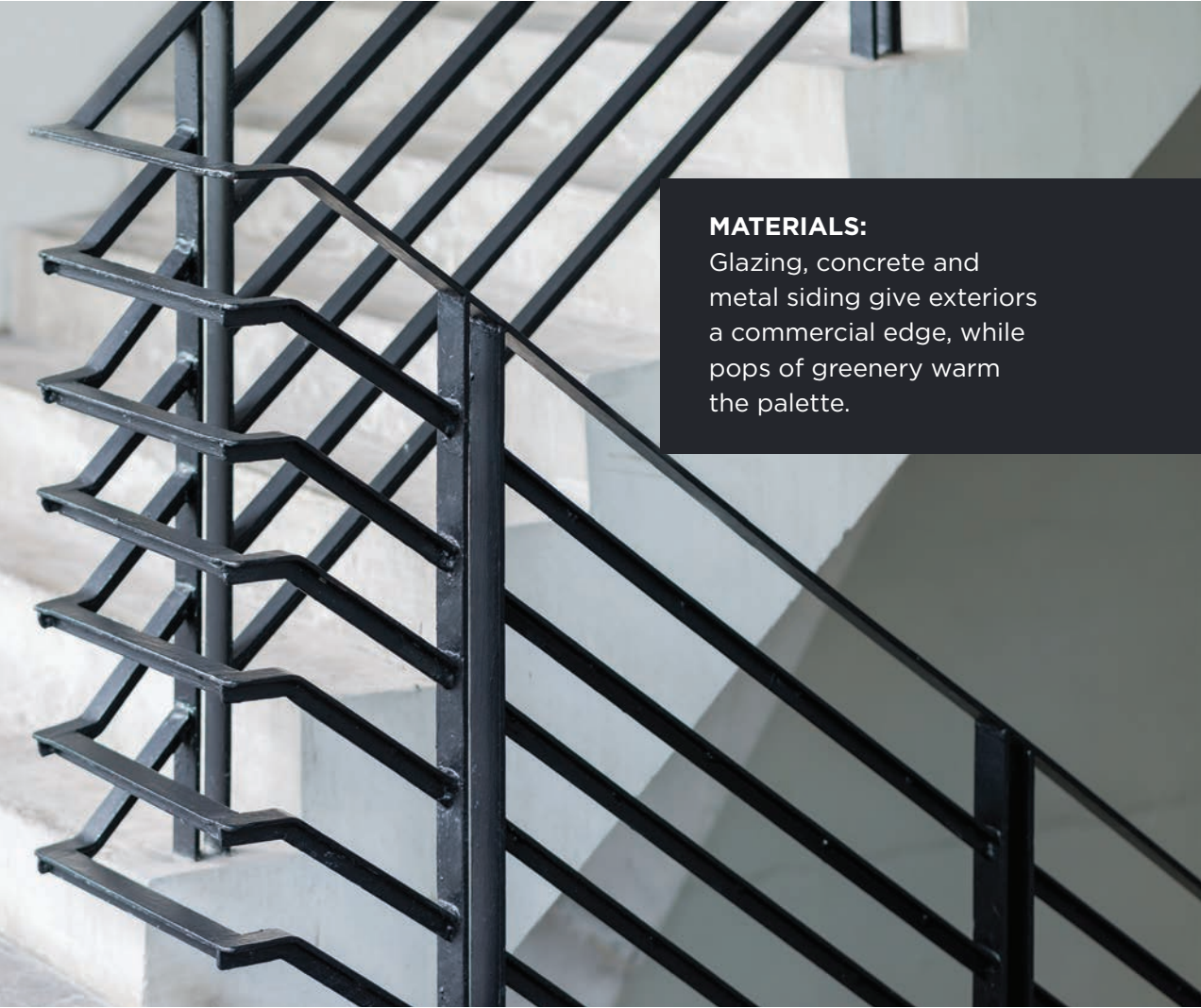
PANTONE
11-4001

PANTONE
14-4201

PANTONE
18-3949

KEY FEATURES

Exterior



MATERIALS:

Glazing, concrete and metal siding give exteriors a commercial edge, while pops of greenery warm the palette.





VistaGrande, Smooth Fiberglass
with Clear Glass



Modern Door with Right
Vertical Lite and Clear Glass

DOORS:

Modern doors in bright colors entice you to make yourself at home.

KEY FEATURES

Interior



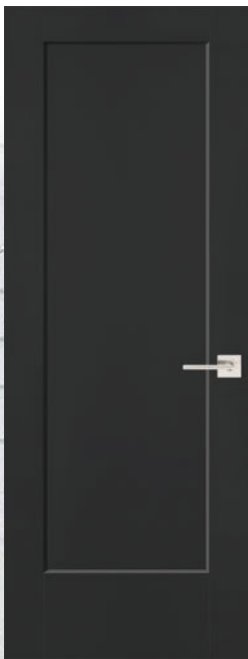
FURNITURE & LIGHTING:

Look for simplified furnishings that go anywhere and have multiple uses; for instance, clip-on lamps that can be moved with ease or a shelf that doubles as a desk.



MATERIALS:

Play with specially treated metals, glazing and unfinished wood to bring character to the entire space. Factory-fresh materials like cork, cement and steel help fuel productivity.



Heritage Series, Lincoln Park,
Molded Panel



Riverside, Molded Panel

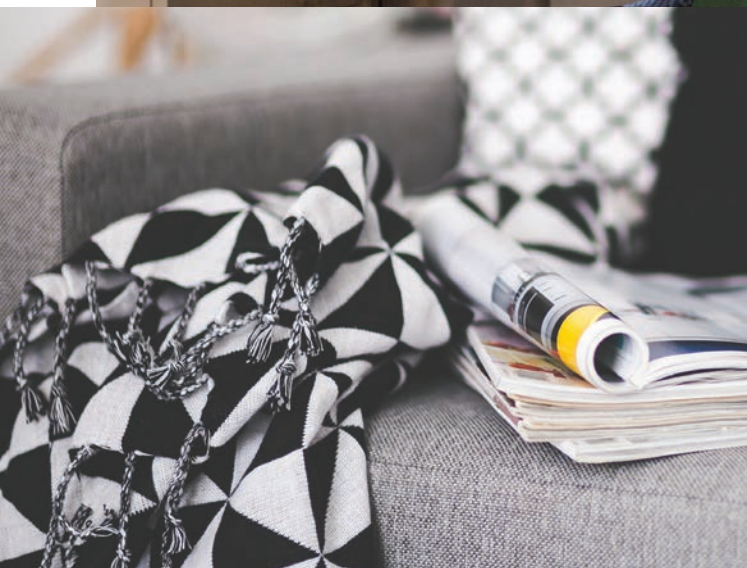
DOORS:

Embellish a single-panel door with additions that appeal to your personal style. Chalkboard-painted panels and gleaming silver hardware put the “fun” in functional.



WALLS & FLOORS:

Take advantage of an industry-style space with pre-existing construction materials. Concrete and heavy-duty tiling are good choices for durable, easily cleanable surfaces.



PATTERN & TEXTILES:

Embrace athleisure-inspired goods with bold prints and statements that emphasize hard lines and break up rigid fixtures.



PROFESSIONAL PERSPECTIVE

“This trend supports a better life-work balance so that people feel more comfortable and healthier.”

— Andrea Pallarès, Product Designer

TAKING WORK HOME

Interview with Andrea Pallarès

Andrea Pallarès feels the world changing quickly—the remote workforce is growing while living spaces shrink. “We live and work anywhere and everywhere. Mobility and globalization have made the desk as we know it disappear,” she says. That’s why Andrea designs products with Live//Work in mind, delivering shifting modes of comfort and functionality for homeowners.

MODIFYING MULTI-FACETED SPACES

Industrial homes, newer builds with open floor plans and rented urban spaces

invite the Live//Work trend to make sense of a place for the individual. More workable environments are easily adapted to an individual’s needs. For example, a room divider in a studio could distinguish the communal from the private in a meeting or social gathering. “It’s about being conscious about what you need and working out how to support those different functions,” explains Andrea.

ELEMENTS FOR EVERY HOMEOWNER

Though it is a trend pioneered by the work-from-home and “side hustle” demographics influenced by Millennial and Gen Z workforces, Live//Work may also find



an audience with Gen X remote workers by functioning to their specific needs. “They need a different treatment,”

Andrea says, “It can be a more somber color palette, for instance, yet still as functional as it would be for a younger generation.”

MAKING WORK EASIER & LIFE BETTER

Andrea expects the Live//Work trend to evolve as technology advances to make work and life easier and as people seek out more ways of improving their daily lives. “We are really looking into living more comfortably, living better, living healthier—and home is the space that gives us this.”



ABOUT ANDREA PALLARÈS

Andrea Pallarès designs products that aim to make life easier and more enjoyable for people in an ever-changing domestic environment. She encourages furnishings with longevity to suit an owner over time. The Nook, her latest design, is a set of cushions and surfaces that can be altered to create a bed, sofa, desk, leisure corner and private space.



4 Panel Maple Torrefied
Exterior Wood Door

RUSTIC LUXURY

At the top of the market, more and more homeowners are focusing on experiences over personal belongings. Claire Walsh, Creative and Trend Consultant, explains “When you’ve got everything, you don’t want anything else. The idea of *being* is more

important than *having*.”

As such, time, space and silence are becoming precious amenities. Drawing inspiration from famed resorts, Rustic Luxury embodies purposeful minimalism to outpace frenetic, ostentatious living.



Eco sensibilities continue to sit high on the agenda for all luxury spaces (Stylus, 2018).

36%

of U.S.-based high-net-worth homeowners say open floor plans are more desirable to them now than three years ago (YPulse, 2016).



Buzz builds around U.S. retreats like **Marfa and Amangiri in Utah**, which focus on architecture, art, design and stunning desert surroundings (Stylus, 2018).

DESIGN PRINCIPLES



VistaGrande, Double Door
with Clear Glass

Earthy Energy

Natural elements invoke eco-sensibilities and counterbalance fast-paced living. A harmony of natural and architectural designs sets a perfect balance for living well.

Modern Interests

Stark, sculptural interiors that echo the luxurious Amangiri Resort in Utah impose whimsy and refinement in minimalist spaces.



Celebrate Human Achievement

A surge in appreciation for finer design propels this movement toward industrial architecture that collides with the organic environment.

Color Palette



PANTONE
18-1354

PANTONE
12-1404

PANTONE
11-4801

PANTONE
12-0418

PANTONE
18-5105

KEY FEATURES

Exterior



ARCHITECTURE:

Adobe revival and contemporary homes act as monolithic structures set in their natural surroundings.



VistaGrande, Fir Textured
Fiberglass with Clear Glass



Modern Door with Square Lites
and Clear Glass

DOORS:

Opt for a well-crafted, authentic wood entry door or a wood-like fiberglass alternative.

KEY FEATURES

Interior

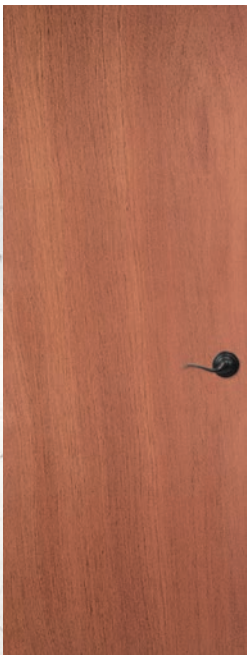


FURNITURE & LIGHTING:
Functional furnishings in robust designs and stripped-back forms should populate the space in a way that's pragmatic yet elegant.

MATERIALS:
Combine sleek industrial materials like steel and concrete with nature-based ones such as wood and stone for a unity of the man-made and organic.




Heritage Series, Logan,
Molded Panel




Flush Hardboard

DOORS:
Separate rooms with seamless transitions. Look for a neutral, two-panel molded door or a flush hardboard door.



WALLS & FLOORS:

Concretes and timbers carry a unique, Spartan feel that's ripe with potential for housing more intriguing shapes and forms.



PATTERN & TEXTILES:

Natural textiles such as animal hides and furs should be paired with sensible, Americana-style references.



PROFESSIONAL PERSPECTIVE

**“Make it
your own.”**

— Elías Kababie, Architect

A PURE AND PURPOSEFUL HOME

Interview with Elías Kababie

World-renowned architect Elías Kababie has built his career around balance. With every project, he works to achieve perfect synergy between architecture, interior design and furnishings. Elías believes that natural materials are key to harmonizing (and personalizing) a home, which is why he embraces the Rustic Luxury trend.

UNDERSTATED LUXURIOUS ACCENTS

“I always try to have a rustic feature in all of my projects. That will give you

the benefit of one element that is a bit more elaborate without the whole space feeling too overdone.” Elías points to raw materials like stone and wood, a rustic wall and the perfect door as the foundation of Rustic Luxury. “Having a rustic door will give you the first sense of what the entire home will look like.” He envisions a wood door with copper, metal or rustic elements to match the color of the door frame.

EMBRACING THE UNFINISHED

When it comes to carrying this trend throughout the rest of a home, Elías stresses not to worry about completing



ABOUT ELÍAS KABABIE

Elías Kababie is the founder of Kababie Arquitectos in Mexico. He focuses on “simplicity, personality and versatility” through industrial design and the ethical reuse of materials. His work has been featured in global publications and some of his designs are sold at the Mexican Gallery of Design and in the MUAC and MODO museums of Mexico City.

every room at once. Rustic Luxury has a minimalist quality to it and, according to Elías, is evolved from the idea that a space doesn’t need to be completely finished immediately—instead, homeowners can add new elements over time or change colors. “Let the design evolve with you.”

Adapting homes to suit lifestyles is Elías’ goal. “This trend is all about incorporating natural elements into the homeowners’ vision for their space—this will create a home that is truly pure.”



Masonite, HD Steel Door
with Cross Reed glass

NORDIC NOIR

Minimizing and organizing belongings creates a lightness in the home as well as the mind. In line with these values, Scandinavian design has risen to prominence by rejecting ornamentation in favor of honest forms and materials with tactility.

In previous years, the Scandinavian trend has come to life as light neutrals paired with clean lines and stripped-back furnishings. For 2019, the Nordic Noir trend leaves light-and-airy for a more sophisticated and subtly elegant world.



Scandinavian countries Denmark, Norway and Switzerland are widely reported as **the happiest places in the world** (Gallup, 2018).



More and more design-conscious buyers are using services like **Reform to upgrade standard IKEA countertops**

(Stylus, 2018).

70%

of people who have recently decluttered feel **a greater sense of control** (Thredup, 2017).

DESIGN PRINCIPLES



Livingston, Molded Panel Door

Carefully Curated

Nordic Noir keeps its minimalist roots with a timeless devotion to well-made elements that are beautiful in their own simplicity.

Eye-Catching Lines

Simple lines and modern ridges are surprisingly stunning and create an environment that exudes quality and refinement.



The New Neutrals

Neither boring nor bold, muted colors like blue-grey and pale rose work across large expanses in an unexpectedly neutral fashion.

Color Palette



PANTONE
19-4218

PANTONE
14-4506

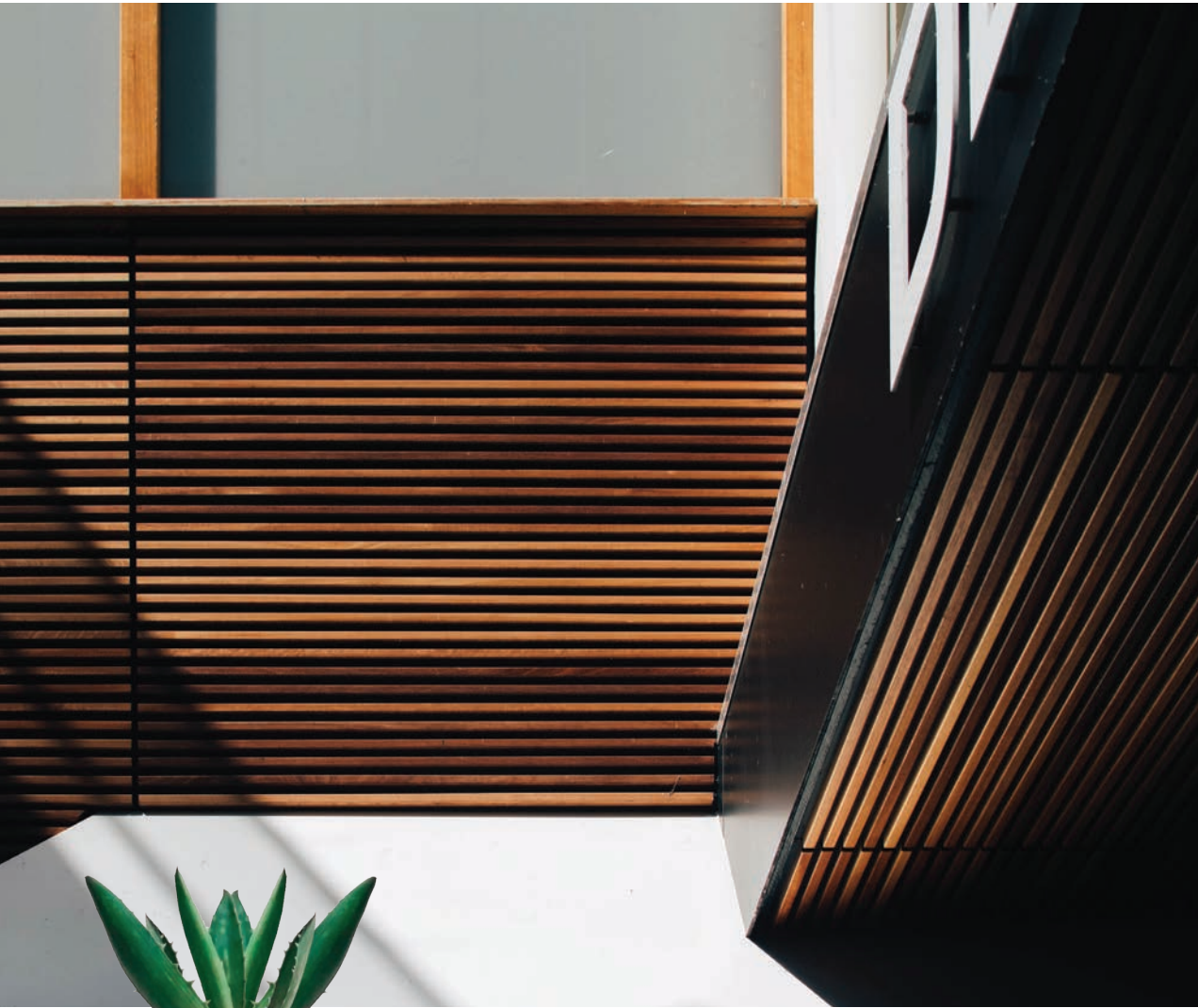
PANTONE
14-1803

PANTONE
11-0603

PANTONE
18-1325

KEY FEATURES

Exterior



MATERIALS:

Dark metal and wood work in tandem with sculptural planters for a contemporary vibe.

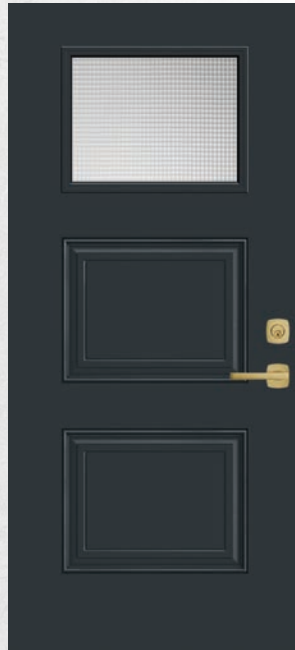


ARCHITECTURE:

Nordic Noir is the perfect choice for contemporary and modern homes.



Masonite, HD Steel with
Cross Reed Glass



Masonite, HD Steel with
Cross Reed Glass

DOORS:

Steel doors with glass provide a cool, industrial look while bringing light and warmth to the home.

KEY FEATURES

Interior



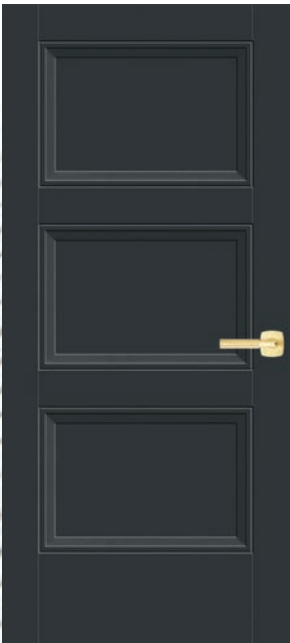
FURNITURE & LIGHTING:

Opt for high-quality essentials composed of organic shapes, simple lines and geometric forms. Slim-legged furnishings play with negative space to harmonize the whole interior.



MATERIALS:

Smooth and articulated materials create a mix of textures and visual appeal without being gaudy. Pair matte and powdery flat surfaces with glossy ridges, brass and leather for a luxurious feel.



Livingston, Molded Panel




Heritage Series, Lincoln Park, Molded Panel



DOORS:

Add visual interest to a space with a sleek, three-panel door painted in deep charcoal. Choose understated door lever handles over ornate knobs.




WALLS & FLOORS:

Heighten the drama with graphically paneled walls and shiny wood floors that embody honest craftsmanship.

PATTERN & TEXTILES:

Embrace understated patterns in knits and woven textiles that are both practical and cozy.

PROFESSIONAL PERSPECTIVE



“It’s more about buying the things that you really treasure and keeping them for a long time.”

— Ove Rogne, Product Designer

HONEST & SIMPLE

Interview with Ove Rogne

Scandinavian design is inspired by honest form and the simple enjoyment of life. In 2019, Nordic Noir will build on this aesthetic by adding a new level of comfort and depth. Hygge, according to Scandinavian designer Ove Rogne, is becoming a larger factor in that desire to be surrounded by good-feeling, quality items in Nordic Noir. “It’s about using good materials, colors that are warm and surfaces that are tactile or interesting. It’s something you can relax in.”

SCANDINAVIAN DESIGN, EVOLVED

This is a shift from the light-and-bright Ikea style that has been popular among homeowners in recent years. Ove explains, “It’s not always nice to sit in a white house and look out the window at white snow—which has been the situation for the past 20 years in Scandinavia. We took away all the colors and now, I think it’s about bringing them in again.”

Ove is particularly drawn to juxtaposed textures. “I really like the mixing of matte and shiny surfaces, —particularly matte dark with a shiny aluminum, or a dark oak smoke finish with a color.”



MAKE WAY FOR MINIMALISM

Nordic Noir addresses a new consumer conscientiousness as well. “The idea of buying less is something that people can and should embrace.” Ove acknowledges that less-processed products will become favored and appreciated with growing concern for the environment. Unfinished natural surfaces add great character: “Don’t hide the details. When you allow them to be visible, it adds visual interest in texture, and a sense of honesty to the product.”



ABOUT OVE ROGNE

Ove Rogne, designer, founder and CEO of Oslo-based furniture and lighting brand Northern, is a driving force in Norwegian design. The brand’s signature style revives retro, classic Norwegian design for the modern consumer. Northern exhibits at design fairs across the globe. Ove is particularly drawn to juxtaposed textures, “I really like the mixing of matt and shiny surfaces—matte dark with a shiny aluminum, or a dark oak, smoky finish with a color.”



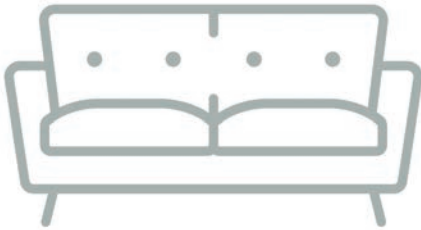
Heritage Series,® Fir Fiberglass Door
with Heartland,® Glass and Sidelites

URBAN COUNTRY

Sustainability and simplicity matter more than ever. Homeowners are putting more thought into where products come from and how they are crafted, with many opting for man-made components over machined. Additionally, there is a growing desire to spend less

time on screens and enjoy more in the great outdoors.

The Urban Country trend is primarily driven by urbanites wanting to mimic easy-going lifestyles; however, any homeowner could benefit from ethical, balanced living.



28% of U.S. respondents
intend to keep a sofa for
15 years or more

(Furniture Today, 2016).



64% of Americans said they
worried about global warming

(Gallup, 2018).

66%

of people define
"living well" as having
good health and leading
a balanced lifestyle

(Sustainable Brands).

DESIGN PRINCIPLES

Heritage Series, Winslow,
Molded Panel Barn Door

Lovingly Made

This trend idealizes man-made features, so look for well-crafted and handmade pieces that have heart and soul to them.

Outdoorsy Interiors

The “country” aspect of this trend necessitates rural embellishments on the inside that promote balanced, country-style living and traditional features.



Historic Highlights

When updating the essence of a home, it's important to preserve its unique character. Let the home's natural charm stand as a testament to quality architecture and mindfulness for the future.

Color Palette



PANTONE
19-4215

PANTONE
11-4301

PANTONE
13-0607

PANTONE
16-1526

PANTONE
15-4702

KEY FEATURES

Exterior



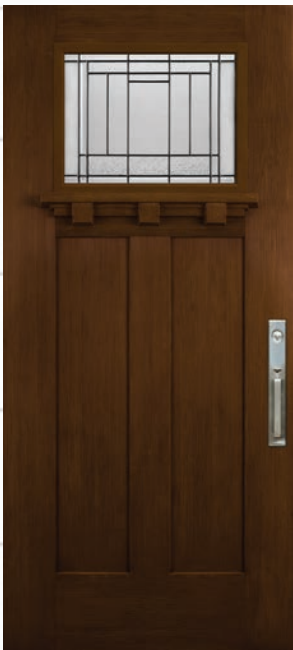
MATERIALS:

Brick and wood feel strong, sturdy and authentic.



ARCHITECTURE:

This trend is best suited for historical homes and accentuating original details.



Heritage Series, Fir Fiberglass
with Heartland, Glass



VistaGrande, Flush-Glazed Smooth
Fiberglass with Clear Glass

DOORS:

Invite more of the outside in by introducing a Craftsman-style front door with sidelites.

KEY FEATURES

Interior



FURNITURE & LIGHTING:

Spindle-shaped furniture like milking stools and utility-influenced storage options like peg-boards are unique, functional and versatile. Invest in heavy-duty upholstery that gets better with age.

MATERIALS:

Durable iron, blackened steel and stone make for a home that will stand the test of time while natural woods, brass and ceramics add warmth and character.




Cheyenne, Molded Panel



Artisan Cherry Wood
with Clear Glass

DOORS:

Hint at historic door techniques with stately paneling and authentic wood doors engineered to last.



WALLS & FLOORS:

Authentic wood floors, laid bare or whitewashed, convey clean comfort. Terracotta and quality carpets create visual interest.

PATTERN & TEXTILES:

Look for handcrafted textiles in hard-wearing techniques like braiding and quilting that have both functionality and personality.

PROFESSIONAL PERSPECTIVE



“Take something you’ve found in a scrap yard or antique store and incorporate that into the interior.”

— Claire Walsh, Creative and Trend Consultant



A SECOND LOOK AT SECOND-HAND

Interview with Claire Walsh

What do farm-to-table eateries, upcycled fashion and fair trade all have in common? They represent a recent global movement toward responsible consumerism. As homeowners learn more about how their purchasing decisions affect the earth and environment, they are directed toward more ethical alternatives.

LAIDBACK & MADE TO LAST

Urban Country thrives on the principles of sustainability and longevity, perfect for those who wish to choose design with preference for those values over

appearance. Creative and Trend Consultant Claire Walsh says, “This is all about applying the best practices from a rural lifestyle into an urban space. It’s about that American classic home, the revival styles... It’s also about those fixer-upper homes and people restoring things authentically, but with more of a casual country feel to them.”

UPCYCLED ARTIFACTS

Refurbishing second-hand pieces has become a popular aspect of this trend. Claire explains how to transform any old armchair into a living room showpiece: “Use a vintage or heftier, sack-type fabric to re-upholster a salvaged wingback chair so that it becomes a focal point.”



OWNING ORIGINAL DETAILS

Architectural elements are what make historical homes unique, so play them up in remodeling projects. Think exposed brick walls and hardwood floors that have been polished to shine.

Claire recommends other creative ways to highlight a home's distinct features: "Try incorporating leaded or stained glass into the front door." She also suggests painting staircase accents and window frames—along with a matching collection of found frames—in colors that contrast with the wall to bring classic details back to life.



ABOUT CLAIRE WALSH

Claire Walsh is a Creative and Trend Consultant. She has consulted for *Elle Decoration*, Reebok, LG, Samsung and Levi's. Her experience in the design industry spans styling clients in Australia and work with several U.K. publications.



PRETTY + CALM

The rise of the “she-economy” of 2019 is placing women in better positions to live alone and unmarried, and therefore, make entire decorating decisions by themselves, un-influenced by male partners. Pretty + Calm

resonates with the rise of women living in their own homes. This trend is modern, yet warm—energizing, yet soothing. Though Pretty + Calm is heavily influenced by feminine spaces, its characteristics can bring tranquility to nearly any homeowner.



More than one in five homebuyers is a **single woman** (JCHS).



The buzz around “**self-care**” will see a focus on bathroom design to create at-home spa experiences (Stylus, 2018).



A new wave of working, retail and service spaces are being designed to cater to **the modern woman**

(Stylus, 2018).



DESIGN PRINCIPLES

Practical Pastels

A pale-hued color palette can set the tone for happiness, productivity or relaxation to create a space for everyday use.

Touch of Pretty

Pepper your space with a blend of curated textures. Experiment with juxtaposed materials to find the right combination of interest and comfort.



PANTONE
12-0721

PANTONE
16-0110

PANTONE
14-4311

PANTONE
14-4105

PANTONE
14-1309

Functioning Florals

Plants are essential to increase moods and purify the air, while faux flowers and botanical prints can enhance happiness by bringing a sense of the outdoors in.

Color Palette



KEY FEATURES

Exterior



MATERIALS:

Contrast a strong stucco and concrete exterior with soft floral arrangements.



ARCHITECTURE:

Contemporary and mid-century homes thrive in this trend.



Masonite, HD Steel with
Double Water Textured Glass



Heritage Series, Smooth
Fiberglass with Clear Glass

DOORS:

Textured glass doors add visual appeal while maximizing natural light. Set the tone for the interior with a white or pastel-painted finish.

KEY FEATURES

Interior

FURNITURE & LIGHTING:

Fill the home with functional pieces that reflect femininity—think graceful shapes and intricate designs. Natural light is ideal wherever possible for its mood-boosting and energizing qualities.



MATERIALS:

Pale-finished woods, glamorous marble, delicate textured glass and ceramic play up interesting textures and patterns for a tactile journey throughout the space.



Heritage Series, Winslow,
Molded Panel



Heritage Series, Logan,
Molded Panel

DOORS:

A transitional two- or three-panel pastel door blends seamlessly into any space. Accent with bright metal hardware in warm polished golden brass.

WALLS & FLOORS:

Add pretty textures to your space with white-washed floorboards, full-length curtains and patches of intricate wallpaper thoughtfully placed.



PATTERN & TEXTILES:

Monochrome bias-cut wood and blocks of herringbone introduce eye-catching patterns to break up the space.



PROFESSIONAL PERSPECTIVE

“Women are in charge of design, whether for themselves or their families.”

— Kate Rumson, Founder,
The Real Houses of Instagram

THE POWER OF EMOTION IN DESIGN

Interview with Kate Rumson

Now more than ever, women are taking ownership of their homes. Interior designer turned social influencer Kate Rumson has seen a shift toward the Pretty + Calm trend coming. Kate curates home design content for over two million Instagram followers. “[Women] are definitely the ones driving design,” she explained, emphasizing that while her posts are gender-neutral, the majority of her audience is female.

BUILDING FOR FEMALE BUYERS

With more design-focused females buying homes, Kate mentions one im-

portant—yet often overlooked—element that could be key to winning them over: emotion. Kate believes more builders and remodelers should focus on the way design makes female homebuyers feel. “Women are the main decision makers when it comes to décor, choosing a house and then falling in love with that house.”

DELIGHT IN THE DETAILS

Kate recently helped redecorate a home using elements of Pretty + Calm to create a space that could serve as a private, personal retreat for the homeowners, especially for the woman and with special focus on the master bath. She noted that little details make all the



difference: “A regular six-panel door would never work for this trend. Pretty + Calm calls for something more classic or ornate.” Kate recommends glass or polished nickel hardware to complete the look.

CALMING ELEMENTS FOR EVERYONE

Typically, Kate leans toward a more understated color scheme with neutrals that are soft, cozy and delicate with a touch of feminine pink; but she thinks smokier colors like charcoal can really help make this trend appeal to the masses. “Anybody could love it,” she said. “It’s all about finding what’s beautiful and relaxing for the individual.”



ABOUT KATE RUMSON

Kate Rumson founded The Real Houses of Instagram, one of the largest interior design accounts in the world, with over two million followers. Before becoming a leading interior design influencer, Kate spent over a decade in real estate and design.



Maple Torrefied Exterior Wood Door

MEDITERRANEAN ESCAPE

Last year, international tourism surged 7% following years of stagnant growth. The increase is largely fueled by younger adventurers (Millennials and Gen Z) who seek rich experiences over pricey material possessions. Additionally,

a new generation of workers known as digital nomads are free to work as they travel, thanks to digital tools. After people immerse themselves in different cultures, they bring memorable experiences home, influencing everything from food to décor.

A premier Mediterranean destination, Spain, was the world's third most-visited country in 2016

(World Atlas, 2017).



5%

Manufacturer-level sales of **outdoor furniture and accessories** is expected to grow 5% per year on average through **2021** (Gallup, 2018).

Middle Eastern and Mediterranean restaurant chains like Taïm, Cava, Hummus & Pita Co. and Roti are some of the fastest growing in their category (Business Insider, 2018).

DESIGN PRINCIPLES



Mahogany Interior Wood Door
with Morisco Glass

Intricate Details

Find art in every detail to surround yourself with beauty. Scrollwork and hand painted tiles are bountiful and reflect a history rich in appreciation for art and architecture.

Global Grandeur

Decorative features like wood beams, awe-inspiring archways and wrought iron accents enliven a clean, contemporary backdrop and add worldly sophistication.



Old World Artifacts

Global inspiration makes for its very own retreat by pulling from a blend of European, Asian and African arts and culture to make for a well-traveled home.

Color Palette



PANTONE
19-4057

PANTONE
14-1036

PANTONE
11-4801

PANTONE
18-1354

PANTONE
15-5218

KEY FEATURES

Exterior



MATERIALS:
Warm terracotta siding
contrasts beautifully with
lush green landscaping.



ARCHITECTURE:

This trend enhances the regal feel of Mediterranean Revival homes.



DOORS:

Make a grand entrance with arched maple doors and wrought iron hardware.



Belleville, Smooth Fiberglass Hollister, with Wrought Iron Frame and Iron Springs Glass



Maple Torrefied Wood Arch-Top Panel
(shown as double door)

KEY FEATURES

Interior



FURNITURE & LIGHTING:

Grandiose furniture in soft leather is plush and elegant. Punctuate the space with sconces, pendant lamps and lanterns that cast light in unconventional shapes.

MATERIALS:

Surround yourself with finely crafted marbles and rich woodwork. Arrange glazed pottery or other personal treasures thoughtfully throughout your home.



DOORS:

Arched wood doors with glass are ideal for bringing old world charm into the home. Garnish with iron-clad or treated metallic hardware.



Livingston, Molded Panel



Mahogany Wood French
Round-Top with Morisco Glass



WALLS & FLOORS:

Moroccan tiles in terracotta and folk motifs bring in a touch of the outdoors. For added dimension, use texturing techniques to paint the walls.



PATTERN & TEXTILES:

Indulge in majestic fabrics like tapestries, silks and large area rugs. Break up spaces with Florentine florals and Greco-Roman geometrics.



PROFESSIONAL PERSPECTIVE

“I want to live with these things and be aware of the people who made them.”

— Keith Recker, Founder, *Hand/Eye Magazine*

COLLECTING CRAFTS & MEMORIES

Interview with Keith Recker

For Keith Recker, Mediterranean Escape is more than just a trend: it's a personal way of exploring the world, people and cultures around us. According to Keith, technology is an important factor in this discovery process. “As our virtual access grows, we have the context in which to understand broader and broader influences, materials, techniques. And that should diversify what we wish to have in our homes.”

DÉCOR WITH A STORY

Mediterranean Escape focuses on hand-made, travel-gotten pieces and creating a sense of deepened culture in one's home, because “in the presence of these handmade things—pottery, textiles, handmade glass, even—you do feel that you're in a bit of a conversation with the thing and the person who made it.”

SPICE-INFUSED HUES

A Mediterranean color palette is key for adding exotic flavor to any home, so don't be afraid to incorporate some bolder hues. Keith addresses an oft-neglected color, explaining: “There are certain parts of the earth where



oranges are neutral. The geology of the area creates this ever-present undertone of orange.”

THE KEY TO A GRAND ENTRANCE

Keith connects Masonite’s wood front doors to this trend. To convey an authentic Mediterranean entrance, he recommends doors with *no* glass or sidelites. “I think the structure of [these doors] goes back to a time of careful use of wood and an emphasis on sturdiness and durability that has a certain amount of visual weight to it.”



ABOUT KEITH RECKER

Keith is the founder of *Hand/Eye Magazine* and an advisor for the International Folk Art Market in Santa Fe. As someone who once spent a 13-hour plane trip “cradling a piece of pottery from G’ijduvan, Uzbekistan,” Keith explains his fascination with folk art because it “expresses people’s most cherished beliefs—most passionate beliefs—and most cherished memories.”

ABOUT MASONITE




For nearly 95 years, Masonite International has upheld standards of building high-quality interior and exterior doors that make us global leaders in the door industry. Our mission is to create a streamlined door-buying process that benefits from digital solutions to make purchases easier.

We strive to innovate new products that meet both technical

and aesthetic satisfaction, increase home value and break boundaries when it comes to what is expected of doors.

We also invest in research about the future of home design so that we are prepared for the dynamic demands and trends that change the way people consider doors in their homes and open their eyes to a door's potential. ►



**"DOORS ARE OUR FIRST HELLO,
OUR LAST GOODBYE.
WE HAVE A STRONG EMOTIONAL
CONNECTION TO THEM—THAT'S
WHY WE ARE COMMITTED TO
HELPING HOMEOWNERS FIND
THE PERFECT DOORS TO
FRAME THEIR LIVES."**

Lorena Morales,
Masonite's Director of Visual &
Content Marketing

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⚠ WARNING: This product can expose you to chemicals including wood dust, which is known to the State of California to cause cancer. For more information, go to www.P65Warnings.ca.gov.