



SPAZIO IDEALE

DESIGN FORECAST

2024 



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As we begin a new year, we realign our focus on new ways to improve the lives of our clients through exceptional design and excellent execution, consistently looking beyond the trends, focusing on shaping the human experience and creating spaces that empower positive change. The question remains, How can we positively impact our clients to thrive in these times of crisis and change?

The industry is constantly shifting due to diverse factors, from economic storms to climate disruptions, from shifting workspaces to evolving inclusivity. We believe that design can bridge complex challenges with empathetic solutions that can shape buildings and communities that not only endure but thrive in the face of uncertainty.

Our years of expertise have allowed us to distill important realities about using design to truly impact people. No matter how big the project or how fading the trends are, we are set to nurture sustainability, promote inclusivity, empower communities, embrace innovation, and prioritize well being.

These are our forecasts for 2024.



01. Increase in Awareness and Application of Sustainable Designs
02. Future Workplace Dynamics: Shared Working Spaces and Hotelification of Workspaces
03. Experience-centric Design
04. Inclusivity in Design
05. Cultural Influences and Contemporary African Style
06. Biophilic Designs



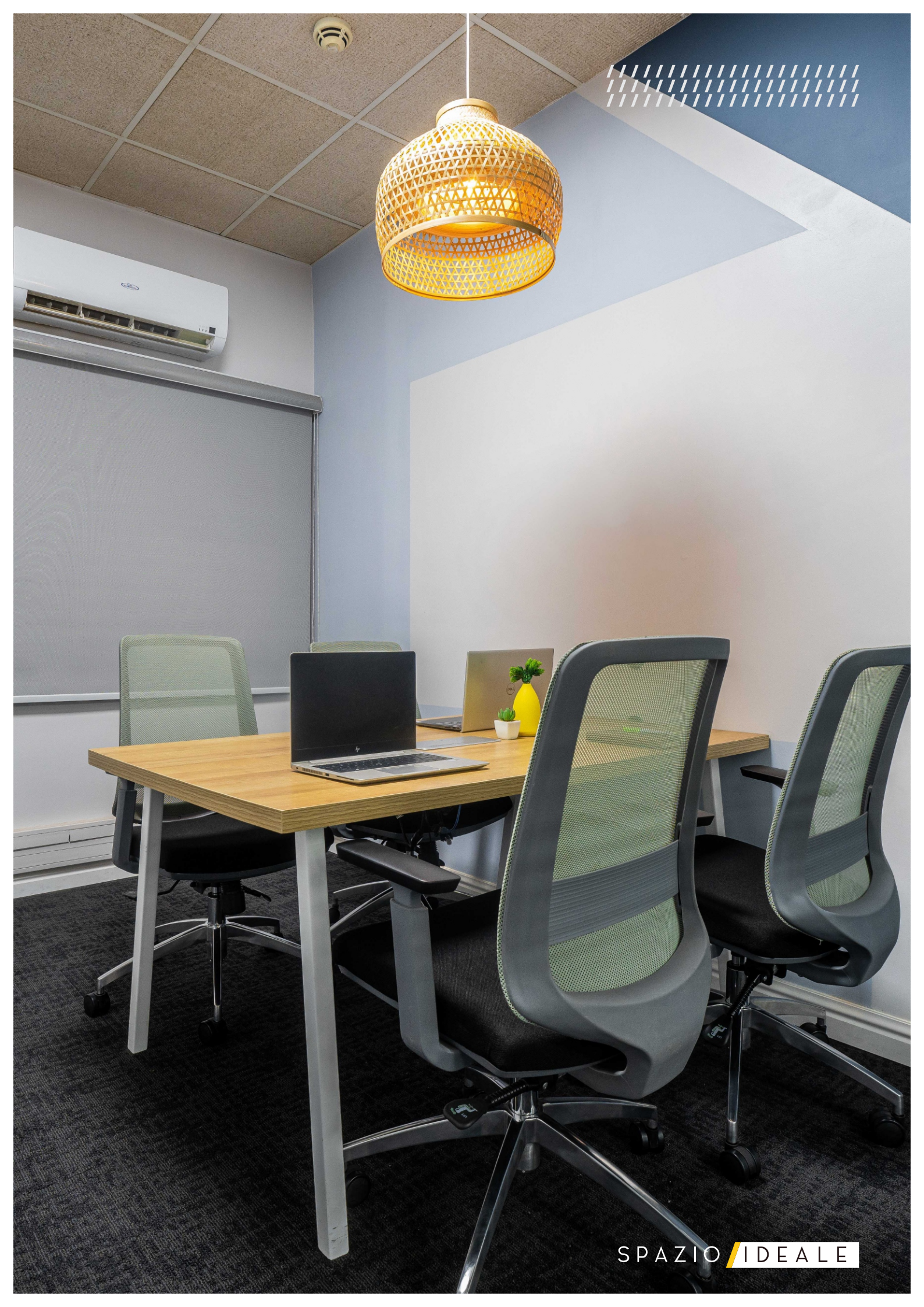
01.

INCREASE IN AWARENESS AND APPLICATION OF SUSTAINABLE DESIGNS

Sustainability is becoming a key consideration in design. Eco-friendly materials and energy efficient systems are being increasingly utilized in design projects, reflecting a growing consciousness about environmental impact.

In 2024, expect to see an increased focus on using recyclable materials, locally sourced furniture, and energy-efficient lighting. The CEO of Spazio Ideale, Tomi Olatunbode predicts that sustainable design will no longer be an afterthought but become a prerequisite for every design project.

There will be a focus on repurposing existing functional items and prolonging the life cycle of design elements.







02. FUTURE WORKPLACE DYNAMICS: SHARED WORKING SPACES AND HOTELIFICATION OF WORKSPACES

Acknowledging the permanent shift in the workplace landscape, the focus transitions from office attendance to crafting agile, flexible spaces that adapt to the changing demands. The workspace becomes a place that inspires, and values functionality which in turn caters appropriately for different employee working preferences and other dynamics.

The rise of hybrid and remote work models is set to influence workspace design, leading to a trend focused on coworking and sharing spaces to reduce costs. There'll be a rise in demand for collaborative co-working spaces. These shared spaces are changing and will become less traditional in their designs.

Rather, they will be developed into highly advanced technical environments that bear a strong resemblance to hospitality spaces, offering a wide range of fully supplied amenities. This is the “hotelification” of workspaces.







03. EXPERIENCE -CENTRIC DESIGN



Gone are the days when design solely focuses on visuals, In 2024, the narrative shifts towards a more experience-centric approach. Recognition of the growing demand for immersive experiences turns the focus on "experience multipliers."

The goal is to craft spaces that foster inspiration, connect with people, and evoke a sense of belonging. Workplaces and commercial venues become focal points for designs prioritizing human connection, fostering loyalty, and enhancing vibrancy.





04. INCLU- SIVITY IN DESIGN

Inclusive design in 2024 is set to move from being just a trend to becoming the new normal, embracing diversity will offer a new perspective on design, giving a new outlook on the features and functionality of spaces.

There is a recognition of the importance of creating spaces that are not only welcoming and supportive but also accommodate a diverse range of abilities and needs.





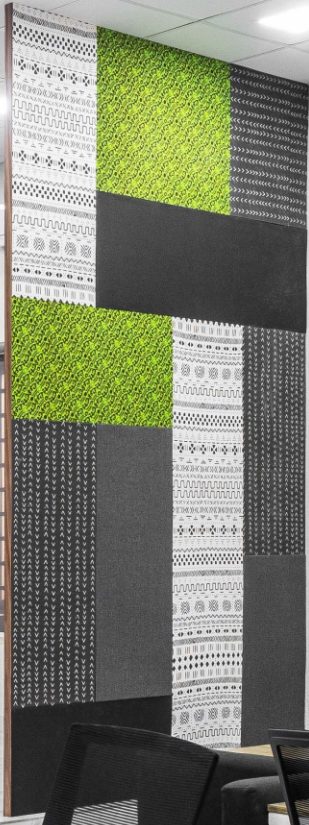


05. CULTURAL INFLUENCES AND CONTEMPORARY *AFRICAN STYLE*

Cultural influences will continue to shape interior design trends in 2024. Prepare to witness a surge in the fusion of African elements into modern design, a shift driven by the continent's rising design prowess. This isn't merely a trend; it's a cultural renaissance reimagined for the contemporary eye.

Designers will emphasize incorporating locally sourced materials into their designs, ensuring each space has a unique and personal touch. This approach not only supports local communities and artisans but also adds a distinct cultural touch to the spaces we create.







06.

BIOPHILIC DESIGNS

In 2023, we spoke about how the biophilic trend has helped spur a boom in startup companies, particularly resonating with the plant-obsessed millennials and Gen Z and it will continue in 2024. This has moved from just a trend to more of a movement.

Expect to see vibrant bursts of greenery invading offices and homes in 2024. As people begin to lean towards experiential designs and sustainability in their homes and workplaces, we will see an increasing desire to use a human-centred approach to improve our connection to nature and natural elements in the buildings we live and work in.





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Spazio Ideale 2024 Design Forecast envisions a future where innovative, sustainable, and inclusive designs shaped by certain factors and local trends influence spaces that not only meet their functional needs but also contribute positively to the broader global challenges we face, while also reflecting our unique cultural context.