

# TIMELESS VS. TRENDY:

*Blending Classic and Modern Design to Create the Ultimate Look*

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**THOUGHTFUL CONSIDERATION** is always required when creating a design and style of décor that best reflects a person's taste. Designing a space can be an expensive process, and renovating frequently is not always an option. The ideal approach to interior design is to incorporate trendy and current pieces with timeless elements that will remain fashionable for years to come.

As a rule of thumb, timeless design usually works best with residential spaces. Once you've committed to a home, selecting classic materials and finishes that will stand the test of time for more permanent elements such as flooring, walls and countertops will allow you to maintain a clean and fresh style that will always feel current. By layering more trendy items over these classic elements—like lighting, furniture and accessories—it's easy to update and reinvent the look of a room as you tire of it or simply just want something new.

Trendy design, on the other hand, works best for businesses such as restaurants and retail. In a competitive marketplace, a trendy interior plays a major part in firmly establishing the overall concept and branding of the business. Designing a retail or restaurant space with built-in “wow factor” draws people in the door and keeps them coming back because the space is visually exciting and an interesting environment to be seen in.

When you think about timeless design, words like durable, natural and classic come to mind. For centuries, materials such as wood, marble and wallpaper have been used to design a space and are now thought of as classic elements. Trendy design, however, is more about trying different colours and reinventing something that's old to make it seem new. In recent years, eco-friendly design, bright colours and seamlessly integrated technology have been major trends in interior design.

Wood is a natural and durable material that ages well. Wood has been ‘reinvented’ in many ways over the years and is often incorporated into furniture, flooring, panelling and accessories. With so many varieties available—with seemingly endless choices of colouring, grain and hardness—wood is an ideal

➤ **WALLPAPER IS A QUICK AND EASY WAY TO UPDATE CEILINGS, ACCENT SHELVING, AND EVEN CREATE LAMPSHADES.**



material to work with to achieve that timeless look. If you want a non-traditional feel, however, staining wood with a charcoal grey or metallic tint can transform that classic wood into a very trendy design element.

Another great timeless material that continues to be seen as trendy is wallpaper. Originally invented by the Chinese and dat-



**➤ TRUST YOUR INSTINCTS, BUT DON'T BE AFRAID TO MAKE BOLD CHOICES! INVEST IN PIECES YOU REALLY LOVE, AND AVOID TOO MUCH CLUTTER.**

ing back to the 18th century, painted images on paper for interiors was a trend which became a popular import in Western Europe during the Baroque era to give rooms an oriental and exotic flair. Wallpaper was undeniably big during the 1960s and '70s and most of us shudder at the thought of the floral prints that were all the rage then. In the past few years, though, we have seen a resurgence of wallpaper once again. Wallpaper can now be found in an array of materials ranging from recycled paper to vinyl to grass cloth, and contemporary examples of wallpaper can be seen on ceilings, as accents on shelving, and even cleverly used to create lampshades.

Marble is another classic material that has been used since early antiquity. Frequently incorporated in building construction as slabs for walls and more delicately in tiled floors and mosaics, the applications for marble have not changed much—but what has changed dramatically is the cut. Vein-cut and striped marbles



have become hot commodities and are being used currently in ultra-modern floors, counters and slabs.

As you take on the task of designing or updating a space, don't be afraid to make bold choices and always trust your instincts. Consider which items you will update more often and which pieces will have a more permanent place. By incorporating both timeless and trendy design elements you will be able to achieve a look that will remain current but can be altered as often as your changing tastes and lifestyle require. It is always a good idea to invest in fewer pieces that you will love for years to come rather than cluttering your home with a number of momentarily fashionable accessories. So choose wisely, and continue to blend both trendy and timeless elements for the ultimate interior design look. ■