

CROSSING THE
THRESHOLD



2021 Trend Report

 **MASONITE**®

“
The home trends of 2021 reveal that today’s families are drawn to spaces which provide sanctuary, sustainability and an intuitive design that adapts to their needs. Our doors do more than meet these needs; they help homeowners cross the threshold of their ever-changing lives.

”
 - Jennifer Renaud,
 Senior Vice President &
 Chief Marketing Officer, Masonite



Regenerate

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2021 Trend 1

RE GEN ER ATE



**Responding to changing consumers & climates by
returning to nature & simpler solutions**

circular strategies / natural materials & pigments /
cluttercore / locally sourced / bold forms

“
Natural resources are being consumed at 2x the rate they are produced.
 ”

- Stylus

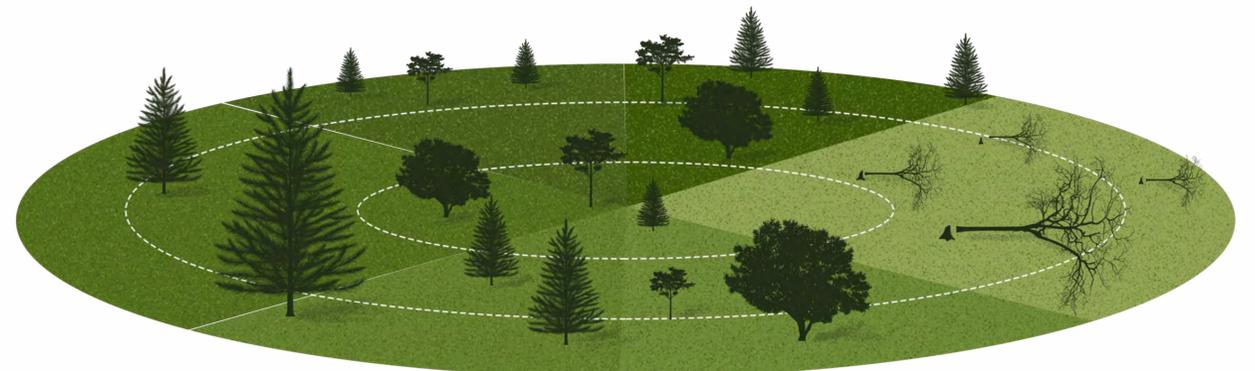


Pablo Larroulet, LARROU architects

Regenerating & responding to a crisis

Constraints on resources. Climate change. Inequity and inequality. Long-brewing issues came to a head in 2020, and many felt understandably defeated. But times like these inevitably lead to reform and rebirth. Brands and business are taking on more responsibility for climate action. Innovations in construction and urban planning are helping navigate extremes. And design is becoming more intersectional—so sustainable solutions are more accessible. It's time to rethink our surroundings. It's time to return to nature. It's time to regenerate.

73% of consumers say they want to reduce their impact on the environment.
 - Nielsen, 2019



Responsible Materials + Eclectic Elements + Clean & Healthy = Regenerate



Regenerate Design Fundamentals

Our current landscape is informing the choices we make in many ways. Concern for the environment and a desire to support local communities are driving a preference for locally sourced, responsible materials. When it comes to decor, natural materials and pigments have a comforting, grounding effect. Layering is also key. Minimalist spaces are canvases upon which meaningful objects, salvaged items and mixed textiles are layered. These elements combine to create Regenerate.



Grana



THE COLORS OF REGENERATE

These moody yet soothing colors are comforting in their earthiness. The muted marigold, pinkish clay and dusty burgundy reference organic minerals and Southwestern warmth. The forest green and tea green evoke images of lush vegetation. And the cool, steely black gives the whole palette gravitas.



GOING WITH THE GRAIN

Doors are an excellent way to showcase beautiful, natural wood. All Masonite wood doors undergo torrefaction: an all-natural, green process to prevent wood from rotting and making it more resistant to heat, cold and moisture.



Regenerate Design Details



Santa Monica Proper Hotel



TACTILE CONTRAST

Weaving, layering and other organic textures



Santa Monica Proper Hotel

CERAMIC ELEMENTS

Ceramic dishware, decorative tile and porcelain-colored surfaces



Katy Paty



GLAZE

Glassy, glossy, sometimes multi-layered coatings



Adding natural warmth

Materials & finishes that create a cozy feel

- 1 Visible wood grain
Highlights the organic lines and natural beauty of wood
- 2 Mixed woods
Create layers and interest with subtle differences in wood
- 3 Warm metals
Such as brass or copper
- 4 Natural textures
Such as wrapped fiber and colorful rattan
- 5 Recycled aggregates
Crushed cement, gravel and other particulates repurposed for construction or decor



LET THE SUNSHINE IN

Nothing makes a room feel bright and airy like natural light. That's why Masonite designs interior doors that encourage natural light to flow from room to room.



Regenerate Interiors & Exteriors

The ins & outs of constructing Regenerate

1 Crafted details
Opting for woven wood textures helps create a room that makes an artful, crafted statement.

2 Enhanced texture
This chunky weave adds a tactile look.

3 Earthy, warm hues
Dusty burgundy and pinkish clay contrast brilliantly with plant life.

4 Minimalist templates
Neutral, muted shades give exteriors a natural, calming feel.

Regenerate According to the Experts: Sanna Völker

www.sannavolker.com

Sanna Völker is a Swedish-born designer of objects and furniture based in Barcelona. Her designs often draw references to architecture and brutalism, from a stone stool inspired by Louis Kahn to a side table of solid ash that plays with angles and perspectives. Her design aesthetic involves natural elements, simple shapes and local materials.

"In general, I'm very interested in natural materials because of the story behind them. With stone, for example, it's fascinating to look at different stones and get to know the story and say, 'Wow, this type of stone was formed 500 million years ago,'" Völker said. "I do think people are more interested in knowing where the objects are from and who made them and under what conditions. That gives you a more personal connection to the object."

Völker conceived the "Kilómetro Zero" project while in lockdown in Spain, asking seven designers to create objects from materials and with collaborators found within a kilometer of their home. The project tapped into a rising awareness about resource scarcity and the fragility of global supply chains.

"The piece I designed, 'Presence,' was a teapot that works a bit like drip coffee, but with the tea. I made it with ceramicists who are located just 30 meters from my studio," said Völker. "It brews inside the pot and then when the dripping water stops it means that the tea is ready. The idea is that you just sit down for four minutes and just connect with your senses and with the sound."

The piece is reflective of how she views the whole Regenerate trend. "I think it means both this slowing down and being more in contact with nature and with the senses, with the touch of materials, and the smell of them," Völker said. "To feel at peace and to have this reevaluation of what is important, what is not."

Top right:
Kahn stool – handcrafted using remnants of Roman travertine

Middle right:
Nostalgia – geometric candlesticks become scent diffusers

Bottom left:
Element – side table in solid ash that plays with angles and perspectives

Bottom right:
Snug candleholders – made with stone from a quarry located in a small mountain village in the province of Barcelona



“
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came from.”



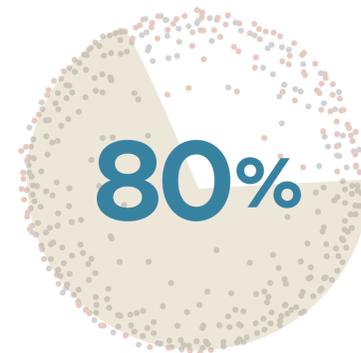
– Sanna Völker, Object & Furniture
Designer, Studio Sanna Völker

2021 Trend 2



Rethinking spaces to be more functional, hygienic & safe

softened utility / flexible / modular / contemporary / functional / zoned spaces / hygienic / easy clean / safety



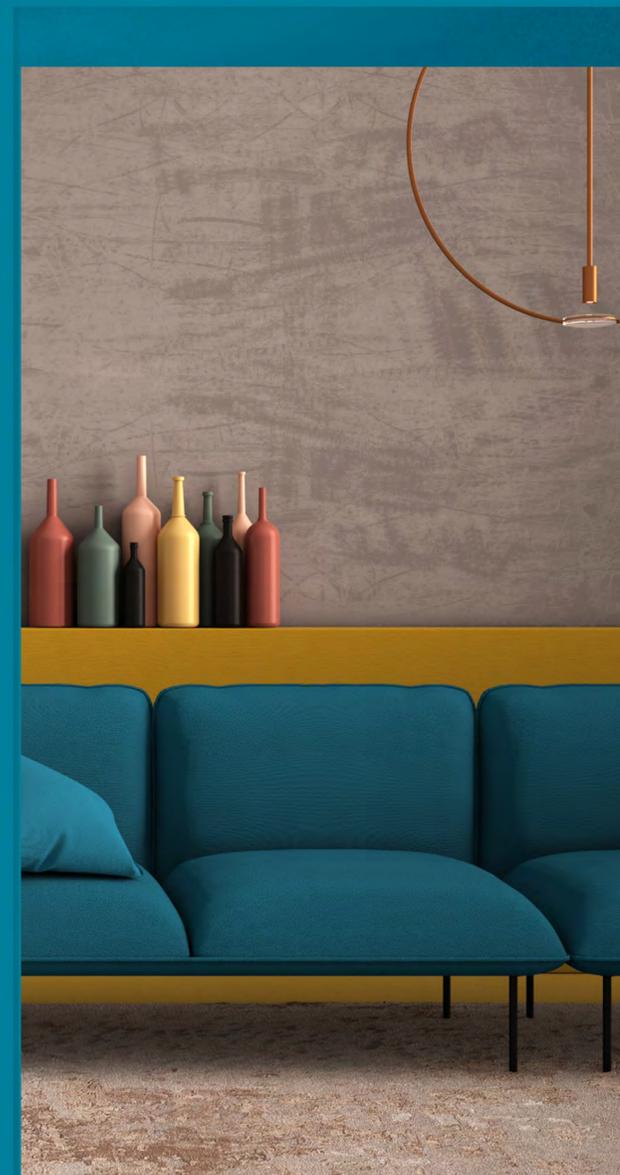
80% of infectious diseases are transmitted by touching contaminated surfaces.

- National Center for Preparedness, Detection and Control of Infectious Diseases

Adapting to a changed world

Climate change, current events and the global pandemic have upended daily life and made the future uncertain. So we're learning. And evolving. Engineers are rethinking how cities should look and work. Health concerns are driving better hygiene habits and public health practices. And design innovations are providing new ways to protect public and private spaces. With the perspective gained from the pandemic, people are now looking for solutions that'll help them adapt to their changing lives and the changing world.

**Functionality +
Contemporary
Styling +
Clean &
Healthy =
Adapt**



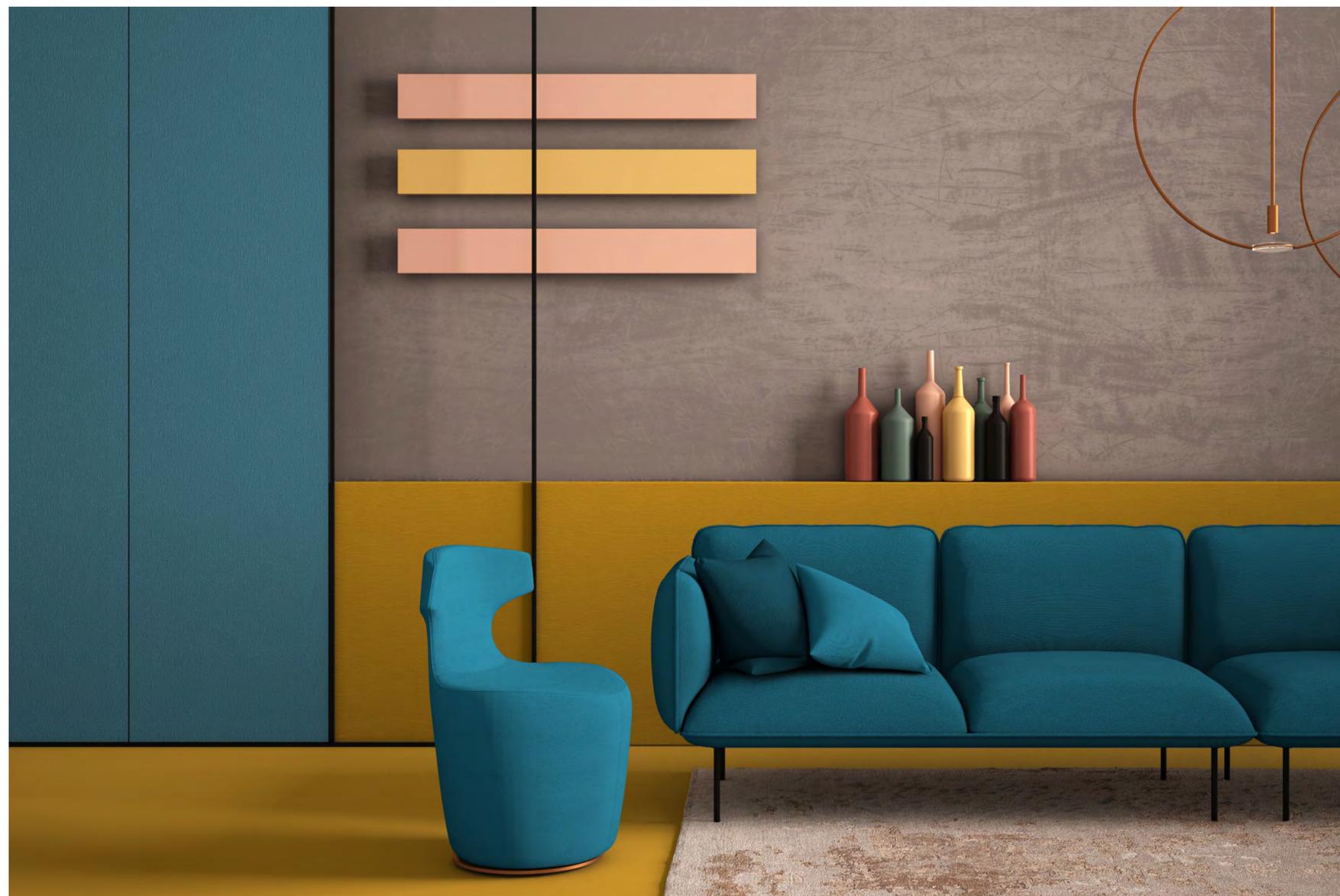
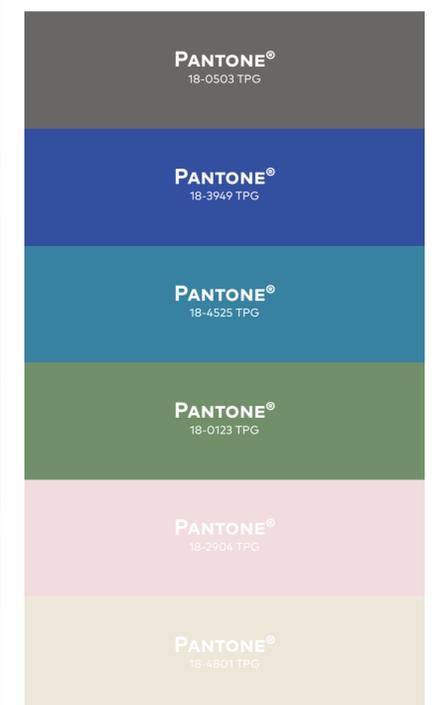
Adapt Design Fundamentals

The way we use our homes has been upended. They now need to function as offices, schools, gyms and more—meaning zoned spaces, multi-functional furniture and practical yet contemporary decor. The pandemic also changed the way we feel inside our homes. Security and safety are key, from secure locking systems to sanitized surfaces. In essence, the Adapt trend is about bringing comfort—by meeting our many needs, maintaining a pleasing contemporary style, and helping us feel safe.



THE COLORS OF ADAPT

From smokey slate to powder pink, the colors in the Adapt palette are more than cool. Vivid blue is the star of the show, perfect for making industrial materials more playful. A bright blue-teal serves as a nice complement. Leafy green brings in a nod to nature. And the warm porcelain adds some balance as a much-needed neutral.



STAYING SAFE IN STYLE

With advancements in materials and manufacturing, Masonite makes doors that are more secure than ever.

Adapt Design Details

The materials, finishes, furniture, lighting, floors, walls, patterns, hardware & other details that make Adapt come to life



SANITIZE IN STYLE

Recent advancements in fiber technologies have resulted in special materials with air purification properties, like this headboard that actively removes impurities from the air.



A NEW KIND OF HOME CLEANING

The future is full of hygiene-conscious construction and purifying materials, such as smog-eating cladding and air-filtering textiles. And if you can't wait for these new technologies, try integrating more copper elements. This amazing metal has the power to disintegrate viruses upon contact.



SO LONG, SCRUBBING

Keeping spaces clean is more important than ever. Masonite has developed easy-clean laminate surfaces for just that reason. And while standard door edges collect dirt and harbor germs, the Masonite seamless clean edge combats bacterial growth with concealed top and bottom rails.



Designing a functional home

Innovations that help homes meet new needs

- 1 **Sound absorption**
Household items that help manage noise
- 2 **Natural light**
Strategically placed glass helps create well-lit spaces
- 3 **Aerated walls**
Dividers that encourage airflow
- 4 **Privacy**
Dividers and screened spaces that create solitude for multiple inhabitants



ZONED SPACES

When home is your workplace, you need a designated workspace. Adding sliding barn doors is a chic way to separate a room and provide a productive atmosphere.

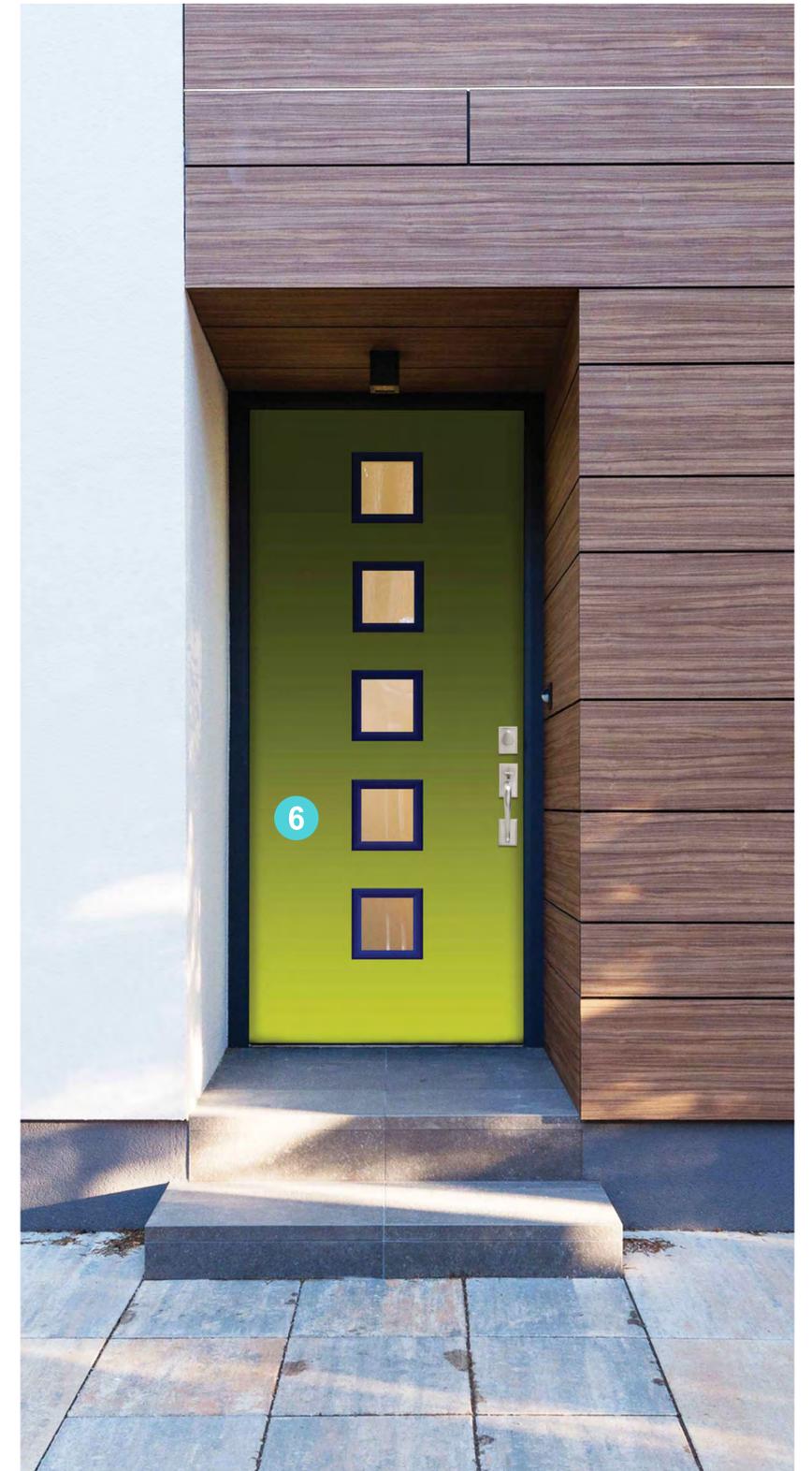


Grid by Ronan & Erwan Bouroullec
for Established & Sons
Image Credit: DifferentPictures

Adapt Interiors & Exteriors

Adapting homes to Adapt, inside & out

- 1** Zoned spaces
Make open concept spaces more practical by creating separate zones with furniture.
- 2** Adaptable elements
The ledge on this sofa can switch from console table to desk space with the addition of a chair.
- 3** Natural light
Large windows help bring nature indoors and reduce dependence on electric light sources.
- 4** Industrial materials
Furnishings that combine wood and steel give an industrial look a slightly warmer touch.
- 5** Simple shapes
Spherical lantern lights add softness to the room's rigid, modular design.
- 6** Joyful geos
With diamond details and bold blocks of color, Masonite modern, geometric doors will give your exterior an edge.



“
I’m very
keen to
see how
we’re
going to
make the
world
better.”

”
- Yorgo Lykouria,
Creative Director &
Founder, Rainlight

Adapt According to the Experts: Yorgo Lykouria

www.rainlightstudio.com

Yorgo Lykouria is the founder and creative director of Rainlight, a design agency that creates products to enhance life, work and play in the real world. Lykouria leads the studio with a multi-faceted approach to problem-solving and creative thinking that produces relevant and innovative design solutions for every project.

Lykouria has many thoughts about today’s changed world. “This last year has been a real good shock to all of us that we’re not invincible and we cannot assume that life will carry on forever like it has been,” he said. “I hope a change in consciousness emerges about how we should be living, how we should be more responsible.”

This thinking is present in Rainlight Studio’s “BoxLife,” an adaptable micro-living concept that conceals domestic furnishings and appliances in compact boxes. “So you can deploy the kitchen and then you can put it away, and then you can deploy the dining room and then you put it away, then you can deploy the office and then you put it away,” Lykouria explained. “Your space, that same footprint, suddenly, the room changes each time, right, so it’s a transformation through the day.”

When it comes to his design process, Lykouria said, “I always start with what’s immaterial and then work towards realizing it. By immaterial, I mean space, I mean light, I mean acoustics, I mean the whole feeling you get in a space.” When asked for advice on creating an adaptive space, Lykouria said, “I would say think about the activity, what is it that we do and how can we do things in a different way, in a better way that makes more sense? Design around that.”

This passion is evident in his optimistic outlook for the future. “I am genuinely interested in how humanity will respond to what we just went through,” he said. “I’m really hoping that this is going to bring out the best in all of us and that we can all do things in a better way.”



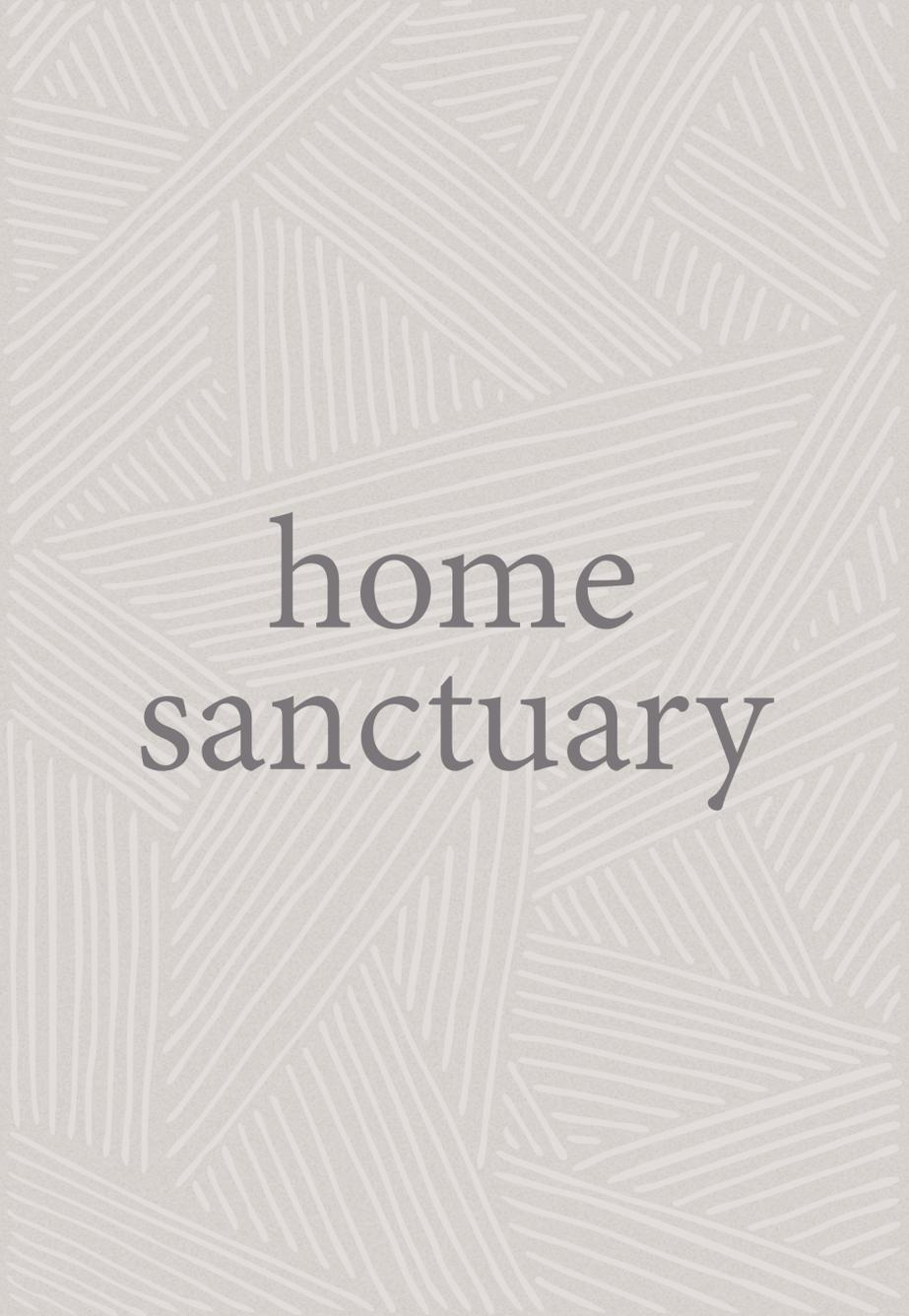
Top right:
BoxLife micro-living concept

Middle right:
Compact boxes that are deployed when needed

Bottom center:
Multiple living spaces in one footprint.



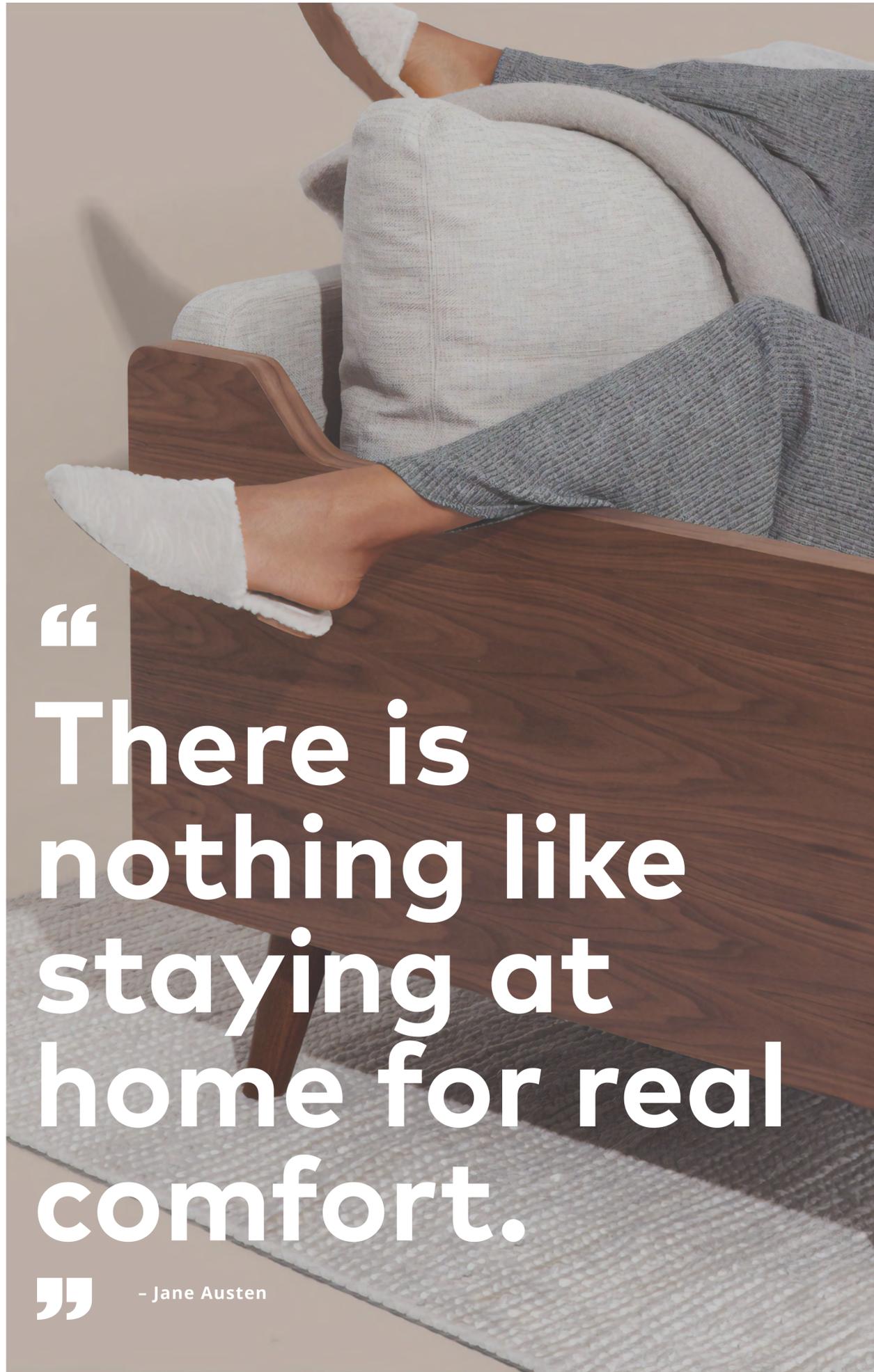
2021 Trend 3



home sanctuary

**Embracing a greater dependence on homes by
creating soothing, natural environments**

optimized space / places of respite / calm / soothing color /
natural materials / restorative / nontoxic / tactile



“
**There is
 nothing like
 staying at
 home for real
 comfort.**
 ”

- Jane Austen



Proactively focusing on physical & mental well-being

90% of workers in the UK don't want to return to working in the office five days a week.

- Cardiff University, 2020

With rising healthcare costs and a global pandemic, health and well-being are on all of our minds. But consumers don't just want to manage their health—they want preemptive solutions that integrate wellness, both physical and mental, into every aspect of their lives. This has led to a reconsideration of living environments, redesigned work spaces, and a reconfiguration of urban life to be more affordable, sustainable and community focused.

Calming & Practical + Natural & Neutral + Sensory Minimalism = Home Sanctuary



Home Sanctuary Design Fundamentals

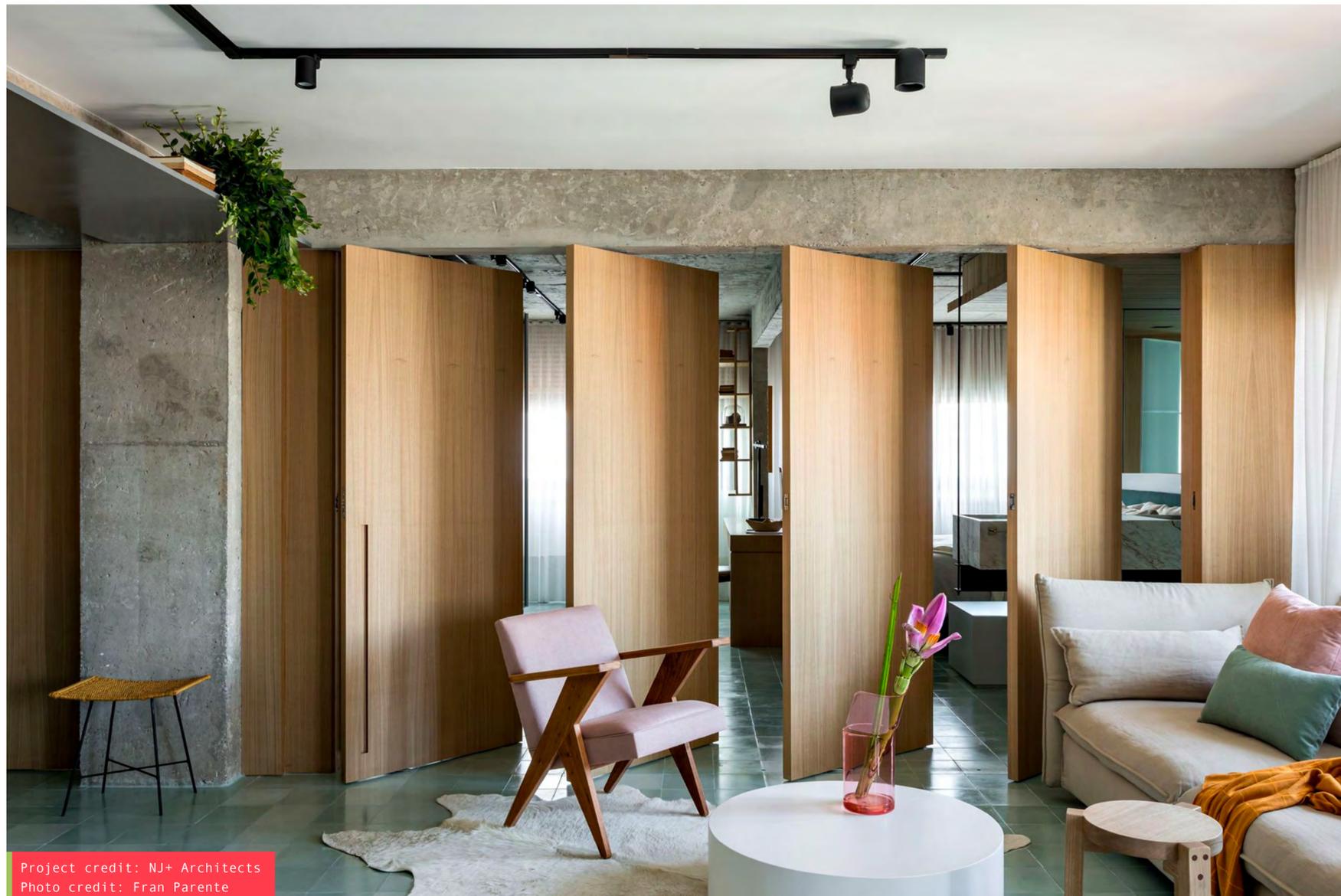
This trend explores the idea of sanctuary in every sense. Spaces are filled with natural pigments and neutral tones to avoid overwhelming the eye. Natural materials like rattan, tactile surfaces and smooth edges add texture that is soothing and pleasant. Spaces have an overall minimalist design sense, with bold, large-scale geometry and generously proportioned, comfortable furniture. Add in some curated detail for character, and the overall effect is calming, grounding and peaceful.



Gerald Mak

THE COLORS OF HOME SANCTUARY

Neutral and natural are the themes of this pastel-forward color palette. The lightest shades of gray, butter yellow, soft gray, butter yellow and hazy beige, balance out the striking gray lavender and faded terra cotta. Muted blush plays a prominent role, as the shade is reminiscent of natural florals and rosy cheeks.



Project credit: NJ+ Architects
Photo credit: Fran Parente



LIGHT EFFECTS

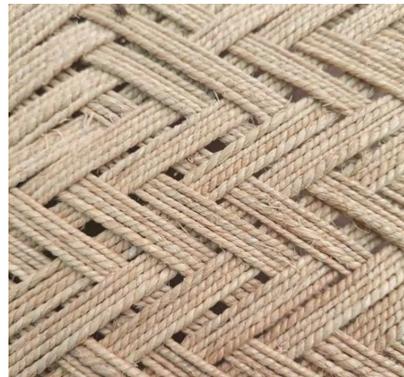
Extend the light, airy look of Home Sanctuary with Masonite washed wood doors with frosted, translucent glass.

Home Sanctuary Design Details



A QUIET PLACE

A key feature of the Home Sanctuary trend is allowing for sensory focus within your environment. Masonite acoustically rated doors are optimized to weaken sound, keeping you focused and at peace.



A TOUCH OF TEXTURE

Layering interesting textiles and fibers such as rope, tassels, sheering and woven grasses adds softness and depth to a space.



Company: Botteganove
Collection: New Town
Design: Adam Nathaniel Furman
Photo: Agostoni Simone



HUNKER DOWN & CURL UP

Privacy screens and discreet doors can help create a sanctuary within your home sanctuary. Cocooning nooks offer an additional place of refuge, where you can hide away in cozy comfort.



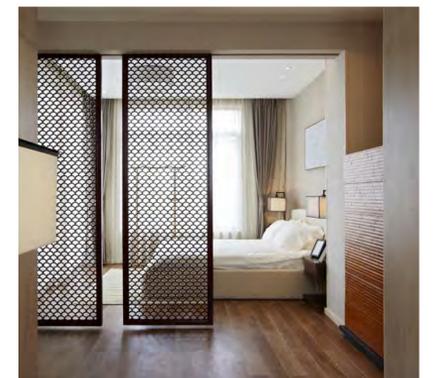
True Design

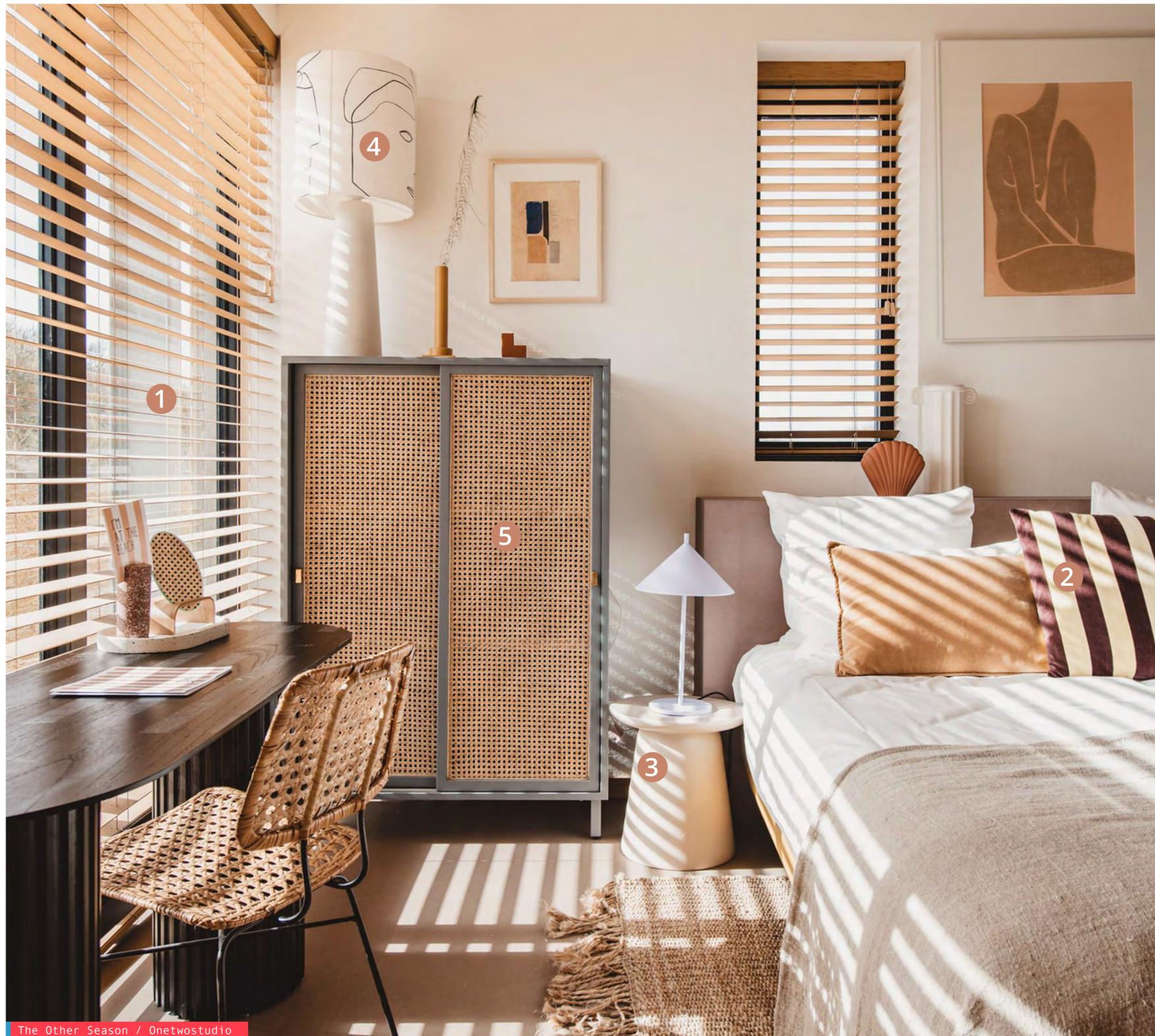


Curating a calming space

Materials & details that are easy on the eyes & calming to the mind

- 1 Worn patina
For a warm, lived-in look
- 2 Sculptural curves
Rounded forms that create an organic look
- 3 Monumental stone
Surfaces and objects with a natural, grounding presence
- 4 Natural dye
Imperfect yet interesting hues





The Other Season / Onetwostudio



Home Sanctuary Interiors & Exteriors

Creating soothing spaces, indoors & out

- 1** **Wooden slats**
A more premium window covering gives a room a natural feel.
- 2** **Wide stripes**
Bold, clean lines bring order and make a statement.
- 3** **Furnishings with sculptural curves**
Artistic shapes double as functional pieces.
- 4** **Hand-drawn lines**
A subtle detail leaves a human imprint.
- 5** **Woven grasses**
Interlaced natural fibers give interiors a muted yet tactile look.
- 6** **Sculptural, stained wood**
Enhance the natural beauty of wood in color and shape.



Home Sanctuary According to the Experts: Tara Williams

www.consciouspaces.com

Tara Williams is the founder and managing director of Conscious Spaces, a well-being consultancy and store that aims to create optimal living environments that help protect people from pollution in the built environment. She describes her work as “looking at how to create that space of well-being for yourself and your family in whichever home or environment you find yourself in.”

She and her team ask clients many questions to address their needs, including, “Do you have any mold issues? How is your tech balance? Do you have any issues living in a city? Have you thought about what’s coming in from the outside?” After that, Williams said, they “bring in the walls, the furnishings, the paint, any EMF devices and we talk about creating a sleep sanctuary.”

When choosing pieces to bring into a home, Williams said, “It has to have a meaning, or it has to give some benefit. It has to feel nice; it has to be touched, loved and feel beneficial, and definitely chemical-free.” This also can mean items with a personal connection. “For example, my husband Dan loves bass guitars,” Williams said. “All the lines and all the nice woods of bass guitars— anything like that is something that feels good to me in my home.”

According to Williams, doors can play a large role in creating a home sanctuary. “Always the front door has been the gatekeeper to the space within. Now that everything is under one roof, the internal doors seem to be just as important for separating that space,” she said. “If you were going into your home sanctuary space, you would want to have that separation with those more natural, softer feels, maybe more wood, more smooth lines.”

“The home sanctuary is perfect because you’re having to create that space. It’s about bringing conscious awareness to every aspect of your space. Not just the furnishings, but the air you’re breathing,” Williams said.



Left: SaunaSpace® Faraday™ Sauna - 5G/EMF Shielded Portable Near Infrared Sauna.

Top right: Tara Williams of Conscious Spaces

Second from top: Qi-Shield™ Personal 5G/WIFI/EMF Protection

Third from top: Tara Williams believes optimal sleep requires an optimal sleeping environment.

Bottom: Conscious Spaces offers space-clearing services that detox an area of negative energy.

“Everything is going to have a purpose and a health-giving effect.”

” - Tara Williams, Founder & Managing Director, Conscious Spaces

2021 Trend 4

intuitive
HOME

**Blending forward-thinking & simpler aesthetics
for practical & comforting environments**

sensory / purifying materials / veiled color /
futuristic meets historical / human-centered / secure /
hygienic / industrial lines / period features

“
**If everyone
 is moving
 forward
 together, then
 success takes
 care of itself.**
 ”

- Henry Ford



LUMI: a new tactile interface to control your smart light system
 Image: Lizzy Stuyfzand

75%

of customers expect companies to use new technologies to create better experiences.

- Salesforce, 2019

Creating experiences that allow technology to enhance life without disrupting it

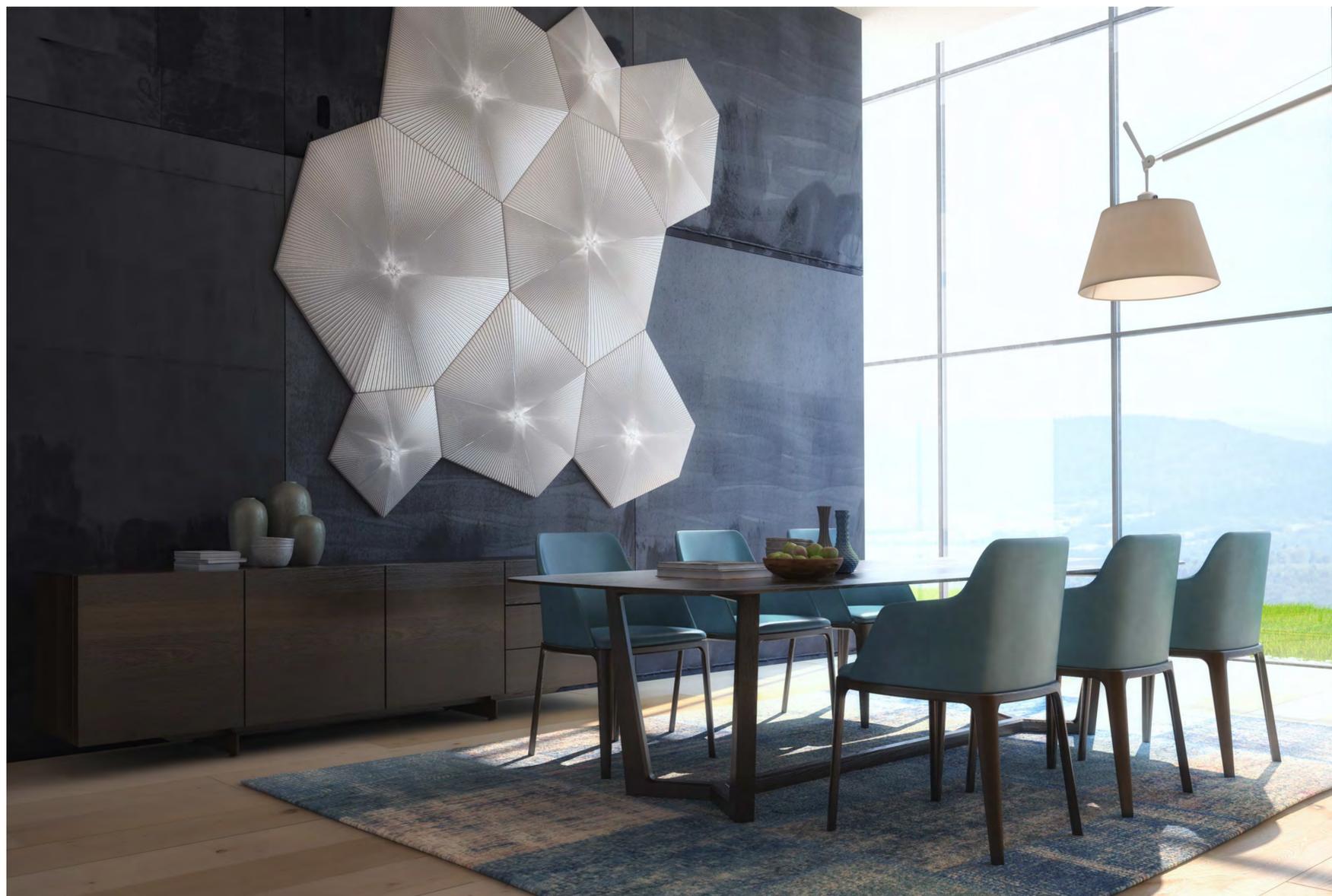
Technology can seem like a blessing and a curse. For all the good it's done, there are growing concerns about privacy, security and dependency. Our use of technology has driven mass consumption, and consumers are responding with a greater desire for personalized and ambient products. New developments allow technology to understand contextual cues. And technology that understands contextual cues manifests as discreet tech that seamlessly blends.

Human Centered + Sensory + Modern & Classic = Intuitive Home



Intuitive Home Design Fundamentals

This trend aims to make the future less intimidating and more intuitive. This means a secure, peaceful atmosphere as well as attention to ergonomics and comfort in design. Tinted, translucent, perforated and finely textured materials let designers play with ambient light. Another key feature is technology housed in materials that blend with the surrounding environment, allowing tech to be present without being overbearing. Everything is designed with aesthetics and tech in mind, and, most importantly, the entire home maintains a consistent look and feel throughout.



VERTICAL VISION

Intuitive Home often draws the eyes up with long vertical lines. Masonite doors with longitudinal glazed glass feel welcoming and modern.

THE COLORS OF INTUITIVE HOME

Nature meets tech in this palette that calms and stimulates. Several warm hues—a burnt orange, buttermilk yellow and sandy beige—are more evocative of the natural world. On the other end, cooler colors hint at a tamer world of technology, with ice gray, plum purple and shady deep teal.



Intuitive Home Design Details

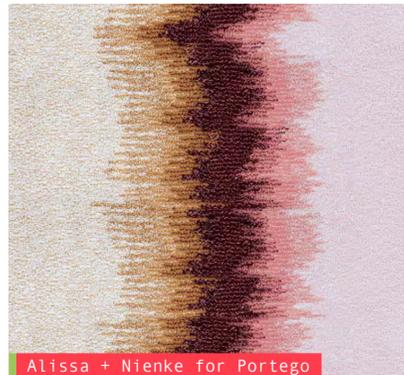


Design: Bureau de Change architects
Photography: Gilbert McCarragher



UPGRADE YOUR GLASS

Fluted glass offers privacy, natural light and visual interest. Masonite offers fluted glass in nearly all products, allowing you to customize your door and its glass.



Alissa + Nienke for Portego

NOW YOU SEE IT, NOW YOU DON'T

Technology is ubiquitous in all of our lives, whether we like it or not. Luckily, new discreet designs are offering ways to hide wires, disguise screens and allow tech to blend in with its surroundings.



STANDING TALL

Extra-long drapes give a room a dramatic, regal look. This ceiling voile (a semi-transparent fabric) plays up the room's luxurious softness.



Image: Nick D'Emilio



Building an intuitive home

Elements that are both practical & pleasing

- 1 **Translucent tints**
For added color and light distribution
- 2 **Aerated grids**
Perforated screens that encourage airflow and create separation
- 3 **Warm metals**
Contrast with the traditionally cold look of tech
- 4 **Patinated metal**
Adding an organic look to a man-made material
- 5 **Tone on tone**
Create a cohesive look with subtle variations





Intuitive Home Interiors & Exteriors

Creating soothing spaces, indoors & out

- 1** Patinated metal
A traditionally cold and industrial surface warms up with age and exposure.
- 2** Shifting colors
Rather than a single block of color, this multi-shaded flooring unites the entire room.
- 3** Geometric grids
Hard lines and angles create an orderly look through simple shapes.
- 4** Textural contrast
Combine materials that are smooth and rough, manufactured and natural.
- 5** Pale brick
Light shade and texture give structural interest without overwhelming.
- 6** Tone on tone
Integrate one color in varying tones in a sophisticated, minimalist style.

“
 Gone are
 the days
 when
 people
 buy tech
 just to
 have tech.”

— Elliott Koehler,
 Creative Director, JPA Design

Intuitive Home According to the Experts: Elliott Koehler

Elliott Koehler is an American industrial designer and creative director at JPA Design, a London-based firm that designs interiors for hotels, medical facilities, transportation and more. He describes his design approach as “thinking about things from a really deep level, really thinking about the experience of it, and, of course, the aesthetics. But really thinking about the function, the material, the construction, as really important elements to the design.”

When it comes to Intuitive home, Koehler said, “There’s been a big shift with the emphasis and interest in the home, wanting to see different types of experiences within our home. So I think it’s important for us to design things in the home that really kind of inspire people and really change the way that they view this place.”

This is evident in one of Koehler’s recent projects, a speaker called “Balance” for Bang and Olufsen. He and his team aimed to turn the piece of tech into a sculptural object. “No one really wants technology to stand out,” Koehler said. “They want it to blend in; they just want to reap the benefits of what it’s bringing to their lives.”

They considered its form, performance and materials—using timbers and textiles that are more akin to a piece of furniture than technology. “The more that tech can become more of an object, more of a piece of furniture, more of something that belongs in the home, the more seamless it’s going to be and the more people are going to like it,” Koehler said.

He says there are plenty of ways Intuitive home will exist in the future. “I think probably the most interesting thing is wireless power. So, if you think about designing a product without a battery, a home without outlets, it’s going to change so many things in our lives.”

“I think technology that is invisible, that’s what really interests me.”





MASONITE[®]
DOORS THAT DO MORE[™]

www.masonite.com

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