



2018 MASONITE

TREND REPORT

Open to extraordinary™



MASONITE.

ABOUT MASONITE

Masonite, is an innovative company whose products help define the cohesive style of homes by providing trendy, whole home solutions for both interior and exterior doors.

Masonite doors are a defining element and impact the overall design of the entire home. No one matches our comprehensive selection of both exterior and interior door choices. We give access to on-trend styles, finishes and details to tailor a complementary look that flows seamlessly from room to room—every entry, bedroom, closet door and beyond.



“Doors are a pivotal design element to integrate into any trend. They are the largest piece of art most homeowners will ever own.”

Homeowners are always looking at the latest trending designs and inspiration to ensure their doors will complement the bold, personal statements they are looking to make.

“We look at the latest trending designs to determine how our doors fit into this dynamic world,” says Matt Blue, Director of Residential New Product Development for Masonite.

“Doors are a pivotal design element to integrate into any trend. They are the largest piece of art most homeowners will ever own.”

By collaborating with international, leading trend researchers, Masonite has gathered influential designers’ views on the latest trending designs that will continue throughout 2018. Among these experts was Stylus, an innovation research and advisory firm. Stylus worked in partnership with Masonite to support our innovation strategies and to understand and analyze consumer lifestyle, product and engagement trends across multiple industries.

The following pages look at the latest trends and key features needed to achieve the overall feeling each trend is meant to convey and focuses on the door’s role in pulling it all together. Whether homeowners desire the **Mediterranean Luxe** (p2), **Classic Revival** (p10), **Modern Farmhouse** (p18), **Mid-Century Modern** (p26), **Scandinavian** (p34), or **Urban** (p42) 2018 trending designs, Masonite provides whole home solutions that work to transform the most fundamental piece of furniture into a most personalized piece of art.



MEDITERRANEAN LUXE

**“IT’S ALL ABOUT
EXPERIENCES
BUYING PIECES
THAT WILL TELL**

**THE FEELING AND
YOU HAD WHEN
FOR YOUR HOME
YOUR STORY.”**

ELIAS KABABIE,
Architect



MEDITERRANEAN LUXE

Mediterranean Luxe celebrates influences from the vast multicultural region of the Mediterranean Sea. Encompassing flavors from Europe, Asia and Africa, this exotic and rich trend is gaining traction in 2018.

Mediterranean Luxe consists of grand archways, wrought iron and intricate details for a luxurious and striking effect. By building on terracotta inspiration and warm color palettes, this trend delivers the essence of this region.

The use of Moroccan tiles, Greek cobalt blues and a mix of jewel tones such as fuchsia and gold are some of the key characteristics found in this trend.

This trend can be incorporated into a variety of home projects regardless of the size of the home. From the intricate details to the large-scale furnishings and everything in between, consumers can personalize to their taste. It's all about bringing that wanderlust feeling into their homes.

Exterior Door

Maple Torrefied Wood

KEY FEATURES

1.

LIGHTING

With roots in a rich and diverse heritage, there is a wide variety of Mediterranean lighting to choose from. Focus on gilded iron and suspension pendants for an alluring ambiance.



2.

FLOORING

Just as every inch of the earth is unique, so can every inch of terracotta tiles. This clay-based baked ceramic brings a depth of details that only Mother Nature itself could surpass.



3.

COLOR

Dare to mix rich jewel tones such as navy and fuchsia for a luxurious, glamorous look.



4.

TEXTURE & MATERIALS

Intertwine wrought iron, grand archways and intricate tile work to create an enticing atmosphere.



5.

ACCENTS & DÉCOR

Tell the story of your travels by replacing paint and wallpaper with detailed tile art.



6.

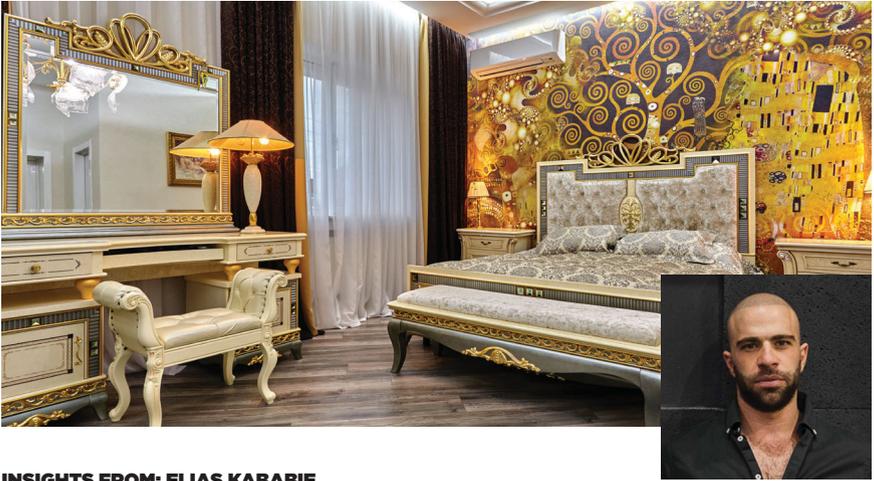
UNIQUE CHARACTERISTICS

Archways are a unique and distinctive focal point that reflect the rich history of this region.



MEDITERRANEAN LUXE

PROFESSIONAL PERSPECTIVE



INSIGHTS FROM: ELIAS KABABIE

“It’s all about the feeling and experiences you had when buying pieces for your home that will tell your story.”

Elias Kababie highlights the extreme personal connection with the Mediterranean Luxe trend. People today are seeking more and more personalized spaces—not just a room pulled straight from a magazine.

“It’s not so much about specific pieces as it is about the story behind them. If you’re traveling and eating at a local pizzeria, and you notice someone across the street selling art, it’s about your emotions and story on how and why you collected that piece.”

Elias sees the materials in Mediterranean Luxe as very unique and natural. Items

that are handcrafted fit perfectly into this trend.

The natural focus bleeds into the color palette as well. While there are bright colors brought into the small details such as tile art, the main color is all about what’s natural, focusing on blues as dark as the ocean and brown and greens that blend with the earth.

“Our homes are our sanctuaries. You only invite people in that you want to share your story with.”

ELIAS’ INSPIRATION: I feel very inspired by art. I visit museums and exhibitions for inspiration to translate into my clients’ needs.



MASONITE offers on-trend, whole home solutions for interior and exterior doors. The doors below possess the rich characteristics that complement the Mediterranean Luxe trend.



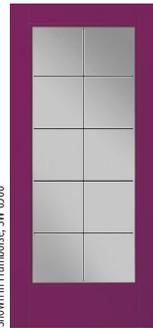
Shown in Mahogany Clear Coat

Le Chateau Mahogany Round Top Exterior Door



Shown in Mediterranean, SW 7617

2 Panel Roman Interior Door



Shown in Framboise, SW 6566

VistaGrande. Smooth Fiberglass Exterior Door with Centennial 10. Glass

CLASSIC REVIVAL

**“WE’RE ALL LIVING
LONGER, SO WE
THAT WILL GROW
CLASSIC THE FOUND
THE LUXURY OF
A PIECE OF**

**IN OUR HOMES
WANT A HOME
WITH US. MAKING
ATION AFFORDS
CREATING
HISTORY.”**

BETH TAYLOR,
Trend Forecaster



CLASSIC REVIVAL

The Classic Revival trend is a result of preserving a piece of history and reviving it for today's world.

Consumers are loving and embracing their family homes. They are financially and emotionally invested. They want to pass a piece of legacy to future generations. Colonial, Georgian and Victorian are amongst the many historical English architectural styles still influencing us. As such, this trend continues to breathe new life into both historic and new construction homes throughout 2018.

This appropriately-named trend is popular amongst designers, and with good reasons:

it continues to resonate with home buyers looking for a touch of elegance and refined details. Deep roots and rich history are celebrated in this trend as it perfectly pairs the old with the new. Classic Revival allows freedom to restore historical authenticity and curate personal styles while building upon long lines of heritage.

Regardless of the time period in which a Classic Revival home was originally built in, this trend is sure to make any home feel like a piece of history.

Exterior Door

VistaGrande® Smooth Fiberglass
with SDL and Clear Glass

KEY FEATURES

1.

LIGHTING

As rooms have upgraded from candle light to electricity, the timeless beauty of a chandelier has never faded—no matter the source of light.



2.

FLOORING

Restoring, preserving or updating flooring are versatile options to help revive a classic home. Mahogany hardwood and white marble are the most prevalent.



3.

COLOR

Create a refined look by choosing timeless tones such as navy or tan.



4.

TEXTURE & MATERIALS

Wallpaper has room-transforming powers and is one of the big comebacks we are seeing today. Mix and match patterns to draw interest.



5.

ACCENTS & DÉCOR

Combine comfort and class with ornate fireplace mantels and classic Oxford chairs, which are staples of America's rich English roots.



6.

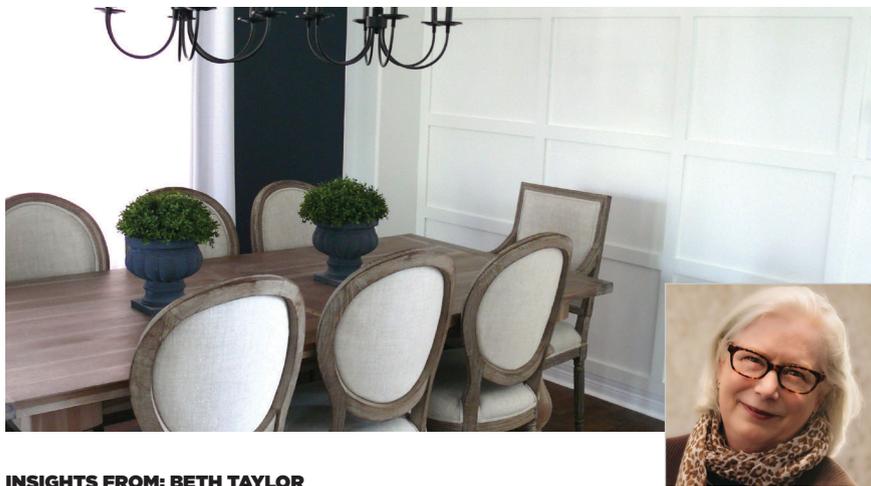
UNIQUE CHARACTERISTICS

Embrace America's story by uniquely preserving and reviving Victorian, Georgian and Federal style homes.



CLASSIC REVIVAL

PROFESSIONAL PERSPECTIVE



INSIGHTS FROM: BETH TAYLOR

Beth sees Classic Revival trending more and more toward the need for symmetry. It's a crucial component of Georgian and Victorian style homes and is growing to be the foundational component of Classic Revival.

"Everyone is looking for order. Even if things appear orderly but under the surface may not be, it's that first feeling that creates order and calm."

Beth notes that today's Classic Revival is truly a chameleon. Great for both retailers and manufacturers, it has broad appeal to more than just a single segment of population. It appeals to everyone and allows freedom to layer. Whether you have a builder-grade or custom home, layering pieces of architectural detail is a great way to reflect the Classic Revival design trend.

What makes this style so exciting today is that it's truly a canvas for layering pieces. "Have fun with it," notes Beth. "This trend is having a resurgence because people are having fun with it by painting a wall a different color or by adding wallpaper."

To pull together this Classic Revival trend, rely on neutrals, but don't be void of color. Trade in bold neon for sophisticated metallic hues to create an environment that is peaceful, calm and simplified.

BETH'S INSPIRATION: Bookstores! They foreshadow what folks are looking to read and learn about which give a clue into the mindset of what the masses are focusing on. A major trend curve starts with a few books, then a shelf and eventually an entire section.



MASONITE offers on-trend, whole home solutions for interior and exterior doors. The doors below offer timeless construction that complement the Classic Revival trend.



Shown in Black Magic, SW 6391

VistaGrande- Smooth Fiberglass Exterior Door with SDL Grids and Clear Glass



Shown in Rice Grain, SW 6155

2 Panel Roman Molded Panel Interior Door



Shown in Pure White, SW 7005

French Primed Interior Door with Clear Glass

MODERN FARMHOUSE

**“FREELY MIX THE
NEW. IN MODERN
NOTHING IS**

OLD WITH THE FARMHOUSE, CONTRIVED.”

BARBARA GILBERT,
Designer



MODERN FARMHOUSE

In a world looking to take a break from every day life and return to the charm of home sweet home, the Modern Farmhouse trend continues to provide an easy and comfortable feeling throughout 2018.

It's not just the way things look in this trend; it's about how people feel in its presence. Modern Farmhouse evokes a familiar, cozy feeling in homes as well as in commercial properties like shops, trendy bars and restaurants.

Growing into a full design movement, Modern Farmhouse holds on to classic American pieces such as farmhouse sinks, shiplap, distressed wood and antique

accents. These barn-inspired farmhouse elements are elevated by blending with a cleaner, uncluttered and more contemporary design aesthetic.

As this trend continues throughout the year, look for contrasting metals to balance out the warm neutrals and crisp white interiors.

2018 brings added visual depth with black trim, contrasting metal accents and fresh greenery. Without a doubt, Farmhouse will continue to evolve beyond the modern take we see today.

Exterior Door

Heritage Series, Smooth Fiberglass
with Focus, Glass

KEY FEATURES

1.

LIGHTING

Upgrade simple farmhouse household items like mason jars into a breathtaking DIY light fixture.



2.

FLOORING

Whether new or revived wood floors, draw attention to rustic saw marks and wide planks with this natural flooring.



3.

COLOR

Look for contrast to balance warm neutrals with crisp white interiors.



4.

TEXTURE & MATERIALS

Install or salvage existing shiplap with a fresh coat of white paint throughout the entire home.



5.

ACCENTS & DÉCOR

Incorporate the functionality of chalkboards by painting an entire wall or recycling a piece of old framed art.



6.

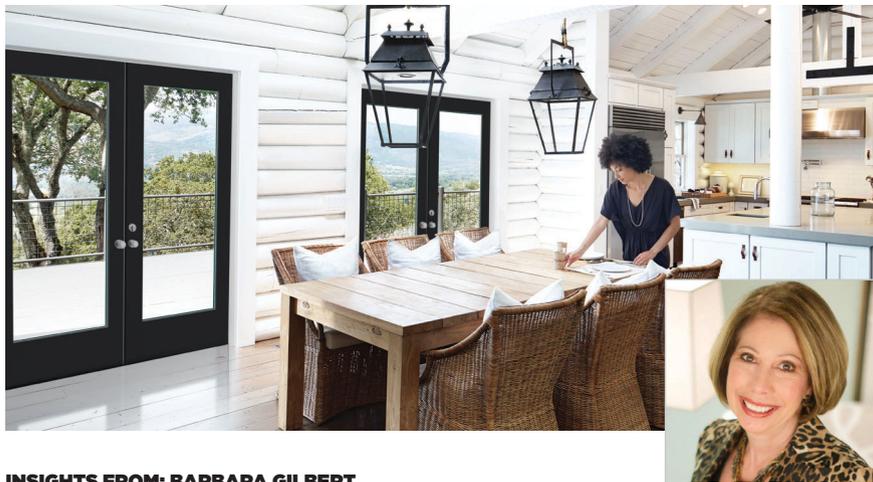
UNIQUE CHARACTERISTICS

Install a barn door for an authentic farmhouse approach.



MODERN FARMHOUSE

PROFESSIONAL PERSPECTIVE



INSIGHTS FROM: BARBARA GILBERT

For Barbara Gilbert, Modern Farmhouse is all about going back to the roots of Farmhouse and mixing it with the new. “When farmhouses served their original purpose, anything went. People would turn old feed sacks into clothing as a way to reuse. We’re seeing that concept revive into today’s world. Nothing is contrived.”

“Today’s Modern Farmhouse is embracing mixed metals.” It’s all about whatever you want it to be. While there are definitely key features, such as barn doors, open kitchen shelving and farmhouse sinks, people have the freedom to tell their story by mixing in the old. “As an example, we’re seeing stainless steel next to copper. All the rules have been thrown out.”

As this trend continues to gain traction, its keeping true to its roots of restoring and repurposing antiques. “Whether it’s adding in an old piece of art or a few antique pieces of furniture, it’s achieving a sense of comfort and a feeling of home.”

BARBARA’S INSPIRATION: I still love paper. Whether it’s a trend report or trade magazine, I read them all.



MASONITE offers on-trend, whole home solutions for interior and exterior doors. The doors below offer authentic appeal that complement the Modern Farmhouse trend.



Shown in Pure White, SW 7005

Heritage Series - Smooth Fiberglass Exterior Door with Heartland - Glass



Shown in Cherry Clear Coat

Artisan Cherry Interior Wood Door



Shown in In The Navy, SW 9178

VistaGrande - Smooth Fiberglass Exterior Door with Craftsman SDL Grids

MID-CENTURY MODERN

**“MID-CENTURY
A FORM OF TYPO
CLEANER LIVING
THERE’S LESS
WHAT THIS TREND**

**MODERN, JUST AS
GRAPHY, MAKES
AND WORKSPACES.
CLUTTER, WHICH IS
IS ALL ABOUT.”**

CARLOS ALFONSO,
Architect



MID-CENTURY MODERN

Born out of a period of revival and rebuilding, Mid-Century Modern was created in the post-war 20th century. As a trend that has revived multiple times, it's been rebuilt with higher-quality materials reflecting the vast advances in technology since its origination. This design relies on timeless clean lines brought to life in a symphony of materials to showcase simplicity—a concept understood universally.

Today's Mid-Century Modern trend brings bold accents and strong, geometric forms into play while still relying on a mix of materials like wood, leather, metal, glass

and vinyl. Designers continue to reach for this trend again and again because it's authentic, universal and timeless. This revived trend emphasizes monochromatic furniture built with the improved materials and manufacturing of today.

Simply put, it's all about the purity of form following function.

Exterior Door

Modern Door with Square Lites
with Clear Glass

KEY FEATURES

1.

LIGHTING

Use futuristic light fixtures such as the Sputnik Chandelier, which offer drama as impressive as the constellations.



2.

FLOORING

Pair up geometric patterns with subtle materials such as pine in a herringbone pattern.



3.

COLOR

Revive any space with a blend of earthy and vibrant tones.



4.

TEXTURE & MATERIALS

Reach for high-quality materials to elevate geometric shapes from 70s whimsical to sleek and lustrous.



5.

ACCENTS & DÉCOR

Blend Mid-Century Modern's iconic furniture style with bold, monochromatic fabrics.



6.

UNIQUE CHARACTERISTICS

Unlike any other, this trend uniquely accents burnt oranges and avocado greens inspired by the 70s era.



MID-CENTURY MODERN

PROFESSIONAL PERSPECTIVE



INSIGHTS FROM: CARLOS ALFONSO

Today's Mid-Century Modern has been refined by the modern interpretation of materials. Carlos calls out, "We have better materials and manufacturing today than we had, so the interpretation of Mid-Century Modern has become more sophisticated. Processes are available to us today, like 3D printing, that weren't around before."

While materials have changed, the purity of forms is still there. Carlos notes that the chaise lounge by Le Corbusier from 1932 is still relevant. Many of the original pieces in this trend are still produced and purchased around the globe with only upgrades to materials used. Current materials and manufacturing are improving while the dialog and typography remains consistent. Carlos highlights that the heart of Mid-

Century Modern is a purity of form following function. Originating from Bauhaus, the purity of forms still exists in 2018.

Mid-Century Modern is more applicable than ever. Coming from a life of simplicity, we're continuing to move away from stuff and clutter and into sleek technology, which is what this trend has always been all about.

CARLOS' INSPIRATION: My biggest influence is Le Corbusier, a French architect and painter. I combine the rich history from well-known architects with staying abreast of today's leading-edge design firms.



MASONITE offers on-trend, whole home solutions for interior and exterior doors. The doors below offer a mix of designs and materials that complement the Mid-Century Modern trend.



Shown in Oak Textured Fiberglass
Modern Door with Vertical Lite and Double Water Glass



Shown in Fountain, SW 6787
West End Collection - Berkley.



Shown in Clear Coat
French Fir Interior Wood Door

SCANDINAVIAN

**“IT’S ABOUT
MOST OF YOUR**

MAKING THE DAILY LIFE.”

CLAIRE WALSH,
Trend Forecaster



SCANDINAVIAN

There is nothing more natural and less pretentious than Scandinavian. Relying on nature and practicality, this trend provides a simple, more purposeful approach to improving life. With a mantra of “less is more,” Scandinavian thrives in small spaces and getting back to the basics.

Scandinavian is all-encompassing of mind, body and soul. Every piece of decor can be rearranged from room to room and look as if it was intended for that exact location from the beginning.

As a byproduct of choosing a life of simplicity, Scandinavian manifests in a single-color palette with white being the dominating color. It is typically paired with light neutrals found in nature such as beech,

ash or pine; and plants are used not only for a pop of color, but more purposefully to purify air and improve quality of life. While bright colors will rarely be found in this trend, high-contrast can be achieved by reaching for masculine pieces with navy or charcoal tones.

Throughout 2018, Scandinavian continues to seek balance and bring functionality back into the fold. When a homeowner chooses Scandinavian, they are not simply choosing a design look, they are choosing a way of life.

Exterior Door

VistaGrande® Smooth Fiberglass
with Clear Glass

KEY FEATURES

1.

LIGHTING

Bring natural light to the forefront through windows and doors. For additional lighting, choose clean, simple light fixtures.



2.

FLOORING

Use light wood and natural-colored flooring consistently throughout the home for a calming visual appeal.



3.

COLOR

Create your sanctuary by pairing nature's neutrals with your own serene whites.



4.

TEXTURE & MATERIALS

If it's found in nature, it fits in your home. Bring the outdoors in with light wood, rays of sunlight and natural materials.



5.

ACCENTS & DÉCOR

Manifest the feeling of serenity in functional decor such as faux fur throws.



6.

UNIQUE CHARACTERISTICS

All-encompassing of mind, body and soul, purpose is always considered with decor. Every piece is chosen with not only design in mind, but a holistic approach.



SCANDINAVIAN PROFESSIONAL PERSPECTIVE



INSIGHTS FROM: CLAIRE WALSH

Claire highlights a post-recession world searching for depth in the present day Scandinavian trend.

“It’s a lot to do with a state of mind first. This idea of living with what you have and making the most of what you have to make your daily life special is what drives how people are identifying with Scandinavian today.”

As a very approachable and livable trend, it’s all about well living. It’s not simply choosing a paint color and a couch. It’s about the atmosphere created within a space. By layering texture and soft lighting, Scandinavian turns a house into a lifestyle. “That’s what makes it so appealing to people!”

Homeowners can bring the outdoors in by adding a lot of greenery and natural light to Scandinavian homes. The whole concept is to focus on nature and the feeling it provides.

Allow the simplistic beauty of shadows to filter the interior of the home. Combine plants and shadows as focal points throughout the home, and it will truly feel alive.

Beauty is in the eye of the beholder, and the Scandinavian trend is all about individual beauty that can be enjoyed every single day.

CLAIRE’S INSPIRATION: Personally, since I have traveled a lot to Europe, Asia and through the states, being in different environments and retail spaces throughout the world is really inspiring.



MASONITE® offers on-trend, whole home solutions for interior and exterior doors.
The doors below have simplistic construction and natural appeal that complement the Scandinavian trend.



Shown in Poplar Clear Coat

Poplar Wood with Clear Glass
 Interior French Wood Door



Shown in Pure White, SW 7005

West End Collection-
 Melrose. Interior Door



Shown in Westchester Gray, SW 2849

Heritage Series™
 Lincoln Park Interior Door

URBAN

**“URBAN IS
DEMANDS OF
LINES BETWEEN
IT’S ALL ABOUT A**

**MEETING TODAY'S
BLURRING THE
HOME AND WORK.
SENSE OF PLACE.”**

ANGELA DAVIS,
Designer



URBAN

As homeowners continue to move into more metropolitan areas, they are using their homes more now than ever as a way to express their individuality. The Urban trend combines the convenience of city life with planned eclectic decor.

Throughout 2018, look for the Millennial generation to bring this trend to new places. As Millennials continue to seek a balanced life in every aspect, their interior design style follows. Mixing minimalism and functionality, look for unfinished, industrial-feel spaces covered with eclectic elements that both hold personal meaning and serve a purpose. Items that have traditionally only held one purpose, such as curtains, are upgraded as framed art or tapestries.

Organic and sophisticated, Urban draws inspiration from architecture and nature. This design relies on layering a mix of styles, fabrics, textures and colors over items that are traditionally hidden, like metal pipes, ducts and exposed brick walls.

2018's Urban trend brings warmth and organic elements into play, relying on black and white and colors such as grays, browns, indigo, deep blue and even yellow. Designers will continue to reuse, recycle and re-purpose with concrete, clay, copper, glass and steel pieces; then layer in personality by mixing sentimental furnishings with cultural influences or bold splashes of color to stand out against the rich earth tones.

Exterior Door

Modern Door with Square Lites
with Clear Glass

KEY FEATURES

1.

LIGHTING

Ditch the lampshades and expose the raw beauty of light by using Edison bulbs.



2.

FLOORING

There's no reason to cover what's already there. Instead, seal raw concrete floors for interior use.



3.

COLOR

Express yourself by balancing bold splashes of color against rich earth tones.



4.

TEXTURE & MATERIALS

For industrial and raw focal points throughout the home, accentuate exposed pipes and bricks from floor to ceiling.



5.

ACCENTS & DÉCOR

If it's found in construction, it can be repurposed into functional pieces, like adding wheels to a coffee table.



6.

UNIQUE CHARACTERISTICS

Nothing is hidden or put away in Urban. Functional pieces become part of the decor.



URBAN PROFESSIONAL PERSPECTIVE



INSIGHTS FROM: ANGELA DAVIS

As the Millennial generation moves into the largest home buying group, they are leading a movement that is seeking to blur the lines between home and work. The Urban trend perfectly embodies this movement as people are moving into the cities to be just a short bike ride away from work.

Angela Davis noted, "Today, things that are not perfect are readily accepted. It adds texture, history and a story. It's that enrichment piece that people are seeking in 2018's Urban." Consumers are pairing the imperfections of the space with really refined pieces. More quality, luxe pieces are appearing to blend with the cold, raw industrial spaces.

"People are experiencing spaces, not just living in them. As designers, we're continually being challenged for people to experience the space, and we see that happening a lot through textures."

As Urban evolves, it will continue to be refined. The need for exposed, raw construction materials still remains; however the more educated people become in Urban, the more they are seeking "what's next?". It's this curiosity that allows a continued freedom to personalize spaces more than ever before.

ANGELA'S INSPIRATION: For me, it's all about exploring the environments around you. I'm constantly observing the way people interact and react with spaces and textures.



MASONITE, offers on-trend, whole home solutions for interior and exterior doors. The doors below range from simple to eclectic to complement the Urban trend.



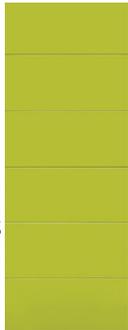
Shown in Inlwell, SW 6952

Belleville. Smooth Exterior Door with Cruz- Glass



Shown in Pure White, SW 7005

VistaGrande. Smooth Fiberglass Exterior Door with Clear Glass



Shown in Center Stage, SW 6920

West End Collection. Melrose- Interior Door

“Popular style influences are coming from hotels, then filtering down and influencing residential spaces.”

— Anita Holman,
Executive Creative Director

DESIGN INFLUENCES

**“INFLUENCES
EVERYWHERE AND
UNEXPECTED**

“More color is coming in and being used to create either a more luxurious feeling in places or a sense of calm in other places.”

— Claire Walsh,
Trend Forecaster

**“The 70s are back. It’s in fashion.
It’s in material design. It’s in
shoes. It’s in everything.”**

— Elias Kababie,
Architect

**COME FROM
SOMETIMES IN
WAYS.”**

— BETH TAYLOR,
Trend Forecaster

**“People are experiencing spaces,
not just living in them.”**

— Angela Davis,
Designer



Design Influence

70s COMEBACK



**A once hippie-chic era,
the 70s are on a comeback.**

Elias Kababie highlights that recent 70s influences don't mean picking a room out of a magazine like the previous generation did. Rather than having prescribed perfection by the best composed room lifted straight out of a catalog, it's about having a personal story. People are being influenced by the 70s era but bringing it to life in unique ways.

Carlos Alfonso notes that the 70s comeback influence is a recognizable body of work focusing on details, movement and how people deal with form and light. Sophistication is brought to the retro era by continually improving materials and manufacturing capabilities. Rejuvenated 70s avocado greens, oranges and metallic golds paired with soft curves and natural wood accents are influencing the Mid-Century Modern trend of today.



Design Influence

BRIGHT COLORS AND MONOCHROME



**Both are totally “in” right now
and have an equal playing field.**

Bright Colors and Monochrome influences allow freedom of expression, whether it's by full presence or emphasis on a single color. There's only one rule: there are no rules.

Beth Taylor showcases color as a way to change your stage in life. Without having to completely redo an entire space, color is a great way to change from generation to generation. Whether you're young and whimsical, focusing on bright colors, or growing in sophistication and reaching for drastic neutrals and metallics, there's always freedom to express yourself in color.

Additionally, Elias Kababie calls out the impact colors can make. By picking specific pieces that are full of color, homeowners can simply change these pieces every three to four years and feel like they have created an entirely new space.



Design Influence

COASTAL SERENITY



People are seeking peace, and they are making a greater push to find balance.

Discover a deeper meaning and connect design to a more purposeful way of life with the Coastal Serenity influence. Look for fish scale tiles and herringbone patterns paired with shades of aqua and seafoam green. Inspiration from the sea is sure to bring a breath of fresh air and serenity.

Beth Taylor emphasized that today's society is looking for balance in such a digitally-driven world. All generations are seeking ways to balance out the computer with something natural, even if it's simply a vase of flowers next to the screen. Everyone needs technology, so it's simply a matter of finding ways to balance our lives again.

As Elias Kababie points out, it's all about using natural elements, and, when choosing color, reach for the blues as deep as the sea.



Design Influence

BAROQUE



**Stemming from luxury hotels,
Baroque is making its way
to the masses.**

Visit trendsetting cities like New York or Milan, look at what's inside the storefront windows and you will get a glimpse into Baroque. This style-forward influence is making its way to the masses. After years of minimalism, people are reaching for more ornate and luxurious accents to complete their homes.

Anita Holman, Executive Creative Director for *Interrupt* notes, "The rich finishes and bold textures widely used in luxury hotels are filtering down and influencing residential spaces in as little as six months."

Baroque is manifesting heavily in 2018 through color selection stemming from deep jewel tones like gold, black, deep red and especially Pantone's Color of the Year, Ultra Violet.



THE IMPACT OF THE DOOR ON DESIGN

Interior Door

West End Collection, Melrose.



Whether the experts saw the door as part of the fine furnishings or millwork package of the home, they all stressed how critical doors are to successful design.

Several pointed to the intimate experience individuals have with doors as something you see, touch, work with and rely on every day both in the home and as an entry point. They also shared ways Masonite's doors currently fit so well into today's trends and home styles.

Masonite's design team continues to research and explore current and anticipated trends

alongside expert consultants. Whether the influence comes from around the globe or just outside the window, we are committed to keeping abreast of the latest trending designs in the marketplace to determine how our doors fit in an ever-changing world.

It is our goal that as lifestyles and home aesthetics continue to change with the times, Masonite's many door options will be well-positioned to help pull together every homeowner's style.



MASONITE®

Open to extraordinary.

1-800-663-DOOR

9am to 5pm / Monday through Friday, EST

masonite.com

Masonite., Open to extraordinary., AvantGuard., Barrington., Belleville., Berkley., Bolection., Centennial 10., Cheyenne., Cruz., Focus., Hamel., Heritage Series., Lincoln Park., Logan., Melrose., Optimus., Riverside., Sadelbrook., Sienna., VistaGrande., West End Collection. and Winslow. are trademarks of Masonite International Corporation. Doors made using patents 6,588,162 (US), 5,543,234 (US) and 2,151,989 (CA). Additional Patents Pending. Our continuing program of product improvement makes specification, design and product detail subject to change without notice.

12/17 PRINTED IN THE USA © 2017 Masonite International Corporation