



Kim Williams

Interior décor trends that were and will still be in 2023

By Kim Williams, a top Cape Town interior designer, behaviour specialist and owner of the Kim Williams Design studio.

The end of year is a great time to pause and look back at some of the design and décor trends that have shaped the last 12 months. This year has been especially interesting in that it has been our first chance at complete freedom from the masks and unprecedented restrictions caused by the pandemic.

Even though the world is now open, and we have hopefully seen the worst of Covid, the focus on health and healing, specifically mental wellness, has remained front and centre of the design space this year. We are only beginning to truly understand the real impact that the pandemic has had on our psyche and in turn, our design and décor choices.

More of us continued to work from home this year, which has crafted a new appreciation for space, the privilege of having it and a deeper desire to connect

better with it. The yearning for privacy and peace has made zoning a crucial part of today's design. The need to separate living areas so families have somewhere quiet to go to recharge or work, a communal area to energise and socialise, as well as an area dedicated to play, has helped create better flow, energy, and balance.

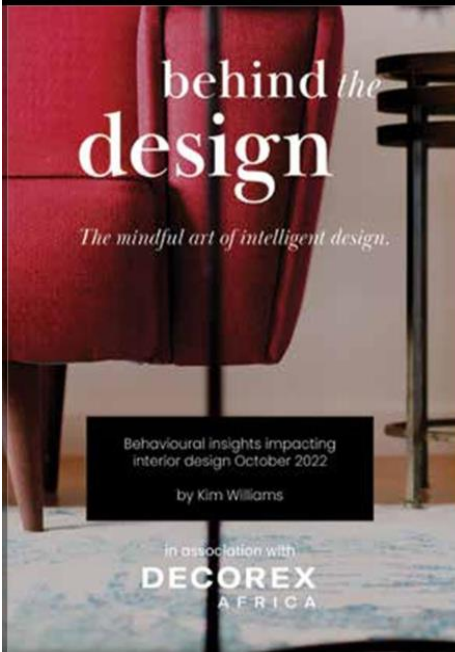
Spending more time indoors over the last two and half years has also changed our relationship with our homes. We now see our entire living area, as opposed to just one or two rooms, as a tranquil sanctuary to retreat from the outside world.

From an aesthetics perspective, there has been a conscious effort to include warm, earthy palettes that promote grounding, healing, and spirituality in our interiors as well as sustainable materials that connect us to nature. Repurposing

art and décor, as well as reconnecting and celebrating old memories was another big focus this year, with a modern stamp added to make it more in vogue.

Looking ahead to 2023, finding newer and more enthralling ways to add expression to our spaces will remain a key focus. I am looking forward to seeing brighter colours, bolder designs and the embracing of different voices, cultures, and individual interests that draw from the past, culminating in a bespoke space.





About Kim Williams:


Kim Williams is a top interior designer in Cape Town, a 2022 Loeries Interior Design finalist, and author of My Yellow Room. Kim has carved a niche for herself as a creative behaviour strategist focused on designing interior spaces. She is known for her unique approach to interiors which blends creative, behavioural and design strategies and is a well-respected entrepreneur having founded the full-service interior design studio - Kim Williams Design.

Her ability to understand and analyse interior design, décor and human behaviour trends, and to intelligently design spaces for the best outcome, comes from her experience in the corporate world (21 years), her journey as an entrepreneur, and her work as an interior designer. Kim has an impressive portfolio of many building and construction projects, working alongside developers and architects for over 150 new apartments, 30 residential homes and renovations, and several commercial projects. These projects include a variation of interior architecture, design and finishing, as well as soft furnishing.

Be prepared for the breaking of design and interior décor conventions in the coming months especially when it comes to stuff. Décor pieces will be fewer next year, and those selected will be carefully chosen for their longevity and deepened meaning, and which become both art as well as a means of personal expression.

Something that was big this year and is probably going to be even bigger next year, is our desire for sustainability and eco-conscious design. It is not just about the materials we use but also about bringing mindfulness into the design process so that we can connect the inside to the outside and natural elements like water.

On a personal level, I am especially looking forward to renewing my relationship with The African Institute of the Interior Design Professions (IID). The greatest benefit of being a member has been the sounding board available to understand how other professionals are dealing with the same challenges over the last 12 months. It is incredibly beneficial to have a body that holds us accountable to each other and our clients and which focuses on keeping the industry up to date and relevant so that we are continuously developing and improving.

Behind the Design 2022/1 – A report with mindful and intelligent insights of behavioural impact on interior design – Get your copy of my behavioural design report – register here to download: www.mailchi.mp/kimwilliams/behind-the-design-report 

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