

The New Maximalism



Is Maximalism having its big moment (again) ?



This year's return of maximalist interiors is not simply a counteraction to the recent minimalist movement; it is a trend that blends the complexity in color, furniture, and patterns of past maximalist eras with the intelligence of minimalist decor. Dubbed the 'New Maximalism', its product is an overflow of spaces where both decor and architecture define the atmosphere of the room.

Maximalist interior design presents itself as an opportunity for the home to become an escape from reality. Maximalism is bright, it is energetic, robust, nuanced, and ever so fun. In an increasingly tumultuous world, interiors bursting with playful energies are acting as a small respite from the troubles of the modern world.



Maximalism in design today allows the decorator to avoid compromise and embrace an infinite range of playful interior distinctions. Take Rifat Ozbek and his creation, 5 Hertford Street, a membership club in London. 5 Hertford Street is the embodiment of the British maximalist tradition; imagine dark wood finishes, deep jewel tones, eccentric accessories, and contrasting prints, textures, and colors. By refusing to be boxed into one theme, time period, or material, the spaces created by Ozbek and his team prove that making sense is not a priority of the modern space.

Instead, priorities for upcoming designs may include comfort, sustainable excess, nuanced character, and the expression of an increasingly diverse set of identities. If the new exhibit titled *Less Is a Bore: Maximalist Art & Design* at Boston's Institute of Contemporary Art (ICA) is any indicator on the pervasiveness of the current Maximalist movement, it looks like this trend is here to stay. In the increasingly multicultural and globalist world of design, Maximalism presents the opportunity to venture beyond the confines of minimalism.



Top Image Source: [Architectural Digest](#)

Bottom Left Image Source: [The Observer](#)
Bottom Right Image Source: [Business Insider](#)

Expressions of: **Maximalist Decor**



*A few of the many ways in which you can use Maximalism
in the decoration of your space.*



Art

Turns out this year we're saying goodbye to art pieces focused on minimal brush and line work, and instead embracing loud, large, and often colorful art installations. Staging or decorating a home? Go for that enormous print of your favorite Memphis pattern or an over-the-top gilt-framed classical painting.

*Right: Photography by Cody Guilfoyle and Aaron Bengochea via [Domino](#)
Left: Photography by Danielle Nagel via [Domino](#)*



The evolving color palettes in the direction of maximalism hasn't meant a full departure from the decorator's love for greys or whites to freshen up a tired space. The modern maximalist color palette utilizes a clever balance of neutrals with layers of eye-catching colors and textures. Give a fluted or ribbed finish to an otherwise drab wall, or experiment with a terracotta-finish for plaster walls.

Textures & Color Palettes



A surprising trend: homeowners and designers are abandoning the rule that each room in a home should be tied to a single color palette as they follow another rule; in a world of differences, we can only see the greater commonality of uniqueness. Don't be afraid to take the route that designer and creative consultant Charlotte Rey took with her Notting Hill home (pictured on the previous and current page). Rey chose a different paint color for almost every room and chose contrasting decor and furniture colors to highlight the pastel wall tones.





Statement Furniture

Maximalism in decor is all about letting multiple strong pieces share center stage. When designing a room with a maximalist aesthetic, take risks with furniture style and colors, pull pieces from multiple design periods, and avoid over-cluttering by carefully curating the pieces in your space.

This year we are seeing a return of Memphis style decor with a modern function-led twist, the clever use of prints and upholstery methods, a surge of demand for 'flea market finds', and a whole movement of new creatives pushing the boundaries of furniture-making.



Tips:
**Incorporating
the Maximalist
Aesthetic in
Your Home**



Blend neutrals with pops of color.

If your space is starting from a neutral palette, or you're too afraid of jumping straight into the Maximalist trend, there is nothing to fear. You can dip your toes into the latest interior trend by keeping your white walls and accessorizing with patterned pillows, brightly-colored throws, bold geometric rugs, and eye-catching over-sized prints.

Avoid clutter by choosing meaningful pieces, and losing everything else.

As realtors, there is nothing we fear more than a cluttered space that we will have to walk potential buyers through. By applying lessons learned from minimalism, designers and homeowners can avoid crossing the line between a maximalist design paradise and an over-crowded, impossible-to-navigate mess. Accessorize with care, and try to only pick up pieces that increase the personally-defined value of your space.

Looking for cohesion? Start with that one special statement piece, and keep going from there.

Maybe you got your hands on your favorite de Gournay wallpaper print or a highly-coveted Luke Edward Hall ceramic piece, or maybe you have inherited a very loud piece of furniture that stands out like a sore thumb in your space. In cases like these, take this statement piece, and work off of it. Incorporate a complementary color palette, add accessories with similar themes, and pull inspiration from your pièce de résistance.



**Indulge the curator
in you and create a
few themed vignettes.**



Vignettes have been all the rage in interior design the past couple of years, and with good reason. Vignettes are collections of hand-picked items collected in a small space, like a shelf or coffee table and are a great way to display treasured finds and spunky impulse-purchases.

*Right: Photos by [Christian Schaulin](#) via [Dwell](#)
Left: Image Source: [The Undecorated Home](#) courtesy of [Cocollected](#)*

The Maximalist Inspiration Gallery









