



CAMBRIA®

CAMBRIA'S 2023/24 TREND FORECAST

DISCOVER WHAT'S
GAINING MOMENTUM
IN THE HOME SPACE



BRITTANICCA™

Cambria's thoughtful **2023/24 interior design forecast** goes beyond kitchen trends to encompass overarching aesthetic themes that are sure to remain in vogue for years to come. Informed by our design experts, as well as market representatives in the field, these sustainable ideas layer trending touches into home spaces to keep them current yet personalized.



TANTALIZING TEXTURES

One of the biggest trends for kitchen and home interiors in 2023 is matte and textured surfaces. These designs answer a demand for custom, tactile experiences that are warm and inviting. “We expect to see more experimentation with quartz applications and textures as more fabricators get trained on how to deliver,” says Summer Kath, Cambria’s EVP of Design. “As a standard of operation, Cambria works to share our knowledge on the latest fabrication innovations, so that

customers around the country can experience these beautifully crafted rooms.”

The kitchen vignette pictured here features many layers and textures. But rather than combining different materials, it features just one Cambria design—**Harlow™**—presented in several different applications. The smooth matte island with mitered edges and waterfall is soft to the touch, while the range hood has a customized rough texture, creating an overall dynamic and organic look.

Fluting, as seen on the front of the island, is an application that is only expected to grow as more designers incorporate it into spaces. The texture highlights the full body of the slab, while still allowing one to see the captivating structure of the veins. “In a way it brings forth the past of chisled stones that we see all over Italy,” says Kath.



HARLOW™



HARLOW MATTE™



MIX IN METALS

With its time-honored finish that is both understated and luxurious, brass continues to be a strong home accent element in 2023. In addition, striking silver and chrome finishes are also going to be popular—making it not only acceptable but desirable to combine two or more metal elements in one space. These options free up limitations of any one “in style” finish when it comes to faucets, lighting, appliances, and cabinet hardware.

Cambria is out in front on this trend with its sophisticated and timeless **Alloy Collection™**.

Indeed, Cambria has disrupted the surfaces industry by being the first quartz manufacturer to infuse alloy elements into its designs.

The collection, with its rich brass or striking steel veining, includes Berkshire Brass™ in three variations (Satin Ridge™, Sculpted, and Smooth), and Berkshire Steel Sculpted™, making it possible to spread the lustrous shimmer of metal across your countertops in a number of options.



BERKSHIRE BRASS SCULPTED™ | BERKSHIRE BRASS SMOOTH™



BERKSHIRE STEEL SCULPTED™

NATURAL HARMONY

The pandemic prompted many changes in the way we live, particularly when it comes to creating home sanctuary spaces. The calming, nature-inspired energy once reserved for private spaces like the bathroom has radiated throughout the home, including gathering places like the kitchen.

Quartz acts as an amplifier for healing energy, and the effect is magnified when using Cambria, since all designs are inspired by elements of nature and have a natural grounding quality. This easily enhances a feel-good ambiance wherever Cambria is installed.

Additionally, biophilia—or the innate human instinct to connect with nature and other living things—has inspired a design movement that incorporates nature into the built environment, ultimately channeling the positive effects that nature has on our physical and mental health. New home designs will capitalize on putting people more in touch with the beauty of nature.

Creating a strong indoor-outdoor connection is one of the surest paths to making a space feel fresh and nurturing. This freshness can be amplified with designs like **Ironsbridge™** through its calming white tones and organic movement.



COLOR STORIES

Bold, opulent color continues to be a major trend in 2023. “We’ve looked to Art Deco for inspiration, with the colorways of Oxblood, burgundy, terracotta, and clay all having a moment,” says Kath. Earth tones are also expected to gain traction this year. They include not just obvious browns and greens but any tones that are found in nature that have a more flat, muted appearance.

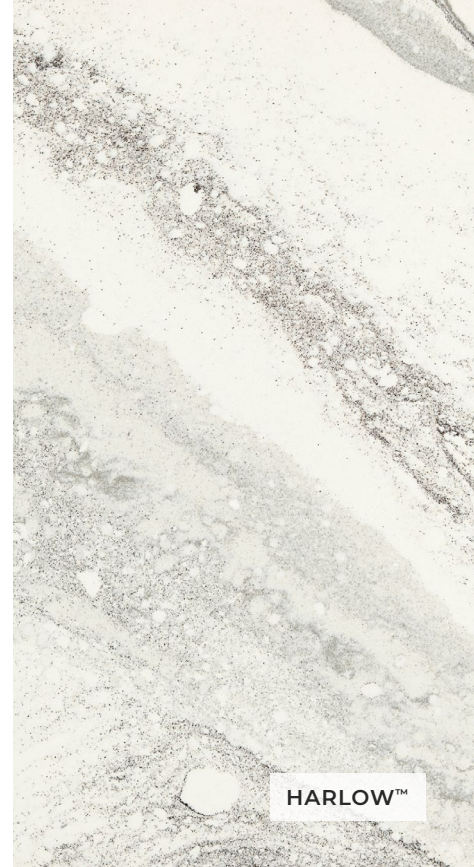
Designer Marie Flanigan updated a circa-1970s bath with design partner Melanie Hamel (bottom right). The pair took

inspiration from the clean lines of mid-century style for the design of the vanity, but went all out with the floor-to-ceiling earth-tone terrazzo tiles. The dense patterns of the terrazzo tile needed simple elements to provide balance and contrast, like the pure white relief of Cambria **White Cliff™** on the vanity countertop.

New for 2023, **Harlow™**, inspired by the warm notes of chocolate brown, maintains an overall light and bright feel. The vein structure of Harlow also follows the trend of a fully saturated, full

coverage undulating veins that present bold to soft gradation. “Dark, warm brown is the new black,” says Kath. “We’ve been tracking this trend since Milan Design Week 2022 and seeing it translate all over the US.”

Hailey™, also a new introduction in 2023, has aubergine colorways and sweeping movement, representing digital escapism and wellness, as well as a feeling of serenity. This offering allows for nontraditional pairings in a space but also can establish a neutral environment with lots of softness and movement.

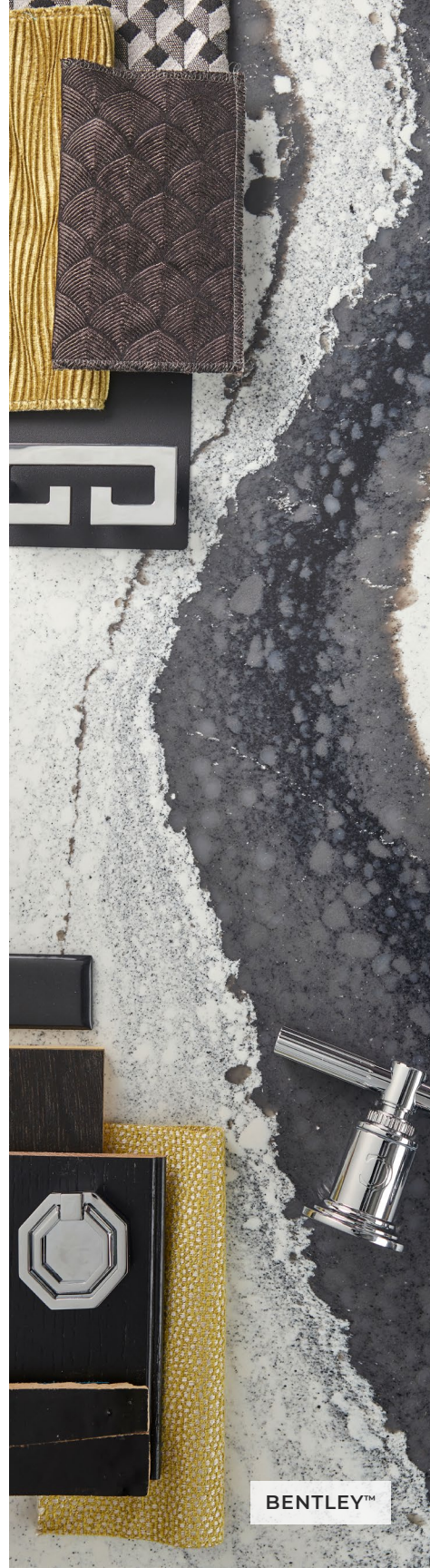


A POP OF PERSONALITY

A growing trend in kitchens is a move away from utilitarian, neutral environments toward one that reflects individuality and a lived-in feel. This translates into kitchen designs that layer in personalized touches and artifacts, include a range of colors, and feature combinations of matte and glossy finishes.

Vanessa DeLeon of the award-winning Vanessa DeLeon Associates took full advantage of an eye-catching vent hood application in her client's detail-rich kitchen design (bottom), complemented beautifully by the Britannica Gold Warm Matte™ backsplash and countertops.

In this kitchen by Soda Pop Design (top), a **Bentley™** waterfall island with a gold inlay, brass and gold hardware details, black cabinetry, and a high-gloss, textured backsplash make for a bold and glamorous design. Designers often use Cambria for unique applications separate from countertops and, in this case, the team also installed a custom vent hood with the Bentley design to match the space's countertops and island.



FANTASTIC FURNITURE

One of the best 2023 interior design trends is more individuality and less cookie-cutter, one-size-fits-all stylings. Vintage and custom pieces that tell a story make spaces more beautifully distinctive and reflect one's personal style.

While Cambria collaborated with Room & Board on a **line of vanities and storage cabinets**, there are a multitude of ways to incorporate Cambria quartz surfaces throughout the house. Cambria custom furniture can be designed by anyone, in any Cambria design, with the help of a Cambria fabricator who will bring it to life. A few examples

of stunning custom furniture include a dining room table, a home office desk, a ping-pong table—the possibilities are endless. Remarkable fabrication allows for custom furniture and one-of-a-kind pieces in any design for any room.

A custom console piece or built-in bar or beverage station is not only functional, it's beautiful—and it will guarantee you won't have the same trending furniture making the rounds on Instagram as everyone else.



ENDLESS INSPIRATION

Interior design decisions can be deeply personal—they are a reflection of what one loves and how one lives. Along with the emotional investment is a financial investment in materials, furnishings, and finishes. In most cases, these are meant to be more enduring than passing fancies.

For more design inspiration, visit CambriaUSA.com/BeInspired.

Discover Cambria's latest designs at CambriaUSA.com/NewRelease.

Combined with Cambria's innovative technology, we are constantly striving to create something new, livable, and modern, providing choices that create everlasting luxury.



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SKARA BRAE™



IRONSBRIDGE MATTE™

TREND INSIGHTS FROM SUMMER KATH, EVP, DESIGN

Traveling the globe to source inspiration for Cambria's continuous pipeline of new design innovations, Summer Kath is the creative force behind all new design launches at Cambria. With 200+ designs and growing, Summer is responsible for translating consumers' existing and unmet wants and needs into product development, combining her trend-spotting, keen eye with the art and science behind quartz.

The daughter of a cabinet maker, Summer "grew up in sawdust," developing a passion for and

vast knowledge of the home and design industry since watching her father work as a child. Summer was one of Cambria's earliest customers when building her first home, explaining the superior product benefits to her own family. Now, Summer has been with Cambria for more than 20 years and straddles multiple roles within the company dedicated to design innovation and cross-functional collaboration with sales and marketing.

As head of design, Summer has spearheaded the launch

of Cambria's first-to-market innovations, including the latest (and first of its kind) Inverness™ designs with a unique debossed texture in the veins and the Alloy Collection™—unprecedented proprietary designs that feature never-before-seen alloy veining. These are just two of the many innovations brought to the marketplace by Cambria in the past 20 years.



For media inquiries, including interview opportunities and high-resolution images, contact: Gregory.Gestner@CambriaUSA.com.

