



Episode 30

KBIS 2022 Review with Jan Rutgers



**Jason: [00:00]**

Welcome to Designer Discussions with Jason, Mirjam and Maria. Today we're going to do a review of KBIS.

Intro: [00:10]

Welcome to the Designer Discussions podcast. Tune in each week where we discuss marketing, branding, PR and business advice for design professionals.

Jason: (00:24)

Today we are joined by Jan from the Vestabul School of Design. She did several predictions before KBIS, so we now have a one to see how many of them came true and what was all learned from the event last week. So How're you doing today, Jan?

Jan: (00:39)

Fantastic. Thanks for having me.

Jason: (00:42)

So if you could tell our audience just a little bit about you and who you are.

Jan: (00:46)

My name is Jan Rutgers, and I'm the founder and President of Vestibule School of Design, which is an online teaching, coaching and mentoring school for people that are passionate about the kitchen design industry. And it's something I've been in the industry in the kitchen and bath and design industry for over 25 years, and I feel this is my way to give back. And I'm still loving being here. And going to KBIS is one of my highlights of the year.

Jason: (01:19)

So we actually had the KBIS event last week, and it was attended by over 70,000 people, which was amazing. And I actually had a great time there. So you wrote ahead of the event seven predictions of what will happen. So how many of those actually came true?

**Jan: (01:46)**

Pretty much most of them. I think there's kind of one that I'll go through that I didn't see evidence of, but it still to me doesn't mean that I don't think that it's going to be a trend for 2022. And just looking at the blog last week, I wrote the blog prior to coming to KBIS is because I always look at trends at the beginning of the year, like all of the blogs and the magazines, and everybody is talking about trends, typically in January and February of the year. So I took that opportunity to do my research. In general, I do a lot of interior design research and put together what I felt to be the top seven trends that we would see in the industry for 2022.

Maria: (02:19)

So, Jan, based on your seven predictions, could you run us through those and just kind of give us an overview on what you did end up seeing at the show, please?

Jan: (02:36)

Absolutely. So I'll take you through the seven predictions that I wrote about, and then I'll give a little recap on each. So the first one I'm going to preface it with my predictions for 2022 really came out of my research on what's happened in our lives in the last two years. And so with COVID and with the Pandemic, there's been a lot more focus on the home because people have been in their homes longer. They're not leaving their homes as much, and it was changing our habits. So my research really started to show that. So my predictions really are based on that. So the first one was more food storage. So definitely we're going to the grocery store less often. We weren't eating out. We're making meals at home. So that meant more products and more food coming into the home. So more food storage was my first one. The second one was what I'm calling beverage bars. And that's not necessarily just a wine bar. This is the coffee bar, the juice bar, the smoothie making bar, but a designated area in the kitchen that you could have beverage preparation out of the main work area.

**Jan: (03:36)**

Solutions for Pets I know some friends that actually got dogs and cats during the pandemic, and I started seeing that generally that people we've always loved our pets and pampered them, but even more so now I see that there's more pets being brought into the home and people really want to pamper them also, something that I started to see to do with ergonomics. And I think this is because people were using their kitchens a lot more. And it's linear installation of appliances. So rather than stacking warming drawers and microwaves and ovens in a stack to put them linear so that they were more ergonomic and easier to use. So I really predict that to be something will be strong in 2022. Another one was built in bank heads just because I feel that we all love a great room setting. And I think we're still going to be opening our kitchens up and having that great room, but we kind of need a cozy place in the kitchen, kind of describe it as something that hugs us and makes us feel warm and comfortable off in that corner. And I do predict that to be something we'll see in 2022. And this is what I've been watching for the last year or so, and I really think it's going to explode in 2022 is more curves. And I've got some great examples of that that I saw at the show. And then the last one is that changing color palette. We've had the cool white color palette again, specifically talking about cabinetry for the last decade. And I predict that that's really going to be changed up this year and beyond.

Maria: (05:41)

I did not see any white kitchens.

Jan: (05:44)

No, I found a few. I was going through my images last night. Of course. I've got hundreds of images that I took, and I could find a little bit here and there of some white cabinetry within a kitchen, but never the whole white, not the whole white kitchen.

**Maria: (06:01)**

It was lots of colors, too. It wasn't just the Grays. I mean, what are some of the colors that you saw that were being used in the cabinetry?

Jan: (06:14)

So with the cabinetry overall, it was a warming of the palette. So I didn't see a lot of Gray because that's more of the cool. And you're definitely not seeing that cool white, but really warming of the palettes. Probably green was the number one color, and we saw it in everything from deep, dark Greens to more vibrant, kind of Apple green types of tones. There was a lot of coral. I saw coral definitely still saw the blue. I didn't believe blue is the number one of the favorite color of people. So there was blue. But if I were to describe it in one word, it's warm that it was a much warmer palette than what we've seen in the last ten years.

Maria: (07:04)

I was walking through the show and I noticed so much metal that it actually gave me a little bit of work anxiety. What was your take on the boosts and what you were seeing?



Jan: (07:14)

You're absolutely right, Maria. There was a lot of metal. There was a lot of what we call in the industry, mixed metals. And when I look at mixed metals, it was something that started creeping into the design arena about five or six years ago. And I'd have to admit, probably what I saw at the show is a little bit overload that to mix metals. It's really difficult. It's not just a matter of grabbing a whole bunch of different metals and throwing them together. It really takes a designer's eye. So I felt there was some really good examples of it at the show, and there was some maybe not so good. And it becomes something that is easy to jump on board or get on board with. So you have manufacturers from cabinet, hardware, lighting, the different accessories, hoods, appliances. You all have access to doing something with their metals, colorizing them, powder, coating them, what have you. But it's very difficult to get everybody on the same board. So it was kind of crazy when I said earlier that Curves was something that I've been seeing a lot lately or that I've been predicting would come along. And then I've started to see it in my research. It was everywhere at KBIS. And when I'm talking about Curves, if you think about kitchen and bath design in the last decade, it was very hard. We had a lot of rectangular Islands, like these big rectangular Islands, sharp corners. We had a lot of in the plumbing industry, a lot of square sinks. There was a lot of what I call hardness, but the curves were everywhere, everything from Islands that had curved, and there was a lot of structures that would be built into the displays, like niches, and they would have big curve tops on them. I snapped a picture in the Kohler booth, which is always the biggest plumbing booth that everybody goes to. And I was looking at the display and everything like it had Oval mirrors. The ends of the vanities had a soft radius on the end. The countertop had a radius. Now there was the sink in. It was undermounted, and it was a rectangular but great. You don't want to go overboard with a trend and then even the faucet had a beautiful curve to it. And to me, it was really refreshing.



Jan: (10:14)

I find that as somebody that actually works in their kitchen and has designed over 1000 kitchens, I was always really hesitant on the square, sharp edges. These are rooms that we're moving around in. And having those sharp corners wasn't always the best design. And I think one other thing, too, that I really saw that told me curves are going to be strong is that if you looked in the background of displays, like how were the manufacturers displaying their products? They used a lot of curved walls, curved openings where you'd have a nice big booth and you would move from one area to the other. And I was amazed at how many of them had big arch top openings. So it's getting into our psyche, and we'll see we're going to see a lot more of it in the years to come.

Mirjam: (11:10)

Jan, I want to ask you about a trend that always shows up in the media and has for years. So what about the technology and the connect at home and all of that? I know it's still a trend, but do you see it really settling in and are people and designers actually using it in the work? It's something that you recommend.

**Jan: (11:14)**

Yeah, definitely. We're not going to be able to get away from it. And whole industries have sprung up on the smart home. And I know that you can get your appliances that can connect to it, you can get your plumbing fixtures to connect to it. For me personally, I find it very complicated. I will admit I find it very complicated. And what system do you pick? And I say that because 20 years ago, the first smart home technology that I'm aware of probably been 25 years ago started coming into the marketplace. Well, it's long gone. That system doesn't work anymore, but I think it's getting better and better. And you will be able to hook up a lot of your kitchen and bathroom products to it. And I think it's going to be what's your comfort zone going to be. And as a designer, what's your client's comfort zone? I recently did a home where we looked at it and we decided that we would make half the house smart home. But the other portion, which was kind of the guest portion, we didn't we wanted them to be able to go in and flip on the switch to turn the lights on without having to get somebody's iPad. And I'll admit I didn't really focus on it because I find that you really need to bring in a specialist now that can put it all together because it is really complicated. You want to make sure you get the right system that's going to last you for more than a few seasons.

Maria: (13:12)

Jan, can you tell us a little bit about the appliance booth that you saw?



Jan: (13:14)

So there was an observation that I had from this show was that the appliance manufacturers were the ones that really sang. It was amazing what they put into their booze and how much they were pushing the envelope. And I think it makes sense that the appliance manufacturers were there to show their appliances. And I would think that most of the trends or most of the innovation and appliance manufacturing, like microwave drawers and steam ovens and speed ovens and pizza ovens and side by side column refrigeration, that all came out quite a few years ago now. So there hasn't been tremendous innovation other than little tweaks, but they were really grabbing the attention of the viewers by putting these over the top, spectacular displays. And if you were to go onto Instagram and just hashtag cabins, there was one kitchen that was done by monogram that you'll see it over and over and over again. I loved it. It was really innovative, strong color, lots of pattern. I think they did the mixed metals quite well with it. They'd use the gold in there quite a bit. But the appliance manufacturers, I felt, really won the show this year with their displays.

Jason: (14:54)

From the trends and what you learned, what else did you see that you may not have thought of or that was innovative that they had last week?

**Jan: (15:14)**

Well, there was a lot as you said, there was 70,000 people there. We had the kitchen and bath industry show in conjunction with the International Builder Show. I know that I walked the show for three full days, but I know I didn't get to every booth. And I do focus a lot, specifically the kitchen industry. I saw a lot of innovation or continuing innovation and product development and accessories, different things that you would put inside the cabinet tree. Excuse me. I saw some manufacturers that were improving on what they had, and I was really happy to see that because as a manufacturer or product developer, you need to look at your products and do the consumer and the designer research to make sure that they're working. And there was one manufacturer that I saw that it was Rev a shelf, and they had taken their pullouts. They have these narrow eight and twelve inch or nine and twelve inch pull outs, and they really improved them. They added a little swivel shelf into them. They added what they were calling little side kick. So if you had a 15 inch cabinet and you were putting in a twelve inch accessory, there was a little three inch one you could add onto it, which was really making it much more functional. So I don't recall seeing anything like, wow, I've never seen this before in accessories, but I did see a lot of product improvements happening with them.

Maria: (16:45)

Jan, was this the first show where you saw some of that granny chic coming into the kitchen design, like those little Gallery brass shelves. I even saw a really interesting, like, brass and glass unit that was used as an end cap underneath the countertop on an island.

**Jan: (17:14)**

No, absolutely. That in the past. We haven't been to live shows for a couple of years, but in the past, things were much cleaner and more sleek. And again, I think it comes back to that lineal, square, almost hardness. And because consumers have been in their homes, they want them to be cozier. Sometimes I refer to as they want their homes to be more homey and that vintage chic look and not being afraid to put an interesting collection out on a shelf and bringing in something that it's almost furniture like, I guess that's a good way to describe it, to really change things up. And I think the element that you were looking at and I've got a picture of it, it's a nice big island, and on the end are some iron and glass shelves, and it kind of angles in. You get that curve in again. And it's almost like accessorizing the way that we'll accessorize our outfits, that we may have the basics, but something like that is a fabulous way to accessorize your kitchen, to give it some personality.

Maria: (18:25)

What about the whole concept? I didn't see a lot of floating shelves in the kitchen that we have in the big displays. I just didn't see them. Did you notice floating shelf?

Jan: (18:37)

Yes, I did. I and took a picture of a few, but it's true. Like the floating shelf again, we've seen it for so many years. We've got to have a new iteration. So I feel that new iteration is the metal, mostly black wrought iron, like on a black metal as the alternative. So it's a frame, a metal frame that can have a wood shelf or a glass shelf. They were everywhere, and they definitely came from the Europa China show in 2018. I had attended that show and it was everywhere. Those matte black shelving. And it was interspersed in closet design here in kitchen design, in bathroom design. And there was a lot I was out on the peripheral of the show and there was one supplier that I found in the back corner against the wall that was just a supplier of those products. And they didn't have a kitchen display, but they had those products and had the whole system of how you can put it together as a designer.

**Maria: (19:25)**

The recent Architectural Digest spread on Gwyneth Paltrow in her kitchen, she has a whole wall of really pretty display for her blue and white dishes and their forward facing and they have the front lip on them. And I'm noticing outside of just the cabaret show, this trend towards how to bring in a little bit more of that cottage core kind of feel to the kitchens and to the space. I was surprised when we were there that I didn't see any of that type of display really up at the cable show, but I'm seeing it in homes.

Jan: (20:37)

Yeah. And you know what? And I think, too, that having designed one of these booths in the past, it's two years in advance that you're designing these booths. So sometimes it's difficult to pivot and put everything that's trending. But I did see in one of the cabinet accessory manufacturers, they had a great pullout that was slotted that allowed you to slot all your plates and your platters in this custom system. And I loved it. I had to laugh, though, because I saw again at the Yorkino show ten years ago or more. Twelve years ago in 2010, I still remember walking into a display, and it was a dish, a dishware pantry. So the pantry was just for all your dishes. I fell in love with it. I ended up designing one for a client as soon as I got back. But this manufacturer was on their way, I believe with this display, this pull out for holding the plates vertically. I think that's going to be something people are entertaining more at home or eating more at home. They want to treat themselves. They want to be able to see all the beautiful things and use them every day.

Maria: (21:50)

I agree 100%. They want to be able to see their beautiful things. They want to delight in their spaces that they're using.

**Jason: (21:58)**

So, Jan, this has been an amazing talk and we appreciate your time. So I know you have a blog where you go into depth on a lot of this information and what happened and didn't review from the show. So if you could let us know how we can find that blog and how any of our listeners can reach out to you if they are interested in more information.

Jan: (22:17)

Yeah, absolutely. Thank you, Jason. So I am on my website, which is vestabul.com spelled Vestabul.com. You can just click on the blog tab. I specifically blog directly to the designer. I'm not blogging to the consumer. I'm talking directly to you. And right now I think I've got close to 100 blogs on there and I have to laugh every week. My dear mom will text me. No, normally text me going, how do you keep coming up with ideas to talk about kitchens? But to me, it's a fascinating subject. So definitely check it out there. Of course, on the website there's an area you can contact me or you can email me, Jan@vestabul.com. So I'd love to hear from you. And I'm going to keep writing about this subject. There's lots more to say.

Jason: (23:23)

Appreciate it. So we hope to see you all here next week on Designer Discussions.

Outro: (23:31)

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