



# 2020 DESIGN OUTLOOK

*Floss* BARBER

The studio spent the year digging into the latest design research—from materials to consumer data to the effect of AirBNB—to bring you the future of design in 2020.

# TODAY'S TRAVELER

Travel today is being disrupted by the Millennial Mindset. Today's traveler seeks authentic experiences and wants to spend money in a curated way to discover the character of a place. In fact, 67 percent of high-income travelers would rather spend their money on activities than on an "upscale" hotel room. Travelers want to stay in hotels that feel authentic to the location, provide unique experiences to that place, and are based on narrative-driven design.



*See how Floss Barber, Inc. has  
designed hotels for today's traveler.*

# BREAKING BARRIERS

2020 will continue to break down gender, economic, and social barriers, and spaces must be designed accordingly. With important evolving concepts like “global community,” “shared economy,” and “social architecture,” users in the hospitality and commercial sectors are looking for communal spaces designed to feel like city squares or expanded living rooms where people from all walks of life can share experiences.



*See how FBI designed 11 Cooper in Camden, NJ for the whole community.*

# SPACE IS PLACE

2020 will continue to see a blurring of lines between business and leisure. Gone are the days of the entirely open office; a variety of settings in which to work and choice in where to work are the two biggest determining factors in workplace effectiveness and experience. Space is no longer about serving one function.



*See how FBI designed FIS Group's headquarters to create a comfortable and functional workplace.*

# SURPRISE & DELIGHT

2020 will continue to see a rise in people's desire to feel surprised and delighted. Through the use of rich-hued jewel tones in tandem with the new neutrals, such as blush, olive and okra, surprising and delighting with color will continue to evolve in 2020. Innovative use of materials with inspiration from, and integration of, nature combined with the use of imperfect finishes with patina and a layering of old and new in the "Grandmillennial style" will make users feel at ease and part of a bigger narrative.



*See how FBI designed the Fairfield Inn & Suites Philadelphia to surprise and delight guests.*

# HAPPY NEW YEAR!

As designers, we are becoming anthropologists. Our job demands that we thoroughly understand site, geography, culture, context, and all the individuals who use the spaces we design.

Our depth of understanding lets us create environments that break down barriers between people and infuse spaces with delight, always in the hope that our design will enrich where our clients work, play, sleep, and eat.

May your experiences in 2020 be enriched. From our family to yours, may you have a bright and happy new year!

Sincerely,

The Floss Barber Team

Floss    Dainelle    Annie    Jennifer  
JOE A.    *[Signature]*    Leah    *[Signature]*