

BUSINESS OF HOME

BOH

ISSUE 28 | SUMMER 2023

LEAD THE WAY

*The Ultimate
Guide to Being
a Better Boss*



On the Beat

Feeling Groovy

The trippy, eco-driven designs of the 1970s are back—and more sophisticated than ever.

BY CAROLINE BIGGS



ABOVE: Sasha Bikoff took inspiration from the 1970s for a seductive contemporary bedroom, which features Pierre Frey's Portor wallpaper in Noir; a glossy caramel-colored paint treatment on the ceiling; and a plush, faux-fur-upholstered Grinza bed by Fernando and Humberto Campana for Edra.

age with contemporary elements, while introducing the concept of biophilia in the home." Data backs up the era's surging appeal: "Searches for '1970' are up 12 percent year over year on 1stDibs," says the platform's editorial director Anthony Barzilay Freund.

The '70s ran the aesthetic gamut, starting with the space-age styles of the late 1960s all the way to disco-inspired designs and hippie-friendly bohemian looks that rounded out the decade's later years. "Though the period was

Though nostalgic motifs have been trending since the start of the pandemic, it's the designs of the 1970s that are making a major comeback in present-day interiors. "We're entering a new era of design that favors quality over quantity," says Jaye Anna Mize, vice president of home and lifestyle at trend forecasting agency FS. "Younger generations are more sustainability minded, and 1970s-inspired designs combine heri-

ture vibe feels in sync with these times—or at least aspirational," says Freund.

In today's interiors, '70s styles are reappearing in strikingly sophisticated forms. New York designer Robert McKinley, for instance, recently painted the kitchen floor of a client's Montauk home avocado green; Bikoff regularly employs '70s-esque color palettes and psychedelic motifs throughout her projects. "The aesthetic was very uninhibited," says McKinley. "It played on basic human emotions, beauty, organic forms and the environment—things that resonate more than ever today."

While McKinley acknowledges that the untamed nature of 1970s decor can make integrating the trend a challenge, its key features are a lot more approachable than they first seem. "The trick is to not take the look literally, but to be inspired by its boldness and experimental nature," says the designer, whose furniture and lighting brand Monea showcases elements of the period alongside minimalist-modern accents. "We continue to explore the possibilities of new materials and natural shapes, while finding fresh ways for them to coexist with more refined details." ■

stylistically diverse, natural materials like bamboo, rattan and a palette of deep mineral tones—burnt orange, mustard yellow, warm browns and greens—reigned supreme," says Freund. "The furniture was curvaceous and a bit audacious, breaking with the rigidity of high modernism that had defined the preceding decades."

Funky geometric patterns and lively organic motifs were all the rage, as were comforting curved silhouettes and low-lying furniture profiles. "The 1970s design aesthetic was all about decadence, love, nature, color and futurism," says New York-based designer Sasha Bikoff, whose recent line for custom rug brand Rug Art draws heavily from '70s styles. "It was a reaction against midcentury modernism and its minimalistic appearance, and all about creating a sensual vibe."

Hallmarks of the era mirror some of our most pressing societal concerns today. The concept of communal living, which first rose to prominence in the early 1970s, plays a pivotal role in the period's resurgence. "The Pew Research Center reports that there are now 59.7 million U.S. residents who live with multiple generations under one roof," says Mize. "This encourages more of a cultural exchange between generations, influencing everything from our purchase decisions to our core values of family and belonging." The decade was also shaped by environmentalism—the first-ever Earth Day was celebrated on April 22, 1970—and biophilia, a term that emphasizes humans' innate attraction to nature, was coined by psychoanalyst Erich Fromm in 1973. "That relaxed, back-to-na-



Out of Sight

Usher in some 1970s-inspired style to your next project with one of these far-out finds.

1. Industrial minimalism meets disco-era glamour in **Rotganzen's** *Le Carré III* side table.
2. A mix of open and radio-woven rattan cane panels gives the *Anisa Sea Sand* etagere at **Currey & Company** its cool retro look.
3. **Thibaut's** *Tybee Tree* fabric in *Coral and Yellow* will bring flower child vibes to throw pillows or window treatments.
4. In lieu of a sunken living room, the gold velvet-covered *Hadley sofa* by **Bradley Furniture** offers a plush, evocative seat.
5. Not your grandmother's crochet: The *Granny Squares mosaic* by **New Ravenna** showcases a symphony of sumptuous stones including Lavigne, Mangrove and Magnolia.
6. Like a modern lava lamp, the *Melt Portable Copper LED light* by **Tom Dixon** features a conical form and an amorphous glass shade that resembles molten rock.
7. Hey, sunshine! With its rich mustard yellow finish, the *Coulter Leather cocktail table* by **Chelsea House** instantly energizes any room it occupies.
8. Can you dig it? The splayed arms and low-profile footprint of **American Leather's** *Harlowe Comfort Relax* recliner in *Mont Blanc Terra Cotta* draw inspiration from the flared-back styles of the 1970s.

PHOTOGRAPHY: COURTESY OF BRANDS



- 9. **Monea's** *Marella* light transforms a bare ceiling into an eye-catching centerpiece, no disco ball necessary.
- 10. Brimming with rich mineral tones, **Missoni's** *Flower Pot* wallpaper in *Rust* at **York Wallcoverings** boasts a lush, psychedelic abstract floral motif.
- 11. A funky geometric print infuses the 4123-01SW swivel chair in *Tandem Citrus* fabric by **Lee Industries** with vintage appeal.
- 12. Consider **Loloi's** P0245 *Ribbon Shag* pillows in *Green* a sophisticated stand-in for the era's shaggy carpeting.
- 13. **Forbo Flooring Systems's** *Furniture* linoleum in *Spring Green* can be applied to everything from desks to cabinets and doors for a contemporary riff on old-school vinyl floors.
- 14. Talk about flower power: The rattan-framed *Sante* mirror from **Accent Decor** is teeming with charm.
- 15. Take a chill pill and get lost in the undulating lines of **Sasha Bikoff's** *Ripple* rug in *Seaweed* at **Rug Arts**.
- 16. A trippy cuboid-clad facade adds a dash of op art drama to the alluring *Escher* chest by **Caracole**.