



DESIGN: ETCH DESIGN GROUP  
PHOTO: REBEKAH WESTOVER PHOTOGRAPHY

# 2021 KITCHEN TREND REPORT

Presented by Bertazzoni



# A MESSAGE FROM THE BERTAZZONI FAMILY

The kitchen has evolved from a purely functional mandate in the home to a space of style and self-expression. As we approach our 140th anniversary, we're proud to share our unique perspective regarding the kitchen's transformative role in the home, with a special focus on today's increasingly experience-driven kitchen environment.

For our first-ever Trend Report, we've reviewed and synthesized data, and have consulted the A&D community in North America to arrive at the design updates that are at the forefront of the kitchen industry. For us, and for the kitchen industry at large — trends are guiding principles of aesthetics that motivate the serious considerations for kitchen design, whether it's a "small" refresh like upgrading a freestanding appliance, or a larger-scale gut renovation. Our goal is to help homeowners create kitchens that bring joy, arming them with authentic materials, designer appliances and best-in-class performance to tailor their space based on their own lifestyle and personality.

Thank you for joining us on this journey. To learn more about Bertazzoni, our values, and products, please visit [www.bertazzoni.com](http://www.bertazzoni.com).

Thank you,

VALENTINA BERTAZZONI, HEAD OF STYLE & DESIGN AND 6<sup>TH</sup> GENERATION FAMILY MEMBER

# INDEX

---



**PAGE 5**  
Color Trends: Warmer  
Palettes, Inviting Ambiance



**PAGE 11**  
Form Leads...But Function  
'Wows'...with Today's  
Integrated Kitchens



**PAGE 7**  
Bold, Sleek and Sophisticated:  
How Black is Creating Impact



**PAGE 13**  
Personalized, Experience-  
Driven Design is on the Rise



**PAGE 9**  
Design That's Better for You:  
Kitchens That Support Health  
& Wellness



**PAGE 15**  
Guest Homes Are Gaining  
Popularity: Smaller Footprints  
Yield High Design

---

Ever since 1882, Bertazzoni has built a reputation on quality engineering, and for Italians — perhaps more than in any other culture — there is an intrinsic emphasis on design and beauty, which can be seen across the arts, architecture, automobiles, and more. We're endlessly inspired by this rich heritage and affinity for style, which is applied to the design of our products.



DESIGN: ARIANNE BELLIZAIRE INTERIORS  
PHOTO: JESSIE PREZA PHOTOGRAPHY

# THE TRENDS

# 1

## COLOR TRENDS: WARMER PALETTES, INVITING AMBIANCE

This last year, the kitchen paradigm has shifted substantially — families are spending more of their time in the kitchen than ever before, and it has become central to daily life. As a result, the kitchen has taken on a new meaning, and the overall design and ambiance of the space is changing.

Kitchens are transitioning away from all-white and towards warmer, richer color palettes — with the return of natural wood finishes seen throughout cabinetry, and appliances increasingly serving as the anchor or protagonist, with bold colors like orange, yellow, and red taking center stage. Across the board, homeowners are increasingly seeking more lively and inviting environments to host friends and family.





**Bertazzoni is the market share leader in color appliances** within its competitive set and is seeing sustained popularity in its colorful ranges. Within North America, red is the best-selling color within Bertazzoni's warm color palette, with the percentage share of red compared to all colored range sales nearly doubling over the past 24 months. Overall, color range sales continue to grow, with an annual increase of approximately 20% per year.

“

**ORLANDO SORIA, INTERIOR DESIGNER  
& HGTV “BUILD ME UP” HOST:**

While there will always be a space for simple, white kitchens, the quiet minimalism of the past decade in design seems to be giving way to bolder decisions on elements like color, light fixtures, and more distinctive appliances. Options for appliances – especially ranges – now come in finishes that are so much more interesting than past decades and clients seeking visual interest are increasingly opting for a warmer, playful range as a pop of color. In general, I think people are wanting their kitchens to be a space to hang out with seating, flattering lighting, and eclectic finishes and fixtures.

”



DESIGN: ROUX MACNEILL STUDIO  
PHOTO: CATHERINE NGUYEN

# 2

## BOLD, SLEEK & SOPHISTICATED: HOW BLACK IS CREATING IMPACT



Another noteworthy reaction to the over-saturation of all-white kitchens for the past several years — popularized by home renovation television shows and Instagram alike — is a shift towards darker hues.

According to Pinterest, searches for “black kitchens” are at an all-time high within the last year (as of January 31, 2020, comparing the previous 12 months). Bertazzoni has also seen a significant rise in black appliances, which — along with white appliances (increasingly used for contrast in kitchen design) — remain the most popular color choice among Bertazzoni consumers.

The use of hues ranging from graphite to black in kitchen design has surged in the last year. For some, this has been through statement products like ranges, which add the “hero” element and visual weight to a space. Others have completely enveloped the kitchen around a grey, black or even jewel tone color palette, creating a striking design statement.

“

**BRYNN OLSON, FOUNDER & PRINCIPAL DESIGNER  
OF BRYNN OLSON DESIGN GROUP:**

Homeowners are becoming more open to dark, statement rooms, with even our most anti-color clients showing interest in jewel tones and those who tend to embrace bolder choices leaning into deep hues. For our clients seeking dark sultry colors, we've used the Bertazzoni Heritage series in black to make an impactful yet timeless statement.

”



DESIGN: KLH CUSTOM HOMES  
PHOTO: THE MITTENTOG



MATTE BLACK

**Bertazzoni ranges are available in glossy, seven-layer automotive paint, smooth enamel, and texture paint.** The automotive paint is manually applied by craftsmen with multiple layers of color, using processes identical to the Italian luxury sports car industry. Enamel is available on the Heritage Series, and is inspired by Bertazzoni's original wood-burning stoves of the 1910s. Texture paint uses a pigmented base made from resins and other materials, which is cured at extremely high temperatures. As it heats, it flows to form a "skin." The result is a sophisticated finish that is stain and scratch resistant.



GLOSSY BLACK



# 3

## DESIGN THAT'S BETTER FOR YOU: KITCHENS THAT SUPPORT HEALTH & WELLNESS

Because people are cooking more at home, there's never before been so many homeowners trying their hand at new dishes. The level of discernment in cooking at home has taken on a whole new level, both in the sense of the quality of ingredients people are using, but also how that food is prepared. Not all cooking methods yield the same results.

Increasingly, we're using our homes as conduits for personal health and wellness — and the kitchen is no exception. There's been a rapid rise of consideration on the appliances we use within the context of supporting healthy eating and lifestyles. In particular, steam and steam assist ovens are gaining traction, praised for retaining food's nutrients in the cooking process, and refrigeration has grown more important amidst the rise of natural and organic ingredients and the need to best preserve fresh food.

And "better for you" cooking isn't just limited to what we're putting into our bodies — a growing number of Americans are seeking technologies with a smaller carbon footprint and better impact on the environment. Induction cooking is increasingly popular as an eco-friendly solution, and Bertazzoni has doubled its induction range sales over the past two years.





## **Bertazzoni has a full suite of appliances to support nutrition and wellness.**

Bertazzoni's award-winning Steam Convection Oven is incredibly flexible, offering a choice of four technologies in one: convection baking, broiling, steam assist baking and roasting as well as steam only cooking — all in one unit. You can use each cooking mode on its own or combine them to generate exceptional results. Experience the benefits of steam and steam-assisted convection cooking, sealing in all the flavors and maintaining nutrients and food texture.

Bertazzoni's award-winning new Built-in Refrigerator Columns are designed to maximize food storage and preservation, maintaining the nutrients, texture and taste of fresh and packaged foods through state-of-the-art, sensor-managed temperature zones. With the largest usable interior depth in its category, homeowners can enjoy ample and flexible food storage, optimized with easily cleaned metal and glass bins, crispers and shelves.

“

**BRYNN OLSON, FOUNDER & PRINCIPAL DESIGNER  
OF BRYNN OLSON DESIGN GROUP:**

We are seeing a huge trend in ditching the microwave in exchange for a convection steam oven, as steam assist or full steam functionality has opened an entire spectrum of healthy fast cooking. I grew up with a father who is an MD with a Ph.D. in Nutrition, so making sure your food maintains its nutrients has been ingrained in my ethos and is something I feel strongly about for the health of my employees and clients, which is why we opted for a Bertazzoni Steam Oven in our office renovation. What's more, these cooking modes in a built-in appliance help to avoid clutter from multiple small countertop electrics.

”



DESIGN: BRYNN OLSON DESIGN GROUP  
PHOTO: CYNTHIA LYNN PHOTOGRAPHY

# 4

## FORM LEADS...BUT FUNCTION 'WOWS' ...WITH TODAY'S INTEGRATED KITCHENS

Historically, the kitchen was a space built merely for utility. It was completely dedicated to meal preparation, often “hidden” at the back of the house, not for guests to see. The kitchen is now the social hub of the home, welcoming the family and friends to gather together for various activities throughout the day.

The evolution of the kitchen into the heart of the home has accelerated an emphasis on form. Recently, this has driven a rise in built-in kitchens with integrated appliances, which place the priority on beautiful form and seamless design.

That said, today's built-in appliances offer remarkable innovation. Some of the standout aspects of Bertazzoni built-in products include:

- Rangetops with dual power burners featuring a best-in-class time to boil, at under six minutes and 19,000 BTU capacity.
- Refrigerator columns with the largest interior depth in the category, while featuring attractive LED lighting.
- Wine Columns featuring the utmost in temperature zone accuracy, UV light shielding glass windows, and vibration free compressors.

DESIGN: CITYHOMECOLLECTIVE  
PHOTO: KERRI FUKUI



DESIGN: FRESH DESIGN GROUP INC.  
PHOTO: KIMBERLY GORMAN MUTO

**Last year, Bertazzoni launched more than 100 products** — nearly doubling its portfolio — driven largely by its many built-in introductions: Food & Beverage Preservation Columns, and Built-In Cooking Appliances.

VALENTINA BERTAZZONI, HEAD OF STYLE & DESIGN AND 6TH GENERATION FAMILY MEMBER:

“

Today's kitchens are becoming increasingly sophisticated. For a growing number of homeowners, that means seamlessly incorporating appliances like the refrigerator, dishwasher or oven into adjacent cabinetry with panel-ready and built-in options. Built-ins can be an important design tool — whether creating a clean and simple space or making room for a statement range to draw the eye with a pop of color.

”



# 5

## PERSONALIZED, EXPERIENCE- DRIVEN DESIGN IS ON THE RISE

The real estate market is hot — and homes are the latest symbols of aspiration and self-expression. Because of this, there's a greater shift away from "cookie cutter" homes, towards experience-driven spaces that reflect personal design tastes and lifestyle.

Increasingly, today's stylish kitchens aren't generic. "One size fits all" is a paradox. They're the imaginations of designers and homeowners, brought to life through colors, materials, textures, finishes, and more. Kitchens that reflect personal values, showcase personality and combine unique design elements into one-of-a-kind spaces are continuing to garner traction. Homeowners are growing more comfortable with mixing styles and making bold design statements and are seeking products that tell a story with unique materials, heritage-inspired designs and more. Long gone are the days of designing for resale value — now homeowners are creating spaces that will spark joy in their day to day experiences — whether their focus is on the aesthetic or on functional updates like wellness or eco-friendly driven design.



**Bertazzoni's Collezione Metalli offers decorative details which enable the homeowner to express their preferred aesthetic** with Gold, Copper, or Black Nickel control knobs and finials.

What's more, Bertazzoni's entire portfolio is offered in three distinct styles — Professional, Master, and Heritage — letting the homeowner select the desired tone of the space, whether it's modern, traditional, or classic.



“

**REMODELER AND DESIGNER LAURIE MARCH:**

I've never believed that the “work triangle” or other formulaic approaches are the only way to design your kitchen. Homeowners should design based on the space they have, and how they want to use and experience their kitchens. As an inherently functional space, the kitchen speaks to your values and personality more than nearly any other room in the home. Are you someone who craves organization and wants to incorporate open shelves and a glass-front refrigerator to showcase that? Are you someone who wants to create a sense of calm and simplicity and opts for a seamless look with built-in appliances? Or do you love a maximalist vibe, with all your favorite appliances visible and at your fingertips? Whatever your priorities, the kitchen can be personalized to fit your needs – both functional and aesthetic.

”

# 6

## GUEST HOMES ARE GAINING POPULARITY: SMALLER FOOTPRINTS YIELD HIGH DESIGN

Many city dwellers have been exploring more spacious, suburban options — leading some to predict the demise of urban living. And while the market for small space solutions was traditionally tied to these densely populated urban areas, demand is spiking for a newer and often more suburban market: in-law suites, also known as Accessory Dwelling Units (ADUs) and often coming to life as a detached backyard apartment.

In-law suites have become an increasingly popular way to monetize smaller spaces, with many of these apartments taking up only 900 square feet and rentals spanning both long term and vacation leases. In both instances, high-impact, compact kitchens are critical to drive value for an apartment listing. And this means more than finding size-appropriate appliances. As smaller spaces are more likely to have studio or open floor layouts, appliances take center stage and can shape the atmosphere of a rental — for better or worse. Heavy, outdated appliances can be an eyesore, and aesthetics are dictating purchasing decisions as much as, if not more than, cooking capabilities for these properties. All of which is driving new demand for beautiful, compact appliances.



---

**Bertazzoni continues to lead the market in design-harmonized, full kitchen suite** — including 24"

suite offerings, which bring the brand's craftsmanship, design, and technology to the compact kitchen.

Dedicated to creating solutions for any footprint, Bertazzoni has ensured that those with small spaces won't have to compromise in their appliances and can select a variety of corresponding styles and finishes, all maintaining Bertazzoni's six-generation legacy of beauty and performance.



“

**VALENTINA BERTAZZONI, HEAD OF STYLE & DESIGN AND 6TH GENERATION FAMILY MEMBER:**

For smaller spaces in particular, every design choice matters. Those with smaller footprints should never have to settle for less and, knowing the level of importance that each design element plays in these spaces, we've made a variety of stylistic options available through our 24" portfolio. For Bertazzoni, high-impact design is always about maximizing both form and function, bringing the best of precision engineering and Italian craftsmanship to our products so that we can empower homeowners to get the most out of their spaces.

”





**THANK YOU**