

Rowley project list: **Veranda Living – Outdoor Decorating**



Outdoor living spaces are a natural extension of the home; however, not all fabrics and materials are appropriate for outdoor use. Knowing how to choose fabrics is important when designing an outdoor or covered space. Be in the know for outdoor decorating trends, tips and weather-friendly material options.

Design Inspiration & Outdoor Decorating Trends:

Make a splash with a seaside inspired roomscape or go bold with an island tropical getaway theme. Get inspired by these decorating ideas for your next outdoor design project.

Tropical Punch:

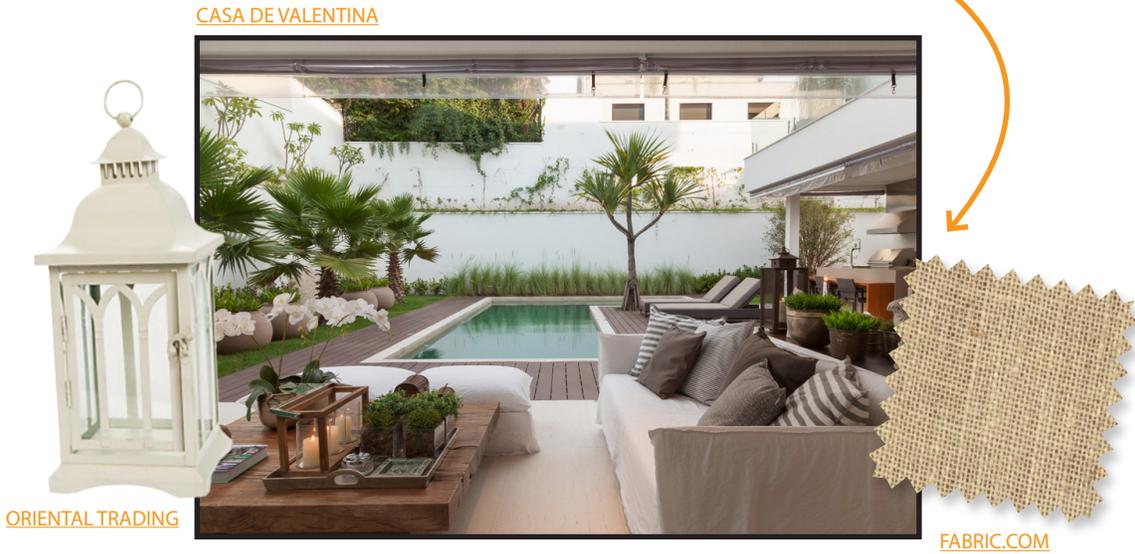
Bolds and brights in varying shades of orange, pink and coral will bring life and excitement to your outdoor space. Mix-and-match colors and modern patterns like ikats, stripes or florals for a fresh, eye-catching look. White or neutral furniture makes a nice backdrop when you want to go bold with color and pattern.



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Natural Charm:

Neutral colors allow your background landscape to flourish. Subtle pattern and texture add interest without overpowering the beauty of what is right beyond your windowsill. Incorporate organic textures like wood tables and tree stump seating to add visual interest.



Seaside View:

Got a view of the ocean? Let nature's backdrop be the anchor for your outdoor design theme. Go nautical with cushions, pillows and table-top décor. Pull shades of blue from the water as inspiration and incorporate red for small pops of color.



Island Style:

Bold colors and big palms bring the island to life. Set up cozy seating spots with vibrant colors and décor for a Mai-Tai sipping, steel drum playing, outdoor island getaway. Eclectic string lights or paper lanterns will add to the laid-back vibe.

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Outdoor Decorating Tips:

When designing an outdoor living space, consider these design components for achieving a look your customers will love.

- 1 **Outdoor rooms are an extension of the home's interior** – Colors used in outdoor rooms should compliment the color schemes used inside the home. Blend the colors with the home's architecture and construction style to achieve a nice flow from room to room, whether indoors or out.
- 2 **Wall Art** – Decorating the walls outside is just as important as it is inside. Continue to choose items that match the personality and home décor style. Scale and proportion are still important factors when considering wall art. Also keep in mind if the space is covered appropriately for the artwork to withstand the weather elements.
- 3 **Mix texture and materials for interest** – Mix furniture materials like wicker, wood, metal and fabric. Sometimes the typical outdoor furniture selection just won't do. Create custom pieces in weather-friendly materials to fit the design and style of choice for your customer's home.
- 4 **Seating groups and furniture placement** - Keep the outdoor space multi-purpose by arranging furniture into groups. One area may be for sit down meals while another space may be for gathering with family and friends or lounging with a great book.
- 5 **Natural Elements** – Incorporate a fire pit or water feature to create a serene focal point for friends and family to gather around.
- 6 **Outdoor Rugs** – Use rugs to bring texture and warmth to your outdoor design spaces. Outdoor Rugs are now just as beautiful and colorful as rugs made for inside of the home. They will also help to add softness to the space and define seating areas.
- 7 **Pattern Play** – Using mix-and-match fabrics can create a high-end look within a design space. When using multiple patterns in a space, consider pattern, scale, color and balance. Start by picking a fabric that has a larger pattern, with at least 3 colors. This will make it easier to pick the coordinating fabrics, pulling from colors in the main fabric.
- 8 **Outdoor Window Treatments** – Custom curtains and shades can seamlessly tie together other colors and fabrics in the outdoor space with the flexibility of privacy when you need it. Roman shades and grommet panel curtains with stainless steel hardware are ideal weather-friendly treatments.
- 9 **Flowers, foliage, and pots also add texture and color** – Potted plants or flowers with varying dimensions make an impact when extra color or scale is needed. Large, exaggerated planters provide architectural drama. Fill in nooks and adorn table tops with smaller foliage to carry color and greenery throughout the space.
- 10 **Lighting** – Outdoor string lighting, lanterns and candles are an affordable way to give your customer's Veranda, patio or yard an ambiance that's ready for entertaining. Going for a more polished or trendy look? Try an outdoor chandelier or a stylish pendant that will make a bold statement.

Materials and Supplies For Outdoor Use:

- 1 **Flooring** – There are many types of ultra low maintenance PVC decking and flooring products on the market. These materials resist stains, scratches, splits, mold and mildew and are extremely durable and impervious to moisture and insects.
- 2 **Outdoor Rugs** – Outdoor rugs can be made from nylon, polyester, polypropylene and more. Most are mold- and mildew-resistant, and some are treated to resist fading from exposure to UV rays. Outdoor rugs are functional while adding another layer of style and décor.
- 3 **Furniture** – Outdoor furniture is made from a variety of natural and manufactured materials. Look for patio furniture that is built to last and will look fresh and new for many years. Some materials are more durable than others and some withstand exposure to the elements better. Outdoor furniture may be expensive so investigate the characteristics of each type of material, paying close attention to the pros and cons of each. Some may be more resistant to wind or rain, while others will last longer in sunshine or heat.
 - A. **Plastic** is usually the least expensive option as it's typically made from recycled materials and can be stacked for storage. However, plastic is not always the best looking option and may not last as long as other materials, especially if used in an uncovered outdoor environment.
 - B. **Wood** patio furniture comes in a wide variety of wood types which gives a warmer, more casual and natural look. Custom wood types include teak, pine, cedar, eucalyptus, and redwood and can be stained to match any design style. Wood furniture will need to be cleaned and oiled to increase its lifespan.
 - C. **Wicker** outdoor sets are usually made from synthetics which help lower costs over natural wicker and increase weather resistance and durability.
 - D. **Metal** and wrought iron looks best in a formal or classic setting. It is a strong, durable material, and furniture designs range from traditional to contemporary. Aluminum will not fade or rust, especially if it has been sealed with a powder-coat finish. It requires less maintenance than wrought iron and is significantly lighter and easier to move.
- 4 **Fabrics** –
 - A. **Solution dyed acrylics**, such as Sunbrella® fabrics, are woven from threads made of solution dyed fibers. The final result is a fabric that will remain colorfast after sun exposure, wear and tear and even bleach application. It is soft, comfortable and breathable and water resistant for quick drying. Typically, these are not waterproof.
 - B. **Printed acrylic outdoor fabrics** are produced from tough synthetic fibers to resist stains and mildew. Acrylic fabrics are resistant to wrinkling, shrinking, fading and fungus. It dries quickly and is resistant to UV rays. **Polyester outdoor fabrics** are strong, quick drying and resistant to stretching, shrinking, wrinkling and chemical damage. Both maintain printed patterns well and resist rot from outdoor elements. The polyester or acrylic base cloths are screen printed with dyes that are resistant to fading and harsh outdoor environments.



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