



abda
DESIGN

design guide #4
newstalgia

newstalgia

A combination of the words 'new' and 'nostalgia' – this trend is all about blending the retro and the nostalgic with the new and contemporary. Having previously explored the newstalgia movement's influence on food and drink menus, it's clear to us that this far-reaching trend remains in demand, so we're turning our attention to what newstalgia means for interiors.

Revisiting and reimagining icons from the past is popular across many areas of life, from the resurgence of 90s and y2k fashion, to the remaking of popular childhood films and the sampling and remixing of music from the past. Naturally, interiors are embracing society's current newstalgic mood too, by blending vintage elements with contemporary design ideas.

Our latest trend report explores how you can recreate the best elements of the past, evoking emotion and positive memories for your guests, whilst remaining fresh and relevant.



Italian Roadtrip Course - Six By Nico



2000 Running Collection - Adidas



Patternistas Collection - Panaz Fabrics

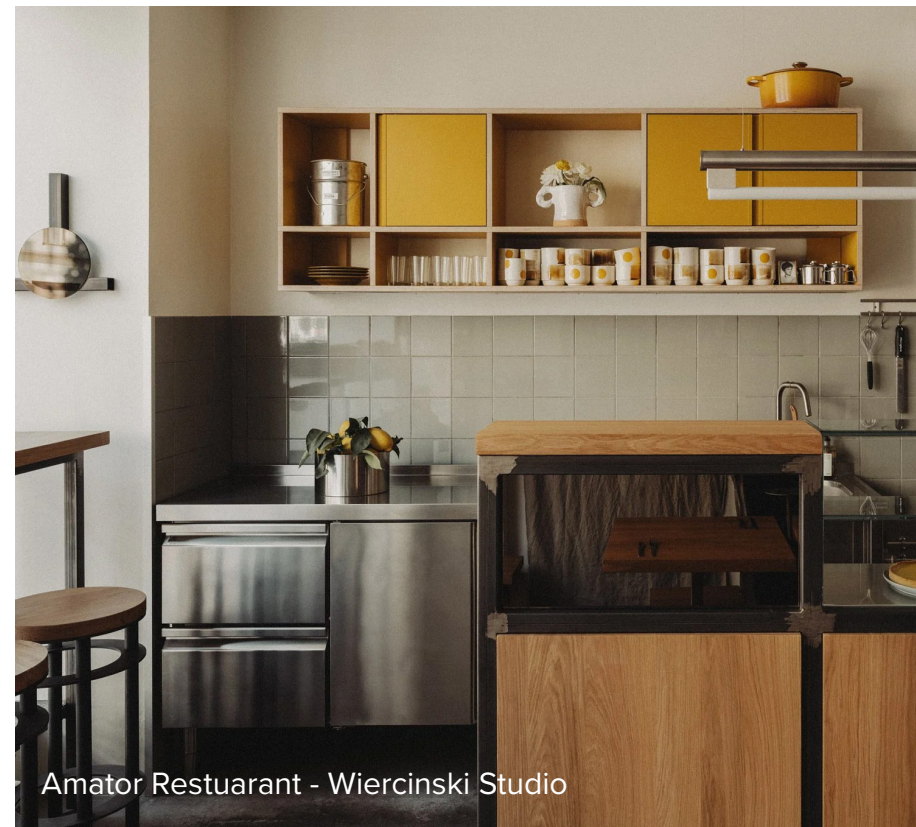
retro | bold | nostalgia | vibrant | timeless



Jam Record Bar - Akin Atelier



Abstinence - Lizée-Hugot



Amator Restuarant - Wiercinski Studio

past forward

Why Newstalgia? In times of uncertainty, fond memories of the past will always be popular, and interiors play as much a part in that as food & drink, scents and sounds. So, with nostalgia showing no sign of falling out of fashion with consumers yet - embracing a newstalgic interior is about more than fun. It could be good for business too by inviting customers to make an emotional connection with your space.

It's well worth thinking about your guests and what they might be nostalgic for, along with the history of your venue and brand to help you with which nostalgic direction to take. Key movements to consider include Mid-Century Modern and Art Deco, but above all choose elements that are timeless, bring comfort, familiarity and emotive, iconic design.

The nostalgic era you choose to draw on is entirely up to you and the space you have. Below are just a few of the top global influences at the heart of the newstalgia movement:

- Late modernist buildings and styles of 1960s
- 1950s American diners with pops of bright colours
- 1970s influence of Parisian eateries with lacquered wood panelling and tubular steel furniture
- American 'supper club' culture of the 1930s and 40s with dark wooden furniture, detailed tiling and tactile upholstery

the newstalgia effect

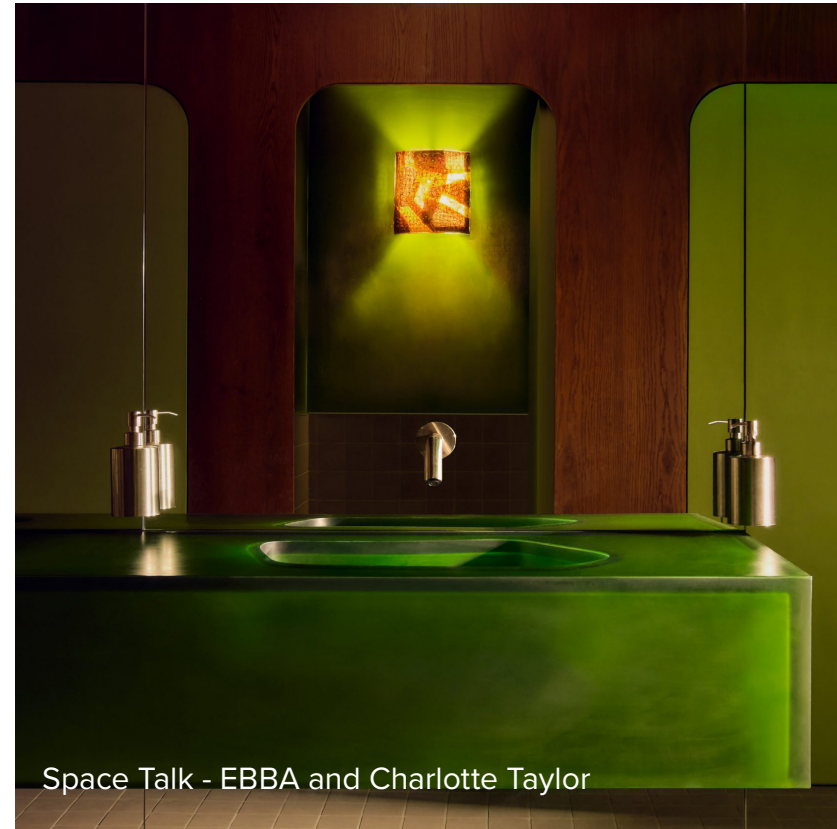
When it comes to embracing Newstalgia, getting the balance right is key. You need to combine enough nostalgia to create warmth and familiarity for guests, with a blend of unique elements to form an individual identity. There are numerous ways to achieve that balance - here are a few noteworthy examples succeeding at it in very different ways.

- **Six by Nico:** This concept restaurant offers rotating menus that reimagine classic dishes with contemporary twists. Their “Italian Roadtrip” tasting menu exemplifies newstalgia by drawing on both personal nostalgia and Italian culinary heritage while presenting dishes in a modern fine dining context.
- **Tinker & Tallulah:** Their signature tassel lights demonstrate newstalgia through design that references historical lighting styles while incorporating bold, modern aesthetics to create a space that honours the past while feeling decidedly current.
- **Senza Fondo!:** This Italian-American restaurant in Shoreditch perfectly captures newstalgia through its interior design, which blends elements from traditional Italian trattorias with iconic Italian-American diners. The space combines warm, earthy tones with stained red oak, terracotta tiling, and vintage artwork, creating an environment that feels simultaneously timeless and fresh.





Amator Cph Restaurant - Wiercinski Studio



Space Talk - EBBA and Charlotte Taylor

the newstalgia effect

- **The Wolf:** Designed by Melissa Collison Design, this design award-nominated restaurant features a bold eclectic style that merges retro elements with contemporary design. Feature wallpapers, distinctive tiling and retro-inspired pendant lighting are updated with modern accents and bold colour choices like mustard and red, resulting in a space that feels both familiar and innovative.
- **Capital City Diner:** Located in Albany, New York, this diner celebrates the social nostalgia of gathering spaces while incorporating modern design elements. Eye-catching prints and patterns, retro style lighting combine with a fresh and welcoming design to elevate the traditional diner experience.
- **Amator Cph Restaurant, Copenhagen:** This intimate dining space uses custom-designed handmade furniture to recreate a homely experience. Signature earthy tones and raw materials like solid oak, steel and natural linens create a space that feels both traditional and current, evoking nostalgia through craftsmanship and materiality.
- **Space Talk, London:** Designed by EBBA & Charlotte Taylor, this hi-fi bar in Clerkenwell divides its space into four distinct zones that focus on the experience of listening. Walnut banquette seating, vintage furniture, acoustic wall panelling and curated books and records create a comfortable, home-like feeling. The combination of retro furniture styles with modern elements and earth-toned timbers exemplifies newstalgia through its blend of past and present.



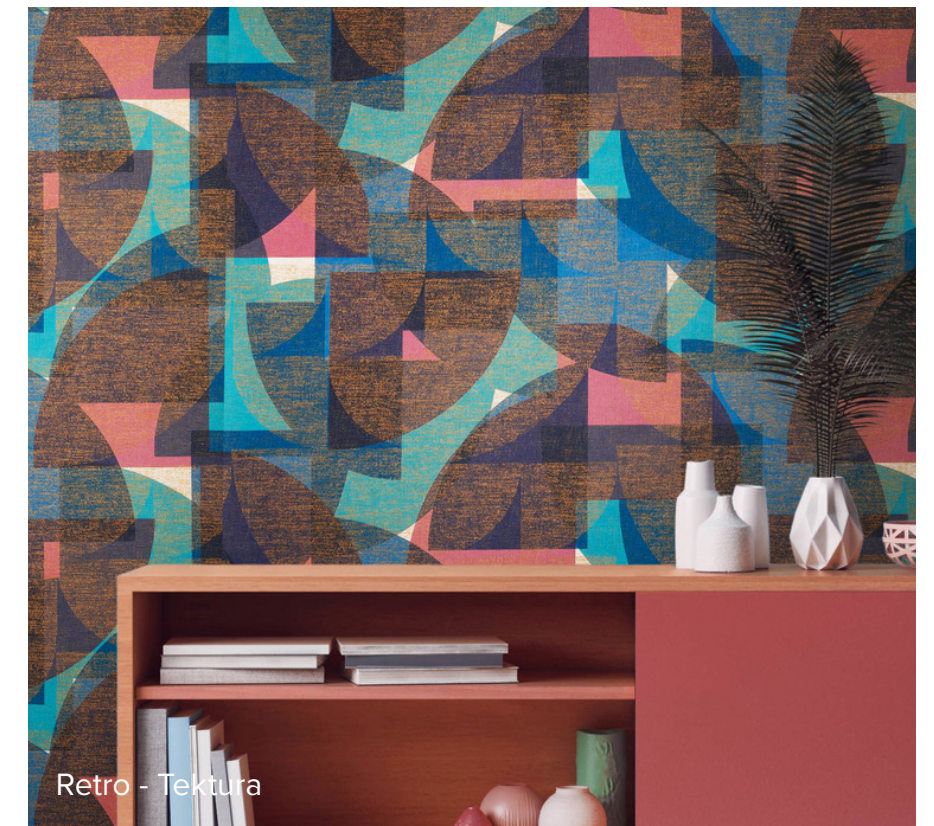
Capital City Diner - Parts and Labor Design



The Wolf - Melissa Collison

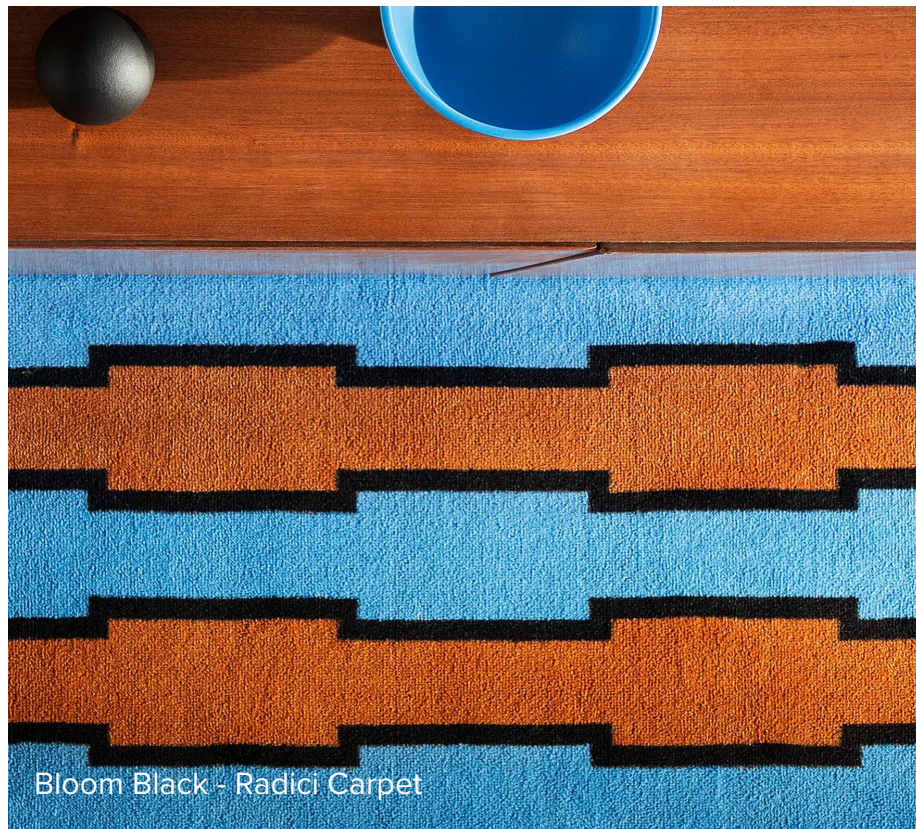
icons: reimagined

- **Design Trip - Psychedelic Styles:** Creative and colourful psychedelic prints are bold and memorable, whilst clearly conjuring up a sense of iconic 60s style. It's the perfect way to embrace the newstalgia trend. Consider psychedelic themed wallpaper or art pieces to give your design a nod to this era defining design movement.
- **Stand Out with Statement Pieces:** A bold artwork or striking mural will really inject personality and nostalgia into any design. Incorporate a retro style with feature wallpapers, you could even use this on ceilings to capture the playful spirit of newstalgia. Other stand out statements to try could include upholstered walls in textures of velvet, leather or suede.
- **Retro Style Appliances:** Appliances with a nostalgic look can really help you embrace newstalgia, by combining an iconic design with contemporary functionality. Look out for brands such as Smeg, True Refrigeration Custom Design and Ambach's System ranges in custom finishes.
- **Throwback Fashion:** Certain fashion brands are synonymous with different eras such as Adidas, Levi's, Ralph Lauren, Nike and Columbia. You'll see brands like this revisiting their archives and leaning into nostalgia to engage audiences. Hospitality brands can emulate this too by bringing back popular dishes, crockery, glassware and other accessories. Look back through your brand's history, or even the building or the local area's history for inspiration.





Mary Jane Wallpaper - Lust Home



Bloom Black - Radici Carpet



Phi Table Lamp - R&S Robertson

icons: reimagined

- **Eye-Catchingly Retro Colours:** Vibrant hues and 70s colour palettes are proving popular in contemporary design, whether that's the classic avocado green, zesty orange or a mustard yellow shade. Use these shades wisely to add a pop of colour or standout statement in your design. This could be through an accent wall or the introduction of geometric patterns.
- **Embracing Earthy Tones:** Bold colours may be back but so too are earthy tones, which evoke the natural world and can help bring a sense of calm to a newstalgic design. Balance your bright shades with earthy elements to keep your design grounded.
- **Timeless Timber:** Natural Wood Tones – Evocative of the past, natural wood tones are incredibly versatile and provide a great way to blend vintage and modern. Try including vintage and reclaimed furniture with natural wood tones into your design for an easy way to embrace this.
- **Perfecting Retro Pastels:** Far from being washed out, pale pinks and blues can mix well with bolder pops of retro colours to keep an interior balanced and ensure your design is pastiche rather than parody.

starting your own newstalgia journey

With so many trends and design ideas falling under the heading of newstalgia, embracing this trend and making it your own can feel overwhelming. It can be tricky to know where to start. We've compiled some quick design tips and ideas to guide you.

Upcycling & Updating:

Seek out vintage and retro pieces to upcycle and update. This has become an increasingly popular way into the newstalgia trend, adding authenticity and boosting sustainability credentials too. Look for iconic design pieces such as egg chairs or modular sofas that could complement your setting. Painting, reupholstering or resurfacing can be a great way to give a classic piece a contemporary update.

Art Deco Influence:

When considering layout, Art Deco is a great movement to draw inspiration from if you want to evoke a little of the warmth and glamour of a bygone era. Think lacquered furniture, patterns and motifs which are all currently influencing designs.

Fabric Fun:

Use your fabrics and furnishings, whether that's cushions, curtains or throws to introduce nostalgia. Why not try pleated, patterned and bold colour choice fabrics to frame your space?

Layers of Style:

Choosing to layer an eclectic mix of materials and textures is something you'll notice in many nostalgic interiors. Think of the 70s with its floral prints, geometric patterns and playful aesthetics. To bring an element of this newstalgic layering into your interior, you could consider macrame wall hangings, jute rugs, wicker furniture and other tactile materials. Even something as simple as Polaroid pictures will help create an air of nostalgia.

recommendations

Podcast

- Mary Portas: On Style - Mary Portas

Exhibitions

- Blitz, The Club that Shaped the 80s - The Design Museum

TV & Film

- The Bear - Christopher Storer
- Barbie - Greta Gerwig

Instagram

- Six by Nico - @sixbynico
- Lust Home - @lust.home
- Tinker & Tallulah - @tinkerandtallulah

Design movements

- Mid-Century Modern
- Art Deco

Collaborations we love

- Tinker & Tallulah x William Morris
- Adidas x FARM Rio
- Ruggable x Jonathan Adler



Barbie - Greta Gerwig



Adidas x FARM Rio

“styles come and go. good design is a
language, not a style”

Massimo Vignelli - Italian Designer



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