



PHOTO WALL

AUTUMN / WINTER

TREND
REPORT
2026



TREND REPORT

A/W 2026

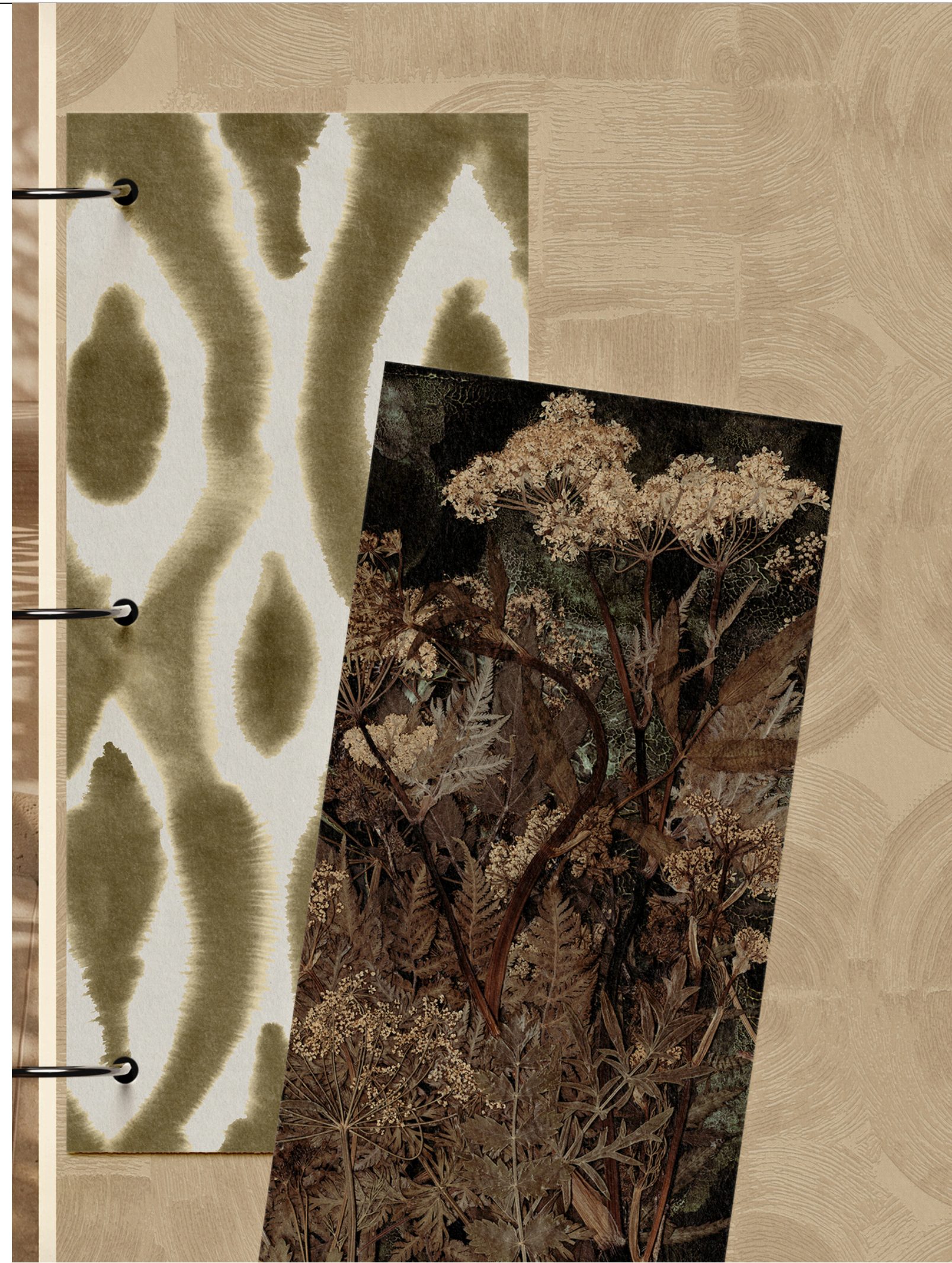
AT PHOTOWALL, we believe that trends are more than aesthetics. They offer valuable insight into the cultural, social, and emotional shifts shaping how we live, work, and experience the world around us.

Used thoughtfully, they can turn design into strategy, creating stronger connections between people, places, and brands. With this report, we aim to support your work by translating emerging signals into clear design directions, helping you create spaces that feel relevant, meaningful, and emotionally resonant.

This season, we present three trend collections, each offering a distinct perspective on how interiors can support human needs in an increasingly complex world.

BEHIND THE REPORT

This trend report is based on in-depth reviews and analysis of a variety of data, from consumer behavior and cross industry reports to new legislation and real-world trend monitoring.





Three *emotional forces* shaping interiors A/W 2026

WE ARE SEEING three primary emotional drivers influencing design across industries: a growing desire for calm and wellbeing; a renewed appreciation for craftsmanship, heritage, and cultural storytelling and a fascination with history.

3 TREND COLLECTIONS

Together, these movements signal a broader shift away from surface-level aesthetics, toward interiors with greater meaning, soul, and emotional depth.

Welcome to explore **Quiet Wellness**, where sensory environments support presence and balance, **Soulful Boho**, reflecting a need for connection in an increasingly digital and AI shaped world, and **Dark Romance**, inspiring spaces rich in atmosphere and imagination.

01	THE POWER OF PRESENCE	QUIET WELLNESS COLLECTION
02	THE POETRY OF CRAFT	SOULFUL BOHO COLLECTION
03	THE ART OF DECADENCE	DARK ROMANCE COLLECTION

THREE TREND COLLECTIONS



01
The Power of Presence
/ QUET WELLNESS



02
The Poetry of Craft
/ SOULFUL BOHO



03
The Art of Decadence
/ DARK ROMANCE

The *Power of Presence* QUIET WELLNESS





“ Presence has become a new kind of *luxury*. Wellness is no longer defined by performance, routines, or perfect tracking systems, but by something far *more human*: feeling calm, present, connected, and *emotionally at ease* in our everyday lives.

JOANNA SWANSON, CHIEF BRAND OFFICER

EMOTIONAL DIRECTION:

EMOTIONAL REGULATION – SEEKING CALM

AESTHETIC DIRECTION:

WHAT NATURE CREATED.

ACROSS DESIGN, we see a growing desire for environments that soothe the senses and quiet the nervous system, offering a refuge from over-stimulation and performative lifestyles. Spaces that nurture balance, creativity, community, and long-term wellbeing.

The rise of “sensescaping” moves wellness beyond the visual. Diffused lighting, tactile surfaces, curated scent rituals, and restorative sound environments make spaces feel intentional and grounding. Every element serves a purpose: to encourage presence, clarity, and a gentler rhythm of living.

This is design for emotional softness rather than strict minimalism. Value is no longer measured by status or scale, but by its ability to support a meaningful life.



KEY ELEMENTS

Diffused light, shoji-inspired screens, textured glass partitions, organic silhouettes, moon gate-inspired openings.

KEY PALETTE

Warm neutrals, muted yellows, soft mole tones, tonal layering.

KEY MATERIALS

Natural materials, raw wood textures, soft plaster finishes, stone, linen, hemp, mushroom-based materials, clay.

COLLECTION OVERVIEW

Quiet Wellness
Signature Designs



Sculpted Arches - Cream



Sculpted Arches - Taupe



Sculpted Arches - Terracotta



Lamella - Yellow



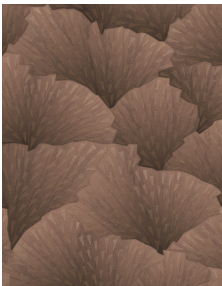
Bamboo Wall - Yellow



Fan Foliage - Beige



Fan Foliage - Yellow



Fan Foliage - Brown



Solidum - Pale Yellow



Linear Wood Grain Pattern - Khaki



Desert Marble



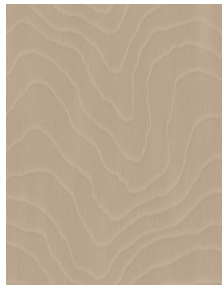
Muted Marble - Cream



Muted Marble - Tan



Topographic Woodgrain - Dark Brown



Topographic Woodgrain - Beige





The *Poetry of Craft* SOULFUL BOHO



“Rather than pursuing flawless perfection, this collection *celebrates imperfection*, individuality, and the visible traces of the *human hand*. Spaces become living collections of stories, *shaped by objects* gathered over time.

ANNELI ÖQUIST, SENIOR ART & DESIGN MANAGER



EMOTIONAL DIRECTION:

PERSONAL EXPRESSION – SEEKING CONNECTION

AESTHETIC DIRECTION:

WHAT THE HUMAN HAND CRAFTED



AS DIGITAL EXPERIENCES become increasingly fleeting, consumers are placing greater value on craftsmanship, cultural heritage, and the beauty of things made with care. This growing desire for authenticity is transforming design, away from mass-produced styles, disposable consumption, and algorithmic sameness. We are seeing a return to artisanal techniques and heritage-inspired aesthetics, creating interiors that feel layered rather than styled, collected rather than curated.

It's about creating spaces with soul, celebrating cultural exchange, artistic expression, and the enduring value of craft.



KEY ELEMENTS

Block prints, woven grasses, stitched details, handcrafted pottery, kelim-inspired patterns, oversized wallpaper murals, canvases, statement art.

KEY PALETTE

Earthy pigments, terracotta, ochre, olive, sand, chocolate brown, and sun-faded reds.

KEY MATERIALS

Natural materials, rattan, woven fibres, textured woods, wool, beadwork.

COLLECTION OVERVIEW

Soulful BoHo
Signature Designs

WALLPAPER & MURALS



Artisan Bark
Stripe Ivory



Artisan Bark
Stripe Rust



Artisan Carved
Swirl Ochre



Artisan Carved
Swirl Sand



Artisan Carved
Swirl Stone



Artisan Dream
Catcher Beige



Artisan Dream
Catcher Golden
Ochre



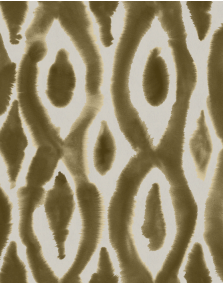
Artisan Dream
Catcher Warm
Caramel



Artisan Dream
Catcher Subtle
Ochre



Artisan Painted
Leaf Caramel



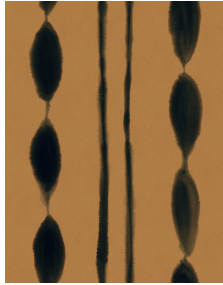
Shibori Ogee
Stripe Sage



Artisan Block
Print Diamond
Warm Brown



Heritage
Serpentine
Stripe Brown

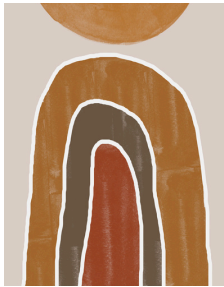


Artisan Shibori
Stripe Ochre



Artisan Painted
Wood - Caramel

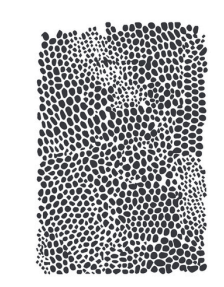
POSTERS & CANVASES



Earthy Arches



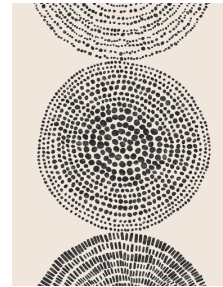
Sun Kissed II



Snakeskin



Spliced Lines III



Triple Circles



Scattered



Alley Pose



Modern Beat



Natural
Dreamscape



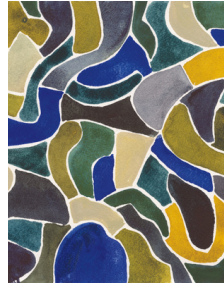
Casual Crop



Elegant Flow -
Sepia



Fancy Flock



Puzzled



Dark Waters



Thistles

The Art of *Decadence* DARK ROMANCE





“ *Each flower* brings a story from the past into the present, creating a *tapestry of time* in each design. I envision the walls of a home as a second skin, intimate and close to heart, *transforming everyday spaces* into personal sanctuaries.

MARTIN BERGSTRÖM, ARTIST AND DESIGNER

EMOTIONAL DIRECTION:

ESCAPIST TRANSFORMATION – SEEKING INTENSITY

AESTHETIC DIRECTION:

WHAT HISTORY LEFT BEHIND, REIMAGINED NOW

IN AN ERA marked by uncertainty, we are witnessing a growing desire for spaces that offer emotional depth. Rather than seeking simplicity or restraint, consumers are embracing environments that feel immersive and expressive. This desire for narrative extends beyond interiors into fashion, beauty, branding, and culture.

Through artist Martin Bergström's designs, this collection reflects a renewed fascination with history, symbolism, and the power of story-telling. It is not about recreating the past but reimagining it.

At the heart, it's an expression of modern escapism. Interiors become intimate worlds of beauty, mystery, and imagination, where atmosphere matters as much as function.

KEY ELEMENTS

Vintage jewelry, heirloom objects, symbolic motifs, lace, fringe, sculptural forms.

KEY PALETTE

Deep plum, midnight blue, faded rouge, rich black.

KEY MATERIALS

Velvet textures, lacquered surfaces, mirrors, refined metallics.



“

My hope is that people will fall *deeply in love* with the designs, wanting to *immerse themselves* in them and live alongside them for a *long time*.

Mt. Bergström



COLLECTION OVERVIEW

Dark Romance
Signature Designs



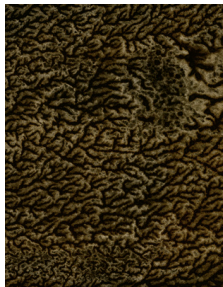
Solaris



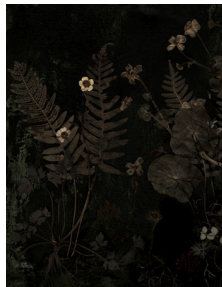
Viridarium



Cicuta



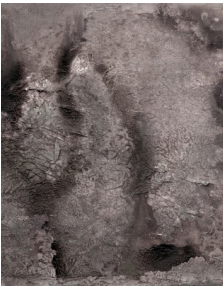
Arcadia XIV
Panorama



Forest Panorama



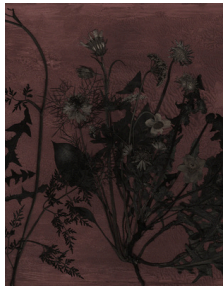
Flora Hypnotica
Panorama



Arcadia VI



Arcadia V



1907 Panorama



Rose Garden -
Dark Brown



Flora



Plateau



Night Garden



Flora Hysterica 3



Maple Dreams





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If you have any questions, don't hesitate to
reach out: accountteam@photowall.com