



Outdoor Design Trends

2023



The Importance of the Outdoors

Connecting to the outdoors remains a top design consideration for architects and consumers alike.

Outdoor spaces have been a fast-growing trend across the globe and many architects are approaching the design of these spaces with the same thought and detail as they would indoor areas.

This shift of importance has been a direct result of post-pandemic living both in residential and commercial spaces, with an emphasis on adding functional elements, such as outdoor heating, to create a space for year-round use and reconnecting to the outdoors for the health and wellness benefits.

Here, we outline the latest design trends for outdoor spaces within the residential, commercial and hospitality industries.

Residential Design Trends

According to the NAHB, the increased desire for more outdoor amenities is driving new home design.

In fact, connecting to the outdoors is predicted to be the largest driver of home design choices over the next 3 years.

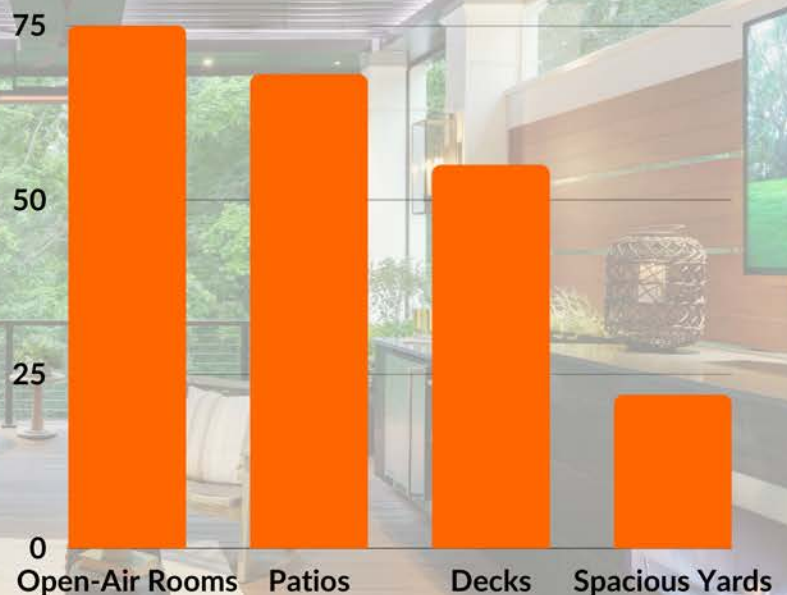
58%

Of respondents out of 300 residential architects, designers, and design-minded builders across the United States said a connection to the outdoors/nature will be an important influence on their design choices in the coming years.

- New Home Trends Institute | Feb. 2022 survey

Large spacious yards were once previously considered to be an important outdoor amenity but has since been overshadowed by more functional outdoor spaces that compliments those indoors, such as kitchens and dining areas.

Today's homeowners are seeking more functional outdoor spaces rather than spacious green yards.



- National Association of Homebuilders



The shift towards higher density communities has sparked the ability for design creativity within outdoor spaces to make them feel more like an extension to the indoors including:

- > Floor-to-ceiling sliding glass doors
- > Outdoor coverings
- > Added features for functionality

The most popular features added for outdoor functionality:



Firepits or Fireplaces



Outdoor Kitchens



Gazebos or Pergolas

The Future of Home Design survey found that about **38%** of architectural designers included roof decks in their designs more in 2020 than in 2019.

- National Association of Homebuilders



Architect Spotlight

Yvonne Haber Architect is a residential architecture firm. In a recent interview, Yvonne Haber discussed how outdoor living has become an essential part of the home and how outdoor heating has become a necessity in this space.

By installing an outdoor radiant heater, like Bromic's Tungsten Electric heater installed in this home, we're able to extend the usability of outdoor areas for longer periods in the year.

Yvonne Haber
YVONNE HABER ARCHITECTS



GBD Architects is a forward-thinking architecture firm specializing on commercial and residential architecture for both new builds and retrofitted spaces.

Providing outdoor heating that is seamless and well-integrated into surround architecture or fused with other technologies (lighting) greatly increases the flexibility of the outdoor space and quiets visual clutter that can otherwise detract from a well-designed area.

Matt Bray
GBD ARCHITECTS



Commercial Design Trends

Not only are residences trending towards the use of functional outdoor spaces, but so are office spaces and commercial buildings.

With the shift into the hybrid work model, there has been a growth in demand for places to work both inside and outside of the office including third places and coworking areas, driving architects and developers to react and create these spaces.

To appeal to today's workers, office buildings must have connections to high-performance outdoor spaces — including areas equipped with mechanical systems, such as radiant heating and cooling to support meetings, focus space, and more.

- Gensler Design Forecast 2022

In response for the demand of spaces that contribute to health and wellness, architects and developers are incorporating WELL Building Standard elements including landscaped decks, outdoor zones, operable windows for fresh air and open stairways.

Outdoor workspaces were ranked within the top 6 items that would make people more comfortable to go back into the office post-pandemic.



- Gensler Design Forecast 2022

Hospitality Design Trends

Outdoor spaces were opened out of necessity to continue business operations during the pandemic but are now here to stay.

Restaurants and entertainment venues around the world are renovating to include outdoor spaces to offer more space, attractions and accommodations, future-proofing their businesses.

54%

Growth of the number of restaurants listing outdoor dining as available post-pandemic, nation-wide. Additionally, many cities saw double digit increases in outdoor dining reservations from April-May 2022 and again from May-June 2022.

- OpenTable

To keep these high-demand outdoor spaces open during the colder months, adding outdoor heaters has become essential when designing these spaces.



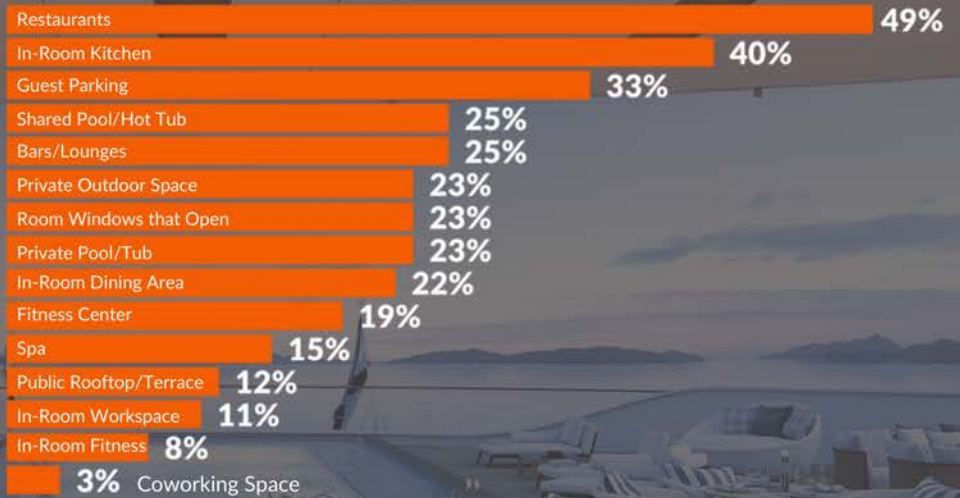
The patio at Stella's is larger than the seating area inside. Having outdoor heating allows guests to enjoy the patio year-round, helping us maintain revenue during the fall and winter months.

- Landry's Inc.

Stella's Wine Bar at The Post Oak Hotel - Houston, TX

In addition to restaurants and entertainment venues, many travel accommodations such as hotels and cruise ships are adding outdoor heating to create improved experiences for their guests.

Having a private outdoor space was within the top 6 features travelers feel are most important when choosing accommodations.



- Gensler Design Forecast 2022

These additions of outdoor spaces have become extensions to the main facilities, creating more gathering spaces and common areas for guests to enjoy.

“ Many travelers are ready to return to shared spaces and common areas - but they still want access to fresh air.

- Gensler US Hospitality Pulse Survey 2021



Case Study

The historic Wrigley Mansion, designed by William Wrigley and completed in 1931, is a true landmark of the Phoenix area.



When tasked with creating a new restaurant space and challenged with the changing market demand of wanting to be outdoors, architect Wendell Burnette of Wendell Burnette Architects knew there needed to be a patio - and in order to have a patio, they needed to have heat.

Because of the historic nature of the Wrigley and its breathtaking view of the Phoenix skyline, finding a heating solution that didn't take away from the design and atmosphere of the space was crucial.



“
Everybody that comes here, they comment about these heaters. They've never seen a heater that is this elegant and also incorporates a light fixture.

Wendell Burnette
WENDELL BURNETTE ARCHITECTS

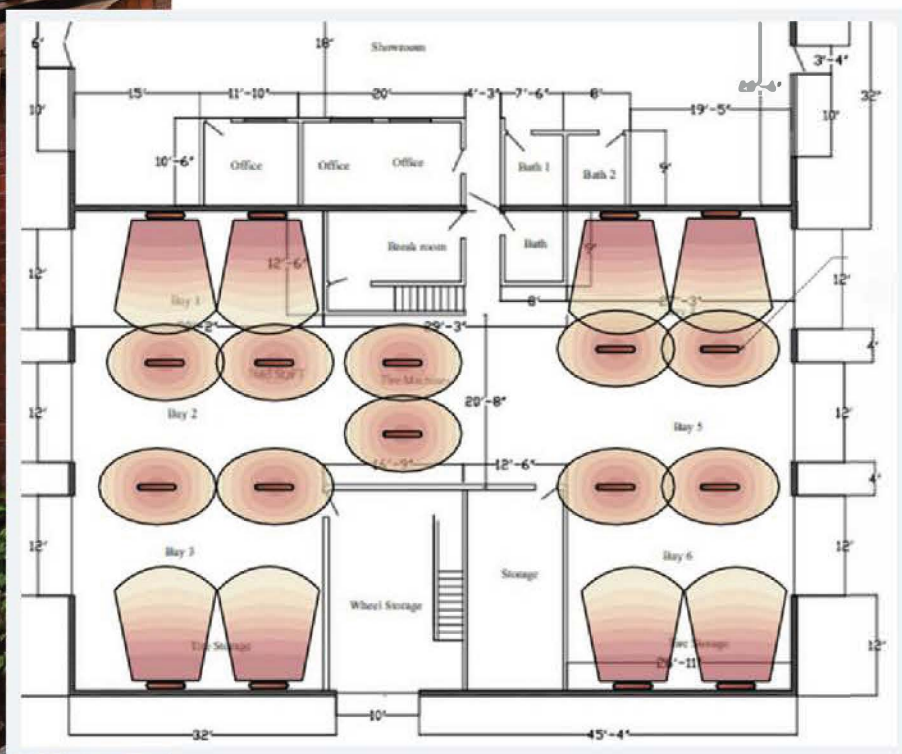
[READ THE CASE STUDY](#)

The Future of the Outdoors

There's no doubt that we will continue to see major trends towards the outdoors in the coming years, making them functional and more like an extension of indoor spaces.

Join the movement by adding outdoor heating to your projects. Stay ahead of the curve by working with our heat experts in creating an efficient and effective heat layout.

Starting with your floorplans, exterior design and specific requirements, our team of specialists will put together a custom drawing for your project, help you specify the required heaters, and guide you step-by-step through the entire process.



ADD HEATING TO YOUR PROJECT