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FOR IMMEDIATE RELEASE

Adobe Previews the 2020 Design Trends: Challenge the Expected

Hong Kong — 4 February, 2020 — The Adobe Stock team, which is responsible for managing, curating and promoting over 90 million Adobe (Nasdaq: ADBE) assets, has released a preliminary report on the upcoming design trends for the first time. By poring over data and signals from Adobe users, influencers, search, research reports, global news, emerging fine art, and fashion runways, the team distilled insights for the most relevant design trends from millions of data points. This was in partnership with Behance and Adobe Creative Cloud Marketing.

While a deeper analysis into the trends will be released at a later stage, here is a sneak preview of what's to come this year:

1. **Handmade Humanism** – Artists craving a natural touch have created an emotionally approachable style that is notable through its simplicity and handcrafted tone. Look to artful and DIY-influenced elements for a fresh and personal touch in a digital world.



Image source: Lera / Adobe Stock.

2. **Art Deco Updates** – Striking, nostalgic visual elements reminiscent of the bold Art Deco age have been bubbling to the surface. In response to the pervasiveness of sleek, flat, minimal design, vintage styles are being reworked to incorporate futuristic details while retaining their decorative appeal. Geometric patterns, metallic elements, and sleek typography add elegance and elevate brands.



Image source: Wacomka / Adobe Stock.

3. **Semi-Surreal** – Imagery brings a vibrant new perspective across all mediums. In 2020, many artists will use new tools and techniques to create the impossible and alter our vision. These visuals inspire curiosity across global audiences.

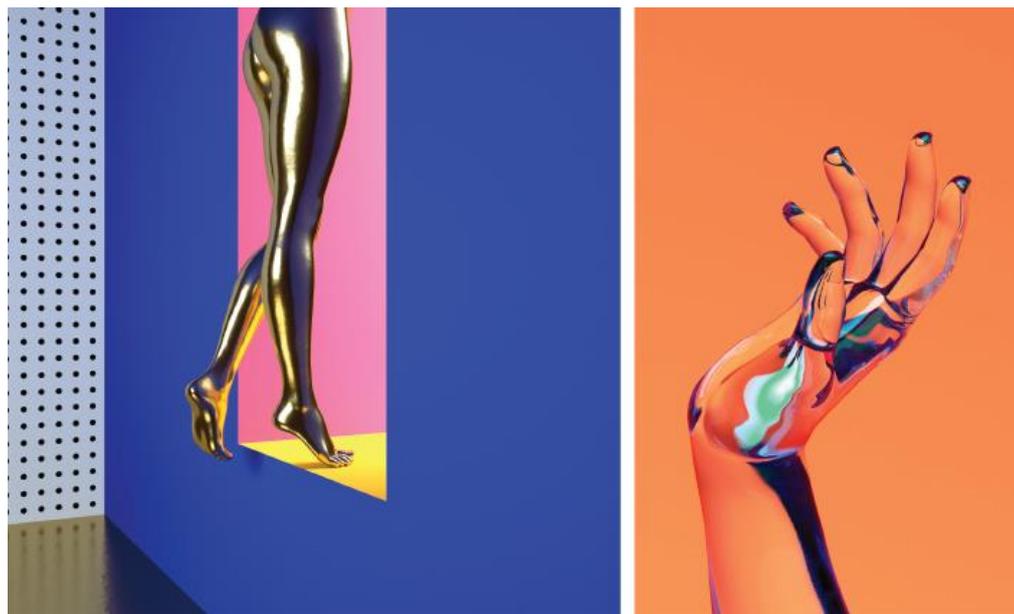


Image source: (Left) Musicman80 / Adobe Stock; (Right) Katia / Adobe Stock.

4. **Modern Gothic** – Artists are creating daring dichotomies between analogue and digital elements while experimenting with the dark and dramatic. Futuristic materials, moody lighting, industrial influences, and striking typography make this edgy visual approach seem simultaneously old-world and visionary.



Image source: Ae / Adobe Stock.

Stay tuned to the Adobe Stock team's upcoming in-depth creative trend coverage with a deep dive along with comprehensive exploration into the 2020 design trends. This will ensure designers are at the forefront of the mainstream while planning their next campaign or seeking inspiration for their biggest project.

To learn more about the trends in 2020, please visit [here](#).

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