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Modern Farmhouse Is Officially Over—and Here's What's Taken Its Place

By Jennifer Kelly Geddes | Nov 1, 2019



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The modern farmhouse style, popularized by **Chip and Joanna Gaines** on "Fixer Upper," is at long last losing its luster among homeowners. So what's taking its place? Its more urban cousin: industrial farmhouse!

That's according to new research by [Wayfair Professional](#) in partnership with Pinterest, where they tracked which materials and finishes people are searching for most on their sites. The hottest trends to date? Black fixtures (searches up 53% since last year), tin tiles and accessories (up 59%), and concrete farmhouse sinks (up 93%).

While modern farmhouse includes lots of white and shiny stainless surfaces, industrial farmhouse features more burnished finishes, darker mixed metals, and live-edge wooden pieces (a style where the edges aren't straight, but show the shape that the tree would naturally take).

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"Industrial farmhouse details also include walnut, antique brass with touches of tarnish, and tile with dark grout," reports **Sara Chiarilli**, an interior designer with [Artful Conceptions](#).

The industrial farmhouse trend is likely due to our cultural shift back to cities where there's a focus on redeveloping old buildings.

"These structures often have features like exposed pipes, high window walls, and cement floors—and these are the same elements turning up in homes and public spaces," explains **Darla DeMorrow** of [HeartWork Organizing](#).

Tired of modern farmhouse, and ready to move onto a more industrial farmhouse design to your home? Here's how to get the look.

Concrete sinks



Concrete is ultrachic and virtually indestructible.

[Wayfair](#)

The finishes you choose and the incorporation of rustic elements are the two big differences between modern farmhouse and industrial farmhouse decor, says **Drew Henry**, founder of [Design Dudes](#).

A brushed-metal or concrete sink, as shown above, fits the bill (\$551, [Wayfair](#)). This piece also lends more interest to the kitchen than a shiny ceramic version, and its mottled patina will age well.

Geometric lights



Choose an industrial bulb for this elegant pendant light.

Wayfair

Clean lines and exposed bulbs are just two reasons that searches for geometric lights are up 64%, according to Wayfair.

"Industrial farmhouse leans away from previous gritty, moody looks, and adds more bright white and repurposed glass," says DeMorrow.

This brushed-metal geometric light is ideal over a kitchen island (\$75, [Wayfair](#)).

Tin tiles



Photo by American Tin Ceilings

Texture and pattern make tin tiles all the rage in an industrial farmhouse kitchen (\$2.19 per square foot below, [Wayfair](#)). Even better, these come in nickel, copper, and black tones and can be cut with scissors for a fast DIY project.

Industrial farmhouse dovetails with the DIY trend because people want to be involved in their projects and love the idea of taking something found or old (or buying new versions that at least harken back to that idea) and using it in a new way, says Chiarilli.



These lightweight tiles are a breeze to install.

Wayfair

Matte black fixtures



No fingerprints here! A matte material is easy to clean.

Wayfair

Flat, matte finishes top shiny ones when it comes to faucet sets in an industrial farmhouse bathroom (\$310, [Wayfair](#)).

"Exposed plumbing under a wall-mounted sink, rustic hardware on cabinets, and unique metal siding would also be appropriate in this type of home," says Henry.

Patterned and mosaic tile



Choose natural stone tile in a bold color or more muted tones.
Wayfair

Mosaic tiles for bathroom floors or backsplashes are the top choice for this trend, with searches up 65% (\$17 per square foot, [Wayfair](#)). The variation in colors here and smooth finish make this a natural addition to an industrial farmhouse scheme.

As for countertops, granite and marble are also out in the kitchen (they were popular in modern farmhouse designs) and wood and industrial metal counters are in.

"This look isn't for people who want everything to be perfect—it's more for folks who like flea market finds, rough edges, and a space that feels lived-in," explains Chiarilli.

Rustic tables and vintage rugs



Give an old rug new life in a mostly white room.

Wayfair

"Don't be afraid to keep your walls white and then let supercool vintage items be the highlights," Chiarilli says.

For example, dig up an antique area rug (\$56, [Wayfair](#)) with fun patterns and shades and then let that be the only pop of color in the space.

"It's fine to overlay things and pick a few large accessories instead of many, because you want to achieve breathing room in your space," she adds.

Open shelving



This pipe-and-wood combo is the ideal industrial detail.

Wayfair

Open shelves are still king in the kitchen and elsewhere, especially when given an industrial twist with thick wooden planks and supports made from pipes (\$185, [Wayfair](#)).

According to Wayfair, white-hot industrial shelving helps to create wall space and a lighter, more minimalist look.

Jennifer Kelly Geddes creates content for [Livestrong.com](#), the National Sleep Foundation, Fisher-Price, and Mastercard. [Follow @jkgeddes](#)

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