

ASIA DESIGN TREND REPORT 2026~2027



ASIA
DESIGN
PRIZE

**LEGACY
BEYOND
ASIA**

Honorary Jury Chair



Hyunsun Kim

The winning works of the 2026 Asia Design Prize demonstrate that design is no longer confined to the completion of form and function, but is expanding into more sensory and human centered realms such as light, material, relationships, and care. In particular, this year revealed how the boundaries between space and brand, product and experience, have become increasingly fluid, with design evolving toward orchestrating the entirety of the user's life.

Based on 1,515 entries and a vast archive of image and text data, this Trend Report documents how contemporary Asian design is interpreting the era through its own visual language and sensibility. We hope the Asia Design Trend Report will serve as a source of inspiration and a new perspective for designers looking toward the next era. 

Founder of ADP



Doyoung Kim

In 2026, Asian design is moving beyond simple visual outcomes toward shaping the ways people inhabit spaces and experience emotions. The keywords identified in this report, LUMINSCAPE, BIOFORMA, BRANDLIVING, and CIVITONE, symbolically represent these evolving currents. Contemporary design is now creating atmosphere through light, translating the order of nature into form, expanding brands into inhabitable experiences, and even designing the emotions of the public realm.

Through this Trend Report, Asia Design Prize sought to document the new sensibilities and directions being shaped by contemporary Asian design. We hope this report will encourage designers to view their work within a broader context and inspire them to expand their perspectives amid the changing landscape of design. 

Design Director



Yena Choi

This report was not simply a summary of trends, but a document written in a language that directly resonates with design practice. LUMINSCAPE, BIOFORMA, BRANDLIVING, and CIVITONE may appear to be separate categories, yet beneath them runs a single shared question: design is shifting from what it "shows" to what it "makes people feel." What is particularly striking is that this transformation is unfolding simultaneously across different regions, each in its own distinct way.

As brands expand into spaces, the order of nature becomes a language of form, and tradition permeates everyday life rather than remaining as ritual, this movement can no longer be understood as the tendency of a single country. It is a direction toward which Asian design as a whole is now moving together. This report demonstrates that shift through data. A great brand is not something merely seen, but something inhabited. We hope the 2026 Asia Design Trend Report will serve as both a mirror through which designers can reflect on their own work and a compass pointing toward the next direction. 

Asia Design Prize views design not simply as an award winning achievement, but as a voice that deserves to be shared with the world, a legacy that should be preserved, and a bridge that connects cultures. Over the past decade, ADP has grown upon the values of fairness, respect, and inclusivity. Today, it seeks to move beyond the framework of a traditional award ceremony and evolve into a platform that discovers Asia's creative heritage and shares it with the world. In this process, the choice of language carries significant meaning. Language is not merely a method of classification, but a reflection of the values and philosophy we pursue.

The term "Country," commonly used in international awards, may appear clear and familiar, yet it also carries the limitation of confining diverse cultural identities and creative backgrounds within a single administrative boundary. Design, by its very nature, moves across borders, encounters different cultures, and exists as a creative act shared by humanity.

For this reason, Asia Design Prize will officially adopt the term "Region" in place of "Country." "Region" is an expression that respects cultural and geographical contexts without imposing rigid boundaries. Every designer has the right to define their own Region according to their identity and background, and ADP respects that choice. This is not merely a change in terminology, but a declaration that design should be understood not as ownership, but as sharing; not as separation, but as connection. Through the language of "Region," Asia Design Prize aspires to build an inclusive platform where every designer's voice and choice are respected fairly.



ASIA
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WHO WE ARE

A CENTRAL FORCE IN ASIAN DESIGN AND A PLATFORM SHAPING
NEW DIRECTIONS WITHIN THE GLOBAL DESIGN ECOSYSTEM

TEAM ADP

ILLAYER

250 DESIGN

ASIA DESIGN
TREND REPORT
2026 - 2027

SCORECARD
REPORT
INSIGHTS
TREND CODES

ASIA DESIGN
TREND REPORT
2026 -2027

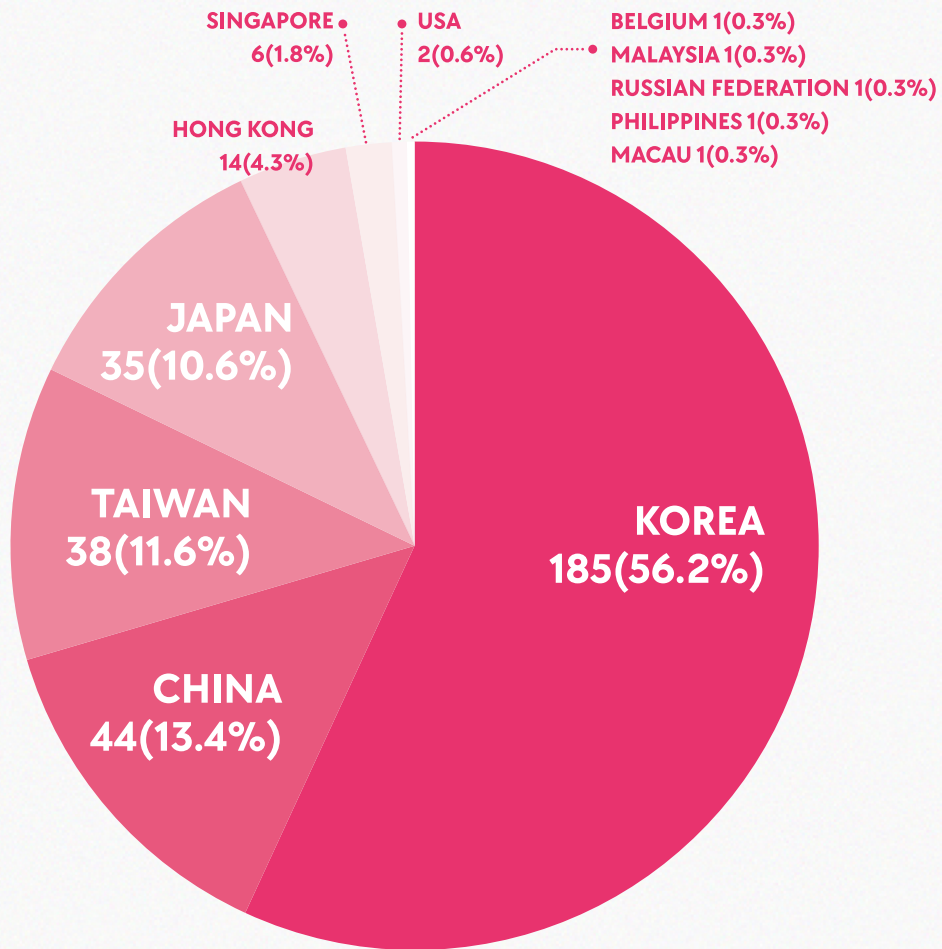
SCORECARD

The Asia Design Prize 2026 received 1,515 entries from 22 Regions around the world. Judges evaluated them fairly and equally through the first and second rounds.

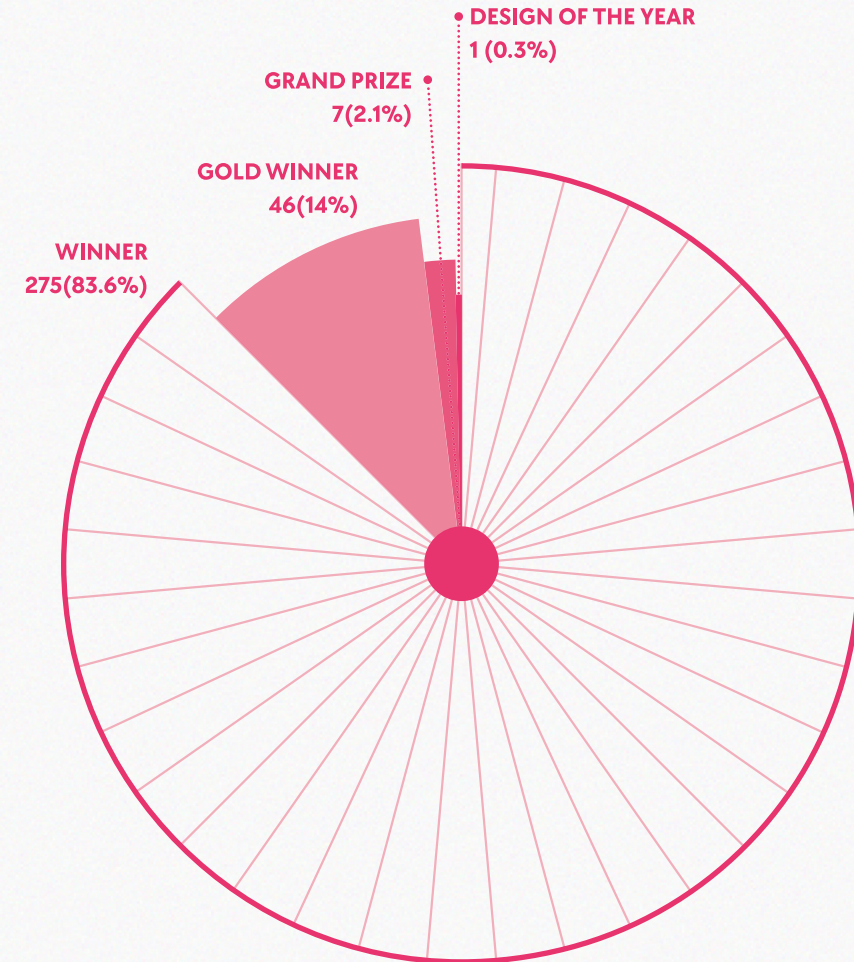
About 20% of all entries were selected as winners.

Design of the Year: 1
Grand Prize: 7
Gold Winner: 46
Winner: 275

< ADP 2026 received a total of 1,515 entries from 22 Regions around the world.



Distribution of Award Winning Entries Across Regions



Award Level Distribution

ASIA DESIGN
TREND REPORT
2026 -2027

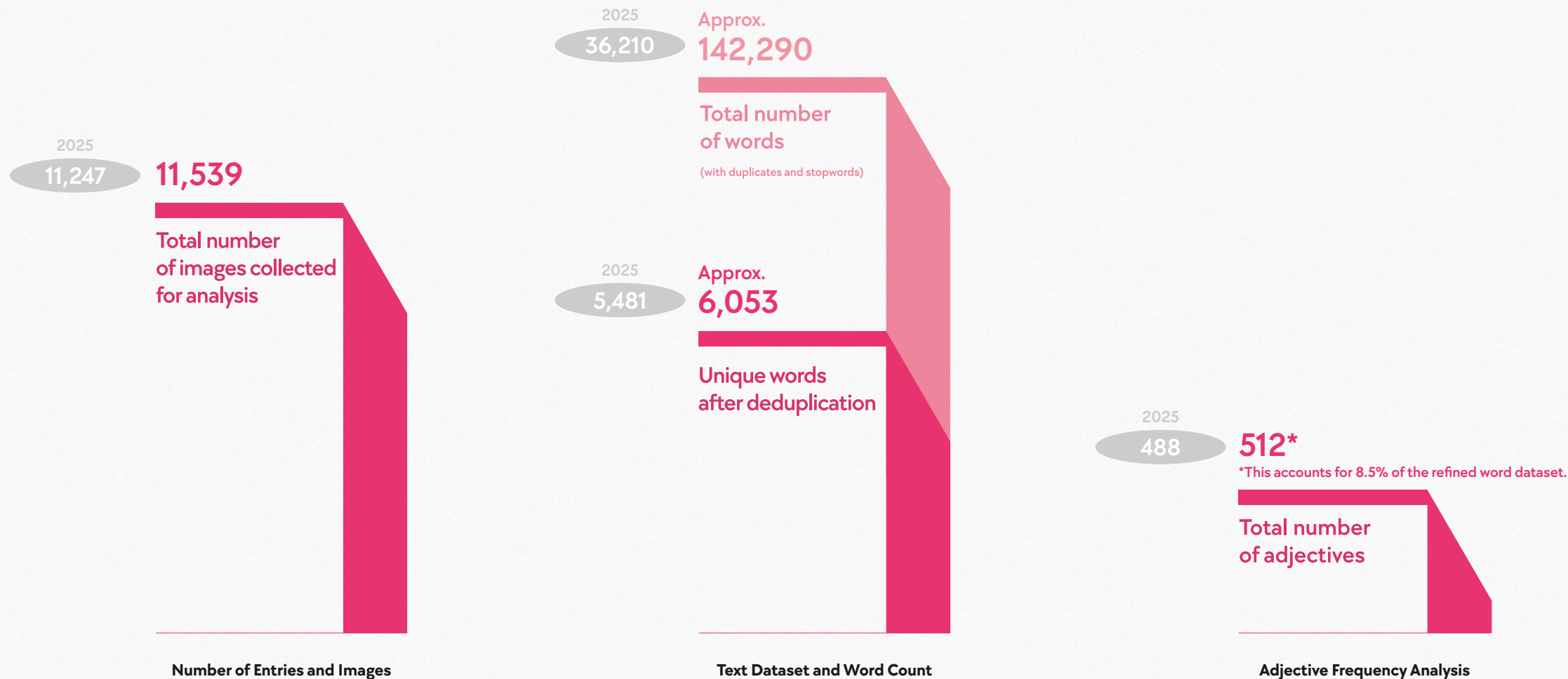
REPORT

The 2026 ADP Trend Report is based on a large scale analysis of 1,515 award winning entries and 11,539 images. Using advanced text and visual data mining methods, the report identifies over 6,000 unique words, including more than 500 key adjectives that reveal deep insights into the emotional and sensory direction of contemporary Asian design.

Compared with the 2025 dataset, the descriptive density of each project has become significantly richer, reflecting how designers are embedding more layered narratives and intentions into a single work. This dataset forms the foundation for decoding the language of design as it evolves beyond form into light, life, and identity.

< Data Analysis Summary

The 2026 ADP Trend Report is based on an analysis of 329 award winning works, 11,539 images, and approximately 142,290 words generated from them. Using advanced text and visual data mining techniques, the report extracted 6,053 unique words and 512 unique adjectives, providing insight into the emotional and sensory direction of contemporary Asian design. This dataset serves as a foundation for decoding the language of design as it evolves beyond form into experience, light, and identity.



INSIGHTS

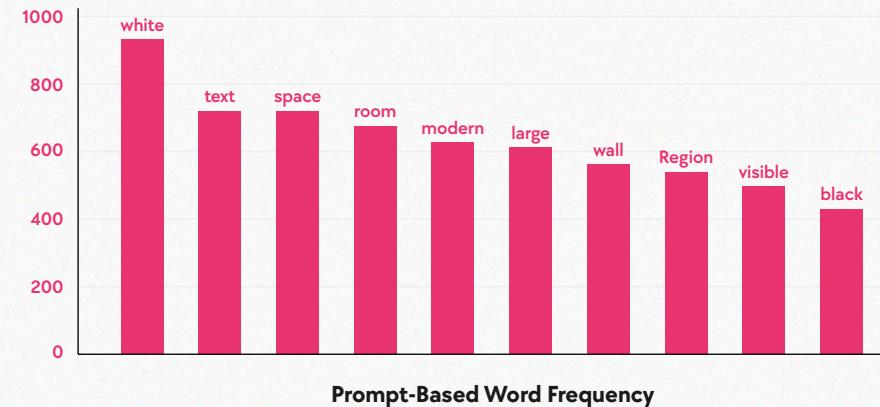
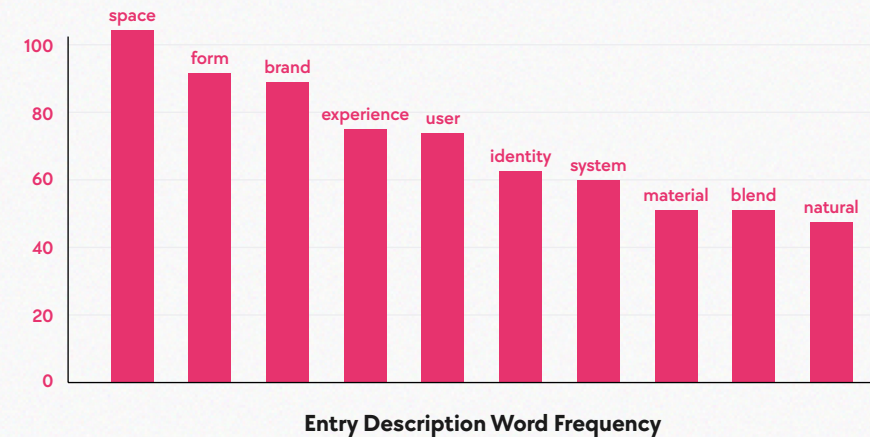
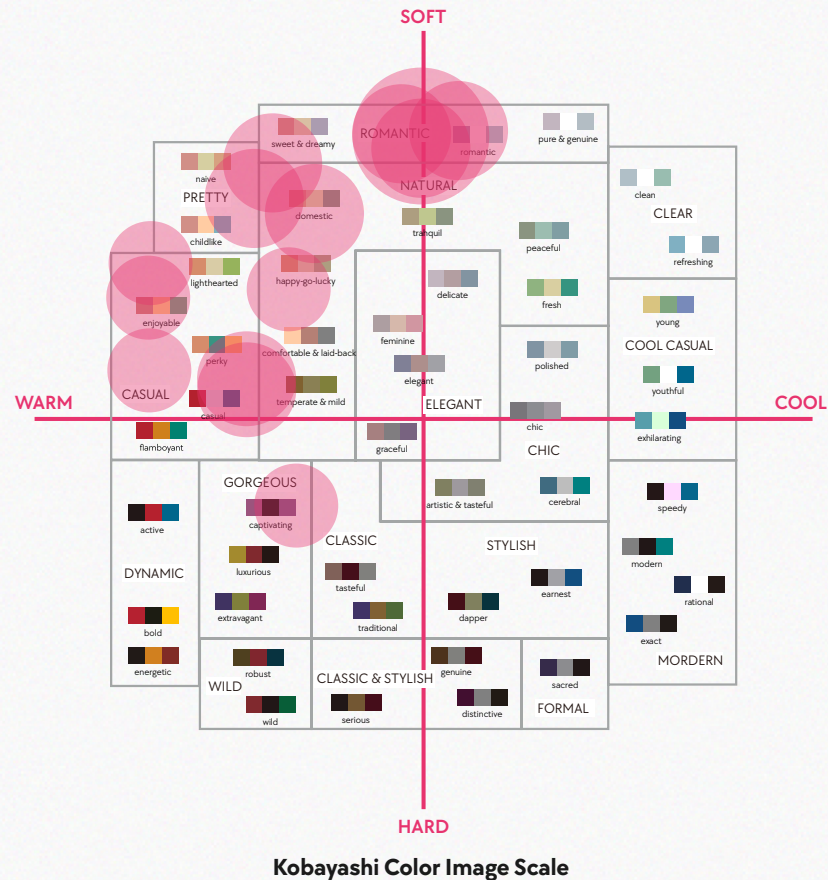
This regional design trend analysis was conducted based on Regions in which award winning works with analyzable text accounted for more than 10% of the overall dataset. In order to explore the flow of Asian design in greater depth, the study applied a methodology that extracts meaningful patterns through big data analysis from qualitative and highly subjective design outcomes.

Methodologically, submitted images were converted into AI generated text prompts, from which the top ten keywords for each Region were extracted. These results were then cross validated with original project descriptions and jury comments to identify recurring linguistic patterns. Beyond simple stylistic tendencies, these patterns reveal the cultural, emotional, and contemporary currents that define the landscape of Asian design today.

< Comprehensive Keyword & Region Analysis

/ ALL REGIONS

To gain a deeper understanding of the emotional and sensory dimensions of Asian design, images of the award-winning entries were converted into text prompts and analyzed in two ways. First, the extracted prompts were mapped onto the Kobayashi Color Image Scale to classify the emotional tone of each work. Second, a word frequency analysis and word cloud visualization were used to identify dominant descriptive terms and sensory impressions across all entries. By triangulating these findings with the original design descriptions and jury comments, this report seeks to uncover key trends in contemporary Asian design that span both conceptual intentions and experiential aesthetics.



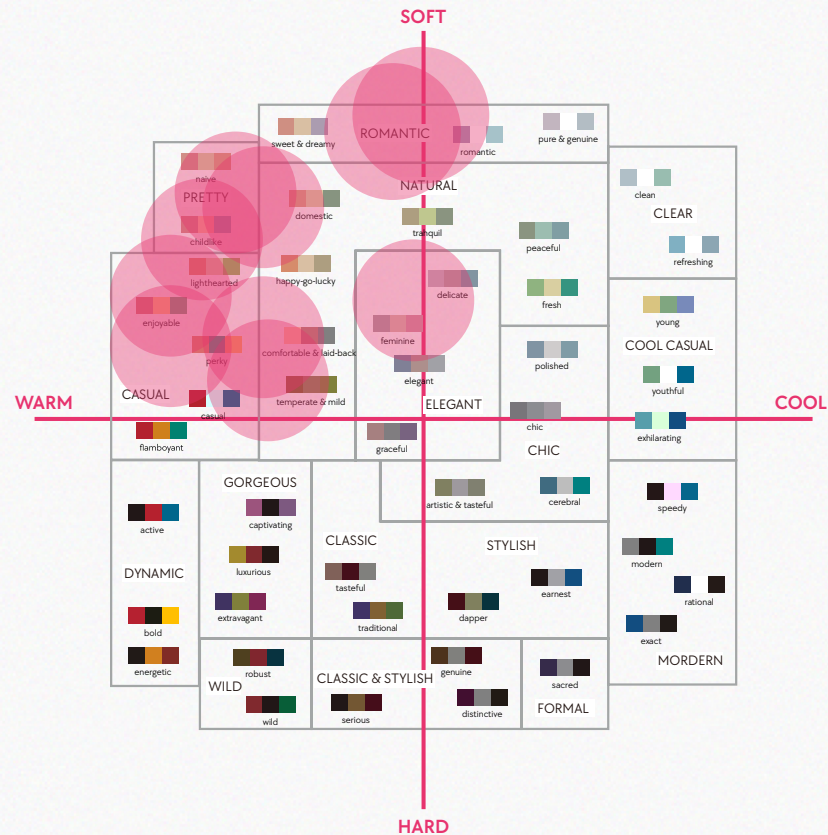
INSIGHTS

/ KOREA

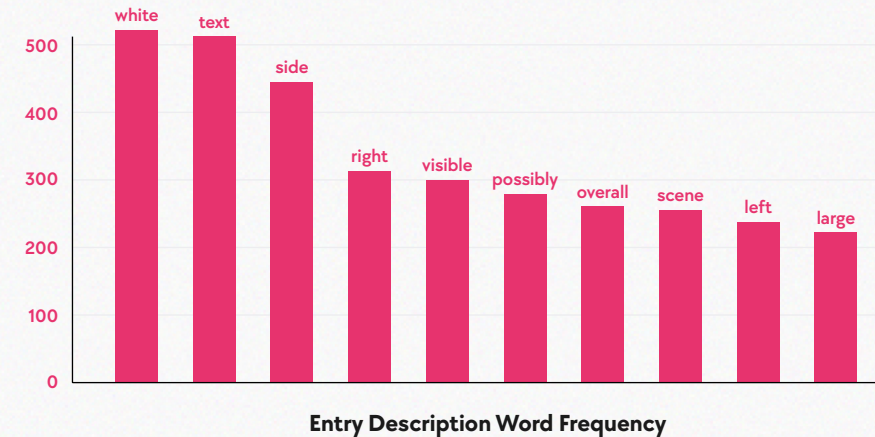
DESIGN OF THE YEAR	1
GRAND PRIZE	2
GOLD WINNER	26
WINNER	156

< Comprehensive Keyword & Region Analysis

Korea accounts for more than half of the 2026 dataset, positioning itself as the central axis of the overall design landscape. Among the top ten keywords, “white (559)” and “text (540)” overwhelmingly rank first and second, followed by side, right, visible, overall, and scene. This suggests that Korean award winning works share a highly unified visual language centered on “text layers placed upon white surfaces.” At the same time, keywords related to perspective and scene composition indicate that branding, retail, and residential spaces are increasingly being designed within the same editorial grid system. These tendencies converge into four key directions: Brand as Place, Lumen Form Making, Living Heritage, and Care Driven Function.



Kobayashi Color Image Scale



Entry Description Word Frequency

Brand as Place

Spatialized brand identity and inhabitable atmosphere

Lumen Form Making

Light driven shaping of volume, atmosphere, and rhythm

Living Heritage

Tradition embedded into everyday spaces and objects

Care Driven Function

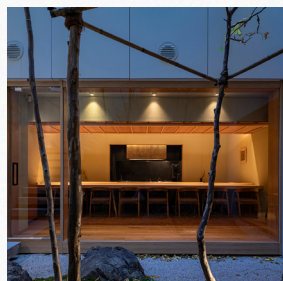
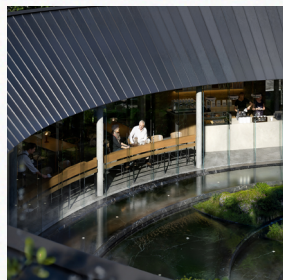
Function centered on wellbeing and emotional care

Trend-Defining Neologisms

INSIGHTS

/ KOREA

Brands Expanded into Atmosphere, Architecture That Shapes Life



< Comprehensive Keyword & Region Analysis

The 2026 Korean design trend centers around the expansion of design from form into atmosphere, light, life, and care.

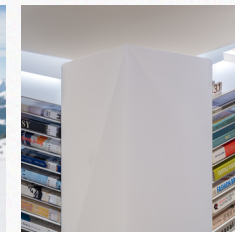
Textual analysis of award winning entries highlights keywords such as “white,” “text,” “wall,” “side,” “room,” “modern,” and “visible.” Unlike other regions, Korea shows a strong coexistence of white surfaces and textual layers, suggesting that branding, graphics, retail, and residential spaces are increasingly being designed within a unified visual system.

The first trend, **Brand as Place**, reflects how brand identity is evolving into inhabitable space itself. Projects such as PARK OASIS integrate architecture, landscape, and branding into a single spatial experience, where atmosphere becomes the core language of identity.

The second trend, **Lumen Form Making**, highlights the growing role of light as a structural material. Korean designers are shaping atmosphere through gradients, reflections, shadows, and illumination, allowing light to function not as decoration, but as a primary force that constructs form and movement.

The third trend, **Living Heritage**, represents the quiet integration of traditional sensibilities into everyday life. Rather than symbolic reinterpretations of tradition, designers are embedding cultural memory into ordinary products and spaces through restrained proportions, materiality, and subtle gestures.

The fourth trend, **Care Driven Function**, reflects the expansion of user centered design into wellbeing centered design. From ergonomic medical interfaces to intuitive appliances and infant care products, Korean design increasingly focuses on how design behaves throughout the user’s daily life with emotional attentiveness and quiet care.



From these tendencies emerge three defining concepts for Korean design in 2026.

Brand as Place: Brand identity expanded into inhabitable atmosphere

Lumen Form Making: Form generation through light as a primary material

Living Heritage: Living tradition embedded into everyday life

Care Driven Function: Function redefined around wellbeing and care

In conclusion, Korean design in 2026 is moving beyond the creation of objects toward designing the conditions of life itself. Through atmosphere, light, heritage, and care, Korean design continues to build a globally distinctive language with emotional depth and cultural continuity.

INSIGHTS

/ CHINA

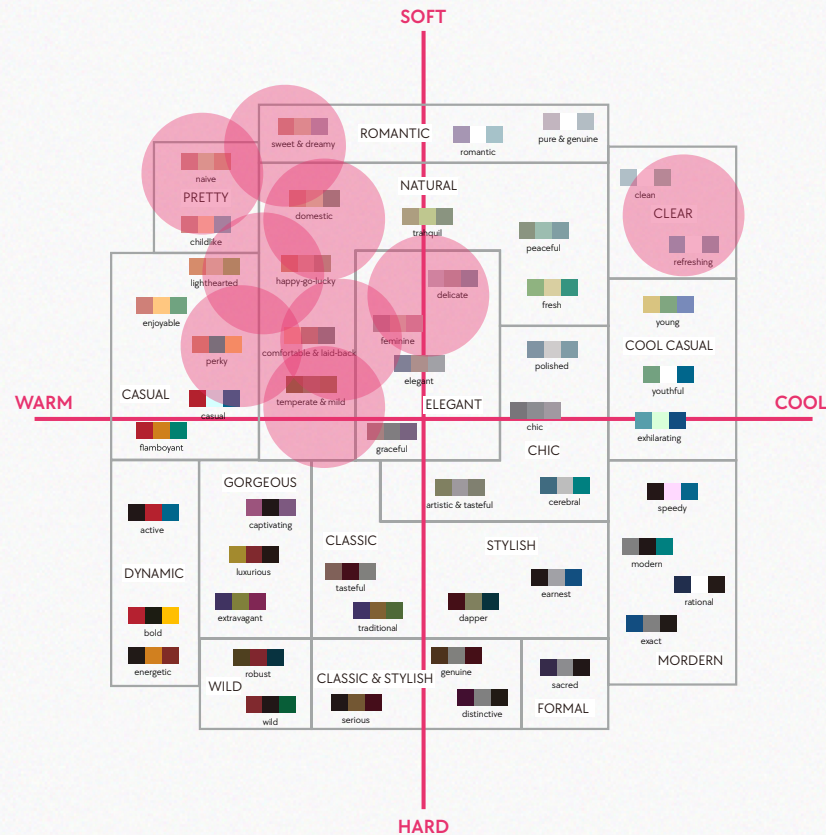
GOLD WINNER

WINNER

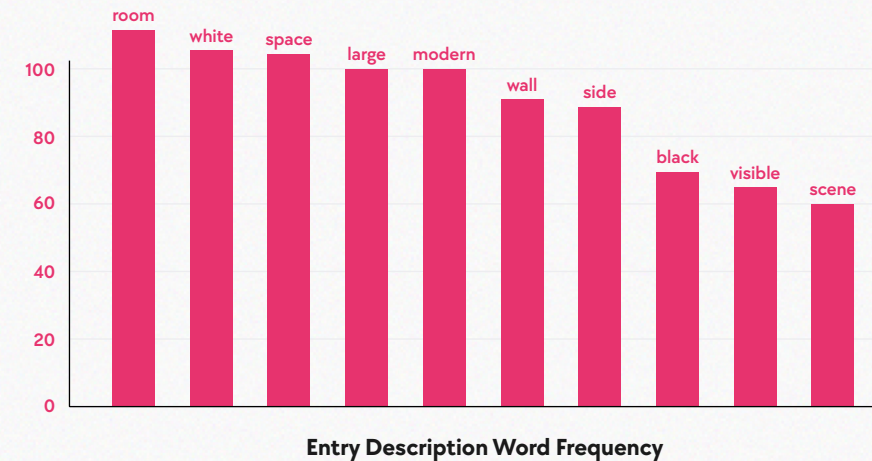
7
37

< Comprehensive Keyword & Region Analysis

In 2026, Chinese design is characterized by large scale spatial experience and immersive interiors. The top keywords found in Chinese award winning prompts were room (122), white (119), space (114), large (101), modern (100), wall (91), side (88), black (69), visible (65), and scene (64). Unlike Korea, China shows “room” as the most dominant keyword, suggesting a stronger focus on spatial atmosphere and interior volume rather than typographic layering. Words such as large, modern, and wall reveal an emphasis on scale and dramatic composition, while black (69) reflects a preference for strong contrast and theatrical environments. These tendencies can be summarized through three key directions: Fluid Systems, High Energy Retail, and Quiet Infrastructure.



Kobayashi Color Image Scale



Entry Description Word Frequency

Fluid Systems

The integration of organic structures and informational logic into a single flowing spatial language

High Energy Retail

Immersive retail environments expanding brands through light and movement

Quiet Infrastructure

Intelligent systems operating through restrained expressions of energy and control

Trend-Defining Neologisms

INSIGHTS

/ CHINA

From Structural Order to Flowing Intelligence



< Comprehensive Keyword & Region Analysis

In 2026, Chinese design is shifting from structural order toward flowing systems, immersive retail environments, and ethically controlled intelligence.

The top keywords found in Chinese award winning prompts, including room (122), white (119), and space (114), show a remarkably even distribution. This suggests that most projects share the same framework of large interior environments, layered with the attitude driven modifier modern (100). Within this standardized modernity, differentiation increasingly emerges through materials, light, and movement.

The first trend, **Fluid Systems**, expands 2025's Structural Empathy into a more flexible and organic language. While previous Chinese works emphasized geometric clarity and order, 2026 projects move toward curves, ribbons, and flowing spatial forms. Projects such as The Wave Carved Monolith and Lighting Ribbon Penthouse share a common sense of continuous movement, where design is experienced as flow rather than fixed composition.

The second trend, **High Energy Retail**, transforms brand environments into immersive spatial experiences. The combination of large (101), wall (91), and scene (64) reveals how dramatic compositions built around large scale surfaces have become a defining language of Chinese retail flagships. LED driven environments, choreographed circulation, and theatrical spatial narratives are turning retail spaces into stages where consumers actively participate in the brand experience.

The third direction, **Quiet Infrastructure**, reflects a deeper ethical restructuring of technology. The selective appearance of black (69) aligns with restrained aesthetics centered on low impact energy systems, autonomous operation, and intuitive interfaces. Products such as the Dreame Z50 vacuum cleaner and needle free injectors prioritize stability, efficiency, and usability over excessive visual expression. Intelligence is designed to remain quiet until needed.



From these tendencies emerge three defining concepts for Chinese design in 2026.

Fluid Systems: Organic systems connecting space and products through continuous flow

High Energy Retail: Immersive brand environments shaped through movement and spectacle

Quiet Infrastructure: Restrained and energy conscious intelligent systems

Chinese design in 2026 is evolving beyond functional order toward experiences that are fluid, immersive, and quietly responsible. Design is no longer focused only on building intelligent systems, but on shaping experiences that move, respond, and care.

INSIGHTS

/ JAPAN

GRAND PRIZE

2

GOLD WINNER

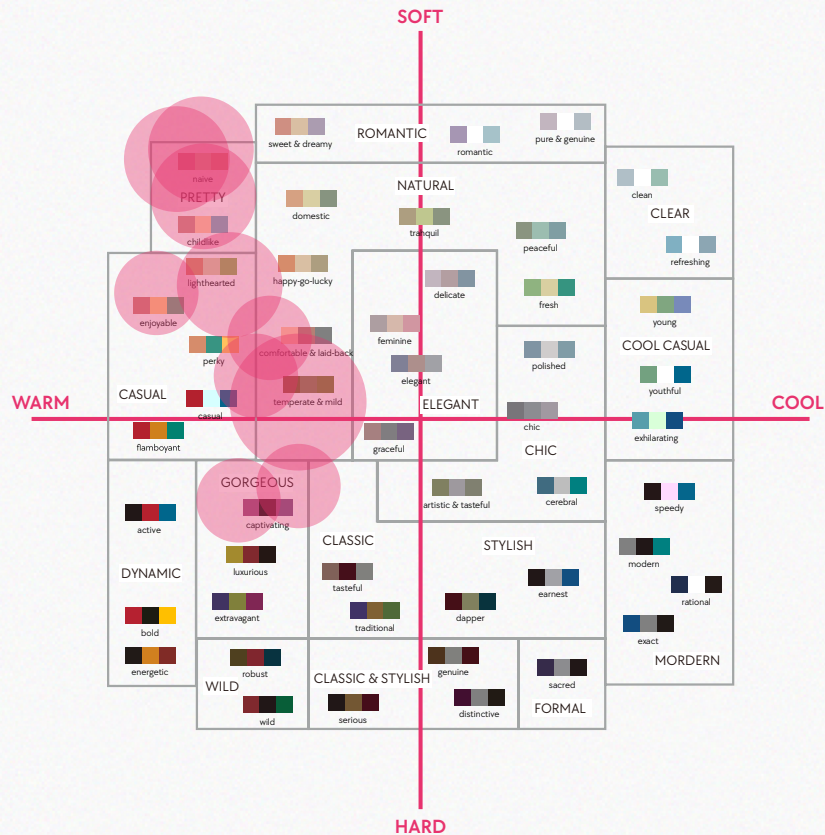
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WINNER

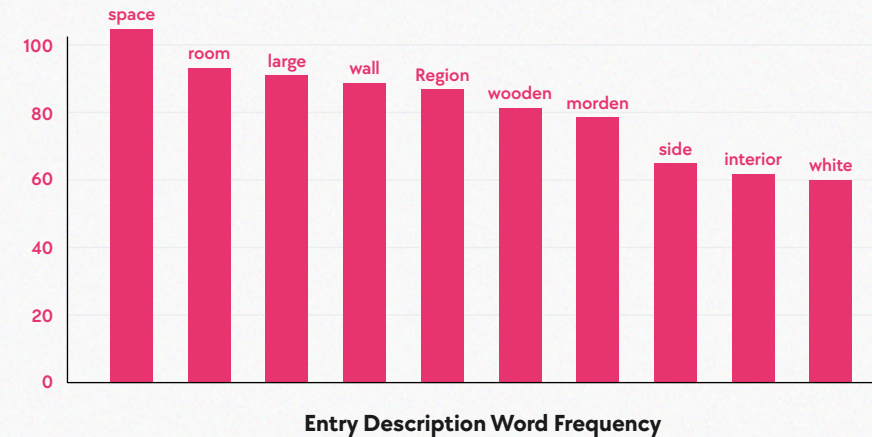
26

< Comprehensive Keyword & Region Analysis

In 2026, Japanese design is characterized by quiet materiality and spatial atmosphere shaped through texture and structure. The top keywords found in Japanese award winning prompts were space (119), room (94), large (92), wall (88), Region (85), wooden (81), modern (76), side (64), interior (63), and white (62). Unlike Korea and China, Japan shows “space” as the most dominant keyword, while “wooden” emerges as a defining visual element. This suggests a stronger emphasis on material texture and the emotional tone of place rather than typographic layering or large scale spectacle. Words such as wall, Region, and interior reveal a careful orchestration of structure and surface relationships, while the relatively lower frequency of white reflects a quieter and more grounded spatial sensibility. These tendencies can be summarized through three key directions: Material Memory, Site Bound Architecture, and Calm Density.



Kobayashi Color Image Scale



Entry Description Word Frequency

Material Memory

Materials such as wood, stone, and resin becoming narrators that convey time and stories

Site Bound Architecture

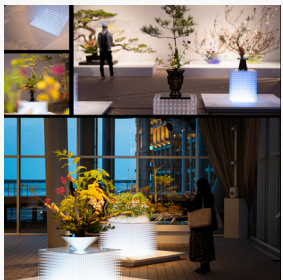
Architecture designed as a secondary landscape connected to mountains, seas, gardens, and villages

Calm Density

A restrained aesthetic layered with warmth, ritual, and the quiet density of everyday life

Trend-Defining Neologisms

Material Memory, Architecture of Place



< Comprehensive Keyword & Region Analysis

In 2026, Japanese design is expanding beyond formal restraint toward material memory, landscape driven architecture, and the emotional atmosphere of everyday dwelling.

The top keywords found in Japanese award winning prompts were space (119), room (94), large (92), wall (88), Region (85), wooden (81), modern (76), side (64), interior (63), and white (62). Unlike Korea and China, Japan shows “space” as the dominant keyword, while “wooden” emerges as a defining visual element. This suggests a stronger emphasis on material texture and the emotional tone of place rather than typographic layering or large scale spectacle. The relatively lower frequency of white also reflects a quieter and more grounded spatial sensibility shaped through the relationships between materials themselves.

The first trend, Material Memory, transforms craftsmanship into a language of memory carried through materials. Projects such as Keyaki Monogatari use wood, stone, and resin not simply as finishes, but as sensory mediums containing time, lineage, and emotional continuity. In Japanese design, wood is no longer a decorative material for modernity, but increasingly becomes modernity itself.

The second trend, Site Bound Architecture, treats landscape and terrain as active collaborators in architecture. Projects such as Private Villa ten KUMANO, EWALU, and FONTAINE BLEAU SENGOKUTEI share an instinct to complete the surrounding landscape rather than compete against it. Japanese architecture in 2026 is experienced less as an isolated structure and more as a continuation of place itself.

The third trend, Calm Density, evolves 2025’s Quiet Minimalism into something warmer and more habitable. Tea counters, wood stoves, meditative bathrooms, and family kitchens allow interiors to remain restrained while embracing richer everyday rituals. Minimalism is no longer subtraction for emptiness, but subtraction in pursuit of

essential meaning. Density returns not through objects, but through atmosphere and ritual.

From these tendencies emerge three defining concepts for Japanese design in 2026.

Material Memory: Materials becoming carriers of memory and lineage

Site Bound Architecture: Architecture deeply connected to landscape and terrain

Calm Density: Warm and contemplative minimalism shaped by everyday rituals

Japanese design in 2026 demonstrates a confident and emotionally grounded attitude rooted in memory, place, and belonging. Deliberately designed silence is no longer simply restraint, but a quiet language that speaks of where we come from. Deliberately designed silence is no longer simply restraint, but a quiet language that speaks of where we come from.



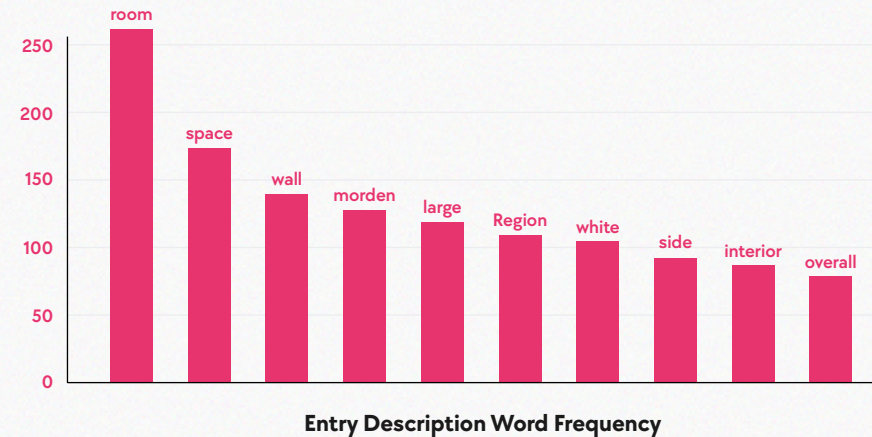
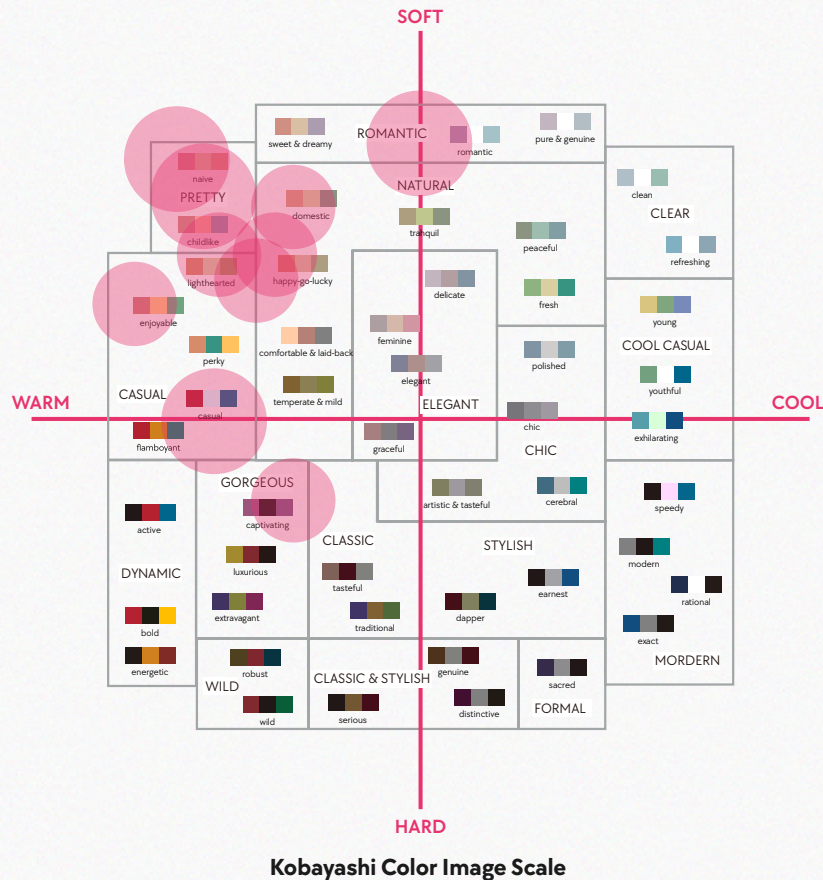
INSIGHTS

/ TAIWAN

GRAND PRIZE 2
GOLD WINNER 1
WINNER 35

< Comprehensive Keyword & Region Analysis

In 2026, Taiwanese design is characterized by relationship centered living spaces and socially responsive systems of care. The top keywords found in Taiwanese award winning prompts were room (261), space (180), wall (139), modern (128), large (124), Region (114), white (98), side (82), interior (82), and overall (76). Unlike Korea and Japan, Taiwan shows “room” as the most dominant keyword, suggesting a stronger focus on everyday domestic environments and relational living structures. Words such as wall, Region, and interior reveal a careful organization of spatial systems around daily life, while the balanced presence of modern and white reflects a practical yet emotionally warm spatial sensibility. These tendencies can be summarized through three key directions: Relational Room, Care Interface, and Regenerative Locality.



Relational Room

Spatial design that reconfigures rooms as flexible systems for living and relationships

Care Interface

Design transforming health, safety, education, and urban issues into intuitive user experiences

Regenerative Locality

Design practices regenerating local memories and resources into sustainable products, spaces, and public experiences

Trend-Defining Neologisms

INSIGHTS

/ TAIWAN

Relational Living and the Sustainability of Care



< Comprehensive Keyword & Region Analysis

In 2026, Taiwanese design is evolving from abstract spatial aesthetics toward relationship centered living environments and systems of social care.

The top keywords found in Taiwanese award winning prompts were room (261), space (180), wall (139), modern (128), large (124), Region (114), white (98), side (82), interior (82), and overall (76). Unlike China and Japan, Taiwan shows “room” as the dominant keyword, suggesting a stronger focus on domestic environments where relationships, communication, and caregiving take place. The high frequency of wall (139) also reflects how walls are treated not simply as boundaries, but as active devices organizing storage, privacy, circulation, and light within compact living spaces.

The first trend, **Relational Room**, reconfigures rooms as flexible systems for living and relationships. Living rooms, kitchens, dining Regions, and studies are increasingly connected through islands, sliding partitions, and open circulation rather than rigid separation. Taiwanese housing design is shifting from decorating space toward designing everyday interaction and emotional connection.

The second trend, **Care Interface**, transforms issues of health, safety, education, and housing into intuitive and accessible experiences. Projects such as Pee Poo Care and C.F.T Patch convert complex medical and social issues into user friendly systems through clear visual communication and interactive interfaces. Design becomes less about visual styling and more about supporting everyday wellbeing and decision making.

The third trend, **Regenerative Locality**, regenerates local memories and resources into sustainable contemporary experiences. Projects such as Hotel BEGINS and Eternal Heart Lantern reinterpret industrial heritage and discarded materials as cultural assets connected to future value. Heritage is no longer preserved passively, but continuously reused and transformed through design.



From these tendencies emerge three defining concepts for Taiwanese design in 2026.

Relational Room: Flexible spatial systems designed around living and relationships

Care Interface: Intuitive experiences addressing health, safety, education, and urban issues

Regenerative Locality: Sustainable regeneration of local memory and cultural resources

Taiwanese design in 2026 demonstrates a practical yet emotionally grounded direction that carefully interprets everyday life and transforms it into warm, sustainable systems of care and connection.

INSIGHTS

/ HONG KONG

GOLD WINNER

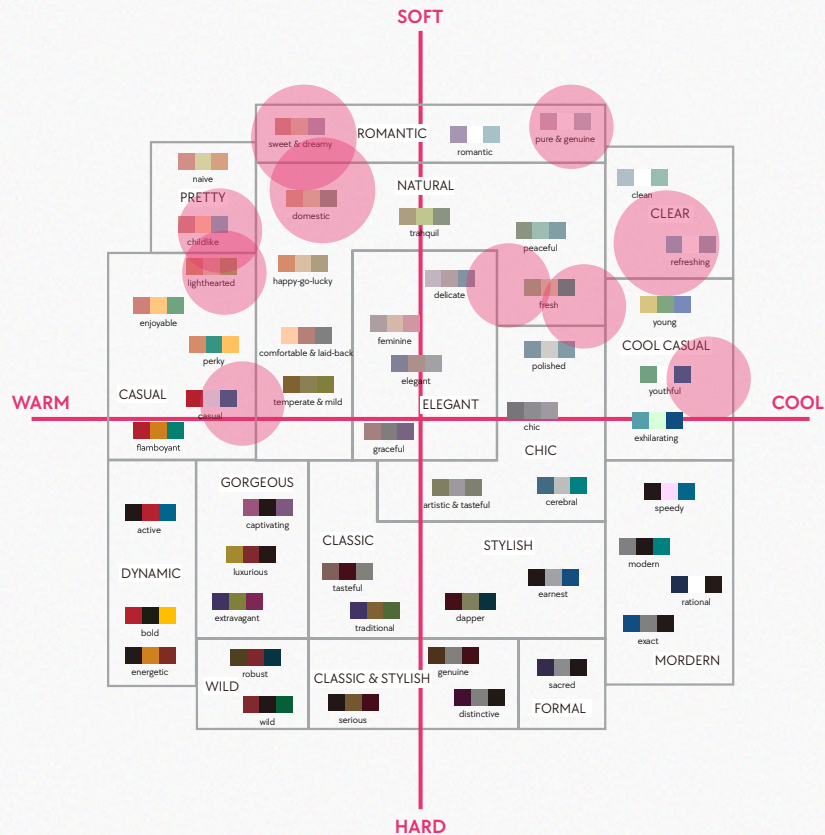
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WINNER

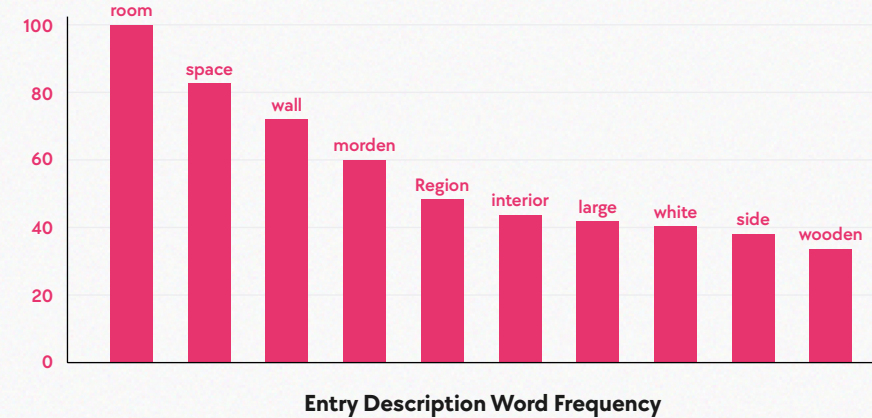
12

< Comprehensive Keyword & Region Analysis

In 2026, Hong Kong design is characterized by compact spatial atmospheres and carefully orchestrated interior experiences shaped within dense urban conditions. The top keywords found in Hong Kong award winning prompts were room (100), space (85), wall (72), modern (59), Region (50), interior (47), large (42), white (40), side (36), and wooden (32). Unlike China and Korea, Hong Kong shows “room” as the most dominant keyword, suggesting a stronger focus on small scale interior environments rather than expansive spatial spectacle or typographic composition. Words such as interior, wall, and wooden reveal a refined sensitivity toward material atmosphere and the precise organization of confined spaces. The relatively lower frequency of white also reflects a warmer and more grounded spatial sensibility shaped through texture and density. These tendencies can be summarized through three key directions: Library as Atmosphere, Compact Sensory Living, and Civic Wisdom Design.



Kobayashi Color Image Scale



Library as Atmosphere

Libraries, lounges, and cultural retail spaces shaped as atmospheres of light and reflection

Compact Sensory Living

Compact living and wellness spaces transformed through material, light, and circulation

Civic Wisdom Design

Public and semi public spaces designed to encourage reflection and contemplation

Trend-Defining Neologisms

INSIGHTS

/ HONG KONG

Compact Urban Intelligence



< Comprehensive Keyword & Region Analysis

In 2026, Hong Kong design is focused on transforming compact urban environments into spaces enriched by light, knowledge, and quiet sensory sophistication.

The prominence of room (100) over space (85), along with the unusually high appearance of interior (47), suggests that Hong Kong design is centered less on total spatial scale and more on the experience within individual rooms. The continued presence of wooden (32) reflects the influence of Japanese material sensitivity, while modern (59) reveals that urban modernity remains the dominant spatial framework.

The first trend, **Library as Atmosphere**, reimagines knowledge spaces as luminous environments for reflection and contemplation. Keywords such as library, wisdom, knowledge, and tapestry cluster around projects like The Minimalists Cave, where books and learning are staged through soft lighting and carefully layered interiors. Reading is no longer treated as background activity, but as a central spatial experience.

The second trend, **Compact Sensory Living**, demonstrates Hong Kong's expertise in orchestrating emotional richness within limited space. The combination of room (100), interior (47), and wooden (32) reflects a residential language built around carefully controlled lighting, restrained materials, and compact yet emotionally expansive environments. Projects such as The Wave Carved Monolith reveal how spatial limitations can be transformed into intensified sensory experiences. Compactness becomes a form of concentration rather than restriction.

The third trend, **Civic Wisdom Design**, reflects the emergence of public and semi public environments designed to encourage contemplation. Through layered visual contrasts, rhythmic composition, and quiet zoning strategies, Hong Kong designers are creating urban spaces that invite reflection rather than simple passage. Every square meter is choreographed not only for efficiency, but also for emotional and intellectual generosity.

From these tendencies emerge three defining concepts for Hong Kong design in 2026.

Library as Atmosphere: Knowledge environments shaped through light and contemplation

Compact Sensory Living: Compact spaces expanded through sensory richness and restraint

Civic Wisdom Design: Public and semi public spaces designed for reflection and thought

Hong Kong design in 2026 ultimately transforms compact urban conditions into interfaces for contemplation. By merging material intelligence, spatial fluidity, and quiet sophistication, Hong Kong continues to shape elegant, thoughtful, and experientially rich urban environments within East Asia.



ASIA DESIGN
TREND REPORT
2026 -2027

TREND CODES

The 2026–2027 Asia Design Trend Report defines this year’s design directions by condensing key insights extracted from award winning works. Through the analysis of a 142,290 word corpus generated from project descriptions, jury comments, and AI converted prompts derived from 11,539 images, the report traces how Asian design in 2026 is rethinking light, living, branding, and civic care beyond simple stylistic trends.

By identifying the defining keywords that run throughout the year, this report presents a data driven perspective on the new languages, sensibilities, and evolving directions shaping contemporary Asian design.



KOREA_PARK OASIS



JAPAN_light wave



CHINA_Greentown Foshan Begonia Exhibition Center



CHINA HONG KONG_The Minimalists Cave

Korea's [PARK OASIS] integrates residential living, public landscape, and brand identity into a unified spatial experience, where concentric circular forms create a calm flow of movement and community within the city. Japan's [light wave] transforms the movement of light into a delicate sculptural language, expressing the quiet precision and emotional subtlety characteristic of Japanese design. China's [Greentown Foshan Begonia Exhibition Center] combines flowing curves, expansive interior volumes, and refined lighting to create an immersive spatial spectacle shaped by fluid movement. Meanwhile, Hong Kong's [The Minimalists Cave] reinterprets compact urban space as a contemplative environment, where restrained materials, soft illumination, and carefully controlled circulation generate a rich sensory atmosphere.

2026 -2027
TREND CODE

[LUMINSCAPE]

A fusion of "Living" and "Formal"

LUMINSCAPE refers to a design approach that treats light not as a finishing layer, but as a primary material that shapes space, atmosphere, and identity. Rather than simply illuminating completed forms, shape itself emerges from the behavior of light through gradients, shadows, reflections, and temperature. The fact that white (911) ranked overwhelmingly first across the entire dataset, while white (559), visible (296), and scene (269) dominated Korean prompts, supports through data that this tendency is not confined to a specific category, but functions as a new formal language shared across contemporary Asian design.



KOREA_VINE



JAPAN_private villa ten KUMANO



TAIWAN_Formosa Forest Reed Diffuser



RUSSIAN FEDERATION_Ural Forest

Korea's [VINE] dissolves the boundary between artificial structure and organic form through the language of climbing plants, transforming the movement of growth and expansion into a spatial order. Japan's [private villa ten KUMANO] positions its elevated structure like a canopy growing toward light and wind, aligning architecture with the rhythms of landscape rather than resisting them. Taiwan's [Formosa Forest Reed Diffuser] embeds the breath and memory of disappearing forests into an everyday object, extending natural sensation and cultural attachment through scent. Meanwhile, Russia's [Ural Forest] reimagines an outdoor playground as a growing forest rather than a static structure, weaving children's movement and the vitality of nature into a single ecological scene.

2026 -2027
TREND CODE

[BIOFORMA]

A fusion of "Bio" and "Form"

BIOFORMA refers to a design approach that translates living systems such as vines, water, breath, and growth into structural and visual language. Moving beyond surface level biomimicry, it is not simply about forms resembling nature, but about enabling forms to behave like nature itself. Climbing, branching, flowing, and reaching movements introduce the gestures and sensory qualities of living organisms into design. The fact that wooden (81) entered the top 10 keywords in Japanese prompts, while structure, natural, and wooden ranked first through third in the Russian [Ural Forest] prompts, supports through data that this code is widely shared across Asia as a biological narrative expressed through materiality.



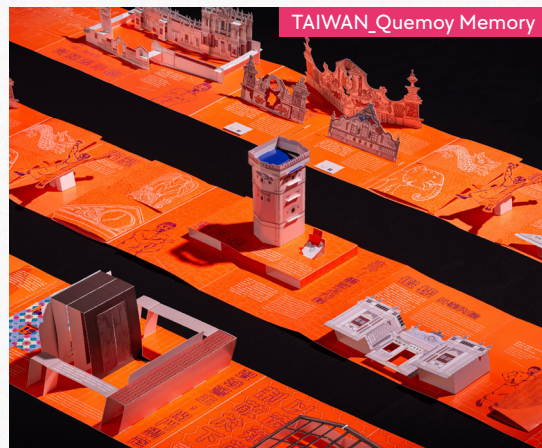
China's [Dimension go anime retail flagship store] transforms retail into an immersive orbital theater where users actively enter and inhabit the brand experience rather than simply viewing advertisements. Malaysia's [JUE Restaurant] elevates decorative ceiling structures and dining islands into the central stage of the interior, turning dining into a condensed experience of brand atmosphere and sensory immersion. Korea's [Sushi Sou Quiet Density and Pure Presence] composes a dining brand as a habitable architectural experience rather than a commercial interior, extending restrained density and quiet presence into the language of hospitality itself. Meanwhile, Taiwan's [Wooden Nook Café] combines aged brick, timber structures, and retro green tones to connect memory and contemporary use, transforming a small alley café into an emotionally resonant place designed for lingering.

2026 -2027
TREND CODE

[BRANDLIVING]

A fusion of "Brand" and "Living"

BRANDLIVING refers to the shift in which brand identity moves beyond logos, packaging, and graphic systems into habitable spaces and everyday rituals. BRANDLIVING is no longer something to simply look at, but something to dwell within. The prominence of text (758) across the overall prompts and text (540) within Korean prompts, both ranking second, along with the equal appearance of brand (14) and taiwan (14) in Taiwanese prompts, suggests that brands have evolved beyond visual systems to become the foundational language of space itself.



The Philippines' [THINKaMuna Pilipinas] transforms digital literacy from simple information education into a graphic language of national identity, showing how civic education can evolve into a stronger and more accessible public message through visual symbolism. Taiwan's [Quemoy Memory] reinterprets the preservation of heritage houses as a shared emotional and cultural resource, allowing local memory to become a collective public experience. Singapore's [Posters with Purpose Book] channels civic awareness and social messaging into accessible and shRegionble visual communication, demonstrating how design can function as a public medium connecting action and perception. Meanwhile, Hong Kong's [Drama as an Education Tool] structures a school as four theatrical scenes that children physically move through, touch, and remember, naturally shaping belonging and emotional learning through spatial experience while embodying the direction of CIVITONE.

2026 -2027
TREND CODE

[CIVITONE]

A fusion of "Civic" and "Tone"

CIVITONE is a design strategy that intentionally brings warm, ethical, and thoughtful emotional tones into public, civic, and shared spaces. Rather than treating space as a purely functional environment, this concept focuses on how design approaches people emotionally and shapes collective attitudes. It considers the sounds, light, and rhythms of places such as hospitals, libraries, schoolyards, and neighborhood parks as essential elements of design. The clustering of digital (14), graphic (10), red (8), and flag (5) within the Philippine [THINKaMuna] prompts demonstrates how civic education, when combined with design language, can transform national identity into a graphic dialect, making it a representative example of CIVITONE.

< When Sensation Speaks and Identity Resonates.

Editor-in-Chief,
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If 2025 was the year we discovered that sensation itself could become a language, then 2026 is the year we realized that sensation can also become a place where we dwell.

Across this year's award winning works, the language of design has shifted in a quiet yet unmistakable direction. While the 2025 report identified four movements through Senterface, Neoditional, Identeling, and Livingformal, tracing design beyond form toward sensation, tradition, identity, and inhabited structures, the 2026 landscape reveals these tendencies evolving into more mature and integrated conditions. Sensation becomes softer, tradition moves deeper into everyday life, identity becomes spatialized, and structure transforms into inhabitable atmosphere.

An analysis of 329 award winning works, 11,539 images, and approximately 142,290 prompt words reveals that the most dominant keyword across the dataset was white (911), followed by text (758), space (756), room (735), side (659), modern (633), large (625), wall (575), Region (573), and visible (523). Notably, black (415) was the only color related term to appear prominently within the rankings. This suggests that the visual landscape of Asian design in 2026 is built upon restrained monochromatic compositions, where differences emerge through the layering of light, materiality, ritual, and atmosphere.

At the regional level, this shared foundation branches into distinct local dialects. In Korea, white (559) and text (540) appear at nearly identical frequencies, revealing how brand typography is increasingly absorbed into spatial composition itself. China presents a flatter distribution between room (122), white (119), and

space (114), indicating a shared framework centered on large modern interior environments. In Japan, wooden (81) enters directly into the top ten keywords, reducing the dominance of white surfaces and allowing materials themselves to emerge as narrators of space. In Hong Kong, room (100) surpasses space (85), emphasizing the precise orchestration of compact rooms over expansive environments. Together, these vocabularies reveal that Asian design is not converging into a single voice, but speaking through multiple regional dialects grounded in a shared grammar.

The first direction, LUMINSCAPE, reflects the emergence of light as a primary material. White appears within the top ten prompts across Korea, Japan, China, and Hong Kong, while white (911) dominates the overall dataset. Combined with Korea's visible (296) and scene (269), China's scene (64), and Hong Kong's interior oriented vocabulary, the choreography of light and atmosphere becomes a shared design language across Asia. Designers are no longer simply illuminating finished spaces. Instead, they sculpt space itself through gradients, reflections, shadows, and luminous atmosphere.

The second direction, BIOFORMA, translates living systems into form. Japanese prompts such as wooden (81), Hong Kong's wooden (32), and the Russian [Ural Forest] keywords natural (10), wooden (10), outdoor (5), and wood (5) reveal how materials increasingly function not as surface textures, but as narratives of memory and growth. Works such as [VINE], [Ural Forest], and [Formosa Forest Reed Diffuser] move beyond biomorphic appearance toward structures that behave like nature itself through growth, movement, and ecological responsiveness. Sustainability is no longer an external claim attached to products, but an

< When Sensation Speaks and Identity Resonates.

embedded ecological attitude within form itself.

The third direction, **BRANDLIVING**, marks the migration of brand identity into inhabitable environments. Korea's text (540) and side (350) related keywords, along with text (758) ranking second overall, demonstrate that branding in 2026 extends far beyond logos and campaigns. Brands now appear as showrooms designed for dwelling, appliances integrated into daily rituals, and restaurants functioning as spatial declarations of identity. Malaysia's [JUE Restaurant] similarly transforms dining into an immersive brand environment shaped through ceilings, lighting, circulation, and atmosphere. Identity no longer exists only as narrative, but as a condition of habitation.

The fourth direction, **CIVITONE**, reflects the emergence of warm emotional tones within civic and public design. Parks, libraries, awareness campaigns, accessible healthcare systems, and educational environments increasingly embody care, contemplation, and quiet intelligence. The Philippine project [THINKaMuna Pilipinas], with keywords such as digital (14), graphic (10), red (8), and flag (5), demonstrates how civic education can become a visual language of national identity. Hong Kong's library, wisdom, and tapestry related vocabularies, along with Korea's care centered public spaces, reveal how civic environments are evolving from functional systems into emotionally resonant places for reflection and belonging. Public value is no longer defined solely through efficiency, but through emotional temperature.

Together, these four directions **LUMINSCAPE**, **BIOFORMA**, **BRANDLIVING**, and **CIVITONE** reveal that Asian design in 2026 has moved beyond discovering sensation toward composing the conditions of dwelling itself. Design no longer stops at creating objects or interfaces. It now shapes atmosphere, nurtures ecological awareness, spatializes identity, and cultivates civic emotion. This report ultimately invites readers to see award winning works not simply as completed objects, but as places into which we are invited to enter, inhabit, and experience. 

2026 - 2027 CODES

LUMINSCAPE

BIOFORMA

BRANDLIVING

CIVITONE

ASIA DESIGN TREND REPORT 2026 - 2027

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