



The Color Landscape:

A bolder

spectrum, with 'authentic' tilt

By Jill M. Speegle, Assistant Editor, Durability + Design

Earthy origins inspired the color families that make up the Colormix™ 2012 forecast issued by The Sherwin-Williams Company. Image courtesy of Sherwin-Williams Company; Sunset photo courtesy of Pratt & Lambert Paints

less as it is modern, in both the commercial and residential sectors. Individual trends and palettes vary, but many of the descriptors sound a common theme—with terms such as “clean,” “vibrant,” “bold,” and “saturated”—and exhibit a general tilt toward the idea of lifting spirits and promoting a feeling of optimism in a still-temperamental economic environment.

Palettes identified as “natural” and “genuine” are also evident in the forecasts of color experts, reflecting a predominant theme of “truth” or “authenticity” and allusion to an earlier day.

Pratt & Lambert

Glimpses into the past have led the Pratt & Lambert Paints® color marketing team to select rich earth tones, natural hues and bold, primal colors as trending shades and tones in residential spaces.

The brand’s 2012 Color Trends forecast, collectively called “Trace,” features five palettes: Essence, Instinctive, Enough, Echo and Expressive.

“It is said that to know the future, we must look to the past. Our world holds traces of styles, interests and emotions that have shaped the modern atmosphere, providing clues to future trends,” the color marketing team said in comment on the forecast.

Donna Schroeder, the company’s color and design brand manager, told *D+D* that its top color choice is a “clean, vivid blue” (Corsican 28-13) that resembles a Yves Saint Laurent take on the shade.

“Overall the blue family will be strong, ranging from green-blue to blue-violet,” Schroeder says.

Mythic Paint

Turquoise will also be a go-to color for residential interiors, says Cathy Hobbs, a 2011 finalist for HGTV’s *Design Star*. She notes that a Mythic Paint color, Katarina (039-4), paired with chocolate brown or silver, makes a design statement.

In the context of contemporary design, timeless colors such as black, white and gray, combined with bright, bold colors, create a classic fusion in residential spaces, she notes.

PPG Pittsburgh Paints

As society shifts its focus away from an impersonal, virtual and cluttered world and into a more intense and emotional space, color trends are following suit.

That’s the proposition put forth by PPG Pittsburgh Paints in a color forecast for home décor for 2012-2013. The forecast anticipates vivid hues that are bold, yet clean, along with highly saturated hues.

The 20 paint colors presented in the company’s 2012 “Insider Color Guide” range from “confident” reds to “happy” yellows and “gorgeous” purples. The color trends are separated into four color palettes including Local Revival, Beauty Queen, Quiet Tech, and Deco Candy.

“When it comes to home decorating, oftentimes a little risk can bring great reward,” said Dee Schlotter, brand manager, The Voice of Color, PPG Pittsburgh Paints. “Pairing intense colors with traditional blacks and whites creates a noticeable contrast that many homeowners today are looking to project out to the rest of their lives.”



(Left): Shown here is PPG Pittsburgh Paints' Beauty Queen palette, which features PPG Grape Juice and Tutti Fruiti colors. Photo courtesy of PPG Pittsburgh Paints (Below): Olympic forecasts a "comforting" palette that radiates the warmth of the sunset with a red-orange paired with a tangerine. Photo courtesy of Olympic Paints

Walker says a cool tropical blue will anchor the palette, and an "earthy" brown and "chalky" white round out the "soothing," yet energizing Olympic collection.

The concept behind the selections is the creation of an oasis within the home, with a tilt toward optimism for the future, Walker says.

Benjamin Moore & Company

"Preservation is the cornerstone for our 2012 forecast," says Sonu Mathew, senior interior designer for Benjamin Moore & Company. She says engaging the past in a conversation with the present helps to define the future in color terms.

Colors in 2012 are inspired by "hyper-localism in communities," she says. Society looks more and more to local resources for its primary needs, while incorporating a global perspective of community. Mathew notes that this leads to the acceptance of unconventional pairings in materials and colors.



Olympic Paints

Colors that are bright and playful, yet grounded and sophisticated, figure to emerge as marquee stars in the coming year, says Misty Walker, color manager, Olympic Paints & Stains. The paint brand forecasts a "comforting" palette that radiates the warmth of the sunset with a red-orange paired with a tangerine.

Mathew says "tried and true" hues, modern neutrals and a few luminous colors will lead the charge into the next year's color spectrum. Specifically, she says a whole host of blues with a modern edge will continue to trend upward in the coming months and during 2012, evoking a sense of "soothing calm."

"Blue represents a classic color family that has become a favorite over the years and will continue to hold its position in the world of style," she adds. "Blues are also representative of cooler colors which visually recede, rendering a more spacious feeling in a room."

Retail spaces may be more experimentally driven in terms of color in 2012, in an attempt to both attract the interest and earn the loyalty of the coveted spending-oriented consumer, adds Mathew. Colors that are high in contrast, used in graphic patterns and unique in their combination, will assert their presence, she says.

Diamond-Vogel Paint Company

A dramatic yet muted red, soft-toned purple, sophisticated yellow, updated navy, and a deep teal are the five colors of note on the design radar for Sandy Agar-Studelska, colorist and color marketing manager, Diamond-Vogel Paint Company.

She says the color palettes in the company's *Professional Color Palette*, which is created for architects and design professionals, offers an advance look into forecasted color trends.

The four color palettes—Comfort Zone, Exuberant, Timeless and Temptation—were inspired by "the cautious consumer," Agar-Studelska observes.

"Consumers want to know the source of the products they purchase," she says. Therefore, they are looking for a fresh approach characterized by crispier, cleaner color.

She notes that traditional "brights" sometimes seem "artificially optimistic" and may not offer "long-term appeal" preferred in the



Yellows continue to grow in popularity, and this yellow adds a new twist to the color family. Shown here is Diamond-Vogel's 7839-Avalon. Photo courtesy of Diamond-Vogel Paint Company

real world. Instead, there is a "realistic desire" for a brighter color exchange that's clean and useable.

BehrPro

Complex neutrals inspired by natural elements will also trend upward in 2012, according to Erika Woelfel, director of color marketing for Behr Professional. She predicts that colors such as driftwood gray, mushroom taupe and bisque sand will prove to be top sellers and will be easily combined with other hues to create inviting exteriors and interiors. Woelfel says that deeper, more saturated and optimistic tones will also make an impression in design in the upcoming year.

Similar to other brands, Woelfel says Behr is acutely aware that the economy is a major factor influencing color and design. "When times are tough, people tend to use color very conservatively," she says. Colors with real longevity that promote relaxation, with accents of bright reds and navy blue, make consumers feel patriotic, stable and comfortable, she says.

Hotels, for example, are being designed to feel more like "a home away from home" with warm and inviting color palettes, she says.



An iconic American blue that is both stable and reassuring is shown here, Solitude 510F-6. Photo courtesy of BehrPro

Sherwin-Williams Company

From "Sunset" to "Still Water," earthy origins inspired the color families that make up the Colormix™ 2012 forecast issued by The Sherwin-Williams Company.

Billed as "family-friendly," the forecast includes 40 hues from four color groupings that span vibrant reds, watery blues, grassy greens, and organic neutrals.

Jackie Jordan, director of color marketing for Sherwin-Williams, told *D+D* that if she had to pick one top color for 2012, it would be "a true green, Kendal Green (SW 6467), right off the color wheel" that reflects a growing appreciation of the Earth and shifts away from the yellow-based greens that have dominated over the past decade. Greens represent "new green technology and our relationship to the Earth," she says.

Jordan also says confident reds, ranging from molten-core red oranges to "hot" red, will also generate energy and stir raw emotions. She says the "popularity of lacquered finishes and all things China has renewed red dominance."

Addressing color trends in commercial spaces, Jordan says designers are seeking to create a more relaxed atmosphere. Common color schemes in these spaces feature bold colors paired with bright white, which illuminate space and optimize the commercial experience, Jordan says.

Kelly-Moore Paint Company

Wood tones and other décor finishes found in today's homes will be complemented with yellow-influenced neutrals, says Mary Lawlor, manager of color marketing, Kelly-Moore Paint Company. She cites as an example the

company's Star of the Garden (KM4004-2).

Kelly-Moore will continue to promote its *Renewal Palette Color Trends for 2011-2012* until early 2012, when an entirely new color system will be introduced, Lawlor said.

The inspiration behind the renewal palette is derived from a number of factors including the need to reconnect people with simpler times, an embrace of the environment and cultural blending, Lawlor says.

Lawlor told *D+D* that a significant development in color and design is parallel directions in commercial and residential interiors.

"We are also noticing a reduction in the number of colors for commercial spaces," she says. The colors chosen for these spaces must exhibit an ability to coordinate with existing shades.



Turquoise will be a go-to color for residential interiors, says Hobbs for Mythic Paint. Photo courtesy of Mythic Paint



Wythe Blue represents a family of blues that will trend upward in 2012. Photo courtesy of Benjamin Moore & Company

"To this end, we are seeing the use of just plain white with splashes of colorful accents," Lawlor says.

A more in-depth discussion of Kelly-Moore's "renewal" palette is provided in *Design Themes Testify to Concept of Home as 'Retreat'* on durabilityanddesign.com.

Dunn-Edwards Corp.

Though Dunn-Edwards has yet to issue its Color Trends for 2012, Sara McLean, color stylist for the company, gave *D+D* a sneak preview at some of the color stories behind the palettes to be released in October.

McLean says each of the color stories reference nature, culture, tra-



Shown here is a room that features paint colors from PPG Pittsburgh Paints Deco Candy palette. Photo courtesy PPG Pittsburgh Paints

choices are complex neutrals or bold expressions of color.

In compiling this color preview, *D+D* expresses special thanks to the following:

- Sandy Agar-Studelska, colorist and color marketing manager, Diamond-Vogel Paints;
- Cathy Hobbs, 2011 finalist for HGTV's Design Star (Mythic Paint);
- Jackie Jordan, director of color marketing for The Sherwin-Williams Company;
- Mary Lawlor, manager of color marketing for Kelly-Moore Paints;

dition and personal identity. She adds that the color schemes reflect an overall sense of recommitment to personal values, craftsmanship and essential design functions.

One story, "design experimentation," features varied shades with vibrant primary hues that provide for a mood of hyper-reality. She says shades of violet, cyan and tangerine grounded with terracotta and deep indigo blue will round out this palette.

The most daring and experimental design color themes and textures in 2012 will likely be found in the retail sector, McLean says,

while corporate environments will remain conservative with classic and neutral palettes.

Residential spaces are seeing subtle changes in color palettes, with a focus on clean, clearer colors, she says. In addition, a re-emergence of the past—represented in classic color combinations—will also provide warmth and vitality in the home.

The big picture: Getting real

Essentially, the 2012 color-trend runway will be populated by colors that help to create spaces with real, lasting appeal, whether the

- Sonu Mathew, senior interior designer, Benjamin Moore & Company;
- Sara McLean, color specialist, Dunn-Edwards Corp.;
- Dee Schlotter, brand manager, The Voice of Color, PPG Pittsburgh Paints;
- Donna Schroeder, brand marketing color and design manager, Pratt & Lambert Paints;
- Misty Walker, color marketing manager for Olympic Paints & Stains (PPG Industries Inc.);
- Erika Woelfel, director of color marketing, BehrPro. **D+D**