

“Whether designing interiors or creating products for the home, satisfying consumers’ or clients’ more demanding perceived needs and desires in both styling and color is a major challenge in today’s marketplace,” said Leatrice Eiseman, executive director of the Pantone Color Institute. “People are looking beyond a simple matching process to colors that they can instantly connect with, that suit their personal comfort level and that excite the imagination. At the same time, there is the practical need to connect to products or settings they already own. As always, it is the introduction of new or renewed themes and colors or unique combinations that will create these essential connections.”

PANTONE VIEW home & interiors 2008 is a forecasting tool that provides color and trend inspiration, enabling designers to select the right shades and combinations when creating products for the home. It contains swatch cards of each of the 71 forecasted colors, along with visual inspiration and color harmonies for each of the individual palettes, in one convenient binder. CMYK printing equivalents are supplied to easily achieve the forecasted colors in printed materials and packaging, as well as the PANTONE FASHION + HOME color chooser CD for incorporating PANTONE Colors into digital and web designs.

THE EIGHT COLOR PALETTES FOR 2008 ARE:

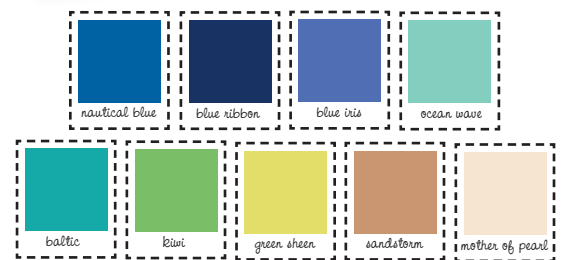
ReCollections ReCollections, provides a link to the past, while looking to the collectibles of the future. History invariably repeats itself, but there are interesting new adaptations that energize traditional themes, largely provided by new color mixes and materials. Enhanced by tapestry blues and muted blue-greens, elegant champagne and warm peachy tones are pivotal to this palette.

Chinoiserie Defined as a style of ornate art or decoration suggesting the Chinese tradition, Chinoiserie is a blend of graceful shapes and charming motifs. It is a glimpse of China’s stylized past preserved in porcelain, ceramics, paintings and silky textiles. Colors are artfully combined in tones of quiet violet with muted lime, cameo pink and hushed greens with a traditional touch of an antique Chinese red.

High Profile The High Profile hues are inspired by the stylish icons that have managed to survive the fads and foibles of the past. Often combining techno with retro or mystical with modern, the designs are sleek, trim and forever contemporary. These aspirational products (or settings) are newly invented in classic shades of pristine white, ebony black, rich browns or silvery grays, accented by the glamorous impact of fuchsia and royal purple, as well as glimmering gold and silver.

Ethnic Chic With a plethora of design influences coming from anywhere on the globe, it is possible for “urban nomads” to wander the world (virtually or digitally) looking for the styling and color language of another culture that speaks to them. Ethnic Chic reaches a new level of sophistication in rich hues of deep purple paired with misted yellow and stone grays, while burnt orange is juxtaposed against vibrant blue and brunette browns.

Agrestic Rooted in rural origins, the Agrestic palette reflects the culture of individually crafted materials that are going more in the direction of upscale than down-home. It is appealingly contemporized country, a rustic redo of both texturized and smooth surfaces that calls for comforting combinations of bruschetta browns, tender greens, or warming golden yellows with an unexpected accent of vibrant pink.



Wellspring

Universally understood as cleansing and clarifying and as the earth’s most precious commodity, water provides the Wellspring that literally supports and sustains life. Blues and aquas clearly define the liquid’s cooling and more soothing qualities, highlighted by a glimmer of effervescent undersea green, violet and indigo. The undulating tones of mother of pearl and sandy shades of the shore bring a beautifully warming balance.

Savories

In a world filled with stress, schedules, commitments and concerns, it is important to have some unadulterated fun in at least one area of living space — to savor a more fanciful “time out” filled or accented with deliciously exuberant, youthful and whimsical hues. The Savories palette includes tasty blends of decadent chocolate and daiquiri green, with dollops of appetizing brights embellishing the mix.

Nuances

In the world of home furnishings, there is always a need for neutrals — the classic, nature-inspired hues that can always be depended on as background (or foreground). The newly “nuanced” neutrals in Nuances can also provide a visual pathway to unexpected and intriguing accents or combinations, such as rose paired with earthy browns or reddish plums highlighted with a green-tinged bronze tone.