

Color Commentary



2008 Sherwin-Williams Color Trends

“Today’s sophisticated, worldly consumers are exposed to many cultures and color traditions and feel free to mix, match and sample. Cultural cross-pollination adds intriguing juxtapositions, such as the Russian-influenced Relic Bronze, which evokes the treasures of the czars, appearing alongside Feverish Pink and Dynamo, which season the mix with a dash of Indian and Latin American flavor.”

The Color Association of the United States

On Color Directions Surfacing For 2009-2010

“‘Vegetable Garden’ is a delightful grouping of appetizing mid-tones like Heirloom Tomato, Butternut Squash, and a range of rich blues and leafy greens. The wholesome charm of this story is particularly suitable for the enhancing the comforts of the home.”

Benjamin Moore 2008 Color Trends

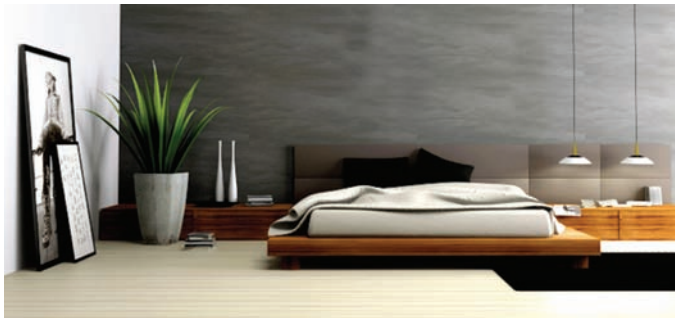
“Organic Comforts. The challenge to bring the outdoors in and the indoors out is ceaseless. Boundaries dividing the two spaces have blurred as we move more of our living spaces — even baths and kitchens — outside into a natural environment and incorporate the great outdoors into our interiors. After all, humanity began in a garden, so these are our natural domestic roots.”

SCOTT BUTTERFIELD The Hallmark Trends Group Color Forecast 2008

“Dream colors are charming, intimate and tender. These atmospheric hues remind us of that world between sleep and wakefulness — a strange and wonderful world of in-between. The colors of Dream are somewhat complex, tinted but not with pure white. You could say these are the colors of pretend or make-believe. A stylistic direction important within this category is one of manipulated or articulated surfaces. These create their own subtle color palettes of shade and tone, light and shadow. Softer hues show to advantage articulated form and surface.

Pastry Pink is frosty like frosting. A paler than pale shade of sugary richness makes it a perfect hue for summer birthdays, babies and weddings. Ming is a quiet green with just a hint of iciness that belies its iron base... Calamine this soothing warm pink is gentle and tender just like Mom... Dry Martini is distilled and pure. A warm, almost grey with just a hint of olive. This beautiful neutral relaxes and calms the moody mid-tones.”

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DEBBIE ZIMMER

Color Expert, The Rohm and Haas Paint Quality Institute

"Green may just become the newest neutral color," says Zimmer. Used as a subtle backdrop to reflect an enhanced eco-consciousness and social responsibility, green will be representative of the growing environmental movement. Mid-tone hues of fern, palm, pine and sage can be used on their own or coupled with clear blue or aqua to create a living space that conjures up a sense of outdoor-friendly living. Sandy tan and adobe brown can be intermingled to complete that earthy and eco-friendly feel."



Blue Is The New Green

by JWT and JWTIntelligence.com

"Somehow, 'blue' terminology and graphics suggest environmental responsibility in a more contemporary and credible way than 'green.' It's as if 'green' became too strongly associated with 'tree huggers' and the 'beards and sandals' ethos of earlier environmentalism and with brands going through the motions of environmentalism (greenwashing). Now corporations embracing environmentalism can adopt 'blue' without looking as though they're jumping on the green bandwagon."

Recession Chic

Time Magazine, March 27, 2008

"Historically speaking, fashion trends and tastes often serve as early harbingers of economic change. In the booming, pre-Crash 1920s, flapper hemlines bounced giddily to the knee before falling down to the ankles in the depressed 1930s. The 1960s' youthquake, complete with postage-stamp-size miniskirts, heralded a similar stylistic ebullience before the oil crisis of the 1970s plunged fashion back into an earnest, hippie frame of mind. The current shift back to black has none of the elements of the sloppy secondhand-Rose ethos of early 1990s' grunge. This time around, fashion's mood swing has a decidedly sharper edge . . .

'Of course, black is like a mask,' says [fashion designer Christian] Lacroix, who calls this shift in sensibility a new minimalism. 'The new pureness of lines centered on cut rather than decoration, the laser geometry of shapes and silhouettes are all maybe signs of a graphic protection linked unconsciously to recession, just like at the end of the '80s.'"