

# Home and Interiors Forecast

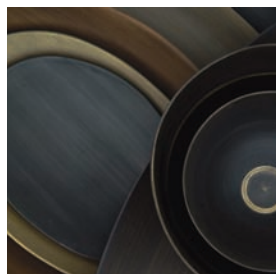
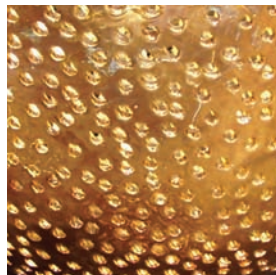
## MARRYING MODERNITY AND TRADITION



### Wanderings

Whether trekking through Nepal, sailing the Aegean or scaling the heights of Machu Picchu, travel to exotic destinations, real or aspirational, continues to fascinate. The acquisition of intriguing artifacts, crafts, imagery and artworks spurs the imagination and re-tells the tale of a wonderful journey. In Wanderings, dusky tones of rose, Dijon-like yellows and deepened taupe mix with both mineral and Mediterranean blues and misted gray. All shades are dramatically embellished by rich gold and scarlet red.

MINERAL BLUE
MAJOLICA BLUE
CANTEEN
BRAN
MOON MIST
LARK
ROSE WINE
OLIVE OIL
SCARLET
RICH GOLD



The PANTONE VIEW home + interiors 2009 has designated eight “directional” color palettes for home furnishings and interior design for 2009. “Time and again, contemporary issues and trends are mirrored by the themes we choose for our homes and the products we buy,” says Leatrice Eiseman, executive director of the Pantone Color Institute. “Eco-awareness is a resounding theme as consumers continue to be more thoughtful about what they are buying and the impact their choices will have on the world. Today’s consumers find innovative ways to recycle, reuse and re-purpose. At the same time, there is also a need to relax, rewind, renew and hopefully, refurbish. The 2009 palettes address these trends, which will be reflected in designs and products for the home in the coming year.”

PANTONE VIEW home + interiors 2009 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 and interior spaces. CMYK printing equivalents are supplied to accurately reproduce the forecasted colors in marketing materials, instore signs and packaging.

THE EIGHT COLOR PAlettes FOR 2009 ARE WINE COUNTRY, HONESTY, DISCERNING TASTES, REVERIES, WANDERINGS, SOLAR ENERGY, BREATHE EASY AND ANIMATE.

### Wine Country

Whether sampling the bounties of California’s Napa Valley or Umbria’s magical vineyards, Wine Country entices with an easy, casual way of life — charming and inviting — a place to enjoy the connections to the earth and the goodness it yields. Rustic in feeling yet at the same time refined, the colors are re-imagined pastoral tones of taupe, olive and grapevine greens, lavender grays and sky blues combined with lusty wines.

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#### Animate

Literally defined as “a state of bringing somebody or something to life and activity,” this palette titled Animate is inspired by the Japanese art of anime. Far from reality, it is rooted in cartooning. Immensely popular worldwide for young people and artists alike, this cleverly-executed art form combines so-called clashing colors that bring a new appreciation to the vitality and creativity of truly unique color combinations. Although there are many more possibilities for unlikely mixes, included in this engaging group are ebullient reds, vibrant blues, mint or chartreuse positioned next to light apricot, quiet green and deepened berry.



#### Honesty

An apt subtitle for this grouping could be “designer boutique meets flea market find” as it revisits shabby chic, but it is definitely more chic than shabby. Just as the name implies, Honesty speaks of a very real attempt at recycling — creating treasure out of what was destined to become trash. Discarded ceramics and glass become artful mosaics, while reused or natural fibers are colored with eco-friendly vegetal and/or plant dyes. Included in the recommended mixes are unbleached whites, tender greens, clouded corals, toasty warm tans and cool gray, unexpectedly punctuated by velvety-red rose.

#### Discerning Tastes

Discerning Tastes continues the popular theme of “modernity marries tradition.” While it takes a discerning eye to appreciate and coordinate what at one time was considered contradictory style, there is more confidence and interest in the eclectic mixes. Also, greater importance is given to the preservation of traditional styles as they can be resurrected with newly devised finishes, colors and textures. Classic crystal, antique white, caviar black, a red mahogany, champagne beige, metallic silver and gold are the base of this elegant group, while a warm sensuous orchid adds an exotic effect.

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### Reveries

Reveries reverberates with the theme of “back in the day” – a nostalgic look at dreamy deco as pictured in old films – slightly indulgent, with glamorous and suggestively smooth fabrications. At the same time, it is not so serious that there is no space for whimsy. While many of the colors are historically accurate, as in dusted mauves and misted rose, this palette is revamped with exciting new combinations that are inspired by fashion-forward colors. Among those shades are flowering lilac and fragrant lavender, iris blue, rosy mauve and vibrant purple, unexpectedly and dramatically juxtaposed against rich russet brown.



### Solar Energy

This palette titled Solar Energy figuratively captures the dynamic power inherent in the sun, depicting the rays of color that have come to symbolize an alternative to fossil fuels. Variations of mandarin and flame orange remain strong for the future, with radiating gold and green-based yellows reinforcing vitality. A mulled purplish wine, fuchsia-red and electric blue add an interesting dimension to the mix, while an ashy gray provides a calming neutral influence to this volatile mix.

### Breathe Easy

Everyday concerns, not the least of which are environmental, plead for the need to find a place of respite and relaxation to unwind and rewind. It is a given that cool tones inspire us to Breathe Easy, a constant reminder of the clear, clean blues found in a cloudless sky sparkling over a blue-green body of water. While pure bright white and variations of the blue theme, including deep ocean and Provence blues, permeate this palette, a deep, thoughtful garden green, a somewhat muted vegetal yellow-green and the introduction of blue purple add a more meditative mood.

### Pricing and Availability

Pantone VIEW home + interiors is available immediately for U.S. \$395. Corresponding PANTONE Plastic Chips are also available for industrial design and are included in the PANTONE VIEW home + interiors ID 2009 for a total package price of \$495. Both products are available at [www.pantone.com](http://www.pantone.com).