

# COLOR TRENDS



**PANTONE'S HIGH DEFINITION PALETTE** is a vivid rainbow of purples and pinks, golds and grays. A contemporary room (above) shows how it all works together, while accessories in combinations of gold and gray prove both warm and delicate. Left to right: Tamarisk Collection wall coverings by Cole & Son, [www.cole-and-son.com](http://www.cole-and-son.com); Fiesta Sunflower mixing bowls, [www.hlchina.com](http://www.hlchina.com); Terra Keramik yellow candleholder, [www.terrakeramik.com](http://www.terrakeramik.com); pillow in gold, gray and white, [www.beautifulpillowsandhome.com](http://www.beautifulpillowsandhome.com).

Experts help consumers unearth tones that “speak to them”

Each year, we look forward to the Pantone Color Institute’s much-anticipated color forecast. A global authority, Pantone sets professional standards for all design industries, including fashion, graphics, cosmetics and more. PANTONE VIEW home + interiors 2010 is the color resource for the interior design industry. This year, its offerings include eight color palettes—78 colors altogether. We’ve chosen to highlight two palettes from the list; each offers a bold combination, but Pantone also has a palette of neutrals to complement the stronger, more saturated hues.

Choosing the right colors for your home is a complex process. Designers may glean insight and inspiration regarding colors and trends from Pantone, but they also consult the personalities and needs of the homeowner. Color consultant Jessica Gordon of The Painting Company in Crownsville, Maryland, administers a personality profile to her clients, asking an array of questions about how they feel in an effort to make color selections that will reflect the way they function in their space. Gordon says that colors found in nature tend to be uplifting, but on the other hand, “the overuse of white is not good for depression. She adds, “A color scheme can be boring, which can cause anxiety.”

Currently, the trend is toward deep, rather than bright, colors. Bright colors can create a stronger, more graphic effect, so use them

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sparingly, says Northern Virginia color consultant Carolee Morrison of A River of Color. Morrison recommends keeping the home's public spaces within the same tonal value, adding "every once in a while a splash of something big." She describes the process of choosing colors for clients as "finding their river of color"—a shade that speaks to them. It should flow through the house, grounding other, complementary colors and unifying the spaces.

According to Jessica Gordon, the colors that speak to a person depend on such factors as cultural and regional preferences and even memories that may contain pleasant or unpleasant associations. Personality traits also influence choices. "Extroverts tend to gravitate towards brighter, more intense colors," Gordon says.

Once she's established a palette for her client, Gordon pinpoints their gray scale—or the intensity of color they will be comfortable with—and creates a color scheme that flows within that palette. "Color is a mood-setter," she says. "If you find a person's palette, you'll find they're naturally attracted to those colors."

Many colors will work together, as evidenced by Pantone's range of colors for 2010. As Morrison puts it, "the walls of a room are the matte around the painting. Consider what you have in the room—that's the painting." She adds, "Color selection is an artful science."



**PANTONE'S RESOURCEFUL PALETTE** mixes oranges, browns and pastels with welcoming results. A room papered in the Greenbriar pattern from Thibaut's Filigree Collection (above, [www.thibautdesign.com](http://www.thibautdesign.com)) illustrates how deep colors create a mood, while pastel decorative items tie the whole palette together. Top to bottom: Cilindro pendant by J. Schatz, [www.jschatz.com](http://www.jschatz.com); harmoniously hued bowls from Pantone's collection; and Missoni Home's organic Erbario collection, [www.missonihome.com](http://www.missonihome.com)