

September/October 2011

# DURABILITY + DESIGN

the journal of architectural coatings

## Color Meter Dialed Up

Taking the Measure of Job Quality

Building-Envelope Details: Lost in Translation?

The Fundamentals of Fire-Resistive Technologies

## Color + Design



# The Color Landscape:

## A bolde

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 Schlatter, 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.”



From full-bodied reds and clean blues to sophisticated and inviting earth tones, color experts and designers have dropped the caution flag when it comes to color trends forecast for 2012 and beyond.

The themes embark on a common journey—a real color experience—that is as much time-

# spectrum, with ‘authentic’ tilt

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

Comex Group

HOW CAN YOU  
BE SURE YOU'RE  
SELLING THE  
WORLD'S BEST  
COATINGS?

PUT YOUR NAME  
ON IT.

Private Label Coatings.

Our ISO Certified and strategically located facilities throughout North America can provide both domestic and international support. With dedicated lab and field technical support teams and low product development fees, putting your name on it has never been easier.

Contact [privatelabel@thecomexgroup.com](mailto:privatelabel@thecomexgroup.com) for more information.



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](http://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-