

# the Paint contractor

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GET COMFORTABLE WITH COLOR

# Blue... It's Classic

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## Fear Factor

**B**lue suggests hope, healing, serenity and tranquility. So why would anyone be afraid of it? "In my opinion the reason people shy away from a large amount of blue (whole walls or rooms) is that with the exception of the sky, most people don't see a lot of blue in nature," says Vic Barnhill at Mythic. "For a large part of the country, even the water they see is shades of green and—unfortunately—brown. Things we don't see often can make us uncomfortable. This is why off whites, grays, earth tones and greens are very popular."

Besides that, bold colors show an insight into your personality that you might not want everyone to know. It's like blasting your Facebook page out in front of everyone who... oh. "Not everyone is comfortable making a bold statement," says Barnhill. It's the same way in fashion, he points out. Most people don't run out and buy something the first time it strolls down a runway. "We wait to see it in our local retail stores, in magazines, and on the street. As our comfort level rises, the more apt we are to move in that direction."

As a painter, you can make your customers more comfortable with blue by showing them places where it works. Jobs you've done, beauty shots, or even steer them to magazines and TV shows where blue is the colour *du jour*. Burgundy, says Vic, was driven into the home by

designers. Initially it was a daring statement, but now homeowners are comfy with it and use it more often.

## Trend to the End

"Blue has always been popular and is considered to be the classic color," Barnhill continues. "A few shades are in trend right now: navy, cobalt blue, sky blue, deep teal and turquoise (2010 Pantone color of year).

"These colors, ranging from timeless to electric trendy, are used in homes on walls, furniture, sofas, lamps, chandeliers and other accent pieces," says Barnhill. Your latitude might also help you show your customer a good trend color. "As blue is a cooling color, the state with warmer weather tend to buy more of the lighter blue. The darker blues are more warm and when combined with browns they sell very well in states where a more cozy and warm feel is required. All shades of blue look well with white, earth tones and neutral colors," Vic continues. "These combos add sophistication to the color. For example, navy with white gives a nautical feel. Also sky blue with chocolate brown looks rich and modern."

There's a lot of great places to use blue—it helps people calm down, refresh, get creative... "Blue is a great color in schools, libraries and anywhere that people want to relax, study or just read a book! Many people enjoy the color blue in their bedrooms as it is a soothing color to wake up to each morning." *Zzzzzz.*



# Blue