

COLOR COMBATS CHAOS IN 2019

THE COLOR FORECAST CALLS FOR SOOTHING, GROUNDED HUES

Written by: *Karen LeBlanc*
@thedesigntourist

In the year ahead, we're looking to color to calm us down as the antidote to overstimulation and anxiety. Pantone, the global color authority and trend forecaster, says color choices for home furnishings in 2019/20 arise from our desire to self-soothe with quieter palettes of pastel shades and stabilizing tones.

Gray remains the go-to neutral, revered for its nuances ranging from purple shaded, blue infused, blackened, whitened to charcoal tones. Heading into autumn/winter 2019/20, Pantone sees gray as a key color for cars, paint, home textiles and interiors and second only to blue. "Gray is just so versatile. It's all in the

way you mix it. Use a range of grays, cool and

warm, to make a minimalist statement but dramatically contrast any shade of gray with a bold yellow or orange and you have a completely different story," says Laurie Pressman, vice president, Pantone Color Institute at Pantone LLC.

Global unrest and information overload are creating levels of anxiety that have us looking to color for calm and stability. "Continued instability in our global culture is feeding our desire for grounding and warmth, leading us to rich, deep reds, flavorful browns and spicy oranges," Pressman says.

Pantone predicts key color stories will draw inspiration from travel, different cultures and globalization. "Meanderings, a design direction that celebrates mixed influences and cross cultural fertilization is a big trend throughout design and within home interiors," Pressman says. "A mashup of influences and impossible to pin down to any one starting point, the aesthetic of Meanderings is a celebration of diversity in our increasingly global world."

Sherwin-Williams recently announced its 10th annual Colormix® Color Forecast for 2019/20, including the color story The Wanderer with subtle earthy tones of clays, caramels and browns. "The Wanderer palette is sun-washed and warm," said Sue Wadden, director of color marketing at Sherwin-Williams. "It brings you to a modern desert made of one part cowboy and one part Scandinavian style that produces a luxurious result." The paint company also proposes a calming pastel infused palette called Naturalist that features lush tones evoking colors of the rainforest from mushroom to passionate pink. Color trends probe our collective psyche and mirror back our current mental and physical state of being. Today, the home is both an expression of individuality and taste and a sanctuary for our stressed-out and sleep-deprived culture putting the pressure on color to create a balanced life in the year ahead.

