

Color 2010

Volume 3, Issue 3

March 2009

Benjamin Moore's Color Pulse 2010

Last week I attended Benjamin Moore's "Color Pulse 2010" seminar at their facility in Milford, MA. Our speaker, Fran Mooney, a color specialist with Benjamin Moore, and a design team, traveled the world and concluded that mauve, olive and gold of days gone by are fighting for a comeback! These colors have already started to appear and will feature even more prominently in fashion and design as we head toward 2010. The real color story will come from purple which is reportedly going to be the color for 2010. Look for resurgence in blues which have fallen out of favor for a

number of years. Among others, here are some trends to watch for - Expect yellows to be influenced by green with caramel reemerging. Gold and other metallic will also have a strong presence. Reds will be blackened with purple and blue undertones. Red and white combos will be popular. Greens will be fresher fusing with yellows and away from the sages. Tonalties of beige and gray will also reclaim former glory. These colors will be strong in tone so for those of you that maybe a little apprehensive to apply them on your walls, I would use them as accent colors in decorating with

accessories. Think pillows, throws, candles, vases etc.



Benjamin Moore says that people will be seeking a "one-of-a-kind" look in their home décor, clothing, etc., searching for a more "individual" style will be a strong trend. Why not leave your mark with color - after all, it's only paint!

2010 Colors Selections

Blues

- * Riviera Azure
- * Blue Macaw
- * Watertown
- * Twilight Blue
- * Midnight Navy

Purples

- * Wild Orchid

- * Summer Plum
- * Mauve Bauhaus
- * Scandinavian Blue
- * Persian Violet

Greens

- * Rhine River
- * Mesquite
- * Sycamore Tree

- * Seaweed
- * Brazilian Rainforest

Yellows

- * Luminaire
- * Yellow Finch
- * Citron
- * Sun Valley
- * Forest Moss

Metallic Colors

- * Gold 10 Metallic
- * Bronze 30 Metallic
- * Copper 40 Metallic