

# Commercial Color



*Textillery Company offers this high-end throw in a shocking color combination. This can brighten up a beige or gray room décor.*

---

## **The Brights**

This strange color combination may come from a sincere need for spring colors or from the influence of Oriental design. The colors are clear but not pale. They are saturated mid-tones of aqua, yellow, lime, orange, and coral. Typically they are used for accent pieces or a singular wall color. The mid-tone brights are fun to use and add color to the neutral colors that have been dominant in décor. A softer version of the brights, reminiscent of sherbet colors, is also being used.



*The Rio Chair from Whitecraft is accented with bright, colorful pillows.*

---

## **Mother Nature isn't making any truly new colors, and**

the existing ones have all been used before in the history of home décor. Everyone is familiar with black and white and yellow and green and so on in every variation. What is new is the unique quality of how colors are being used. The combination of colors is what makes something look new along with the specific versions of colors being used—the special tones, tints, and shades of each color.

Here is a look at some of the more notable color combinations that will soon be seen in public spaces like hotels, hospitals, and institutional environments.

# Trends

By Vivian Kistler, MCPF, CMG

*A look at the more notable color combinations that will soon be appearing in hospitality, healthcare, and corporate settings*



*The dramatic red pillow with a philodendron leaf design by Palecek is the perfect way to bring in an accent color in a neutral room design.*

## **Red, Yellow, Orange, Pink**

A vibrant color group is seen in many textiles. Influenced by the Far East, India, China, and Turkey, all ranges of these four colors are seen paired with turquoise and teal and lime green. Orange has finally settled in, at least in art, fashion, and accessories. It is used in graphics and clothing and is becoming generally more popular.

## **Gray, Black, and Brown**

These three have pretty much been the monotone color scheme for several years. Not ready to be retired yet, they are just being used differently now. A single color room, such as all grays with silver metallic accents, offers a peaceful, creative environment. White or any of the brights can be used in combination with them to add pizzazz. Silver is still a significant player, with a move toward warmed silver. Gray used with a soft coral accent or a soft gold tone provides a sophisticated look for modern or period furniture.



*The tropical style is presented in a bright color combination of yellow green, coral, and orange from Lee Industries.*



*Textillery Company offers several color combinations of throws to coordinate many room designs.*



*Powell Kids furniture is solid black while the bright color accents are from the textiles and wall color.*

## **Browns**

When you consider how much brown is typically used in a room—the floor, the furniture, and now the textiles—it's a lot. The commitment to shades of brown is still strong. After all, it goes with almost anything and can be gender-neutral in decor. Look for more milk chocolate browns and warm sandy tans accented with white.

## **Black and...**

Black is a favorite for furniture: modern, kids, colonial, and traditional environments. Several colors are being paired with black now, such as clear red, bright royal blue, lime green, and purple. Many rooms are being designed for the single male, using black with silver, tan, or medium blue. Black furniture for children, including the nursery, is being promoted. Bright colors are used in the fabrics and wall coloring to make it kid-friendly.

## **Metallics**

Although stainless steel and satin-finished metals are still popular, look for a nickel-silver metallic and a gunmetal finish, which is warmer and richer. Also expect more use of copper (as orange becomes popular). A new player this year is rose gold, made of an alloy of gold and copper. Rose gold has been a hit for high-end watches and jewelry and can be expected to filter into furniture finishes and picture frame moulding soon. Overall, warm metallics like copper, bronze, and gold are still popular.

## **White**

All white, usually comprised of a variety of whites and off-whites used together, is a favorite in decor magazines. It is bright, clean, fresh, and contemporary for those who like it—and cold, clinical, and boring for those who don't.



*Moulding from Omega's Madison line adds a soft metallic touch to the bold artwork. The dominate colors in the print—lime, magenta and yellow—are part of the bright color schemes found in many textiles.*

For most people, this will translate to an all-white comforter and white walls in a bedroom, contrasting with hardwood floors and accessories that may be pale neutral colors or may include a single bold accent color. White furniture is increasingly popular.

### Green

The word “green” is connected to environmental friendliness, which is a hot topic for every industry, so you can bet the color green will not be leaving soon. Although it has been strong for the past 10 years, its popularity is kept alive by changing its tint and tone. Yellow green in all its variations is doing well, from sage to wasabi to good old lime. It's always fresh and very green. A rich green-blue, this jewel of the '90s is now paired with its opposite on the color wheel, pink coral. This is a clean, fresh coral, more pink than peach—not the mauve of the 1980s. Pretty but also capable of being sophisticated, this combination can be outstanding when used with white.

### Just Not That Into...

Blue has typically been the most popular color with both men and women. But while designers keep saying true blue or navy blue is hot, it just hasn't taken off. Turquoise, seaside blue, and blue-and-white pottery is making a comeback. And there is also a vibrant blue seen in accessories. But overall, it seems to be a minor player. Blue's day is coming. But for the moment, people are just not that into it. ■

---

Vivian Kistler, CMG, is an internationally known speaker and author of *The Color Resource Names Book*. Vivian is a 20-year member and senior chairholder of the Color Marketing Group. Vivian has worked as a trend consultant for colors and images to many companies in the art publishing and picture framing industries.



*Newport Bed presents a harmonious silver gray with the warm sand colored wood of the bed.*



*The combination of black, white, and gray offers contrast and creates a clean, contemporary room, as shown in this example from Leif Petersen. Pattern is used as an alternative to color for adding interest to the decor.*



*White is not just for contemporary decor. This buffet from Stanley is part of a predominantly white room designed with a traditional "coastal cottage" style. Note the use of blue as the single accent color.*