

THE 2010 COLOR FORECAST

By Carol Lamkins, CMKBD, CID

Color trends are directly linked with the state of the world. Environmental issues, global unrest, political strife, economic instability, wars, and changing times are among the issues that cause us to seek security from the earth. People want to re-evaluate and simplify their lives. We have learned that less is more. The mantra is reclaimed-renewed-reborn. It is time to repurpose and color plays a major role.

First, let's examine how colors are driven by emotions. This will vary from culture to culture. According to author Nell Frances in her article *Color Facts and Color Effects*, the following are some of the of the most popular color associations:

Red: power, passion, courage, vitality, excitement, strength, speed, love, heart and warmth.

Yellow: light, cheer, sunlight, happiness, creativity, confidence, self-esteem, intellect, innovation.

Blue: caring, devotion, trust, wisdom, peacefulness, serenity, loyalty, truth, coolness, harmony.

Green: nature, fresh, growth, abundance, life, youth, renewal, hope, fertility, peace, balance.

Orange: energy, warmth, contentment, fruitfulness, strength, security, sensuality, abundance.

White: pure light, energy, truth, perfection, serenity, harmony, loyalty, sincerity, clarity.

Black: formal, reserved, drive, dignity, reliability, authority, power, prudence, wisdom, glamour.

Color subliminally elicits these emotional responses in our psyche. When anxiety is high we tend to go back to nature and time-honored reminiscences. In times of uncertainty we are most comfortable when colors remind us of familiar things.

Trends are a balance of these classic emotional responses to color and the stable assurances that the earth promises in hues, tints and shades. By grounding in familiar and safe surroundings, we comfort our innermost self. The color projections for 2010 reflect this link.

Clear your mind and look to the colors of endeared animal life such as the translucent layers of butterfly wings, shimmering bright hues of hummingbirds and the unsaturated matte black of penguins. Then feel inspired with a floral burst, layered elements of the earth in hillsides, the deep waters of the ocean giving allusion to what lies beneath, the creamy rays of the rising sun through clouds and mists, and then the radiant reds of the setting sun. And finally experience the intense blues of the night skies jeweled by stars and the aurora borealis.

The following color palette is the result of the Color Marketing Group International forecasting for 2010. A chair-holder of this prestigious group, Annette Callari, Allied ASID, CMG, has named and described a selection of these timely colors. Annette serves as the Sales & Marketing Specialist at Leonard's Services and Design Centers headquartered in Anaheim, California – www.LCSdesign.com. With a degree in Interior Design from Fullerton College and a Professional Writer's Certificate from California State University at Fullerton, Annette's professional experience includes over 20 years of residential and commercial design.

Inspired by nature and by familiar recollections in our lives, the 2010 color essence is deep-rooted. Annette's color descriptions are paired and verified in these experiential photographs.



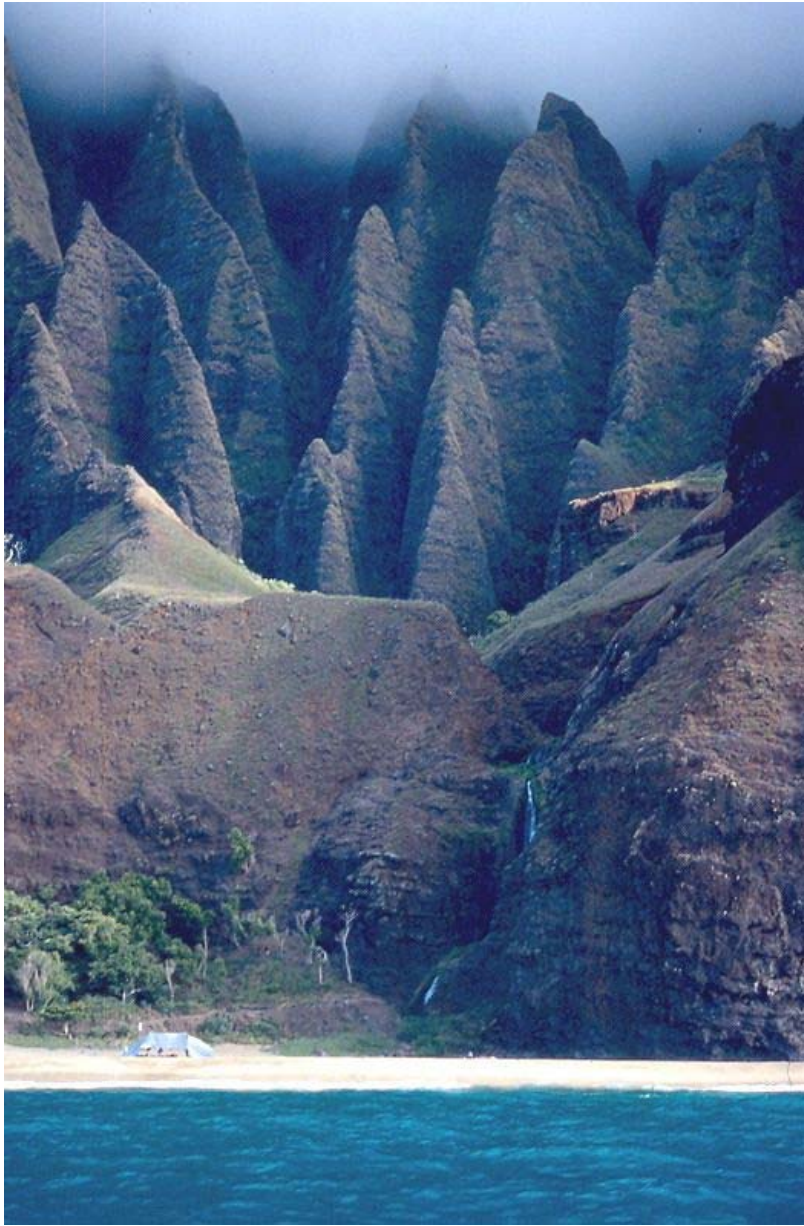
Poppy keeps the coral influences alive. The gray undertones calm the red and pair beautifully with whites and coastal blues.





Caramello is a color that transitions beautifully between traditional and contemporary. It is a hybrid color that reflects brown, gold, red and yellow.





Violet Satin is strongly influenced by the technology sector, reflective of stainless steel and heavy metals tempered with a soft touch. This color can transition from soft surfaces to hard surface applications effortlessly.



Oldensage is influenced by brick mortar. This color will be hot in the fashion industry as well as home interiors. Study it closely and your eye will see the subtle transitioning from gray to brown. This color is definitely positioned on the warmer side of the color palette.

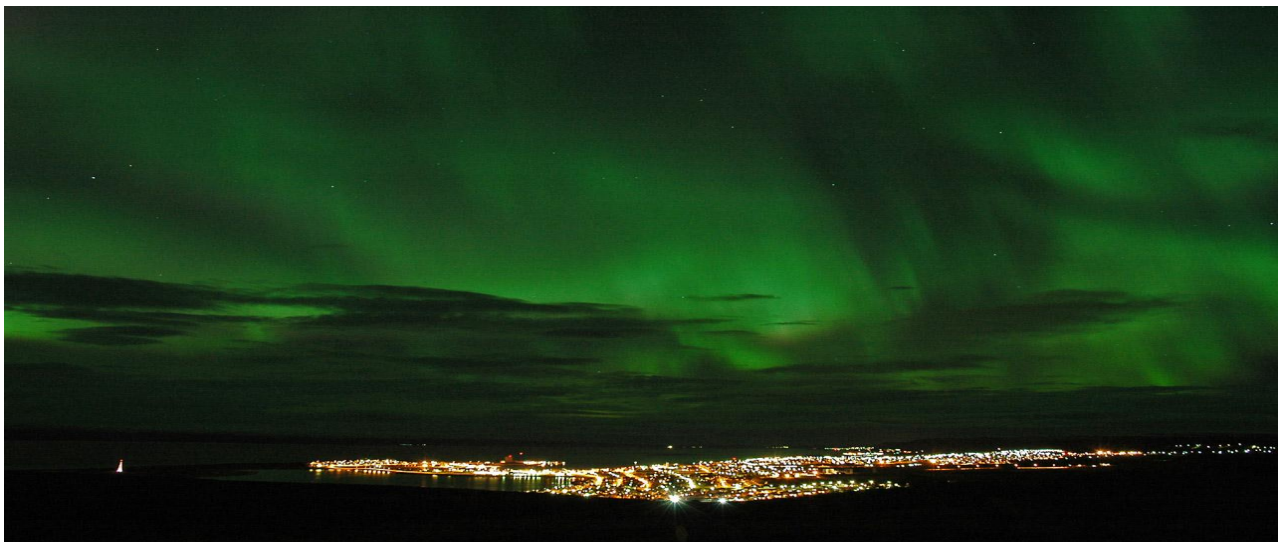


Perfection is inspired by flawlessness, a quest for physical perfection. Look for Perfection to be a HUGE color for home interiors because it has the potential to replace beige. It is innocently raw, and tips to the feminine side of the color wheel.





Botanico is a welcome cooler toned newcomer to our nature-based greens. It represents the softening and bluing of greens. This will become a fresh replacement for leafy yellow greens and works well with the existing yellow greens that will continue in the palette.





Perpetual was inspired by the military. It is a conservative new grayed-off blue which transitioned from the contract palette to the home. Perpetual is easily compatible with the newer, brighter, clearer colors in the palette. This blue can move from outdoors to indoor with grace and style.



Blue Vibrance is a high-definition techno-inspired hue that says “look at me” rather than “let me blend in”. Wonderful with black, white and gray color schemes, as well as the buttery yellow in the ballet. We are already seeing this color combination in high-end Fitz and Floyd china patterns.





Waverunner, a dark murky blue-green inspired by ocean waters with strong, warm, gray/green undertones. This is an anchoring color that is embraced strongly by the fashion world and happily coexists with classic, current and new direction colors.



Seacrest is the palest, most ethereal melding of green and gray that we've seen in a long time. It is a complex neutral that captures the visual of...a wintery meadow reflected in sheets of ice. Color stylists are beginning to embrace lower chroma neutrals, because they are so reflective of sustainability.

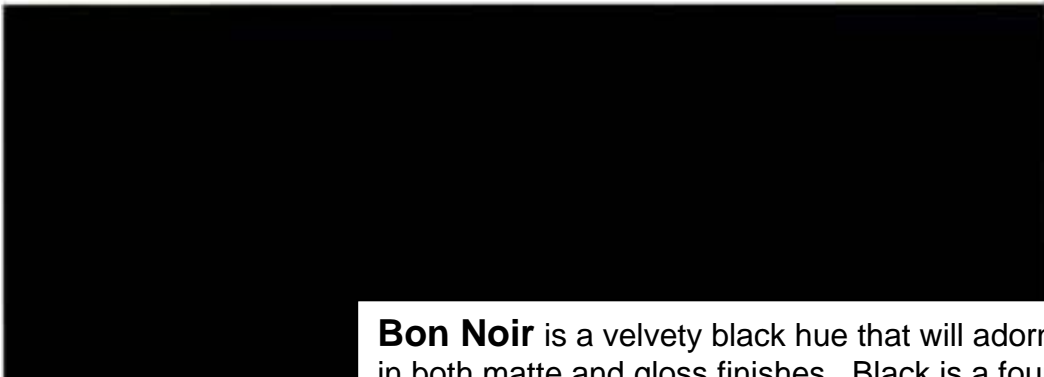


Erythrina crista-galli



Rasplendent is frosty raspberry-flavored sherbet on a hot summer's day. This is the strongest hue in the new palette and will complement home interiors in fabrics and accessories. The color is bold and joyful and brings purple and pink into perfect harmony.





Bon Noir is a velvety black hue that will adorn interiors in both matte and gloss finishes. Black is a foundation color that has the power to add visual weight to any design.