



PAINT

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Color Selection Sets the Mood

There's eggshell white... and then there's everything else. Choosing paint colors for an apartment community can be overwhelming, but color experts say it's important to select colors that inspire today's creativity and design.

Drawing influence from fashion, science, nature, pop culture and global traditions, Sherwin-Williams introduced its color forecast for 2014—a four-palette collection that provides design professionals with a guide to help them define the moods they want to create and select colors for their multifamily housing projects.

“Color plays a huge role in attracting and retaining residents,” says Anne Diedrich, Interior Designer, Color Marketing & Design, Sherwin-Williams. “Today’s residents want the whole package, which includes a visually pleasing experience from the outside to the inside. There is a lot of competition out there and apartment communities must differentiate themselves with their own unique look and feel.”

There are 38 key colors for the 2014 forecast, which are grouped into four palettes. Diedrich says three of those palettes work especially well in multifamily housing.

The Reasoned palette is based on cool neutrals, such as black, white and gray. Diedrich says these colors work well for both wall and trim paint, and suggests using a three-color Reasoned paint scheme for an upscale look.

Driven by science and geology, the Curiosity palette consists of colors, patterns and textures inspired by mined minerals, metals and raw gems that pair well with luxury vinyl plank flooring options that mimic the look of hardwood.

For a more energetic and colorful look, Diedrich says the



Intrinsic palette is perfect for fitness centers and community rooms.

Behr Paints also announced its 2014 color trends, with 20 new paint colors and four design styles influenced by history, hobbies and the impact of nature.

“Behr’s 2014 Color Trend palettes inspire consumers to express their passion through color,” says Erika Woelfel, Director of Color Marketing for Behr Paints. “It’s an exciting opportunity to incorporate beautiful aspects of the world around us and each one of these trends offers a unique color palette.”

The colors of sun, surf and sand inspire the first design style, Seaside Harmony. The blue-green, white and peach palette creates a relaxing mix of colors for a modern resort-chic look.

Urban Alternative is inspired by craftsmanship in wood, metal and stone work: “An evolution of industrial modern décor into something that feels more modest, relaxed and attainable.”

The third design style, Grand Reign, is just as it sounds—a palette that evokes luxury, glamour romance and mystery. The jeweled colors and ornamentation can create both a rich, masculine look, and one that’s delicate and feminine.

For a sophisticated touch to an apartment, consider Natural Avocation. The palette comes alive with color that is inspired by local and exotic flora and fauna, as well as the world of botany, geology, archaeology and celestial events. —L.B.

Color-Matching Done Right

There will be chances to save money when purchasing paint. Remember, though, that color matching is tough. No matter what savings the salesperson quotes for any particular shade, keep in mind that when changing paint (by brand/tint), chances are the entire residence will need re-painting—not just touch-up jobs. —Peggy Daly, Senior VP, Behringer Harvard