

PANTONE® VIEW home + interiors 2012

Color Directions: Twists, Turns and Trends

The road map to color for 2012 is filled with interesting new directions. Some paths lead to exhilarating tones that encourage the prospective buyer to forge ahead into adventures with novel color combinations, while others invite them to stop for a moment, take a deep breath, relax and consider the more classic hues in a different kind of “mix”. The continuing challenge and goal will be in keeping the consumer visually engaged by blending the playful with the practical. To reach that destination, color is the compass.

Nonchalance

The simplicity and casual ambiance in this palette called Nonchalance are easy to read and enjoy. The reassuring colors coax a feeling of tranquility and relaxation with no suggestion of anxiety in the surroundings. The comforting pastel pinks, ethereal blues and soft egret white wrap us in carefree baby blanket colors, harmoniously blending with the more mature taupe, gray and grape tones.

Subtleties

Subtleties are just that – a close connectivity between the color families, sliding effortlessly into a seamless collection of hues that are either closely related or quietly complementary. The atmosphere they present is effortless and compatible: hazy coral, soft yellow green, faded rose and stonewashed blue, tinges of gray and green artfully set against a tasteful brown and earthy red.

Resilience

Resilience represents a group of sturdy hues that work very well together. It speaks of hand-hewn objects of substance, sustenance and solidity in a range of natural, outdoor shades. There are nuances of the deepest browns, varietal mushroom tones, foliage green and greenish yellow. A dash of flamingo orange adds an exotic touch to this otherwise organic grouping.

Indigo Effects

Like the twilight colors of a descending night sky, Indigo Effects evokes a mood of broad expansiveness and depth – enveloping, protective, yet mysterious. The colors are variations on a blue theme – celestial and majestic blues, purpled and deep blue indigos, all deftly brushed with contrasting strokes of maroon, mauve and moody gray.

PANTONE® VIEW home + interiors 2012

Transcending Time

Transcending Time is a palette that speaks of continuity – inspirations from the past, both style and color-wise that will continue well into the future, containing hues that heirlooms are made of: elegant wine and plum, warm beige and wood tones, as well as classic rose. A touch of frosted almond adds a soft and subtle glimmer to the atmosphere.

Back to the Fuchsia

Bold, daring and audacious, this is a group of tantalizing colors that makes no excuses for the attention it creates. Back to the Fuchsia celebrates the energy generated through the provocative melding of dancing reds, purples and pink, all highlighted by a variety of fuchsias. Jewel-toned Peridot both accentuates and complements the hotter hues.

Reflections

Glossy finish and color are a magical coupling, fascinating the eye and riveting attention. Metallic or glassy surfaces undulate and move, twist and turn, taking colors to new dimensions. Included in this arresting palette called Reflections are tones and tints that spark the imagination: Turkish Sea, Blue Moon, Garnet, Beluga, Cloud Dancer as well as the classic silver and gold.

Nouveau Neon

The colors of the Nouveau Neon palette are not the phosphorescent neons of yesterday. They are instead a collection of exuberant shades that bring a fresh new perspective to combinations. Asian-inspired bamboo yellow-green plays with Popsicle orange and berry purples, while citrus colors toy with pink and raspberry. A flavorful butter rum tan is the unexpected accompaniment to all of the vibrant colors in the palette.

The Comics

Cartoons come to life in this effervescent palette called The Comics. Funny paper hues pop off the page in whimsical ways that bring a smile and create the need to take some time to play. Ominous phantom black provides the backdrop for sulphuric yellow and fiery red. A flash of green provokes a strong blue while an inky cyan plays up to honeysuckle and primrose. It's quirky joy and spontaneity.