



# CULTURAL ODYSSEY

COLOR IN 2017 MAPS PAST, PRESENT, FUTURE

BY ALEXA BOSCHINI

**T**he global climate today is one of great uncertainty. Political turmoil, terrorism, environmental concerns and the rapidly evolving technological realm create an atmosphere with no clear path forward, prompting the need for reflection about where we are, where we're going and where we've been.

As the home furnishings designs that will hit retail stores next year begin to take shape, Home Accents Today predicts that color in 2017 will draw inspiration from multiple phases of humanity's journey as we respond to societal

change. Expect some color schemes to pull from the past to create a sense of stability, others to embrace today's shifting cultural attitudes and more to look toward the future with a hopeful eye.

Our first palette encourages taking ownership of one's own creativity, inspired by the rise of the Maker Movement. Bright primary and secondary colors fuse with techy black, gray and blue and an unexpected dash of pink for a delightfully playful aesthetic.

The next palette presents a calming color story rooted in historical influences. Warm neutrals

are offset by earthy reds, mid-tone blues and olive green, recalling a classic tranquil cottage and transporting us to a simpler time.

A bold monochromatic palette follows that captures the fierce spirit of contemporary femininity. Hot pink and cherry red are juxtaposed with softer pinks as well as black and gray, painting the modern woman as anything but demure.

The final palette conveys a tropical look with a distinctly Cuban flair. This color story pairs island greens and rich brown with coral and floral purples, punctuated by sunny yellow and bright red for an exotic vibe with a hint of nostalgia. ■

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# Creative Outlet

The evolution of the Maker Movement has paved the way for all manner of independent craftsmen to embrace their artistic spirit and share their creations with the world. Online platforms allow artisans to present their unique handmade designs to the masses, and going forward, the rise of 3-D printing will only expand the opportunities for creative expression.

Black, gray and dark blue recall that technological element in this palette, enriched by bright blue, yellow, red, green, orange and a splash of pink that evoke visions of hand-painted works and 3-D printed prototypes. This optimistic palette is ideal for accent pieces like wall art, soft goods and decorative accessories that enliven a room with a vibrant pop of color.

According to The Color Association's 2016/2017 forecast, "The rise of the Maker Movement, where open source design and 3-D printing fuels a new wave of creative entrepreneurs, has a democratizing impact similar to the prolific role of the Internet and personal computers over two decades ago. This PIY (print it yourself) age — a natural evolution from DIY (do it yourself) to BIY (buy it yourself) — gives the freedom of design to anyone, anywhere, anytime, blurring the lines between the professionals and the amateurs."

Cotton Inc. interprets the comingling of technology and artistic expression in its Mass Customization palette, in which mint green and peach hues command attention alongside shades like Out of the Blue, Canary and Copyright

Charcoal.

According to the company's Color & Surface Spring/Summer 2017 forecast, "The Mass Customization color palette is directional for prints for all markets as these colors are adapted into themes that are uniquely individualistic. While obvious modern design themes are prevalent, seeing touches of these colors in a more traditional story allows for a striking palette."

Though the vivid tones in our Creative Outlet palette entice the eye, black serves a significant role in anchoring the color story.

"We see a huge revival for black that's going to intensify in 2017," said Michelle Lamb, editorial director of The Trend Curve. "This is not only black used alone but black in combination with all kinds of other things — colors and values and types and personalities."

Pantone and Fashion Snoops similarly pair black with a broad spectrum of brights in their color forecasts for interiors, highlighting playful sensibilities and innovation.

Pantone's Graphic Imprints palette from Pantone View Home + Interiors 2017 "starts with a base of black and white but then pulls in a series of strong, vibrant colors with names that tell a story themselves: Blazing Yellow, Dazzling Blue, Prism Pink, Fandango Pink, Opaline Green and Orange Popsicle."

The Juxtapose palette from Fashion Snoops' Visionary Spring/Summer 2017 forecast "abandons tradition for pure exploration. Compelling combinations of color, surface and shape materialize to alter our perception of what is 'right' and to create a youthful visual dialogue that teases the eye." ■



Crestview Collection



Euro Style



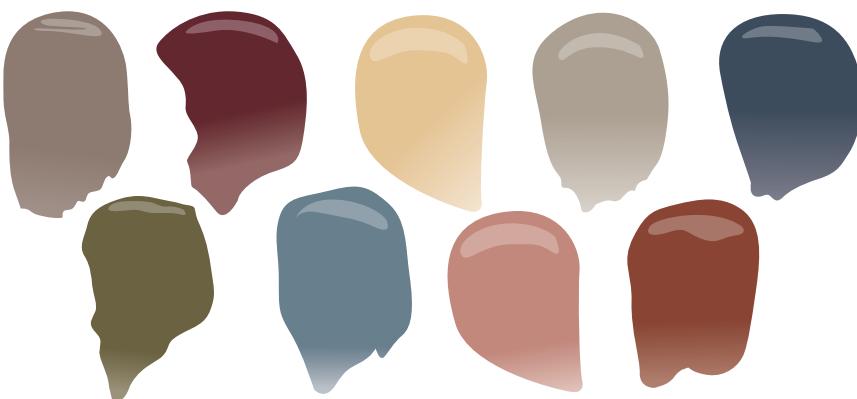
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Global Views



# History Lesson

**O**ur fast-paced world inspires a desire to retreat to the past, to immerse ourselves in a time and place that differs substantially from our current chaotic state. The soothing shades in this palette capture a historical retreat, marrying warm, inviting neutrals with muted mid-tones that infuse a touch of color without overwhelming – think rusted red, dark olive and Williamsburg blue.

These hues lend a comforting feel to traditional and transitional décor, translating seamlessly to rugs and soft goods as well as painted finishes on furniture and accessories.

Sherwin-Williams' Nouveaux Narrative palette from its 2016 Colormix forecast achieves a similar effect by pairing warm Urban Putty, Well-Bred Brown and Backdrop Taupe with Crabby Apple Red, Renwick Olive and Naval Blue.

According to the Colormix forecast, "Looking to the past to inspire our future, dreamers and doers craft new aesthetics collaged from the pages of history books. Think rugged determination, olive and denim, dusky wools, and brass buttons glinting in the sunlight."

"I see color headed in two directions," Sue Wadden, director of color marketing at Sherwin-Williams, said of color in the year ahead. "The first is light, airy, restive and somewhat monochromatic. These palettes are trending as concepts of balance and well-being influence design. The second direction, which is distinctly different, is toward dark and moody colors. Hues that are bold, deep and rich serve almost as a melancholy and

romantic contrast to all the light."

Our History Lesson palette incorporates elements from both directions, utilizing lighter and darker shades in tandem to inspire a sense of nostalgia. Though the palette incorporates color, its muted nature gives the overall story a more neutral feel. Jaye Anna Mize, home interiors director at Fashion Snoops, said the trend forecasting agency is beginning to classify some earthy pinks and reds as staple neutrals as they appear more frequently in furniture design.

"I feel like people are starting to come more into color but it's definitely in a mid-tone range," Mize said. "All of the reds are a little bit burnt and rosy, or all of the yellows have a timeless and dusty feeling. That's the shift of what things are moving into. Your earth tones are becoming a little bit darker to meet with those neutrals. I think it just gets a little bit dustier and more mid-tone than it was before."

Pantone's nostalgic palette, Reminiscence, veers a bit lighter and brighter with hues like Maritime Blue, Sepia Tint, Martini Olive and Bird's Egg Green.

"Reminiscence plays to the idea of wanting to find things that look like something grandma might have had, so it evokes something very significant to you, something that evokes memories of a simpler time and simpler place," said Leatrice Eiseman, executive director of Pantone Color Institute. "You're going to have some expected colors in there, colors that look a little bit faded because they are old, but at the same time you have to have a pop of color in there too." ■



House of Troy



Howard Elliott



Libeco



Libeco



Calligaris



# Modern Romance

If pink is traditionally the color of femininity, then its current direction is indicative of the modern woman. Pantone's selection of Rose Quartz as one of its Colors of the Year for 2016 cemented pink's role as a critical hue this year, and as the shade evolves in 2017, we expect its versatility to manifest in many forms.

"This year we are surely seeing a lot of variations of pink – from true bubble gum, to salmon, to magenta, and even ballet slipper," said Linda DeFranco, director of fashion marketing at Cotton Inc. "There is a pink for everyone in this season, even for those that tend to shy away from the color."

In our Modern Romance story, intense pops of cherry red, hot pink and pink-tinged red fuse with mid-tone and ultra-pale pinks as well as black and dark gray for a palette that's romantic but not saccharine, flirtatious but not coy. This color scheme exudes confidence and makes a daring style statement in accent pieces.

The Moral Codes palette in Cotton Inc.'s Color & Surface Spring/Summer 2017 forecast pairs fierce Laser Red and Judgment Call pink with softer shades of Lavender Ice, pale Compass blue and Enveloping Green for a look that similarly blends bolder and subtler tones.

According to the forecast, "The Moral Codes palette is both beautiful and emotional with hidden depth and complexity. Bright poppy and rose are radiant and uplifting, while steel gray adds

an undercurrent of stability. Soft lavender is innocent and fresh, as barely there blue envelopes us with the overwhelming feeling of transparency and virtue."

Vast assortments of pinks appear throughout the Pantone View Home + Interiors 2017 forecast, signifying its staying power beyond the Color of the Year.

"I think we're going to see a continuing story of pink, because it is one of those colors that's gotten a lot of attention," Eiseman said. "As we say in our rationale for our Colors of the Year, it has a warmth and an appeal that's no longer just thought of as a girly color. This is not bubble gum pink, nor does it have any attachment to anything like that. This is a very nurturing pink. Even the name of our Color of the Year, Rose Quartz, has a certain strength that's implied. It's not just a wispy pastel."

The Color Association's 2016/2017 forecast opts to combine pinks with variations of purple in lieu of red in its monochromatic Secret palette.

"For Secret, we called it ethereal pink and muted mauve combined with grounded neutrals to create a palette of mystery and charm," said Leslie Harrington, executive director of The Color Association. "The paler tints lose their sweet connotation when combined with the contrast colors. It's repurposing sort of a demure kind of feeling. It's kind of feminine but it's not feminine. It's more mysterious and secretive." ■



Aviva Stanoff for Currey & Company



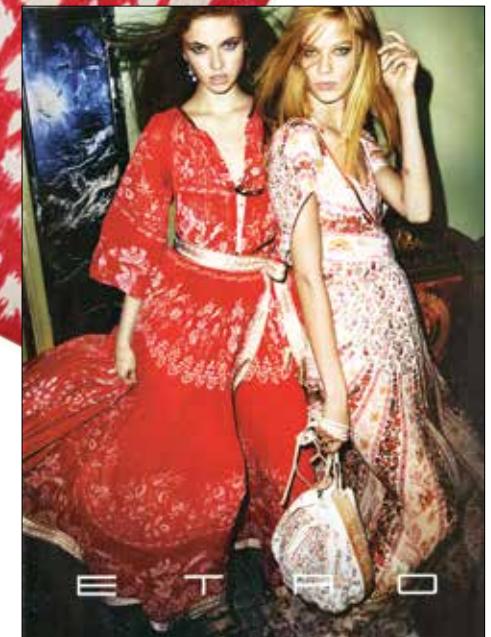
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# Viva Cuba

**A**s diplomatic relations between the United States and Cuba resume and some travel restrictions ease, we predict tropical palettes will shift to reflect the island nation's distinct aesthetic. Expected exotic tones such as lush leaf greens, vivid blue-green, floral purples, coral pink and deep brown are punctuated by a vibrant red and yellow, together inspiring visions of retro Havana.

This palette translates to tropical patterns and prints alongside home furnishings that meld traditional and vintage styles with vibrant finishes, reminiscent of some of Cuba's unique architecture.

"We've been forecasting tropicals in great part because of Cuba opening up," The Trend Curve's Lamb said. "But this is going to open up so much more in 2017 than in 2016. That's why I think we're going to need some of the bright colors, the lush greens, the tropical florals. For (the United States) it could certainly have a larger impact than for Canada or Europe. For them it hasn't been forbidden fruit, but it has been for us."

Fashion Snoops gives a nod to Cuban influence with its La Isla palette from the Visionary Spring/Summer 2017 forecast, featuring a mélange of Caribbean blues and greens, floral pink and purple, fiery reds and warm neutrals.

According to the forecast, "Cuba's Afro-Latin rhythms set the tempo for this trend as we explore its unique blend of warm tropical colors, island derived patterns, aged surfaces and vintage details.

Timeless tailoring underscores this trend, ensuring an impeccable style tempered by a relaxed island attitude."

"We wanted to take time to give an ode to that 1950s look," Fashion Snoops' Mize said. "A lot of Cuba is still very 1950s from when it was shut off from America. You have a lot of those really colorful houses mixed with Art Nouveau stairways and windows."

Though not inherently tropical palettes, The Color Association's Glaze and Pantone's Florabundant underscore the importance of some of this trend's core colors. Inspired by nuanced ceramic glazes, The Color Association's palette is rooted in green-cast blues.

"This is where maybe that aquatic blue will show up," Harrington said. "It's not a blue in my book but more in that teal family, and there's a deep green that moves in the blue direction."

Florabundant is an ode to the natural beauty of flowers, highlighting enchanting shades of pink and green as well as a pink-tinged purple called Baton Rouge.

"There is that drama that's involved, and I think that's a very important part of the whole floral theme and where it's going, florals blown up sort of out of proportion so you really get to study the flower itself," Eiseman said. "When you stop and study the colors within the flower, that's inspirational. When you're able to really stop and zero in on a flower, that can give you encouragement to try new color combinations, looking at a purple crocus and seeing that yellow inside." ■

