

# Paint forecast...who cares?

BY ADENE LUCAS

Recently, I met with a client for a colour consultation. After selecting a new paint scheme for her house, she asked me what I thought of this year's paint forecast? The short answer - not much. This is why.



EVERY YEAR, AN INTERNATIONAL ASSOCIATION FOR COLOUR DESIGN professionals gathers together and decides what colours will be the focus for the next year or two. It's not just paint colour, house wares, and textile colours are also selected. Canada has 236 paint manufacturers that sell two billion dollars worth of paint.\* It is a huge industry that has a lot at stake so it convinces the consumers that the colours they selected two years ago are out.

Reviewing last year's colour forecast, green was the new neutral due to the environment and vibrant hues such as red and bright yellow would be strong due to the Olympic Games in China. Using that type of logic perhaps blue and white will be big in 2010 due to the Winter Games in Whistler. This is exactly why I don't pay much, if any, attention to colour forecasts. It's a marketing tool, plain and simple.

**HOW DO YOU SELECT A PAINT COLOUR THAT WORKS FOR YOUR HOME?** Gather inspiration by looking through magazines and library books on colour. Also look around you and see what appeals to you in the environment and nature. Inspiration can come from fabric, tile colours or wallpaper. It's fun to

go to a fabric house and look at the wall of fabric displayed in colour groupings. What section are you drawn to?

**YOU DON'T NEED TO REINVENT THE WHEEL** Go into any paint store and there is a multitude of paint combinations put together for you. Bring some home and have a look. What works with the fixed items in your home such as the flooring and wood work? If you lack colour confidence, don't fret, just use one colour that you like in different tones throughout your home.

Schemes that consist of a few different colours are more soothing if they are kept in a similar tone. Think caramel, chocolate and latte, not the foods but the colours they represent. Those shades work well together and are easy to use in combinations. If you are feeling brave and love colour, two strong opposing colours such as red and green give you the highest impact, or even toss in yellow and be "in" as far as the colour forecasters are concerned.

If you really want the latest colour in the forecast because you enjoy trends and changing things up, do it with soft furnishings rather than paint. If lime green

is "in" then select some cushions, perhaps a throw, or inexpensive drapery panels. A house should not be a trend; it should reflect you and your family, your style and what matters to you.

Incidentally, I have had the same paint colour on the walls for more than ten years and I still love it.

If after following these guidelines, the paint anxiety is still present, hire a professional who can come in and advise you on colour. It won't cost you much more than a couple gallons of paint, but it will provide you with the look and feel that you want. [E]

\*Canadian Paint and Coatings Association



**Adene Lucas**

www.accentondesigninc.ca  
403.651.7491