

2010 Color Trends: Influenced By Life's Richness

(ARA) - Indicators are implying that the U.S. economy is finally showing some signs of improvement. The markets are rising, and overall consumer confidence goes up every day. To the relief of people across the country, one area that is at last seeing some light at the end of the tunnel is the housing market.

As the economy stabilizes, homeowners are expected to begin investing more money into their homes, particularly the aesthetics of their homes. But the recession did have a profound impact on the manner in which people approach design and decor.

In economically prosperous times, design and color trends tend to be heavily influenced by tangible, worldly items that are created or manufactured by people and businesses. These items represent the more affluent lifestyles we enjoy during those times.

Correspondingly, during more difficult time periods, design influence returns to holistic, spiritual and simplistic elements that represent the richness of life that abounds in nature, relationships and spirituality.

This year's color trends are rooted in that richness, says Dutch Boy Color Marketing and Design Manager Donna Schroeder.

"Colors that provide hope and affirmation that the greater economic market will continue to improve are at the forefront of decor for 2010," Schroeder says.



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"People are much more introspective about color this year and will be painting in a way that not only is aesthetically pleasing, but also 'saturates the senses' and is reflective of a society eager to reconnect with education, nature, spirituality and world culture."

According to Schroeder, Dutch Boy's 2010 design trends have been categorized into four different "personalities." These "personality" palettes are composed of colors that embody a homeowner's personal style and taste. Each of the trend personalities, along with images of the paint colors, can be found at www.DutchBoy.com.



Purist

This trend reflects the elements of nature: colors of branches, grasses and dark earth underneath the feet. It's a soothing relief. A retreat from the hectic. It's terra firma ... brought indoors. Purists are concerned about their impact on the world and care deeply about finding balance. Purist colors are natural shades of herbal teas, the stones in the river as the water rushes over them, and the yellow-green of buds as they push up through the springtime earth.

Colors in the Purist palette include: Urban Nature, Naturalist Stone, Lemon Balm, Gingered Root, Catalyst Steel, Natural Canvas, Repurposed and Budding Fern.

Seeker

Seeker goes beyond the ordinary to showcase shades brought forth by history and architecture. Rich, complex hues give this color personality rooms that have a carefully curated, beautifully symbolic touch. What matters to a Seeker is creating meaning, spirituality and beauty in life. Colorful objects made of precise, hexagonal tiles to stylized, architectural furniture are quintessential to the Seeker.

Colors in the Seeker palette include: Antique Rosewood, Medieval Cloverleaf, Olde Stone, Soul-Quenching, Alabaster Frame, Kimono Red, Crossing Midnight and Cathedral Gray.

Muse

Muse is a palette that's all about feeling and experiencing. These are colors that swaddle and soothe the soul. It's a color style that reflects the need for sanctuary. Attention to design detail and just the right sensory colors bring Muse to life. This palette is infused with, and inspires, rich details, fine fabrics and soft twilight shades of blush pinks, rosy peach and lilac.

Colors in the Muse palette include: Quiet Drizzle, Aroma Garden, Melodious Peach, Silken Raspberry, Blossomed Lilac, Composed Bloom, Nightingale's Song and Meadow Pear.

Storyteller

The Storyteller collection

shows off color that reflects a life well-lived through traveling and varied interests. Furniture and colors from afar add a vibrant touch to the home and bring life to tales from foreign lands. Everything a Storyteller sees in her travels inspires her home design and color choices. The Storyteller is an experiential explorer.

Colors in the Storyteller palette include: Grecian Sea, Edge of Time, Narrative Cream, Clementine Tart, Journey's End, Treaded Grapes, Wide Open Sky and Spanish Door.

Though these four trend personalities will certainly be prolific this year, many people will combine the four palettes and blend them all into distinctive personalities. Recognizing this, Dutch Boy has collected a "Blend" palette. What colors are in this palette? All of them.

Blend is exciting, eclectic and adventurous. Blend is, appropriately, a blending combination of two or more of the previous four trends. A person with a Blend personality has a home that is a reflection of the owner's many moods and styles. An airy, light-filled room might be held to earth by chunky furniture or given flight with watercolor prints. Blend personalities could have a Muse kitchen, Storyteller family room, and a combined Purist and Seeker dining room. Coexistence is at the heart of the Blend personality.

Improve Indoor Air Quality Today

Chances are people wouldn't purposely eat or drink poison. Most individuals are very conscientious about what they put into their bodies. However, oftentimes they show less concern about the potentially harmful substances that they could be breathing in.

Air quality - and the harmful substances swirling around in the air we breathe - often goes unnoticed because air is invisible. If air changed colors noticeably when it was contaminated, it would be easier to regulate our intake. Because it doesn't, it's up to people to be conscious of what they're breathing in, and they can start from home.

1. Quit smoking. Cigarette smoke contains known carcinogens (cancer-causing agents) and a host of chemicals. If you can't quit just yet, be sure to smoke outdoors.

2. Change furnace filters monthly. Reduce the dust and allergens in the air by changing your furnace or air conditioning system filters on a monthly basis. Also vacuum intake vents. You can consider having ductwork cleaned by a professional service, too.

3. Fill the house with plants. Plants naturally filter the air and give off fresh oxygen. Plus, they're nice to look at!

4. Avoid pressboard furniture. Many composite wood products contain formaldehyde and other chemicals. These can sneak into the air over time.

5. Use all-natural cleaners. Chemical-laden cleaners don't simply smell strongly, they can actually be very harmful if breathed in. Also, never mix cleaning products (such as bleach and ammonia). It can produce a toxic gas. Lemon juice, vinegar, baking soda, and other all-natural items can be used as very effective cleaners.

6. Vacuum carpets regularly. Carpets and fabrics can harbor dust and other allergens. Some newer carpets are created to reduce allergens, but most carpets should be cleaned two to three times a week, primarily in high-traffic areas and in homes with pets.

7. Eliminate leaks. Drippy faucets or a damp basement can lead to the growth of mold and mildew. While many types of these fungi are harmless, there are some that are very harmful if breathed in. If you have a mold or mildew problem, call in a professional for a threat assessment and advice on proper cleaning.

8. Test for hidden dangers. Radon, carbon monoxide, and asbestos could be lurking in your home. Testing eliminates threats and can safeguard your family.

9. Call in a cleaning crew. Regular cleaning can limit the amount of particles floating around in the air. Keeping the house spic-and-span is a way to clean the air as well. Having a regular cleaning service come in can

be a way to fit a thorough cleaning into your busy schedule.

10. Dial down the humidity: Run the exhaust fans in bathrooms and invest in a dehumidifier. Mold and mildew, as well as dust mites, thrive in moist conditions.

11. Launder sheets and pillowcases every 10 days. Buy machine-washable pillows and bed linens.

12. Kick out pests. Allergens from roaches are a major cause of asthma, and airborne protein

from dried rodent urine is a potent allergen.

13. Air it out. On low-particulate days, throw open the windows and let the fresh air in.

14. Check the venting. All appliances should be properly vented. Make sure vents are free of obstructions. Appliances should be serviced according to the manufacturer's maintenance schedule to avoid combustion byproduct buildup and reduce dust and particulate accumulation.

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