

The Power of Color
From a splashy workplace in
Belarus to a soft-hued gelateria
in Vancouver, how color makes
interiors work

A Workspace for All;
Designing for Accessibility
Best of NeoCon
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Color Trends

“Man needs color to live,” the great modernist painter Fernand Léger once said. Color is an important component of our design-driven lives. So much so, that forecasting the next “hot” color is big business, with textile, automotive, furnishings, and housewares companies all investing heavily for trend directions that can eventually translate into successful products. Here we ask seven designers and industry experts to highlight the colors they think will be important in the next year and to tell us why.



COLOR: Heliotrop

PRODUCT: Heliotrope Ceiling at Rise Nation Gym, Denver, CO

Heliotrope is a pinkish-purple color with rich historical significance. A signal of wealth in many historical contexts because, like many purples, it is was traditionally very expensive to produce. It's a signal of mourning in Victorian culture, and its etymology refers to “turning towards the sun.” It is vibrant, electric and psychedelic. In contemporary context, it feels futuristic and almost unnatural/synthetic. Even a bit scary or dystopian because of how non-organic it looks at large scale. Perhaps this is because we are so divorced from the rich historical context of the color. Purples went out of fashion after the 80s love of bright tints. Now, purples are interesting again, in general, because they were traditionally such a gendered color range, and as gender becomes more fluid, and androgyny more important in physical spaces, fashion and technologies, heliotrope has a chance to be re-invented by creative minds. Heliotrope is so vibrant that it demands your attention.

The ceiling at the new Rise Nation group fitness gym in Denver, CO reacts to music, the instructor and the individual guest working out below by changing color. Heliotrope was used in one of the sequences to add motivational heat.

EXPERTS: Noah Waxman, *Head of Strategy*, Cactus, and Lucas Werthein, *Head of Technology and Production*, Cactus



COLOR: Emerald Green

PRODUCT: Orior Michael Sofa

“The green color nods to our heritage as an Irish company which we thought was important on such a statement piece like this sofa, which was designed with the idea to push materials and textures. We really wanted to create a statement piece which would push buttons. As a brand that is new to the scene in Tribeca, New York, it would be amazing to create a conversation around a solid brass sofa in green silk velvet and matte leather, which is something we haven't really seen before. The arms also create a hollow channel all the way through the sofa to give it more of a weightless feel, which created a great dynamic between the extreme weight of it and the weightless aesthetic.”

EXPERT: Jordan Trinzi-Lyne, *Senior Designer*, Orior



COLOR: Pink Ground #202 & Tallow #203

PRODUCT: Farrow & Ball Paint

“Pink Ground #202 & Tallow #203 are two Farrow & Ball paint colors that I think represent “circadian colors”—higher temperature colors that add an element of ease. If I use cool, awake colors, it is only in touches in an understated way—and outside the bedroom. I am looking for the settling, calming experience that colors like Pink Ground and Tallow bring. I have been specifying, creating, and curating colors and palettes that my clients respond to subconsciously. The nuances may not be obvious to them, but I see a significant difference in both emotional responses as well as aesthetic results. One doesn't have to be a color aficionado to appreciate it.

I try to fine tune the experience. Sometimes colors have warm undertones that you don't necessarily see but you experience. The spirit is disguised in the color and it reads true and consistent. My hope is for an appreciation of the energy it brings.

Pink ground #202 & Tallow #203 by Farrow & Ball are two packaged colors that have this vibe. Although they are numbered in sequence, there is no relation. They actually don't even sit near each other on the color chart fan. The similarity is that they are not sharp; they don't slant anywhere near blue or green. There is no chill to them at all. They have sunnier qualities that supports wellness.”

EXPERT: Martin Kesselman, *Interior designer and Owner*, INCOLOUR