



## THE POWER OF COLOR

Trends: Transforming Environments and Points of View

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**F**or the past several years, natural, beige, tan, taupe, gray and their variants have held a seemingly vise-like grip on American décors. Color used to be the one ingredient in the mix of design elements that was most often overlooked—or left as an afterthought. Not any more! As we move into the summer of 2003, in a year that has proved both tumultuous and trying, there is a resounding need for security and affirmation. This yearning is finding its expression through the powerful applications of color seen in these projects.

Spurred on by the fashion industry, vivid colors are staging a comeback, and furnishings, wall coverings and fabric colors are becoming clearer, cleaner, stronger and “happier.” Color’s presence is moving robustly into both residential and commercial design. Interiors are benefiting from colors that create a bold emotional tone or ambiance for indoor living space. Commercial structures are also including forceful color statements, in both interior and exterior designs; just take a look at the “directional” instructions color provides when you approach the new terminal of Song Airlines at Kennedy Airport.

Color can create focus, divert attention, modulate, break up, define, unify or “knit” a space back together. Used intelligently, it can manipulate a room without any other architectural or construction extras.

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This family room presents a dramatically classic and youthful look by integrating the proper proportions and varieties of color. The bold orange, tomato red, aquatic blues, sage greens, and yellow-golds are incredibly dynamic and spirited colors; the successful amalgamation of all this color translates into an inviting and pleasing family room.

In professional settings, color is being used quite vividly and expressively—to say the least. In medical and other professional offices, interior color design applications can provide energetic and creative color environments. Color is manipulated in the carpet designs, in the wall murals, and in the modulating of the spaces, breaking up and defining and knitting it all back together.

In design and decor, color brings a brighter, more powerful point of view to our world. Embrace its power, and color your world! •

