

HOT COLOR TRENDS FOR 2009

Choices Driven by Concern for Economy and Optimism for the Future



What color should I paint my room? This question is asked of me many times. There are so many colors to choose from—how does one decide? Let's look at what colors are in store for us in 2009? According to color design professionals, the top choices have been influenced by both our concern for the economy and our optimism about the future.

These professionals predict more evolution than revolution in color trends for the coming new season. Finding comfort in colors that are familiar, and yet, at the same time, embracing colors that make us happy -- especially as accents. Everyone's concerned about the economy, yet the spirit of the country coming together after the election is powerfully reflected in these choices. Also, the demand for colors and products that reflect an environmentally greener world goes way beyond a trend. It's now a given.

Purple, Purple, Purple!

Emerging as a hot fashion color last fall, purple is not just a fad -- it's an entrenched trend, strongly influenced by the election. (After all, red plus blue equals purple.) Look for a grayed-out violet that works equally well as an accent or a neutral, as well as redder, plumier purples and bluer-influenced fuchsias in a huge range of products. Purple is a 2009 "must have" color.

Blue is the New Green

Various greens have symbolized "green living" over the last few years, but in 2009 the "green" environmental message is delivered by the color blue. There are watery blues, sky blues and a whole range of blues that now represent our commitment to living on a greener planet.

Cooled-down, Grayed-out Browns and Grays

Complex neutrals satisfy our urge toward classic colors in an economically challenged time. They also bridge the area between black, which seems harsh, and brown, which doesn't seem strong enough.

Yellow for Energy

The neutrals may have grayed, but look for lots and lots of bright vivid yellow to give us energy as we re-build the economy. It's the stand-out accent color for 2009.

Bright Accents from India, China, and Turkey

The exotic has become the familiar. Oranges, turquoises and teals, reds, and yellows will abound in hues from far-away countries that now seem very near. They are the optimistic touches we crave.

White is now a Business Color

Technology has produced amazing new (and very practical) finishes, which helps explain why white is showing up everywhere,

even in corporate board rooms. The contrasts are all in the finishes: matte versus gloss; shine and shimmer on reflective surfaces; textured whites versus smooth -- all washable and cleanable. White also represents purity of thought, motive and result -- exactly what we want from businesses now.

The Return of the "M" Word

It's mauve. Remember mauve? An old color that looks new again, in dusty violet shades, mauve works as an accent but also serves now as a neutral, punched up by those bright Asian accents (orange, turquoise, teal, red, and yellow.)

If you are planning on redecorating, choosing your furnishings first before deciding on paint color will give you the most flexibility. It is much easier to decorate around furnishing than to decorate around a paint color.

Remember to have fun with color and try something new!

Lisa M. Cunha

LC Interior Redesign
16 Kensington Avenue
Reading, MA 01867

781-249-2600
www.LCInteriorRedesign.com

