

The Sherwin-Williams 2010 color forecast takes cues from the hues of the past to paint the way to the future.

Colormix

2010

As today's economy continues to shift

our sense of stability and control, we're seeing people turn to reliable and trusted elements of life, such as family and close circles of friends. "In

uncertain times, we find comfort in the memories and traditions that provide us with a sense of solid ground," says Jackie Jordan,

director of color marketing for Sherwin-Williams. "Color plays

a key role in triggering our nostalgia, and our trend forecast reflects the rediscovery of the sights, sounds, smells and colors of the past." The 24 shades selected by Sherwin-Williams color

experts for colormix 2010 are grouped into four collections:

Rooted, Treasured, Simplified and Refreshed.



Jackie Jordan
Director of Color Marketing
The Sherwin-Williams Company

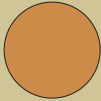
Rooted



Nomadic Desert
SW 6107



Rookwood Amber
SW 2817



Oceanside
SW 6496



Foothills
SW 7514



Red Tomato
SW 6607



Darkroom
SW 7083



The journey of color rediscovery begins by drawing inspiration

from the world's oldest, most enduring civilizations, including the rich, dynamic colors of aboriginal, African and Native American cultures.

"As today's economy continues to shift our sense of stability and control, we're seeing people turn to reliable and trusted elements of life, such as family and close circles of friends," Jordan says. "The Rooted collection represents this trend with colors that stem from tribal influences and evoke feelings of comfort, strength and security."

Infused with inspiration from cultural artifacts such as animal print fabrics and wooden musical instruments, the Rooted palette mixes the natural with the bold and vibrant. Neutral tones include the earthy Nomadic Desert (SW 6107), Rookwood Amber (SW 2817) and Foothills (SW 7514). These colors are brought to life with the saturated tones of spicy Red Tomato (SW 6607) and deep-blue Oceanside (SW 6496).

The palette is rounded out with Darkroom (SW 7083), a blackened purple reflecting the mystery and mystique of the cultures at the heart of this collection.

Treasured



This collection stays true to its name with colors that, when combined, create a sophisticated style that embodies a “less is the new more” spirit. “The colors in this collection appear simple on the surface, but are complex when given a closer look,” Jordan says. “The Simplified palette reflects the current trend to pare down the extravagancies in our lives, but the hues still allow for intricate and elegant designs.” Translucency connects the colors in this collection, providing versatility to any space with shades that change and shift in the light. Paired with transparent fabrics and finishes, clarity, subtlety and serenity are apparent in every hue. The Simplified collection offers a palette for a discerning eye with just a small dash of color. The neutral tones of

Whitetail (SW 7103), Butter Up (SW 6681) and Moderate White (SW 6140) make up the foundation, and gray also plays an important role, with the mid-tone Magnetic Gray (SW 7058) and darker Serious Gray (SW 6256).

The muted lilac shade of Enigma (SW 6018) offers an intriguing accent well-suited for this sophisticated palette.



Simplified



Whitetail
SW 7103



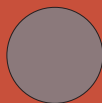
Butter Up
SW 6681



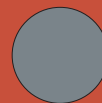
Magnetic Gray
SW 7058



Moderate White
SW 6140



Enigma
SW 6018



Serious Gray
SW 6256

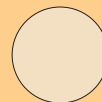
Beyond reconnecting to our roots, today’s financial strains are leading us to rediscover the treasures of yesteryear. “By making more resourceful use of what we already have, we uncover a rich collection of historical items to surround ourselves with as we update our spaces,” Jordan said.

“In our rediscovery, we are often surprised and energized to find a beautiful palette of colors inspired by our heirlooms.”

The time-tested shades of the Treasured collection evoke the warm, comforting memories of times past. Many of the colors are muted shades of brighter tones. Caribbean Coral (SW 2854), for example, is a softer, retro alternative to the vibrant hue that maintains its popularity in design. Interactive Cream (SW 6113) provides a neutral without too much flash, and yellowed Sequin (SW 6394) adds a serene glow to the mix.

The darker side of this palette begins with Smoky Blue (SW 7604), layered with shades of gray and indigo that mirror the deep stories of our past. Sturdy Brown (SW 6097) brings in the beauty of old, handmade artisan crafts, and the faded verdigris of Gallery Green (SW 0015) adds a touch of antiquity with its emerald tone.

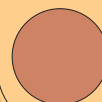
Interactive Cream
SW 6113



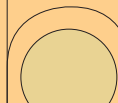
Gallery Green
SW 0015



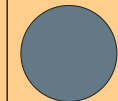
Caribbean Coral
SW 2854



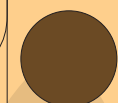
Sequin
SW 6394



Smoky Blue
SW 7604

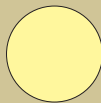


Sturdy Brown
SW 6097





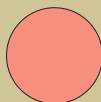
Fun Yellow
SW 6908



Summer Day
SW 6662



Animated Coral
SW 6878



Pickle
SW 6725



Sapphire
SW 6963



Verve Violet
SW 6979



The Refreshed collection features vibrant and forward colors to evoke a sense of optimism for the future.

“The exuberant shades of Refreshed enliven the spirit and turn our focus to more carefree days,” Jordan said. “While not as saturated as some accent colors of collections past, these hues still reflect the optimism that can always be found within us, even as we navigate challenging times.”

Fresh florals, sunny days and tropical blooms are the inspiration behind this collection. Get lost in the botanical garden of Sapphire (SW 6963) and Verve Violet (SW 6979), and indulge in the sunshine of Fun Yellow (SW 6908). Pickle (SW 6725), along with the grapefruit and tangerine tones of Animated Coral (SW 6878) and Summer Day (SW 6662), also add fun flavor to this palette.

Together, the vivid hues of the Refreshed collection create a lively, harmonious palette to offset the darker realities of today’s uncertain times. What’s more, when added individually to another collection, these colors can offer a bright reminder of better days to come. **PPC**

Refreshed