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Interior Colour Forecasts for 2010



Colour is a universal language. It stimulates the emotions, shapes cultures and forms the background of our world. So which colours are hot right now?

Cars are amongst the most expensive consumer items manufactured. Because cars are frequently viewed as extensions or expressions of individual personalities, the design and colour of them is crucial in attracting buyers. Interior and exterior colours for cars are identified 2-4 years in advance. You can be pretty sure that when you notice a new colour car on the streets, you will see the same colour in the fashion industry the following year and the year after that it will be the "it" colour of décor.

Since 2001 and the fall of the Twin Towers, we have taken refuge in comforting, warm neutrals like browns and beiges as a result of an uncertain economic, political and environmental climate. But it is now time for a change. The future is optimistic and we'll see a trend towards livelier colours in our quest for a brighter future.

Pantone, the leading colour authority, has announced Turquoise as the colour of the year for 2010. "Combining the serene qualities of blue and the invigorating aspects of green, Turquoise evokes thoughts of soothing, tropical waters and a languorous, effective escape from the everyday troubles of the world, while at the same time restoring our sense of wellbeing."

Other colours making a statement in the coming year include the positive and encouraging colours of Red and Pink.

Yellow, the colour of energy and life is teamed with Purple, the most enigmatic of all colours. The strong contrast of this combination shows individuality and our desire to break away from normality.

Are you a twitter, blogger, Facebook tragic or i-phone addict? Grey and Silver reflect the major influence science and technology has had on colour and design.

Greens and Browns will continue to be seen as these colours reflect the heightened consumer awareness for

products that are authentic, have integrity, are natural and carbon neutral.

Luxury has been redefined as a mindset. For many years furniture has been bought for the 'now', whereas a trend is now emerging for high quality pieces, which in the end, become family heirlooms. Gold has always been synonymous with luxury.

Surround yourself with optimism and add some colour to your home this year.

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WIN!

One of two Spring Homewares vouchers valued at \$200 each from St Ives Shopping Village - see page 30.