

FRIDAY, FEBRUARY 11, 2011

BEST PRACTICES

Reality Check: These Designers, on Those Colors



We asked some of our favorite and most opinionated residential designers to share their shoot-from-the-hip impressions of Pantone's new fall-forecast color report (see [today's Benchmarks](#) story). How do they see the trendy new palette playing out in residential remodeling? The associated colorful project photos are theirs, by the way.



Pamela Enz, College of Design at University of Minnesota, and interior design consultant, Minneapolis

"I am really excited about the 2011 fall color release. There is a lot of flexibility with them; the strong vibrant colors haven't been lost but at the same time those who love the soft, sophisticated colors will be happy too.

"I love how complicated the colors are. One can't say 'orange' and know what the color is. The shades are high style and will be livable for a long, long time!

"The intermix will take a clever eye so I hope people will be careful and understand that a clever interior designer will be able to integrate the new colors with the existing colors already found in their client's home. But buyer beware; a professional is needed!"



Upcoming webinars -- free!

We're lining up some of the most knowledgeable and entertaining pros in the industry for monthly webinars. Co-sponsored by [BuilderLink](#), webinars are held the third Tuesday of every month at **2 pm EST/11 am PST**. Attendance is limited, so sign up early to reserve your spot. (Can't make the live event? Webinars are archived for 24/7 viewing in the [d5R Premium Library](#).)

February 15: Social media as a business builder, with Paul Anater. [Click to register.](#)

March 15: Creating a recession-proof cash flow business system, with David Lupberger. [Click to register.](#)

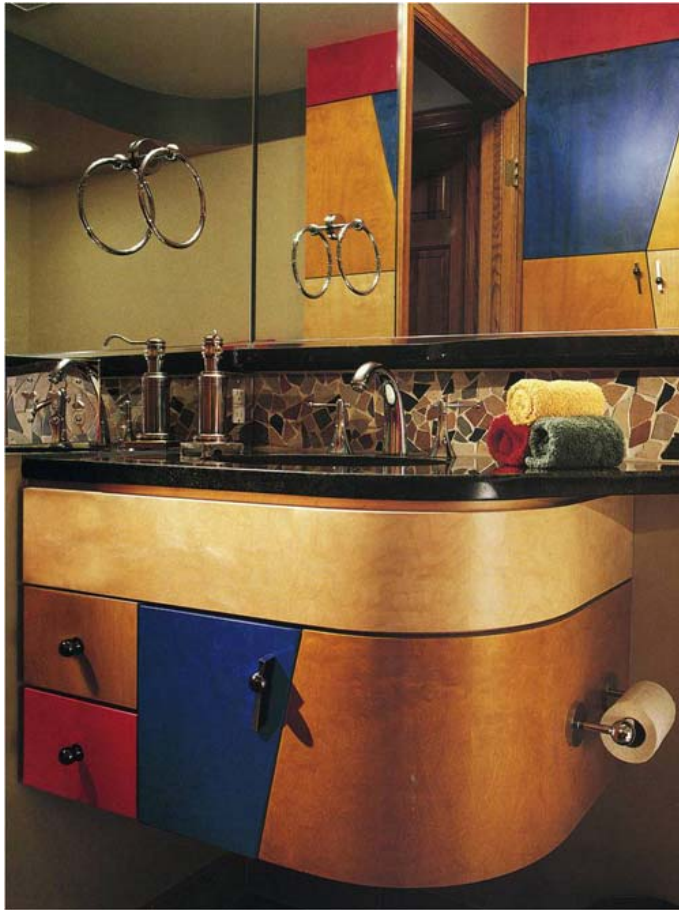
April 19: Complying with the RRP without getting into trouble with OSHA, presented by Shawn McCadden and Mark Paskell. [Click to register.](#)

Buzzing on d5R

Botched DIY: "I have thought about adding a contractors' 'Believe It or Not' page to our website as a reminder to the public of the trouble they can get into."

Overruling green objections: "... the term 'Green' is used almost everywhere, it's politically charged and so over-marketed that it loses original meaning..."

Ugly bathrooms, solved: "Congrats to the team who overcame the desire to burn down that bathroom rather than remodel it..."



Compensating a salesperson: "It is very important to me that my salespeople have the confidence to walk away from a deal when they feel there isn't a fit..."

Own your SEO: "We've gone from maybe 20 unique visitors a month from organic search to over 3300 last month, and we're heading for about 4000 this month."



Becky Shankle
Eco-Modernism
Raleigh, N.C.

"As one who regards color as a paralyzing buffet of options, I need an anchor point on which to build for my projects. I normally compile a palette for clients from a favorite piece of art, or a seasonal flowering plant.

"That being said, I could see the cedar, coffee liquor, and orchid hush as a base combo, with a sparing dash of one of those brights. Sort of like a trumpet flower vine: lots of branch, some leaf and then ... surprise! Just enough for the eye to play with but not overwhelm."



Peggy Fisher, Fisher Group, Fairfax, Va.

"Pretty colors, fun for one's wardrobe. For the home, they are probably more important for accents, or maybe a paint color in a small space. I just don't do very many kitchens in Emberglow or Phlox or Teal lacquer cabinets!

"Our projects are very permanent, and people usually want a basic space they can happily live with for a loooong time, just change out accents or make seasonal updates. And these colors would happily play as accents – like window treatments, carpets, cushions, throw pillows, accent dishes or a painted accent wall with many wood tones, many different styles and looks.

"It's all about the client, much more than a particular forecast for a single year."



Robin Burrill, Curb Appeal Renovations, Keller, Texas

"As you know, Honeysuckle is the 'color of the year,' so it isn't surprising that they've kept along the same color lines, especially keeping in the green theme.

"The neutrals will be great – nougat and coffee liqueur – but the other colors I see as trendy. However, using the colors as accents in your home will really liven it up, especially since we're seeing more and more people returning to

entertaining and spending time at home.

"Let's face it, painting a wall and then buying area rugs or pillows to coordinate or adding a light fixture can really help pull it all together without spending lots of money on upholstering furniture, installing or refinishing cabinets, or installing counters in any of these colors!"



Barb Harper, creative director at FusionSet, Boise, Idaho

"Graphic designers always pay attention to color trends. The majority of remodeler sites we've reviewed lately are not in line with these particular trends. Most remodeler sites are very conservative, considering that this business category should be leading 'color trends.'



"It would be interesting to see how remodelers respond to the 'male favorites,' as remodeling is a male-dominated field (with a majority of female clients).

"On the other hand, graphic designers will continue to push for what works for our clients ... which will not always be the trendiest color palettes. Most palettes are dictated by client logos developed years prior to the latest trends."

Tammy Dalton, Tamara Dalton Design Studios, Fort Lauderdale, Fla.

"Color forecasts are always entertaining, and a springboard for inspiration. However, designing around a specific yearly forecast immediately puts an expiration date on your work.

"Rather than letting a forecast direct my design work, I base my color selections on fulfilling my client's aspirations for their perfect space and the emotions they wish to convey. At the end of the day, color doesn't dictate the space. The space dictates the colors.



"Here is a room in which I used contrasting color combinations for a high-energy/high-impact effect. In this bachelor's master bedroom, the deep brown colors ground the space and create a sense of comfort, and the bright whites and the emerald greens add sparkle and energy."

