

## COLOR FORECAST 2020

The new decade brings a reflective take on familiar schemes.

■ By Ginger Gilbert

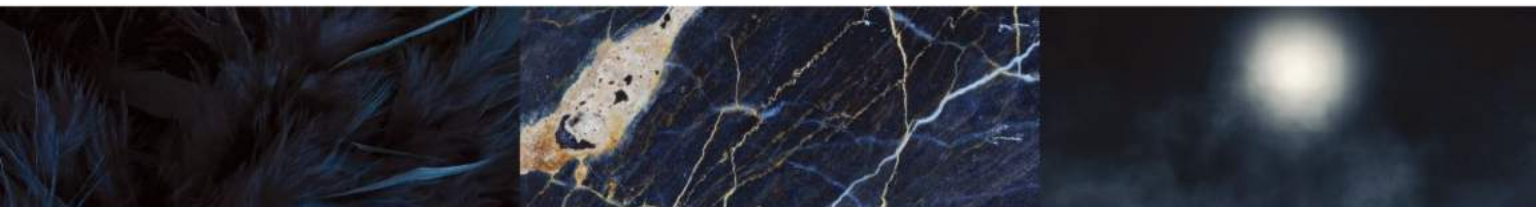


For all the eyesight puns associated with 2020, it's ironic that, color-wise, most people don't have a clear vision of what's ahead, and the first year of the decade seems to evoke a much stronger sense of reflection than aspiration. It's this thoughtful contemplation, however, that will hopefully allow us to recall the lessons we've learned from the past and apply them to a new dawn of self and social wellness.

Instead of looking to others to address the big issues that have taken hold, 2020 promises to bring out the "fixer" in all of us. As we look back, we realize that if we simply focus on our individual environment versus uncontrollable issues outside of our boundaries, we can make positive, impactful and lasting changes to our immediate surroundings and those who share that space. It's the idea of community and having a strong personal grasp of the concept that will bring all of us the clarity that we desire to repair where needed and confidently set a new course for social engagement and advancement.

### OM

Some may say that there's no better way to right ourselves than to examine the balance of our individual chakra points. For 2020, the chakra color that rises to the forefront is that of the third eye. Representing intuition and conceptual awareness, **indigo** plays an incredibly important role in grounding our internal environments.



Instead of relying on basic black as the classic go-to color, blackened indigo emerges as a more energetic and enlightened option. This chameleon color allows us to insert a relaxed sophistication to stark, conservative interiors and functions as a stable canvas for more spirited and engaged spaces. It is a color that aligns with any warm or cool palette to provide a sense of harmony and familiarity that awakens our higher senses.

### THE OLIVE BRANCH

Tired from years of local and global contention, the need for unity and reconciliation can be subconsciously seen in the use of **dark olive green**. Derived from the symbolic olive branch, this color has depth beyond its surface. It's not simply the hue on its own but rather the medium in which this color presents itself that can cast it as a neutral.

Not to be confused with olive drab, this lush, opulent color operates best in the form of luster or texture. Used as a flat infusion, it can often work against a palette, but explored through a mica or mohair expression, it can be alluring.



### MIDDLE GROUND

Contrary to the verb form of the word **mushroom**, this color didn't take off as much as one might expect. The interiors world has been toying with this color for almost five years now, but 2020 proves that its time has come. We've finally realized that we need to take a slight step away from grey but are still cautious about returning to the bland, beige world that we worked so hard to escape.

This is where mushroom hits the mark. Leading with a warm base, mushroom's subtle slant to grey makes it the perfect neutral that will cast to either shade and easily work across the spectrum. Its creamy warmth evokes a natural light that centers us and delivers a stable, soothing platform to build upon.

This color doesn't discriminate. So, whether your space is old or new, corporate or hospitality, mushroom is the middle ground that embraces any space. Isn't it finally time to embrace it back?



### WINDS OF CHANGE

Don't be fooled by its charming warmth—**sirocco** is a tumultuous color that swirls somewhere between orange, red, pink and brown. This deeper version of blush is a more versatile addition to a palette of natural accents, as it changes direction with each step in value. Because of its versatility, sirocco is a color that morphs to represent its immediate environment and envelops you in a state of heightened accord.

Not only are we drawn to this color because of its earthen connection to nature, we also have a comfortable association with its ability to complement a diverse mix of skin tones. Looking good in a space is simply an added bonus to feeling good in a space. With sirocco, wellness whirls all around.



### DON'T BE BLUE

As nature continues to influence and direct our interior built environment, we no longer feel the pressure to add the obligatory true green or true blue to our spaces. Instead, we've migrated to a beautiful amalgamation of the two. **Turkish blue** is an aged mix of blue and green that evokes an old world feel that supports quiet reflection.

Though often utilized in its brightest form, a modern, dusty version will peacefully invade virtually all market segments and disciplines. We no longer have to choose sides. We can blissfully linger between two of nature's most prominent colors and feel confident that we've made a healthy and lasting commitment.

Overall, 2020 will embrace many more amazing colors; however, it's predicted that we'll see many of them take a turn in tone. Look for purple to move to aubergine, orange to russet, and red to brick. This year is all about understanding that our world is not black or white but, instead, a wide variety of shades and values. These values will deliver a nod to familiarity and connection and will lead us to healing environments for all. ■



#### ● THE AUTHOR

Ginger Gilbert, vice president of creative for Bentley Mills, is a progressive thinker with 15 years in the flooring industry and nine years as an interior designer. Gilbert combines her creative acumen with her extensive collaborative marketing and branding experience to provide cutting-edge strategies that yield enhanced design and product performance.

