



PRATT & LAMBERT® PAINTS



color expressions

Trends & Inspirations

Volume IV





Product Recommendation: RedSeal®
Offers the perfect combination of beauty,
durability and value.

Photo courtesy of Traditional Home.



color expressions

volume IV



4 The Year of the &

Pratt & Lambert embraces the multidimensional ... the diverse ... the layers & nuances of style & design. We are proud to share our vision with you, and to introduce you to another multifaceted visionary, Stacy Garcia.

16 Showing Off

Pratt & Lambert color steals the show in several beautiful Show Homes around the country.

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Proper preparation and the right tools can help your painting project go smoothly.

18 A New Site with Insight

Our all-new website is a welcoming, inspiring place that can virtually change the way you see color in your home.

6 2013 Color Trends — Contrasts

Let us introduce you to our 2013 color trends. These are the shades and hues of who we are. New palettes that reflect society's comfort with conflict, our contentedness with contrast. These are the colors that we see in our future – and which you will want to see in your home.

20 Design Buzz

Some of your common paint and color questions, answered by our experts.



Designer White 33-1

the year of the



If you look closely, you'll see that nothing is one-dimensional.

Today is multifaceted; it does not exist without a yesterday & a tomorrow. Places have a physical location & exist online. Ideas are fluid & minds are open. And, of course, we humans have layers & shades of personality, interests & talents that lie outside of expectations.

You'll see that this year's color trends are built of &s. Distinct palettes are found in the combinations and contrasts between generations, cultures, technologies and beliefs, inspiring new color moods.

Pratt & Lambert, too, has many &s. Like vibrant colors & guaranteed color accuracy. A 160-year history & an innovative spirit. Reliable quality & fashion credibility. Emerging palettes & long-trusted products.

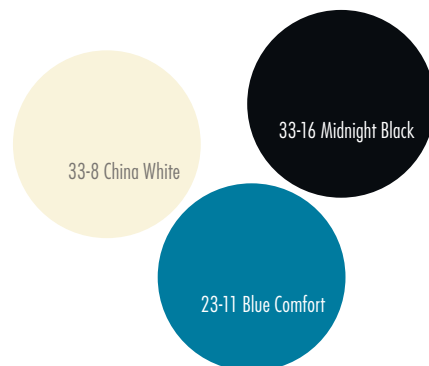
In this issue of *Color Expressions*, we are happy to introduce you to Stacy Garcia, from our Style & Design Guild, and her &.

Stacy Garcia is the multifaceted Chief Inspiration Officer at Stacy Garcia, Inc.

Hers is a lifestyle brand that itself recognizes the importance of combinations and &s. "I believe design lives at the crossroads of art & commerce," she says.

Stacy lives an "inspired life" with many layers. In addition to Stacy Garcia, Inc., she is the CEO of LebaTex, Inc., a fabric-converting firm. She has a love of art and travel, and a passion for her family.

& Stacy is proud to be a matchmaker. "Maybe it's because as a designer I spend a lot of my time *matching* colors and patterns. But I have so much fun matching people up! I just love putting together a happy couple."



Fabrics shown are from the Mid-Century collection by Stacy Garcia for LebaTex. Complementary Pratt & Lambert colors: 33-8 China White, 23-11 Blue Comfort, 33-16 Midnight Black

For more information about Stacy, visit stacygarciainc.com.



Stacy Garcia:
Designer



Matchmaker



Contrasts

2013 TRENDS





The most enduring, memorable trends are a balance between reflecting and projecting, mirroring the current priorities of our culture while projecting forward to imagine the focus of the future.

It's easy to see this duality in our 2013 color trends, which celebrate the concept of CONTRASTS. We live in a society that is comfortable on the edge, poised between what is real & imagined, definite & possible, practical & fantastical. Each of us is a balancing act, a shifting mosaic, a layered file of what is and "what if." We are happily, steadfastly grounded in a today we know, while straining toward a tomorrow we can only imagine.



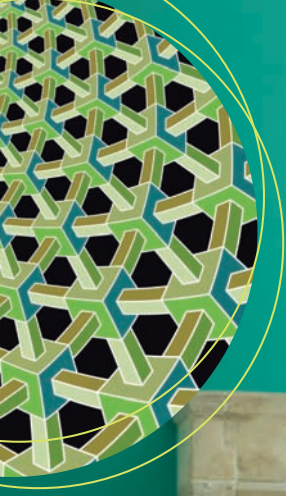
This contented tension between extremes creates new moods and color palettes that define our new trends. These are the color expressions of who we are and who we are becoming. Take a look and see yourself within.



phenomena



Blending the intricacies and patterns of science and the physical world, with the fantasies of art and creativity to create a completely, magically new way to look at design and color. This trend is an exciting experiment with hyperreality and wild imaginings, science and surrealism. And the color palette finds balance in the discipline of neutral hues and the spirit of high-energy brights.



21-10 Tide Pools



32-2 Chiffon

5-12 Azalea

15-8 Snapdragon

16-10 Light Chartreuse

21-10 Tide Pools



32-2 Chiffon



Dining Room Wall: 15-8 Snapdragon
Kitchen Wall: 5-12 Azalea
Ceiling: 32-2 Chiffon

23-11 Blue Comfort

33-5 Swiss Coffee

28-28 Violet Echo

This trend is about merging the fantastically modern and imaginative with what is timeworn and doggedly industrial. The resulting style and palette are mired in the past but moving inexorably forward. Ideas are accidentally anachronistic, distressed and finessed by the desire to innovate upon a foundation of romantic history. So, of course, the colors are rich and modern, but softened by a sense of the past.



VESTIGES





11-5 Fresh Cream

33-14 Steel Wool

21-27 Leek

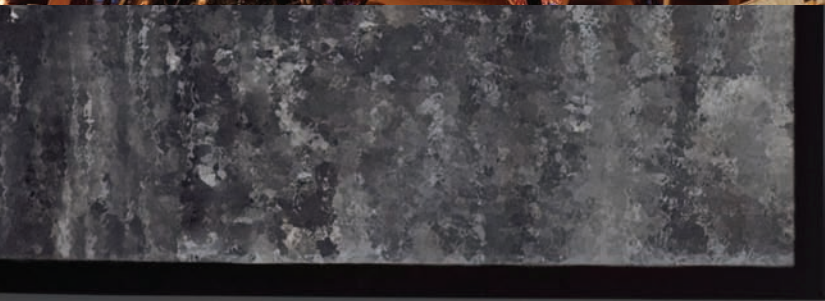
1-16 Botticelli

30-16
Monsignor

11-32
Chalk Gray

18-24 Woodgate

24-12 French Blue



Wall: 33-14 Steel Wool
Back Pillows: 21-27 Leek
Front Pillows: 24-12 French Blue
Accent Pillow: 11-5 Fresh Cream and 1-16 Botticelli



2-13 Cranberry

DIALECTS

The global movement has sharpened our local focus. Culture is, in fact, multicultural. And there is a balance between what brings us together and what sets us apart that is both evolutionary and revolutionary. This trend is a celebration of the unapologetically dissonant voices that speak in a single language of design and color. The earthy, tribal shades of this palette are the colors of common ground.





11-8 Golden Laughter

15-20 Butternut Leaf

7-10 Sunblest Poppy

2-13 Cranberry

15-20 Butternut Leaf

11-8 Golden Laughter



24-24
Oat Grass

2-21
Deep Taupe

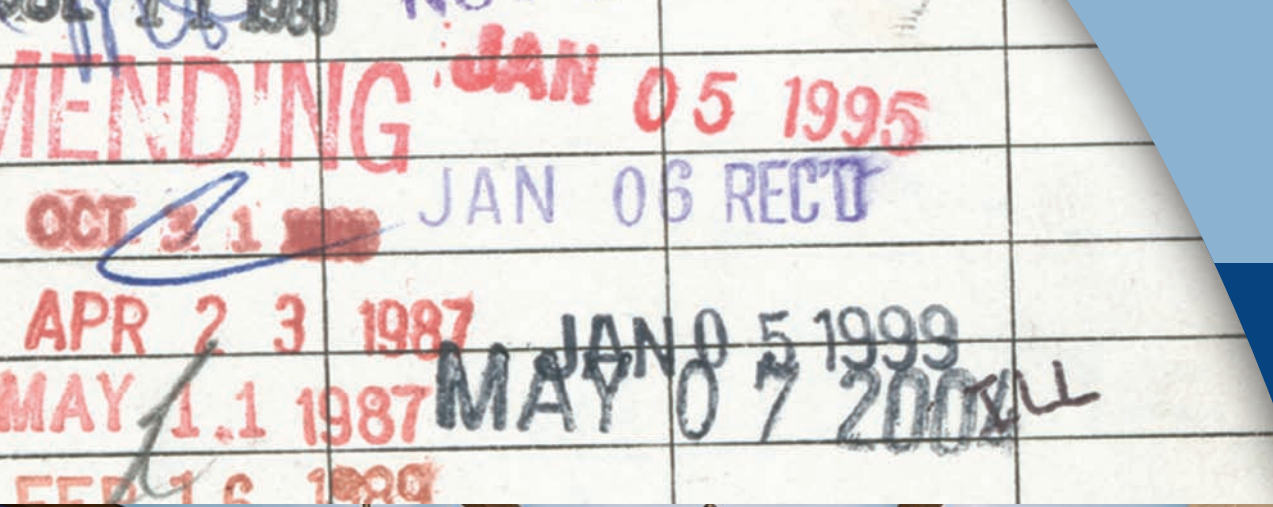
29-23
Timeless Gray

28-11 Anchusa

Yesterday, today and tomorrow meet in this trend. Journaling morphs into blogging while handcrafted scrapbooks become scrap-bytes. New ideas are old news in an instant. Old concepts seem new again. Even décor and design are chronicled in an ever-changing digital diary where everything is recycled, upcycled and unexpected. Just as these colors are new posts of recent favorites.

curated





27-6 Simple Blue

26-16 Blueberry

3-8 Foxen

16-16
Kashmir Green

26-17
Midsummer
Gale

4-12
Vibrant Red

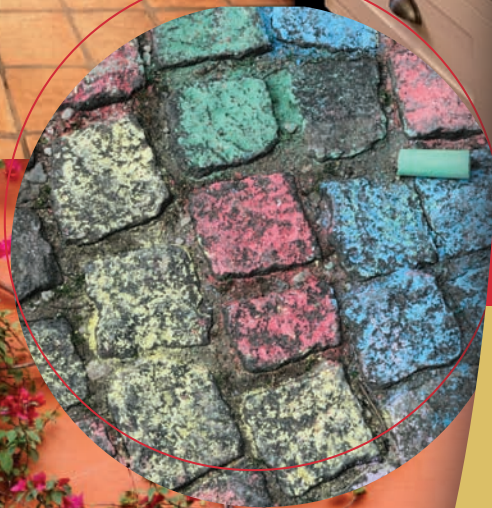
13-27 Tripoli Sand

8-24 Tarragon



Walls: 26-16 Blueberry
Ceiling: 27-6 Simple Blue
Island: 16-16 Kashmir Green

3-8 Foxen



Ceiling
27-32 Seed Pearl

Wall
19-30 Moss Lake

showing off

Courtesy Coastal Living, a division of the Time Inc. Lifestyle Group, photograph by Tria Giovan. Coastal Living is a registered trademark of Time Inc. and is used with permission.

16 | Color Expressions

Product Recommendation: Skylight®

Our flat latex ceiling paint is formulated for easy, spatterless application, fast dry, low odor and excellent hiding.

19-31 Coos Bay

27-32 Seed Pearl



Photo courtesy of The Corcoran Group

Every year, across the country, Show Homes come to life with the help of top home publications and design and décor professionals. These homes are built to reflect the best and latest in style and color trends, and they attract thousands of visitors who are inspired by the creativity on display.

Coastal Living's Ultimate Beach House, Rosemary Beach, FL

Designer Erika Powell used a neutral Pratt & Lambert palette to make this amazing seaside retreat both striking and serene. The colors and tones were chosen to merge with the sea, sand and sky and give every room a welcoming, "beachy" feel.

In 2012, Pratt & Lambert was invited to partner with Traditional Home and Coastal Living in six uniquely beautiful Show Homes, all of them important fund-raisers for nonprofit organizations. We were proud to be the exclusive paint supplier in each home and were honored to work with some of the industry's top designers, who brought the homes to living color with our newest trend palettes. Three of our 2012 Show Homes are featured here.

14-6 Yellow Crocus



Photo courtesy of Traditional Home

Traditional Home's Hampton Designer Show House, Water Mill, NY

This expansive home is located on a 2-acre estate in a historic summer colony. Inspired by the relaxed and sophisticated seaside community, designers brought the feeling of the dunes and grasslands comfortably indoors.



Photo courtesy of The Corcoran Group



25-19 Anthracite



Photo courtesy of Traditional Home



Photo courtesy of Bob Skinner Photography

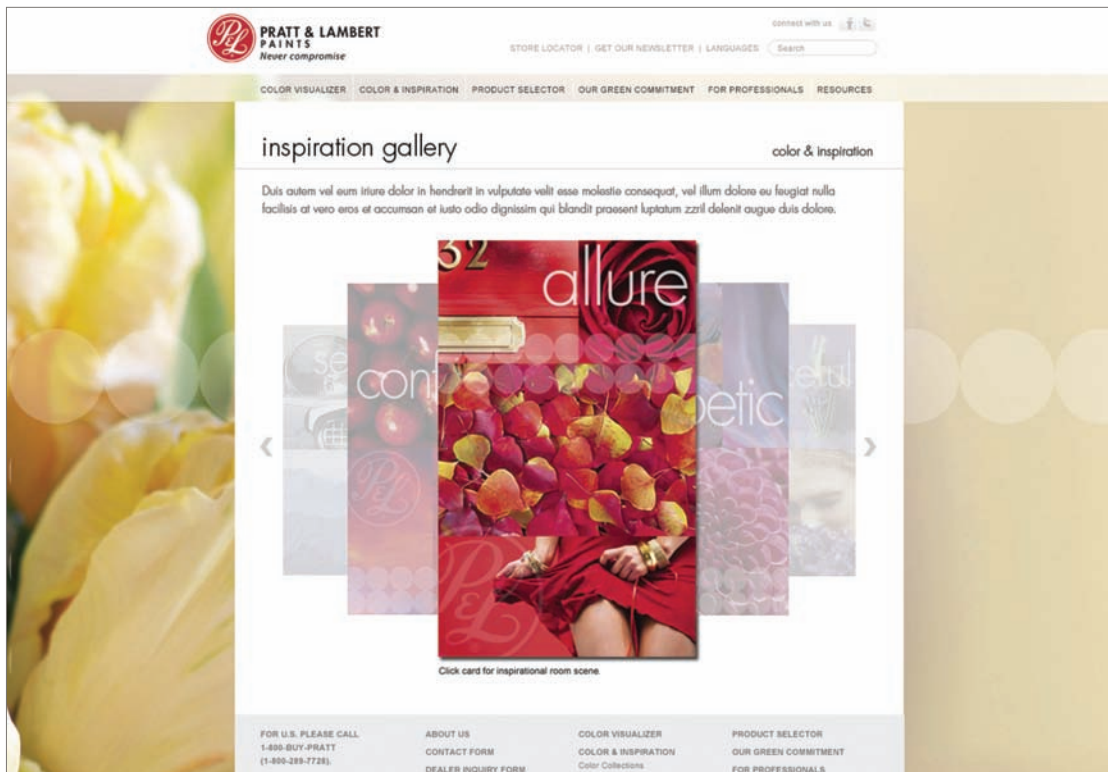
Traditional Home's Designer Show House, Saddle River, NJ

Sequestered on 10 acres at the end of a cul-de-sac, this spacious 7 bedroom, 6½ bath home was the perfect canvas for a palette of natural hues that invited the wooded surroundings inside.

a new site with insight



In 2012, we introduced an all-new Pratt & Lambert website. A beautiful site with the character, taste and panache of our brand, crafted to inform and inspire. Big, bold colors. Gorgeous and inspiring room photography. Inviting, engaging moods and styles balanced with expert guidance and tools, organized to create an easy-to-use, enjoyable-to-browse resource for our customers.



PRATT & LAMBERT
PAINTS
Never compromise®

DESIGN A ROOM IN THREE SIMPLE STEPS

[GET STARTED](#) →

- 1 Select a room or exterior from our catalog of photos.
- 2 Apply colors and products to a variety of surfaces in the photo.
- 3 Print, email, and share the photo on your favorite social networks.

DISCOVER THE UNCOMPROMISING COLORS OF PRATT & LAMBERT PAINTS.

Page 1 of 1 ← →

With over 1,200 colors to choose from, the possibilities for your home are exciting and endless. Get ready to immerse yourself in our colors and the inspiration behind our palettes. And let us take your imagination into room settings where you can see your hues and moods come to life.



EXPLORE AND EXPERIENCE OUR COLORS.

[GO](#) →

powered by **VARATYS**

We share our color palettes and the inspiration behind them. The latest color trends from our own Style & Design Guild. An all-new color visualizer to help you select colors that are right for your style and your space. Design insights based on the art and science of color. Plus, of course, complete information on all of our quality Pratt & Lambert® products.

The new prattandlambert.com is an exciting, comfortable, beautiful place for you to find everything you need to create a space that's everything you want. We hope you will visit soon.



Maria Killam



Laura Kirar



Eldon Wong



Kate Smith



Luis Caicedo



Michael Bagley



Q: I spend a lot of time looking at paint chips, but it always seems that the color I choose looks very different on my walls than on the chip. Why is this?

A: *The impact of color expands as the space it covers expands. So if you choose a dark color, it will feel darker; a bright color will feel brighter, etc. There are two things you can do to make sure you get the color you expect. First, get a color sample so you can see it in your room. (Instead of painting directly on the wall, we suggest painting a large piece of poster board that you can move around the room.) Second, think about getting two samples to save time and frustration. Pick the color you think you want, and also the next lighter shade on the paint chip. You may find that the "other" color feels better in your space.*

Q: I like the idea of using paint with different finishes, or sheens. Are there any rules to follow in selecting which one is right for the room I use it in?

A: *Selecting the right finish can enhance the feeling and character of a space. FLAT and VELVET finishes give walls sensuality, softness and depth. These finishes are great in rooms where comfort is a part of the desired effect, like a bedroom or library. SATIN adds a soft sheen that picks up light and adds a touch of reflection, so it's perfect for places where you want a bit of subtle "glam," like dining rooms, hallways and powder rooms. As for the GLOSS finishes, they can make a space feel smaller, so use these sheens in spaces where that won't matter, like a kitchen or playroom.*

Q: Can I paint my bedroom a dark color without it feeling like a cave?

A: *Used correctly, dark colors feel sophisticated and modern, and they can be very soothing and calming in a bedroom. To keep the room from disappearing into total darkness, we recommend painting the ceiling, trim and doors in a crisp, contrasting color. Keep décor, artwork and accessories to a minimum and let the color take charge of the environment. It goes without saying that you should be very sure of your color choice when being bold like this. But go for it!*

Q: I'm planning to paint my outdated kitchen cabinets white. Should I use the same white on the trim in the room?

A: *As long as your cabinets are anywhere from white to cream, then your trim should also be the same color. However, if the color of your cabinets moves into a color you would call beige, or if you glaze the cabinets so they are no longer actually white or cream, then your trim should be a coordinating color, instead of a match.*

Q: I've noticed the trend of painted wood furniture lately. I have a house full of beautiful furniture, but it's all in dark wood tones. I'm thinking of painting a few pieces white, but don't know which pieces or how many.

A: *If you look in any beautifully decorated home, it's common to find a mixture of painted wood and natural wood in dark and light tones. Most designers choose to mix the finishes instead of building matched sets in a room. So if you currently have a matched bedroom, dining room or coffee table set, paint a few pieces, like the end tables or dining chairs. You can choose white or a coordinating color. Interestingly, adding different colors and finishes injects a more collected look and feel to a room.*

design buzz

Q: There's a lot going on in some of my rooms, with office furniture, entertainment centers, storage pieces and more crowding the space. How can I keep full rooms from looking cluttered and small?

A: *Wouldn't it be great to be able to get custom built-ins for a clean, tailored look? Short of that, there are certainly ways to manage a busy room. Try to keep electronics behind doors and, of course, keep all cables hidden from view. Choose furnishings in matching woods and finishes, or paint furniture in neutral colors that don't stand out. Another very modern idea is to paint furniture and décor items the exact color of the walls so that they virtually disappear. It's an exciting way to avoid visual clutter and create a look that flows nicely and multitasks effortlessly.*

The Style & Design Guild is our color think tank, with a diverse membership tuned to current and emerging trends. We've asked our experts to respond to some of today's most common design and color questions.

Q: I don't care for white walls, but I'm hesitant to use a lot of color (even though I love color!). What can you suggest?

A: *Try a neutral, off-white color on the main walls of your home and add pops of the bright colors you like in smaller areas. A small entryway or alcove off a main hallway is a perfect place to make a color statement. A powder room or accent wall can handle a lot of color. Even adding color to a kitchen backsplash can make a big difference. Reinforce your colors with small matching accessories in the main rooms.*





interior project planner

Paint Quantity

One gallon of paint covers approximately 400 square feet. To determine the size of your room, measure the perimeter (length and width) and add all four numbers together. Then multiply the perimeter by the height. Be sure to deduct doors (average of 21 sq. ft.) and windows (average of 15 sq. ft.), and then divide the remainder by 400.

Supply Checklist

Depending on what room you're painting and what type of paint and finish you want, having all the supplies and tools you need before you start can save a lot of time and frustration.

- Flat brush for walls, angle brush for trim
- Roller frame and covers
- Drop cloth
- Painter's tape
- Paint trays
- Ladder
- Spackle and putty knife
- Sandpaper
- Nail hole filler
- Rags
- Screwdriver
- Paint can opener
- Gloves

Sheen Selection

Every sheen has different attributes that make it ideal for different rooms. Understanding them is key to making walls look their best.

Flat Does not reflect light, giving it the ability to hide imperfections, such as patched holes and cracks.

Velvet/Eggshell A softer sheen that provides excellent washability and exceptional stain resistance.

Satin Very versatile paint with subtle shine; can be used almost anywhere; durable and scrubbable.

Semi-Gloss Very scrubbable and durable paint with a higher level of shine; tight film offers mildew resistance.

Proper Primer

Priming is critical to ensuring a good and evenly porous surface. It also helps to make your chosen color turn out exactly the way you envisioned it.

Surface Prep

After you've collected all your supplies and chosen your paint and primer, you're ready to get to work.

1. Clean — Remove any dirt, dust or grease with a mild household detergent, and let it dry thoroughly.
2. Repair — Scrape away peeling paint, and fill any cracks, holes or seams with a paintable acrylic caulk or patching compound.

3. Tape — Mask off window trim, doorframes or any other areas not being painted.

4. Protect — Cover the floor and furniture with drop cloths.

Time to Prime...and Paint

Once the surface is ready, it's time for the fun part! Prime your walls first to promote strong adhesion and hide, let it dry and then move on to the paint.

1. Cut In — Using a flat brush, paint a 3" border around the top, bottom and sides of your walls.
2. Roll with It — Working in a 3' x 3' area, roll a large "W" onto the surface and fill in around it. Repeat by moving horizontally across the wall.
3. Trim — Use a 1" or 2" angle brush to coat sashes, moldings and woodwork.

Clean Up

When you're all finished painting, make sure to clean up properly. Use soap and warm water to clean latex paint from your brushes and rollers. A brush comb can make this easier. Oil or alkyd paints can be cleaned off using turpentine or paint thinner.

19-30 Moss Lake



Product Recommendation: Accolade®

Offers a flawless finish and beautiful, long-lasting results guaranteed for life.

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