

THE STATE OF COLOR *is always fluid, rushing forward and gathering influences from the world around us. Sherwin-Williams surveys these swirling currents to capture a picture.*

Captured

by KIM PALMER
photography by DON FREEMAN

We're captivated by soft feminine hues veiled in translucent simplicity. And by mysterious tones that evoke the deepest recesses of earth and our own psyches. Authenticity resonates anew, pulling us toward vivid colors that remind us of folkloric traditions and handcraft. And to set off those hues — and give them a bit of breathing room — we're gravitating to cool neutrals, the color of shadows and fog.

REASONED

LOGIC OR GOOD SENSE. Gray is the new black, and math is the new sexy. We're in a global race to acquire knowledge, especially in the hard sciences. As we embrace our inner geek, we're also celebrating the quantifiable world's impact on design: using geometry and 3D printing to create patterns and shapes in which shadows, negative space and tone on tone are as important as the structure itself.

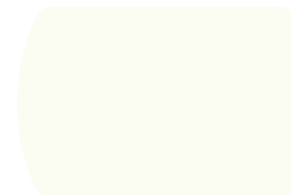
SW 0077 . CLASSIC FRENCH GRAY



SW 6258 . TRICORN BLACK



SW 7006 . EXTRA WHITE



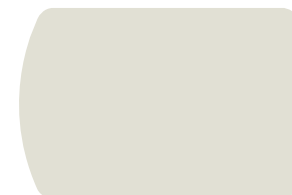
SW 7019 . GAUNTLET GRAY



SW 7029 . AGREEABLE GRAY



SW 7647 . CRUSHED ICE



SW 7660 . EARL GREY



SW 7674 . PEPPERCORN

