Paint outside the lines: Unexpected ways to use blue in the home

The 2018 Color of the Year, Oceanside SW 6496, a collision of rich blue with jewel-toned green, represents the growing desire for color that is both accessible and elusive. A complex, deep color, Oceanside offers a sense of the familiar with a hint of the unknown, bridging old and new, light and dark. This unique quality also makes Oceanside fit well into many up-and-coming 2018 design trends, which were uncovered in Sherwin-Williams’ quarterly survey of homeowners.

The new rooms of the home: Today’s families forego formal spaces for more comfortable, casual living
Blue tones are ideal for casual living spaces due to the color’s flexibility and soothing associations, which seems to be a priority for today’s homeowners. While the homeowners surveyed have formal dining rooms (57 percent) and living rooms (49 percent), many find these rooms lack usefulness. Fifty-one percent said the formal dining room was not useful, and 42 percent said the same of their formal living room. When given the option to swap these under-utilized spaces for something else, more comfortable, relaxing spaces topped the list:

- 27% said they would swap the formal living room for a library or reading corner
- 11% would swap the formal dining room for a craft room
- 9% would swap the formal dining room for a more casual breakfast nook

Throwback style: Homeowners see vintage style trends returning in 2018
Survey respondents are anticipating a variety of trends to return from the ’70s, ’80s and ’90s that will be popular in 2018. Incorporating blue tones into throwback styles is a way for homeowners to modernize these looks and balance some of the bolder looks that are making a return:

- Florals: 26%
- Country accents: 26%
- ’80s geometric patterns: 24%
- Dark, moody colors: 22%
- Hunter green: 21%
- Pastels: 21%
- Mustard yellow: 18%

Opa! Mediterranean influence is making a statement
Bright white spaces with bold pops of ocean-like blue, vibrant yellows and terracotta are influencing homeowners’ design choices. One in five respondents said Mediterranean influences were most influential in the world of décor and color today.

Using blue in new places: Homeowners seek unique home DIYs that don’t require much time or effort
While homeowners painted traditional rooms in the last year, many have branched out to refresh less common spaces in the home. In the last 12 months, homeowners have painted:

- Doors: 39%
- Windows or window trim: 38%
- Ceilings: 36%
- Furniture: 36%
- Patios or decks: 20%
- Cabinets: 18%
- Stairs or stair railings: 13%

Source: Sherwin-Williams 2017 DIY Homeowner Panel Survey of nearly 1,000 homeowners, August 2017