

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.

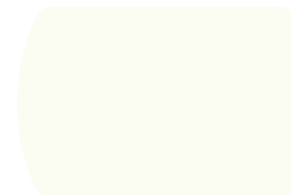
SW 0077 . CLASSIC FRENCH GRAY



SW 6258 . TRICORN BLACK



SW 7006 . EXTRA WHITE



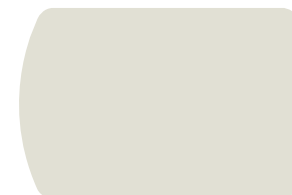
SW 7019 . GAUNTLET GRAY



SW 7029 . AGREEABLE GRAY



SW 7647 . CRUSHED ICE



SW 7660 . EARL GREY



SW 7674 . PEPPERCORN

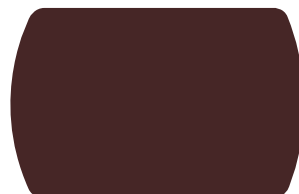




## INTRINSIC

BELONGING NATURALLY, ESSENTIAL. As the global melting pot slowly blends the world into one stew, there's growing interest in preserving individual cultural traditions — before it's too late. Native peoples are looking inward rather than outward, with a new appreciation of their own origins and crafts. Handmade lace, embroidery, batik and other ethnic dyeing techniques lend an earthy, folkloric aesthetic to this new Bohemianism.

SW 2838 . POLISHED MAHOGANY



SW 6156 . RAMIE



SW 6727 . HOUSEPLANT



SW 6788 . CAPRI



SW 6158 . SAWDUST



SW 6382 . CEREMONIAL GOLD



SW 6841 . DYNAMO



SW 6870 . ABLAZE



SW 6509 . GEORGIAN BAY



SW 6883 . RAUCOUS ORANGE



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## CURIOSITY

STRANGE, UNUSUAL OR WONDROUS. Something's brewing on the spectrum. It's a strange new elixir, where mad science meets fantasy, and sweet dreams overlap with feverish nightmares. Bio-design, inspired by nature at the molecular level, brings weirdly organic patterns, textures and colors into the mix, inviting us to see strange things in intriguing new ways. Oddities are now objects of fascination, even desire. The bizarre has never been more beautiful.

SW 0038 . LIBRARY PEWTER



SW 0045 . ANTIQUARIAN BROWN



SW 0064 . BLUE PEACOCK



SW 6018 . ENIGMA



SW 6132 . RELIC BRONZE



SW 6263 . EXCLUSIVE PLUM



SW 6265 . QUIXOTIC PLUM



SW 7030 . ANEW GRAY



SW 7588 . SHOW STOPPER



SW 7675 . SEALSKIN







SHERWIN-WILLIAMS® COLORMIX™ 2014

# DIAPHANOUS

LIGHT, DELICATE AND TRANSLUCENT. Picture a pearl veiled by chiffon: a soft gleam behind gossamer fabric. It's a luxurious image, but luxury isn't what lures us to it. Instead, it's the exquisite, spiritual balance of simplicity, delicate colors and strength tempered by softness. Today we experience this gently blurred duality all around us, from the menswear influences on feminine clothes, to the soft-touch materials on electronic gadgets.

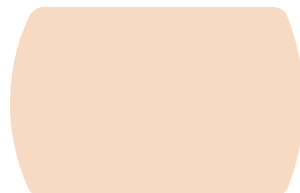
SW 2859 . BEIGE



SW 6052 . SANDBANK



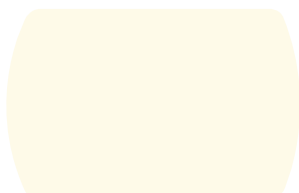
SW 6337 . SPUN SUGAR



SW 7022 . ALPACA



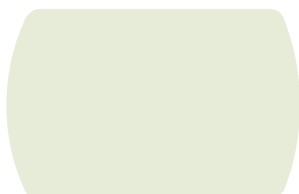
SW 7566 . WESTHIGHLAND WHITE



SW 6057 . MALTED MILK



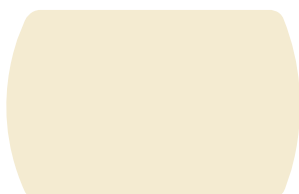
SW 6161 . NONCHALANT WHITE



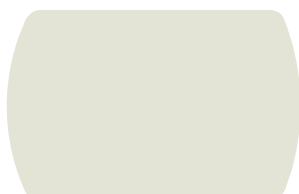
SW 7037 . BALANCED BEIGE



SW 7554 . STEAMED MILK



SW 7666 . FLEUR DE SEL



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