PASSIONATE PURSUIT

Fresh mindfulness.
Vintage workmanship.
Social engagement.
And technology and materials
that seem to come from
out of this world.
We’re taking the best
of everything life has to offer
and indulging in the moment.
Prepare to come together
as we go in
passionate pursuit of
a shared color consciousness.

SHERWIN-WILLIAMS.
PURA VIDA
PURA VIDA

The elements that remind us to live well, be well, and stay well are vital to creating spaces to unplug. Natural materials, honed and sheer. Ancient alabaster and marble hues. Warmer grays turning to khaki and blushed neutrals. New therapies draw us to the colors of nomadic sand baths and holistic massage rooms. We’re awakening from the recession, hungry for a new orderliness, ready to feed the spirit, make memories, and savor the moment.

SW 6156 RAMIE

SW 6162 ANCIENT MARBLE

SW 7008 ALABASTER

SW 6043 UNFUSSY BEIGE

SW 6044 DOESKIN

SW 6148 WOOL SKEIN

SW 7568 NEUTRAL GROUND

SW 7050 USEFUL GRAY

SW 7052 GRAY AREA

SW 7048 URBANE BRONZE
MÁS AMOR POR FAVOR
Meaningful change begins locally. Driven by social engagements as much as social media, we’re coming together to rediscover the pleasures of intimate gatherings, garden parties, personalized outdoor weddings — along with playful indulgences like champagne towers and vintage florals. Multifamily living is back, and this palette connects across generations: dashing greens and cheeky pinks with a flower power that’s as crisply modern as it is soulfully vintage.

**MÁS AMOR POR FAVOR**

SW 6396 DIFFERENT GOLD

SW 6457 KIND GREEN

SW 6424 TANSY GREEN

SW 6680 FRIENDLY YELLOW

SW 6311 MEMORABLE ROSE

SW 7041 VAN DYKE BROWN

SW 6309 CHARMING PINK

SW 6573 JUNEBERRY
Our new industrial evolution may be small batch and grassroots, but it's built to last. Authentic 20th-century machinery is being dusted off and reconditioned as North American manufacturing re-emerges in the form of the Maker Movement. Looking to the past to inspire our future, dreamers and doers craft new aesthetics collaged from the pages of history books. Think rugged determination, olive and denim, dusky wools, and brass buttons glinting in the sunlight.
Technology’s pace has us living in a constant state of wonder. The boundaries between art, science, and commerce continue to blur as increasingly powerful computer chips and extreme materials combine to expand the possible. Augmented reality, 3-D printers, drones, interiors that adapt to our bodies. Apps and sensors make everyday chores feel frictionless. The future keeps arriving, in icy blues, shimmering pewter, sophisticated plums, and other mesmerizing hues in stunning gloss finishes.
Order color samples at myS-W.com #swcolormix 1.800.321.8194
Colors provided by The Sherwin-Williams Company. Color samples shown approximate actual paint colors as closely as possible.