Like blue meeting yellow to make green, every color is a collision of influences every palette a fresh chance at community.

Мир



Order color samples at **myS-W.com** #swcolormix swcolormix.com 1.800.321.8194

Colors provided by The Sherwin-Williams Company. Color samples shown approximate actual paint colors as closely as possible.

SHERWIN-WILLIAMS. COLORMIX® FORECAST 2018



SINCERITY

Less is more as we're de-cluttering, moving more possessions into the cloud. Silence is no longer empty, but instead rare and rich with possibility. Our notions of what's authentic are being complicated. We're celebrating the unfiltered, yet captivated by the artfully processed. Blending in is the new standing out. Flaws are treasured. The hushed tones of this score play out in sand, complex grays and hazy botanicals.

	287-C1	238-C7	
	287-C6 ALLURING WHITE SW6343	217-C4 HOMBURG GRAY SW7622	205-C4 PEARL GRAY SW0052
	287-C6	217-C4	205-C4
	194-C2 WHEAT PENNY SW7705	264-C1 ACACIA HAZE SW9132	205-C2 SONG THRUSH SW9112
	194-C2	264-C1	205-C2
	232-C6 SASHAY SAND SW6051	115-C4 SHELLWHITE SW8917	MALABAR SW9110
	232-C6	115-C4	241-C3
	LESS BROWN SW6040	ROJO DUST SW9006	FUNCTIONAL GRAY SW7024 241-C3 MALABAR SW9110



SILENCE INSTAGRAM MINIMALISM HYGGE NORMCORE





UNITY

Nationalism and globalism are in flux, challenging terrestrial boundaries. We're remapping our sense of community. Optimism persists in the form of boundary-breaking skyscrapers and commercial space travel. Even landlocked cities are becoming global hubs of crafts and gastronomy. We crave security and adventure in equal measure. Airbnb, car sharing and e-learning have created a culture of everyday nomadism. The bright folklore of this story is told in memorable pops of peacock color.

261-

CONNECTIVITY

We're each moving to the beat of our own algorithm. From choosing a dry cleaner to choosing a college, data powers nearly every decision we make. In Silicon Valley, Austin, Berlin and Beijing, techies are the new hippies, full of breakthrough ideas and utopian ideals. A generation is waving the flag of color freedom, and Instagramming every moment. This high-tech palette is pixelated in orange, violets, digital greens and high-def yellow.

INFLUENCES:

CALIFORNIA POP/ YOUTH CULTURE TECHIES VIRTUAL REALITY PRODUCTIVITY ENVIRONMENTALISM



INFLUENCES:

ROAMING TRANSCULTURALISM COMMUNITY ARTISANAL CRAFTS INDIGENOUS PATTERNS

