

Welcome to The Color Story. We hope you enjoy this literary and visual experience, complements of the Sherwin-Williams Color Marketing & Design Services Department. This third edition will explore the current conditions and interests that drive this market. We will examine and define color trends that are influencing the entire Commercial Market Segment for 2012.



# color story

## commercial

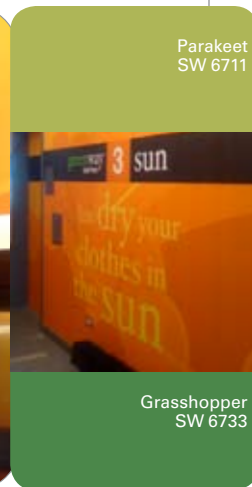
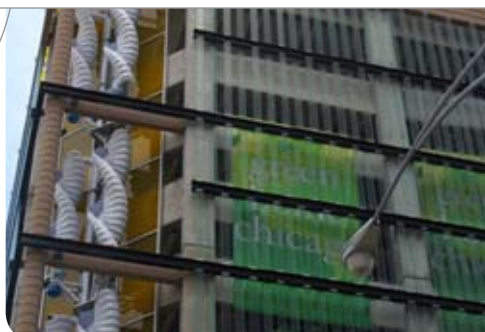


### Design firm takes parking to a new level.

You can't turn on the television, flip through a magazine or talk to anyone in the design world without bringing up the topic "green". It is one of the most popular trends in commercial environments because it provokes energy, raises sustainable awareness and is an accepted worldwide color.

A well established design firm recently constructed the first "green" parking garage in busy downtown Chicago known as Greenway Parking. It is not the traditional public parking facility, which is typically disguised as an office building but rather a beautiful architectural structure that is green inside and out. The 11 story building features a ventilated glass exterior, cistern rainwater collection system, green roof, electric car plug-in stations, and is powered by a dozen wind turbines. In addition, the ground level floor is utilized for retail spaces.

The interior structure focuses on the "wow" factor. Each floor has bold, colorful graphics, painted on the walls, with informational tips on how to live more sustainable. The colorful murals on each level can be used as a way-finding tool as well. If the bold use of color was not enough, each level is named after different environmental elements such as air, heat, energy, etc. Depending upon what floor you park, the name determines what music video is being played on the plasma televisions mounted outside the elevators. If someone would park on the floor titled "Heat", you may see bold red and orange graphics displayed with a song like Sheryl Crow's, "Soak Up The Sun," playing on the video screen.



Parakeet  
SW 6711

Grasshopper  
SW 6733

Overjoy  
SW 6689

Extra White  
SW 7006

Invigorate  
SW 6886

Tricorn Black  
SW 6258

The days of dull blues and grays in Commercial interiors are history. Designers are embracing brighter, rich, saturated colors. Pops of oranges, reds, yellows and greens are not only painted as accent walls, but are also infused in office furniture. Peacock hues, such as teal and chartreuse, are being used in textile fabrics and carpet tiles, as well as violet and fuchsia. White and black color patterns continue in popularity, but take on a modern and sophisticated role, when paired with the bright pops of color used throughout an interior office space.

Collonade Gray SW 7641	Dovetail SW 7018	Gray Clouds SW 7658	Sleepy Blue SW 6225
Dromedary Camel SW 7694	Brandywine SW 7710	Burnished Brandy SW 7523	Deep Sea Dive SW 7618
Connected Gray SW 6165	Baroness SW 6837	Anjou Pear SW 6381	Real Red SW 6868

Due to the printing process, colors shown approximate to the actual color.



### Step Out of the Cubicle:

1. Instead of using a traditional staircase, Red Bull's London office has a white lacquered slide for employees to descend to lower floors.
2. The conference bike is a bicycle built for seven. One person steers, while the remaining employees pedal. They conduct their meeting while virtually driving around a park.

## CLEAN AND BRIGHT

Today, office furniture mimics the style of mid-century modern with its clean, horizontal lines and elegance. The use of natural colored and patterned veneers, glass, lacquered powder coatings and anodized aluminum reflect a modern style.

White powder coatings are used more often in contract interiors. It is a color option that supports the modern office

environment because it matches fashionable electronic manufacturers. Another trend is use of the "Milk" desk, which is designed to raise and lower electronically and hides all cable clutter. It even has four compartments, built within the work surface, which can be utilized as a trash receptacle, storage area or even a fish tank.

## PATTERNS

Unexpected patterns are found in every aspect of interior design. Stripes of every size that graduate from wide to skinny are seen in carpet tiles and fabrics. The Missoni inspired pattern from the 70's has reappeared, influencing wall coverings and textiles. These styles are modern, contemporary, and sophisticated. Knoll Textiles has presented a new wall covering collection using the liquid movement of ink in a series of highly graphic patterns.

## FORM

The square cubicle is passé. Wall partitions, shaped in organic forms, take on new dimensions and create interesting office environments.

New flexible products constructed of paper with a felt core that can easily be twisted into any shape and size to divide a space in two. It can be rolled up when not in use and is surprisingly sound proof.

Accent tables shaped in unusual forms become social pieces of furniture. Varying in length and height, tables are no longer square or rectangular. Circular tables, kidney shapes, and rounded edges create whimsical gathering environments for co-workers.



### Step Out of the Cubicle (continued):

3. A London-based, innovation company conducts its meetings on a big red, oversized couch/bed.
4. Googleplex, otherwise known as the Google company, has the most extreme work environment: dogs, lava lamps, large inflatable balls, foosball tables, volleyball courts, video games, pianos, ping pong tables, yoga, dance classes, massage chairs, and break rooms packed with a variety of healthy snacks and energy drinks to keep employees content.