Welcome to the Color Story. We hope you enjoy this literary and visual experience, compliments of The Sherwin-Williams Color Marketing & Design Services Department. This fourth edition presents an overview of the casino marketplace. We will examine and define color trends that are influencing the entire Hospitality Market Segment for 2013.

Hospitality is the relationship between guest and host. Entertainment plays a critical role in social spaces such as casinos, lobbies and lounges, meeting rooms, and hotel suites. These social gathering areas range widely from high energy to intimate settings. The 2013 hospitality color palette represents this wide range of colors from highly saturated colors to softened muted hues and an entire range in between.

**CASINOS**

The commercial casino marketplace continues to rapidly grow and evolve. According to the American Gaming Association, consumer spending in the overall gaming industry increased more than any other component of the recreation sector, as well as the broader economy over the last 20 years. In order to continue growth and draw more patrons, casinos are offering more activities for their guests: and changing their appearances. Comfort and optimism are the psychological goals when designing the footprint of the space and selecting colors and finishes. Variation in textures, patterns and colors keeps visitors stimulated and interested in exploring all that the casino has to offer, for longer periods of time. Clocks, windows and other references to the world outside are concealed by the stimulating and changing design.

**DESIGN**

- **Walls** - Wallcoverings are creating textures in many different ways. Vinyl continues to reign; patterns printed on non-traditional materials such as wood veneer, grass cloth, burlap, glass bead and frosted window film are making their debut.
- **Floor** - Abstract patterns continue their popularity. These patterns wear well with heavy traffic since they help to mask the wear and tear.
- **Shapes / Layout** - The Missoni inspired zigzag and the chevron pattern reminiscent of the 1970s are back in vogue. Not only in fabrics, floorcoverings and wallcoverings, but also in complex adjacencies, creating a non-linear flow for the “maze”, encouraging guests to comfortably and curiously explore. Strategically placing restrooms behind appealing activities helps in tempting gamblers to take a seat at a few machines before returning to the central area of the casino.
- **Lighting** - Soft amber lighting helps to diffuse the vibrant hues that are found in casinos.
- **Color** - Red evokes passion, strength and excitement. Red is known to slow the passage of time, which is typically why shades of red, purple and orange are prominent in casinos. Colors such as SW 6307 Fine Wine, SW 6402 Antiquity and SW 6480 Lagoon paired with SW 7746 Rushing River and SW 7006 Extra White give an electric palette that is sure to evoke excitement.

**LOBBIES & LOUNGES**

Previously known for their stately and formal settings, this space is now a key area for informal social meetings and gathering places. Traditional and formal lobbies are passé while hip café lounge settings have taken over. The technology located within lobbies continues to evolve, with the addition of creative kiosks for self-check-in.

**DESIGN**

- **Walls** - Brightly colored glass makes a great statement when tiling entire walls or columns. 3D wall panels provide unique decorative interest.
- **Floor** - Large, dark neutral colored patterns create clean lines and simplicity, and they are more favorable than small ornate patterns.
- **Shapes / Layout** - Symmetry and straight lines are used in lobbies and lounges. The goal is to be easily navigated and the ability to see all areas of the space from any perspective.
- **Lighting** - State of the art LED lighting systems set the mood for any occasion. The multiple color schemes light up the ceiling and the walls to any color of the rainbow. Lighting in entrance lobbies provide a safe outdoor-to-indoor transition (i.e. the ability of one’s eyes to adapt from outdoor to indoor lighting conditions).
- **Color** - Rich, deep, neutrals create a cozy atmosphere. Pairing colors such as SW 6272 Plum Brown, SW 6342 Spicy Hue and SW 7061 Night Owl with SW 7621 Silvermist and SW 6142 Macadamia create an inviting and comfortable environment.

SUITES & BATHROOMS

Guests expectations go beyond basic requirements of comfort, relaxation and a pleasurable stay. The appropriate colors will insure the proper tone is set. Completing a clean simple design with an oversized framed mirror filling an entire wall, is ideal in a small bathroom. Add reflective polished materials for lighting, plumbing and fixtures. Guests welcome large areas of unobstructed counter space for their personal toiletries. Large shower stalls complete with body jets and rain shower heads, framed by partial glass walls are more welcomed than bathtub showers with traditional fabric curtains.

DESIGN

• Walls - Neutral furniture, black and white artwork, and pops of color from accent pillows, window treatments and accent walls.

• Floor - Clean lines, rich hard flooring, abstract tone on tone patterns.

• Shapes / Layout - Circular patterns are reoccurring in seating, flooring and lighting.

• Lighting - Mood lighting is easy to implement through dimmers and allows guests to go from bright, functional light to beautiful mellowness.

• Color - Blue promotes calmness and relaxation. It is associated with wisdom, truth, confidence, trust and sincerity. Green, the color of nature, stands for growth, fertility, harmony, healing power and hope. Colors such as SW 6451 Nurture Green, SW 6478 Watery and SW 6479 Drizzle used in combination with SW 7042 Shoji White and SW 7020 Black Fox create a serene atmosphere for your guests.

MEETING & CONFERENCE AREAS

Conference room designs vary according to the company’s policies, work environment and culture. Conference rooms are essential in any office or corporation. The interiors should be designed with the employee’s comfort level in mind. Functional, versatile and effective conference rooms transition to host a variety of corporate meetings and events. For small conference rooms, opt for a lighter color palette, to avoid feeling cramped. Test colors with Sherwin-Williams Color To Go® samples under the room’s lighting to insure color accuracy and that the color translates to the desired mood.

DESIGN

• Walls - Modern conference room walls can be coated with Sherwin-Williams Dry Erase product. This clear coating goes over any color paint to give a beautiful wipe away surface. This allow staff to give a presentation or jot down any spur-of-the-moment notes or inspirations. Cork and cork veneer offer an ideal wallcovering for hotels because their durable nature, sound-deadening properties and warm tones. Cork wallcovering is easy to coordinate as it does not have specific patterns or textures. Cork tiles or veneer may be stained different colors or left in their neutral wood tones.

• Floor - Utilizing a low-profile floor system with removable panels is an effective way to utilize space for many different types of meeting rooms. This allows the opportunity to transform the space into various configurations including traditional conference layouts, rows of seating and horseshoe layouts. The idea behind this is to have the electrical run under the floor, which creates a unique pathway for routing wires and cables to where they are needed.

• Shapes / Layout - The layout of the conference rooms should allow staff and guests to roam freely, creating an efficient and logical traffic flow.

• Lighting - Multiple lighting options are required for conference areas. A controlled, down lighting system provides low-level illumination for face-to-face dialogue or note taking, during AV presentations. A controlled lighting system for the perimeter walls provides a safe traffic flow and offers illumination to wall mounted graphics and presentation materials. If videoconferencing takes place in the space, illuminance levels and color balance must be adequate for good facial recognition and rendition.

• Color - The association of brown with the earth equates strength and determination. Brown evokes a neutral feeling (neither happy nor sad). It also denotes security and protection. Pairing SW 7529 Sand Beach, SW 6116 Tatami Tan, SW 6090 Java, SW 6207 Retreat and SW 6206 Oyster Bay in meeting and conference areas will promote calm but productive atmospheres.

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