The next generation of multi-family residents

At around 80 million, Millennials, represent the largest slice of the United States population since the Baby Boomers. Still in their early, prime consuming years, they are already making a huge impact and driving trends. Born during the 80’s and 90's, this diverse and tech-savvy generation is re-defining the “American Dream.” Uniquely different as a demographic, they are riveted by pop-culture, focused on social responsibility, wired 24-7 and have been affected by the Great Recession. Paving non-traditional paths all their own, Millennials are optimistic with new attitudes and expectations. They have a changed outlook on life, materialism, what is cool and how it gets communicated. Consequently, companies across various economic sectors are eager to market to this target audience. The apartment industry too is shifting gears with a fresh approach to apartment design and community living from student to conventional multi-family housing.

Give your residents something to chat about or better yet, let the walls do the talking for them.

From modern graffiti art to posting on social media, Millennials gravitate towards mediums and platforms that allow them to share, communicate and express themselves. This open-book generation also craves choices. Give residents the best of both worlds and allow them to make a unit wall of their choice, a floor-to-ceiling blank canvas. Designed with customization in mind and formulated for professional contractors, Sherwin-Williams offers an innovative Dry Erase Coating that turns any wall into an interactive dry erase surface.

Hip new residences, featuring the latest and greatest

Student enrollment is booming, the college culture is evolving and universities nationwide are offering resort-style student housing as a recruitment and retention tool. Lack of space and antiquated facilities are fueling new construction to meet the demands of today’s parents and students. This demographic places a higher emphasis on privacy, ambiance, amenities and security. In response, institutions are looking for differentiation in order to compete, encouraging privatization of their student housing projects and focusing their efforts on education. The following luxury living trends are sprouting up in student housing communities across the country.

1. Inspired by metropolitan living, centrally located housing options situated on or near campus and within walking distance to local hot spots are preferred.
2. Whether prospective students are viewing communities online or in person, exteriors that feature contemporary color selections and building materials have an edge.
3. Downsized apartments are making room for private bedrooms, baths and multi-use common spaces. Micro-Units feel larger with efficient floor plans, high ceilings and functional storage.
4. Up-to-date tech-trends aimed to enhance the resident experience include cell phone charging stations, mobile maintenance programs, complimentary Wi-Fi everywhere and interactive dashboards.
5. Multi-Use Common Areas with expansive lounge spaces designed to be adaptable for a wide variety of activities, provide residents with an all-inclusive informal gathering place to work, play and relax.
6. Luxury amenities and services make student housing communities feel more like a high-end hotel than apartment complex. Geographic location and student interests influence recreation offerings.
7. Modern housing projects featuring eco-friendly materials, efficient operations, sustainable technologies and green amenities speak to environmentally aware residents.
8. Residents stay fit and eat right at communities that offer “healthy” amenities. Fitness centers feature spaces dedicated to activities from yoga to kickboxing, while organic produce gardens support garden to table dining trends.
9. Economic and sustainable transportation options are continuing to emerge and gain in popularity. Shuttle bus services and bicycle storage/repair options are a huge draw for college students, especially for those without a car.
Capturing the Millennial zeitgeist, the 2014 Multi-Family color forecast is comprised of three distinct color collections.

Life takes twists and turns; some things are black and white, while others, not so exact. Maintaining a solid foundation is key. GROUNDED showcases staple neutrals that are both directional and classic, ranging from authentic to edgy. BALANCED celebrates duality and diversity. Inspired by menswear and cosmetic tones, these harmonious hues fuse together masculine and feminine vibes. Colors embody a new kind of luxury. Whether connected to technology, our multi-cultural society or nature, Millennials tune in. CONNECTED unites a fresh feeling of happiness and health. For palette micro drivers and influencers, check out the corresponding word clouds for keywords.

**GROUNDED**
- SW 2838 Polished Mahogany
- SW 6018 Enigma
- SW 6285 Quixotic Plum
- SW 7076 Cyberspace
- SW 7660 Earl Grey
- SW 6258 Tricorn Black
- SW 7019 Gauntlet Grey
- SW 7024 Functional Gray
- SW 7029 Agreeable Gray
- SW 7006 Extra White
- SW 6156 Ramie
- SW 6158 Sawdust

**BALANCED**
- SW 6683 Raucous Orange
- SW 7588 Show Stopper
- SW 6841 Dynamo
- SW 6536 Searching Blue
- SW 6506 Vast Sky
- SW 6509 Georgian Bay
- SW 6788 Capri
- SW 0064 Blue Peacock
- SW 6727 Houseplant
- SW 6914 Eye Catching
- SW 6912 Glisten Yellow
- SW 6382 Ceremonial Gold

**CONNECTED**
- SW 6358 Creamery
- SW 7707 Copper Wire
- SW 0045 Antiquarian Brown
- SW 7554 Steamed Milk
- SW 2859 Beige
- SW 6067 Reddened Earth
- SW 6307 Fine Wine
- SW 7037 Balanced Beige
- SW 7743 Mountain Road
- SW 6161 Nonchalant White
- SW 6222 Riverway
- SW 6224 Mountain Air

Re-inventing a classic.
Direct from the runway or Tumbrs that inspire, denim garments are featured in a variety of fresh colors, finishes and fits. Denim continues to emerge, as a fashionably forward must have. As varied as your favorite jeans, the 2014 blues are versatile and range in washes from icy to inky. Influenced by fashion and technology, **SW 6509 Georgian Bay** is a staple, indigo shade. Pair it with monochrome neutrals and reclaimed building materials for a relaxed feel.

Due to the printing process, colors shown approximate as closely as possible to the actual paint color. For more information regarding Color Marketing & Design Services, contact your local Sherwin-Williams Representative.