

# Welcome to The Color Story.

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



# color story

## residential

### The Front Porch

...add a porch to help create a sense of community.

### LED Lighting

...another way to build features into homes to be more energy efficient.

### Small Homes that Live Large

...the median size of the average American home has dropped as much as 10-15%. Living spaces are taking priority for function and family life. Mud rooms, laundry rooms, crafting spaces and additions of possible elevator shafts for the addition of multi generation living. Buyers are foregoing the drama of soaring cathedral ceilings in place of smart, well designed spaces.

### Outdoor Shelter

...continues to be a strong trend as homeowners want to maximize the space that they inhabit.

### Minimalist Architecture

...clean lines, simple materials, authentic and modern

### No Faux

...gone is glitz and high drama. Look to honest architecture with durable materials as buyers look to simplify their lives.

### Lifestyle Centers

...areas for plugging in and accessing digital life. Put a lifestyle center in the heart of the home so both kids and adults can enjoy the benefits.

### Mid-Century Modern

...still going strong! Homes built during the middle point of the last century fostered the spirit of modernism and growth. People then, as people are today, imagined a new way to live with the embrace of technology and the backdrop of optimism.

### Green Roofs for Growing Product

...urban roof gardens continue to grow in demand as city dwellers look for ways to sustain kitchen gardens while maintaining an urban lifestyle.

### Homes that Work Smart

...continue to see well-designed walk in closets and well appointed laundry rooms to be sought after details in new home construction. Jacuzzi tubs are going in favor of large showers with steam features. Well thought out bathrooms, closets and utility rooms help to keep chaotic lives in check.

### Gen Y'ers and Urban Living

...77% of Gen Y'ers are looking to buy their first homes in urban communities that are walkable, close to work, with lots of shopping, restaurants and community buildings close at hand. Watch the trend of bike and car sharing grow.

### Single Mothers

...savvy builders might want to market and build homes for this developing demographic. Again, single mothers need walkable cities with good sidewalks, community parks and civic centers and access to amenities, close to home.

### Working from Home

...employers are embracing flexibility now more than ever, so make sure that the home office is fully equipped to handle employment opportunities in the home.

### Virtual World

...now more than ever the statistics aren't lying when they reveal that everyone is dialed into a smart phone or tablet. Builders need to figure out how to market their products to an ever growing population using these devices. Social media marketing opportunities will continue to grow.

residential  
design  
trends  
for **2012**  
and beyond

# residential

# 2012

# color

# palette

