

DUTCH BOY'S 2012 COLOR TRENDS TRAVEL THE PATH TO MODERN HOME DÉCOR

As we look forward to what's in store for home decorating in the year to come, color will have a dramatic impact on the latest style movements. Dutch Boy Paints has released its 2012 Color Trends Forecast, featuring five distinct palettes: Ethereal, Primitive, Fundamental, Pastimes and Compose.

"Our world has become increasingly complicated and fast-paced in recent years, to the point that many people are now taking steps back to re-evaluate their lifestyles and consider what's truly important," says Donna Schroeder, Dutch Boy Paints Manager of Color + Design. "As we look back to simpler times, we also see how design and style have evolved. Dutch Boy's 2012 color forecast is based on this reflection and the self-expression of what people find meaningful. This year's diverse color trends are rich and full of history, helping people create spaces that truly show their inner selves."

All of next year's color forecast hues can be found within Dutch Boy's Color Simplicity System. The five 2012 trend palettes, collectively titled "Paths," are as follows:

Ethereal

Whether it's the search for enlightenment or just the best cup of organic coffee within 20 miles, the path is about more than the ground covered. The Ethereal collection floats above other color palettes, airy and atmospheric with tea-stained and faded hues evocative of the lightness of the sky under the midday sun.

Primitive

A meandering path through the forest takes us past colors only to be found in nature. Deep barks, shocking citrines and raw earth inspired the natural colors of this palette. The Primitive colors are as mysterious as the shaded canopy of the woods that inspired them. Suffused with energy, they speak to growth, regeneration and life.

Fundamental

We've walked far away from the beige computer housings of the 1970s, only to find the hues from this budding technological era coming back full force. Retro office meets geek chic for a new take on 70's

style, as seen in this grouping. The Fundamental color palette makes full use of classic, contrasting neutrals like beige and gray - designed to work as the perfect foil for bold main accents of green, orange and vibrant blue.

Pastimes

It's time for a road trip back in time to motels boasting refrigerated air, a gallon of gas that cost a dime and the game of Putt-Putt golf that was every family's obsession. Our Pastimes color palette is filled with exuberant shades reminiscent of lazy summer days at a lake house without a television, or the intensity of the circus coming to town. It's American culture from the 1940s and '50s - a simpler time, an antidote to the fast-paced buzz and hum of modern technology.

Compose

A street of dreams with a focus on soft femininity and vintage 1930s floral fashions are at the heart of the Compose color palette. Rich, dark hues are offset by bright pops of color that despite their origin in an earlier era, look fresh and new. This is a collection that worships the creative being in all of us, and encourages self expression through home decorating.

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