



Benjamin Moore Architectural & Design Representative Dorothy Hazinski holds the palette for Color Pulse 2013. (Photograph by Kathryn Riddle)

# *Benjamin Moore & Co. design rep discusses paint color trends*

By KATHRYN RIDDLE

Dorothy Hazinski, architectural and design representative for Benjamin Moore & Co., presented an informative talk on paint color trends as the topic at a recent Ohio Design Centre's First Friday program series.

"Colors drive every business," said Ms. Hazinski as she addressed the audience made up of both consumers and design professionals. To the advantage of the former, Ms. Hazinski's presentation included a preview of Color Pulse 2013, a color palette for the design industry.

"Color Pulse is a long-range forecast for designers, for companies like the Limited, Abercrombie's," said Ms. Hazinski. "Benjamin Moore's color marketing group travels the world to discover trends, working first-hand with the fashion industries in Milan, Paris, in Sweden and in Asia, and with the Detroit auto industry that plays an important role in driving color." So does the economy and world events, when notably after 9/11 more subdued colors came in vogue, she said.

Ms. Hazinski gave a short history of the company founded by Benjamin Moore in 1883 that today has more than 3,600 colors (each of which has a name) in its seven paint-color collections. Moor-O-Matic, an innovative color system when it was introduced in 1959, evolved first into Color Preview and then was introduced as Classic Colors, deemed favorites both elegant and timeless by designers. Color Preview and Color Classics complement each other and each has its own separate fan deck of strips, with the true color in the middle and lighter and darker hues above and below.

The Affinity Colors consist of a mistake-proof palette of 144 hues, each of which blends harmoniously with the other, said Ms. Hazinski who explained complexity of color is achieved when there are multiple colorants added to a white base.

And what about white, probably the most daunting color choice of all? There are 200 off-whites, each of which has overtones of different colors in the Benjamin Moore line, said Ms. Hazinski. A tip if you need help is to ask for the paint formula which will list the colors added to mix your choice shade of white. Color strips also have light reflective values printed on them, helpful information to know for whatever room you are going to paint. Don't forget the psychological aspect of color, said Ms. Hazinski. It is well-known that red not only makes people hungry but also can induce violence and anxiety; while red is a passionate color, it's not a good color choice for the bedroom for anyone with insomnia.

Benjamin Moore's latest system, introduced in January, is called Color Stories that features full-spectrum colors, with a maximum of seven and minimum of five colorants in each of the 240 unique paint formulas containing neither black nor gray tints. Each paint sample in the fan decks is the actual paint itself, unlike the others that are printed colors.

The company has a unique way of naming its paint colors, said Ms. Hazinski, whose own background is as a chemist.

"There is a naming committee of people from all aspects of the company, like the accounting department, the warehouse, all over," she said. "Once I was assigned to the 'orange room' and we were asked to describe orange as an emotion, a food, a geographical place, a landscape and so on."

Hence, in Color Preview, for example, you will find orange, the on-trend color this year, named "tangy," "rumba," "citrus," "outrageous," "marmalade," "melon," and simply "orange juice," among the many names.

Ohio, said Ms. Hazinski, "is very connected to the northeast part of the country, the oldest colors of New England. Color repeats itself, as we're seeing with orange this year across all industries."