



SHELDON IBARA

Discover the Colors of the Year for 2023

How color psychology affects the senses

Throughout history, people have been intrigued with color. The first use of pigments was 400,000 years ago when early humans depicted daily life through cave art. Since then, we have seen it evolve to a higher level. Ancient Egyptian, Chinese and Greek civilizations used color to stimulate emotions. Although the scientific basis had not been established at that time, today we know it as color psychology.

Color psychology is the use of color to trigger specific emotions and behavior. Healthcare facilities use it to help patients recuperate faster in recovery rooms. Retailers and other businesses also utilize this concept in their marketing initiatives.

Every year, paint companies such as Benjamin Moore, PPG Paints and Sherwin-Williams announce their “Color of the Year” for those in the building industry as well as the general public, to review and consider for their upcoming painting projects. The process typically takes the design team a full year as they research the current trends, social climate and demographic targets. The color that is finally chosen is the one that empowers the senses the most. The following are the colors selected for 2023.

Benjamin Moore Raspberry Blush (2008-30)

Raspberry Blush is a dark coral color that associates itself as being fashionable and lively. It seeks attention from others and does not mind the spotlight. In a dining room, it creates a chic and stylish appearance.

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Benjamin Moore Raspberry Blush (2008-30)

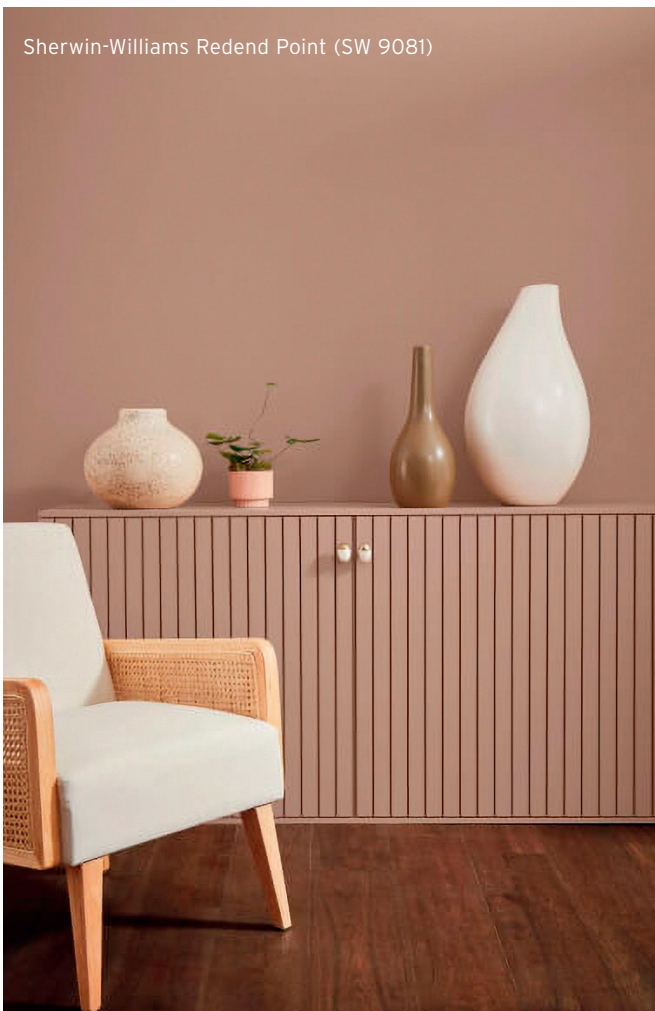


Colors

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PPG Vining Ivy (PPG 1148-6)



Sherwin-Williams Redend Point (SW 9081)

Excitement and warmth are the other emotions that Raspberry Blush triggers, due to the red-orange shades. It expresses self-confidence while providing a sense of security. Raspberry Blush stimulates conversation while in the comforts of a living room setting.

Raspberry Blush is also inviting, much like a natural coral reef and creates a place for others to gather. It downplays individuality and promotes team unity. In a conference room, it encourages engagement among peers.

PPG Vining Ivy (PPG 1148-6)

Vining Ivy is a teal color that is both reliable and predictable. During a time when working from home and Zoom meetings are acceptable norms, this color promotes open communication with others while maintaining control of its surroundings. Using Vining Ivy in a home office or study works well to symbolize its individuality.

Objectivity and logical reasoning are the other functions that Vining Ivy promotes. It creates a sense of clarity and stimulates rational and responsible decisions. An office setting is an ideal environment for the use of this color.

Vining Ivy characterizes its teal color with the depths of the sea. It combines the calming effects of blue with the renewal aspects of green to create a sense of relaxation and rejuvenation. In a bedroom, Vining Ivy offers a space of tranquility.

Sherwin-Williams Redend Point (SW 9081)

Redend Point is a blush-beige that utilizes the earth tone colors of nature. Its neutrality enables it to work well with others to create a welcoming atmosphere. Envision using Redend Point in a foyer when greeting your guests.

Redend Point associates itself with a sense of warmth. It also creates a cozy and comforting background. A family room would be another place to take advantage of this soothing color.

If “less is more” characterizes who you are, then Redend Point is your color. It takes the minimalist perspective that simplicity can exist even in a fast-paced society. Redend Point works well in any space when you feel like unplugging from the rest of the world.

For some, color has a personality. It defines our emotions, thoughts and even actions at times. The way we interpret and utilize it plays a role in our daily lives. Color is all around us; it is part of nature. We should learn to embrace color for all the benefits that it offers. ❖

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