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House Beautiful

Big Ideas for Decorating in

2012

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Movers &
Shakers

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"It's new and a little different—not quite orange and not quite red. More of a persimmon. It feels warm and inviting when you come in from the cold, and if there's a little mess in the mudroom, you don't notice because you're so surprised by this rich, exciting color. We even painted the moldings and doors to make it more intense."

JOHN BARMAN
FARROW & BALL
CHARLOTTE'S LOCKS 268



"In the south drawing room of Sir John Soane's Museum in London, the walls are painted a sulfurous, sun-drenched yellow that is absolutely electric. I'm always staggered by how modern and voluptuous it feels. I would use it in dim back bedrooms or north-facing rooms. For city dwellers living in the canyons of buildings, it's refreshing to know that white isn't always the brightest choice."

WILLIAM SOFIELD
PAPERS AND PAINTS
PERSIAN YELLOW HC15



"This reminds me of those great English country house interiors where they tried to capture light through the acidic yellow-greens of springtime. It feels like nature at its sharpest, most vivid moment. Pair it with chocolate brown, black, or dark green, and ground it with textures such as sisal or black rattan. I'd use it in a room between rooms—a bar, vestibule, or butler's pantry. Then it becomes a surprise."

STEVEN GAMBREL
PANTONE
CITRONELLE 15-0548



"If you had told me three years ago that I was going to be using gray in every project, I would have said, 'No way.' But the switch for me was realizing how versatile it could be. You can start with this soft charcoal gray and then bring in any accent tone—apricot, chartrreuse, yellow, blue. To me, that's modern, because people change their minds about color all the time."

JAY JEFFERS
BENJAMIN MOORE
CHEATING HEART 1617

"I love opinionated colors that instantly evoke a mood and revive the senses. This orange reminds me of the souk in Marrakech—the pungent smell of exotic spices, animated bartering, storytellers, snake charmers. Pair it with the caramel brown of Moroccan dates and use it in a powder room, or as an accent wall in a study decorated in shades of brown."

TIM CAMPBELL
BENJAMIN MOORE
ELECTRIC ORANGE 2015-10



"You get the unexpectedness of orange, but with more sophistication and depth. A lot of dark, rich tones eat color and light, but this pumpkin actually brightens up on the wall and makes you feel happy and alive. It's fantastic with oatmeal, chocolate brown, or pale blue, and I've also used it with more fiery colors like magenta. It's a modern twist on a neutral."

MELANIE ELSTON
PRATT & LAMBERT
SPICY 9-16

