

Golden Kiwi—A Color Decorators Can Sink Their Teeth Into

(NAPSA)—It's only natural that today's decorators are taking their inspiration from nature. One of the most popular colors for 2006 was inspired by the luscious fruit, the golden kiwi.

According to color experts, this warm green-gold illustrates the essence of 2006 by representing a return to the softness and vitality of nature and an appreciation of beautiful surroundings.

"It's a color that feels very approachable, authentic and genuine," says Barbara Richardson, director of color marketing for ICI Paints, maker of the Glidden brand. "Golden Kiwi has a protective and regenerative aura. In the presence of this color, we feel a new sense of health and harmony."

Glidden recently announced this shade, which embodies comfort, restoration and well-being, as the "Color of the Year" for 2006.

"Invigorating" Palette

Shades of yellow will grow in popularity throughout 2006 due to the feelings of energy, radiance and optimism that they evoke, according to Richardson.

In addition to Golden Kiwi, other colors within this palette replicate the hues of natural materials like straw, goldenrod, cumin and marigold.

Designers consider the yellow palette appropriate for both the "public" and "private" areas of the home.

In dining rooms, living rooms or kitchens where family and friends gather, yellows encourage a jovial and friendly atmosphere. In bedrooms and bathrooms, they soothe and revitalize—sometimes even adding a touch of glamour and opulence.

"The beauty of yellow is that it has such wide appeal," says Richardson. "Yellows possess an expressive quality that can communicate many different emotions.



A paint color based on the golden kiwi can add warmth and vitality to any room.

Intense, orange-based shades invigorate and motivate, while hues with more of a green tint offer quiet strength and rejuvenation."

Neutrals With a Kick

The warmth and richness of yellows blend easily with a variety of other colors to create décors that radiate with effervescence and natural beauty.

"Pair yellows with off-white shades to create an alternative to traditional neutral colors," suggests Richardson. "Green-based yellows like Golden Kiwi especially spice up neutrals and dark tones."

According to Richardson, Golden Kiwi and similar shades combine beautifully with berry, rust, deep green, blue and violet hues. You can incorporate the "Color of

the Year" in design schemes that feature other Glidden colors like Fuchsia Berry, Rustic Adobe, Enchanted Forest, Blue Angels or Vivid Violet.

It's a color originally identified by the ICI ColourFutures team, an international group that researches design influences from fashion, architecture, nature and cultures from around the globe. Each year, the ICI ColourFutures team, comprised of ICI Paints color experts from around the world, studies events and ideas to produce a contemporary color palette driven by society's moods and interests.

Visit www.glidden.com to explore color options for home paint projects.