

Decorating Tips!

Paint Your Home To Showcase Your Personality

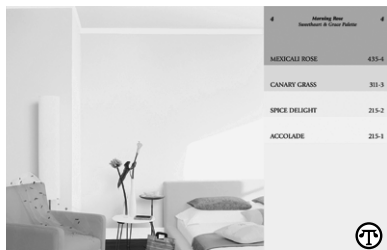
(NAPSA)—What do the color of your eyes, a love of the English countryside and the smell of freshly peeled oranges have to do with the colors of your home? According to some home decor experts, practically everything.

A new paint and color design system, created by Pittsburgh Paints, is driven by an innovative color evaluation tool, connects an individual's personality, style and interests with contemporary trends to reveal a personal color palette.

Called the Voice of Color, the system is built on the premise that every color has an emotional association and individuals are drawn to different colors for reasons tied to their personalities.

"Recent behavioral studies indicate that people are searching for an emotional connection to the choices they make," said Josette Buisson, Artistic Director, Pittsburgh Paints. "They want their decisions to better reflect their individuality. The Voice of Color addresses these needs. It doesn't just show consumers what colors work well together. It creates an individual color identity based on that person's psychological and behavioral makeup. This provides meaning and inspires confidence in their color decisions."

The starting point of the system is the Color Sense Game, a fun, research-based analysis tool that helps users gain an understanding of their color preferences on a psychological level. Participants respond to a number of questions on color influencers such as emotion, the five senses, dreams and core personality. For example, participants are asked to choose a



Unique 5-color paint chips assist in choosing colors for all the elements in your room, including carpeting, window treatments and fabrics.

phrase that best describes them. Choices include sensitive and thoughtful and cheerful and full of energy. Another question asks about dream preference, some of which include riding horses in Montana or taking a cruise off the Greek Islands aboard a luxury sailboat.

"Manufacturers and other influencers have traditionally dictated color selection for consumers," said Buisson, creator of the game. "Color preferences are unique. Choosing color is a personal exercise. Emotion, experience, style and values all shape our color preferences. Many times, we're not even aware of why we like a color or how certain colors in tandem make us feel. Revealing our interests and traits brings us to a better understanding of why we gravitate to certain colors. It breeds confidence while simplifying the color selection process."

Preferences identified through the game reflect a color personality which can be matched by one of nine Pittsburgh Paints Harmony Collection color families.

You can learn more online at www.voiceofcolor.com.