

# Full Bloom Blossoms As 2005 Color Of The Year: Uplifting Orange Embodies Optimism

(NAPSA)—Color has the power to change our moods for the better and even to help us see hope and promise in the future. Aware of color's ability to communicate the spirit of the times, one major paint brand recently announced Full Bloom as its 2005 "Color of the Year."

"It's a color that is uplifting, stimulating and enlivening," says Barbara Richardson, director of color marketing for ICI Paints, maker of the Glidden paint brand. "Full Bloom has the ability to raise our spirits and to make us feel optimistic—a quality that is in high demand right now."

## "Hopeful" Palette

Shades of orange have been growing in popularity throughout the past year, due to their inherent sense of hopefulness. Colors from the orange palette create a feeling of warmth, joy and energy when incorporated into home décor. This color group is considered especially suited for "public" areas of the home, such as kitchens or dining rooms, where family and friends gather to communicate, to eat and drink or to be entertained.

"Many shades of orange evoke the excitement of a fiesta with their vitality and fruitiness," says Richardson. "A room painted in colors reminiscent of spiced pumpkin, papaya or tangerine often becomes the scene of lively gatherings."

## Excellent Accent Color

Due to the strength and richness of most orange shades it's often preferable to use them as effervescent accents throughout the home—especially on one or two walls in a large room.

"This color scheme easily can be blended with décors ranging



**A bright shade of orange can add exuberance to any room.**

from the natural and minimalist to the extremely modern and whimsical," says Richardson.

According to Richardson, these vibrant oranges also mix perfectly with other warm colors that are not quite as intense, such as deep chocolates and saddle browns. As with most colors, the orange palette is made more beautiful when combined with neutral shades. For instance, in a room painted with Full Bloom, use a pink-toned neutral such as Sand Dollar Shell on the doorways and trim to create a sense of continuity and flow.

Full Bloom is based on a color originally identified by the Colour-Futures team, an international group that researches design influ-

ences from fashion, architecture, nature and cultures from around the globe. Each year, the team studies events and ideas to produce a contemporary color palette driven by society's moods and interests, similar to the way that fashion designers seek unique styles and incorporate current philosophies into their work.

"Full Bloom is really an uplifting color that can enhance our lives," says Richardson. "In the home, it creates spaces that are dynamic and joyful—places that we can visit to gain motivation, find inspiration or simply improve our moods."

You can explore color options, as well as creative ideas for home paint projects, at [www.glidden.com](http://www.glidden.com).