

PITTSBURGH® PAINTS



Unveils color 07 trends 08

photos and color swatches courtesy of Pittsburgh Paints
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New trends draw inspiration from the natural world and global influences

Pittsburgh Paints announces Confluence – its 2007-08 color trends that bring together elements from the natural world and global influences to create atmospheres that respond to our need for connection, energy and escape. The new color trends – featuring shades from terracotta orange to indigo blue to creamy white – reflect our relationship to the elements used throughout the ages which give significance to color – fire, water, earth and air. They are also inspired by the use of color from cultures around the world – including South American and traditional Japanese.

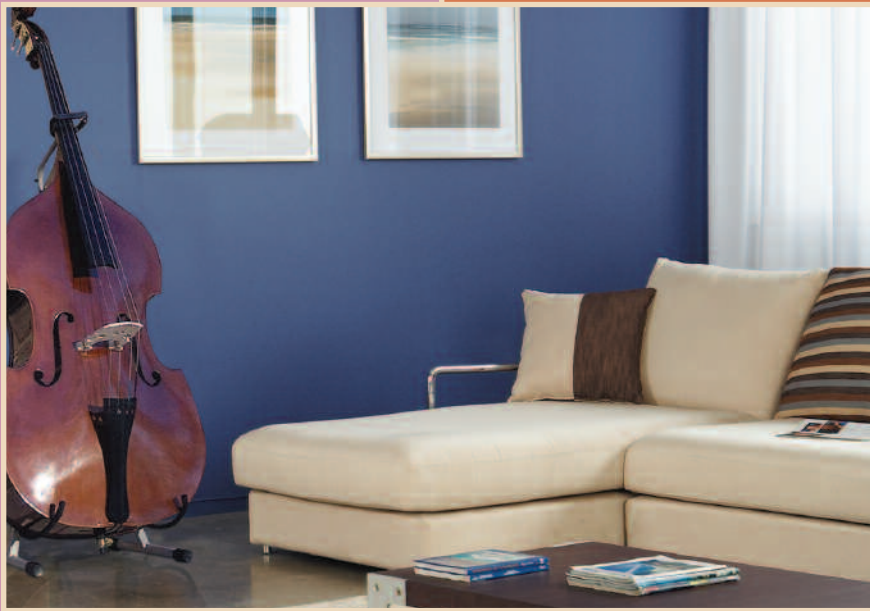
“These latest trends represent the classic confluence of nature’s elements and global influences and how their beauty connects and inspires our individual style,” says Josette

Buisson, artistic director, Pittsburgh Paints. “We see an increasing need in today’s society for meaning and connection, so we have developed our color trends to respond to those needs and aspirations.”

Pittsburgh Paints 2007-08 color trends are built on previous trends and designed to meld an individual’s personal style with the new and unique color combinations. A part of the company’s *The Voice of Color* program, each of the new Confluence trends represents societal and demographic research to arrive at four color palettes – Bloom, Blue Notes, Helios and Space. Each trend includes a palette of colors that flow together to transform a space and convey a person’s individual style and personality.

“The world’s renewed focus on the ‘green’ movement and environmental consciousness has brought us back to basics, and we’ve reflected this in each of our trends,” said Buisson. “The color trends also reflect how new technologies have enabled us to be more connected to and influenced by far away places and their unique cultures.”

Pittsburgh Paints developed *The Voice of Color* paint and color design system (www.VoiceOfColor.com) on the premise that every color has an emotional association, and individuals are drawn to different colors for reasons inherently tied to their unique personalities and experiences. ■



BLOOM

– a trend inspired by the spring season – colors levitating energy and life, cheerfulness and charm. Bloom represents the true brilliance of gardens in bloom with plum purple, sage green, tangerine orange and rose mauve.

Moon Lily	446-1
Rose Mauve 238-5	Pinapple Sage 312-5
Freckles 229-6	Wild Plum 338-7

HELIOS

– a trend inspired by the autumn season – influenced by cultures of the sun, from Argentina to Mexico. From shades of deep red clay to cream and white, Helios breathes with a passion for life and is full of energy, strength and conscious consumption. Helios is ideal for rooms where everyone gathers.

Brown Clay	225-6
Tweed 314-6	Adobe White 513-2
Almond Cream 315-3	Brown Bread 220-6



BLUE NOTES

– a trend inspired by the summer season – all things nautical, crisp, cool and collected. This blue-based trend represents a return to what is essential while striving for the horizon – new basics rooted in minimalism and classic crispness, including indigo blue, constant gray and purple blue. Imagine sailing the deep blue Atlantic and feeling the consistency in the many ways to be blue.

Heliotrope	529-5
Milk Paint 314-1	Blueberry Patch 346-6
Spring Lilac 345-4	Royal Hyacinth 445-7

SPACE

– a trend inspired by the winter season – an airy, Zen-like equilibrium, opening a place for emptiness and silence for contemplation. Influenced by the traditional Japanese culture, Space links to our quest for well-being and simplicity. Space embodies spa colors that soothe and invigorate, including creamy white, sepia taupe and gentle pink.

Cobblestone	419-5
Raspberry Truffle 430-6	Upton Taupe 222-1
Tempting Taupe 427-4	Lotus Flower 114-1