

Design Elements: Shades of Gray

Chris A. Paschke, CPF, GCF, CMG

Sponsored by Editions Limited/Studio EL

West Coast Art & Frame Expo, Las Vegas 2017

Larson-Juhl showcases a fabulous display of same format photos. Same frame, same mat with assorted sizes...using common line arrangement.











A dynamic collection of textural tones of copper, grey, and brushed golds. Our jacquard woven bedding is accented with embroidered and metallic decorative pillows.



Every color has a shade—a grayed color—in the color spectrum that may become a neutral.



*"Gray is the dominant shade of the decade
and today's default neutral."*

- Sue Kim

Valspar color strategist

20 Best Grey Paints for 2017

According to Top Interior Designers

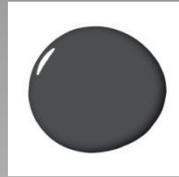
Agreeable Grey
Sherwin Williams



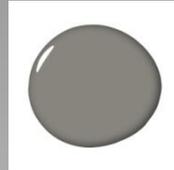
Ammonite
Farrow & Ball



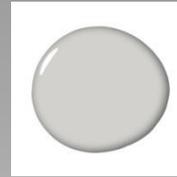
Cheating Heart
Benjamin Moore



Chelsea Grey
Benjamin Moore



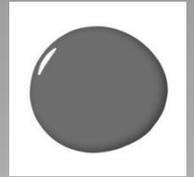
Cloud
Dunn Edwards



Conforth White
Farrow & Ball



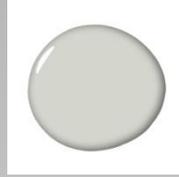
Downpipe
Farrow & Ball



Elephants Breath
Benjamin Moore



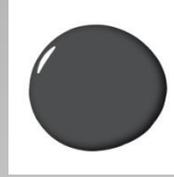
Gray Owl
Benjamin Moore



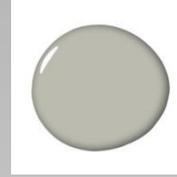
Horizon Gray
Benjamin Moore



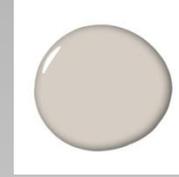
Iron Mountain
Benjamin Moore



Lamp Room Gray
Farrow & Ball



Modern Gray
Sherwin Williams



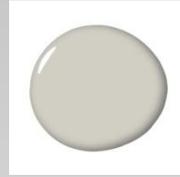
Pashmina
Benjamin Moore



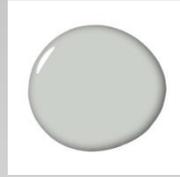
Revere Pewter
Benjamin Moore



Rodeo
Benjamin Moore



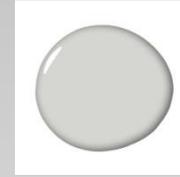
Sleigh Bells
Benjamin Moore



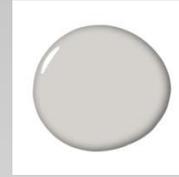
Stonington Gray
Benjamin Moore



Whisper
Benjamin Moore



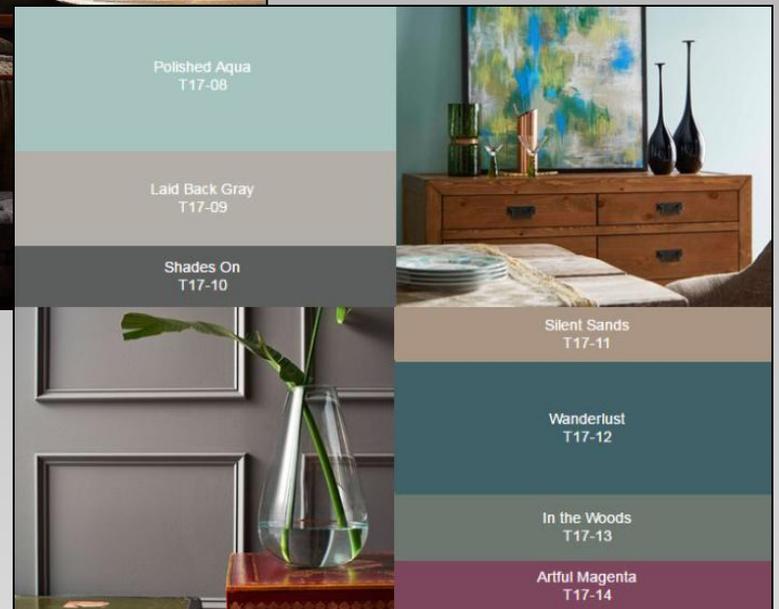
Winters Gate
Pratt & Lambert



Behr



Color of the year 2017
Shades On



Polished Aqua
T17-08

Laid Back Gray
T17-09

Shades On
T17-10

Silent Sands
T17-11

Wanderlust
T17-12

In the Woods
T17-13

Artful Magenta
T17-14



2016 showed dominant neutral cool gray zones with pops of color as the accent.

2017 is promising more grey, black and white.

Benjamin Moore



Color of the year 2017
Shadow



"Designers would be paralyzed without white."

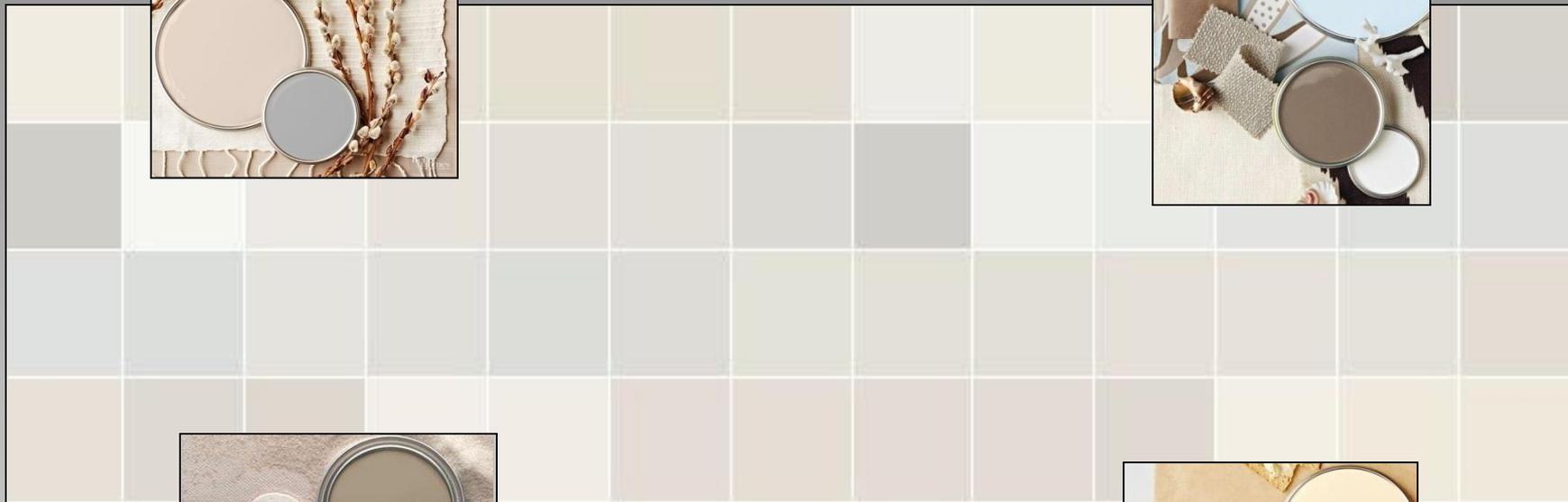
- Andrea Magno

Benjamin Moore

Wall Street Journal, July 2016

Benjamin Moore offers more than 250 shades of white.

So many whites, so little time...





White Is the New Black for Luxury Real Estate

Homes with white walls appear clean and white
ceilings create lightness.

White also makes small places seem larger.

-- July 2016, Wall Street Journal



Neutral, neutral, neutral...and white.



Outdoors and
contrasting wall adds
the color (L)

Contrast doesn't
always require
a strong color **pop**
to add emphasis



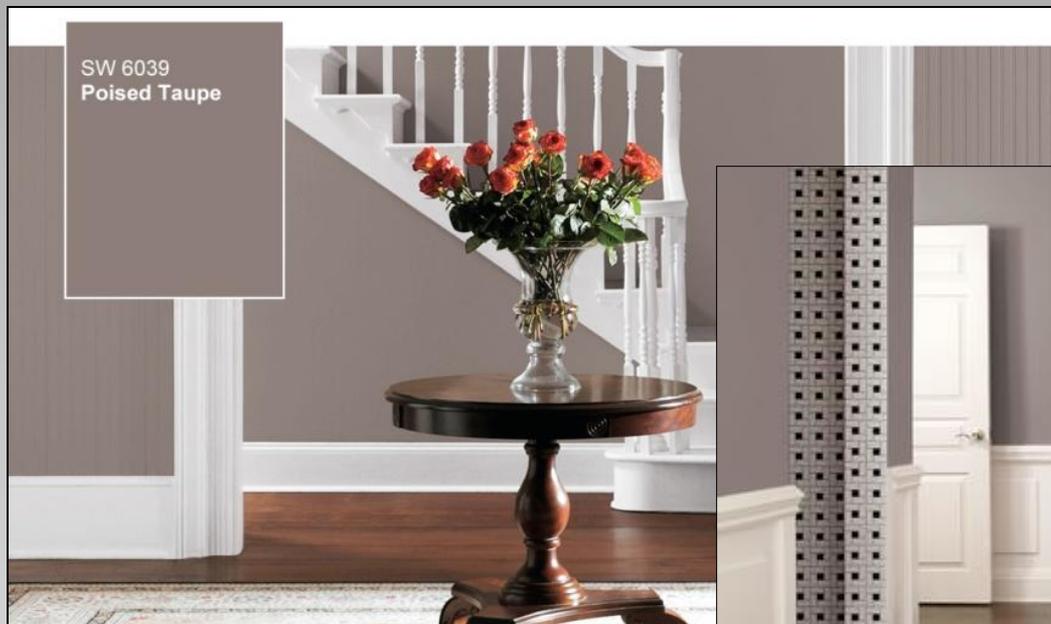
Also neutral
warm gray,
taupe and
white soften
the look.



"White is one of the most popular colors of all time, year after year."

- Sue Wadden
Sherwin-Williams

Sherwin-Williams has 100 shades of white and fewer than 10 shades of black.



Color of the year 2017
Poised Taupe

2017 USE BAINBRIDGE TO COORDINATE WITH TODAY'S HOTTEST COLOR TRENDS!

Sherwin Williams has announced the Color of the Year for 2017 with coordinating collections. Bainbridge has everything you need to help your customers update and refresh their art to complement these color stories!

COLOR OF THE YEAR

Earthen brown combines with conservative grey and the result is a weathered, woody and complex neutral that celebrates the imperfections and authenticity of a well-lived life.



SW COLOR OF THE YEAR



SW6039 Poised Taupe

BAINBRIDGE MAT MATCH



12014 Portabella

BAINBRIDGE SECONDARY MATS



8759 Solid Slate



4421 Fawn



12012 Storm Cloud

Coordinating Collections

CORNFLOWER HUES

Faded indigo and lighter cornflower hues pair with modern white and Poised Taupe for a charming palette, reminiscent of the French countryside.

ORGANIC REIMAGINED

Vegetal green, citrus green, weathered bronze and mustard yellow pair with Poised Taupe to create a contemporary organic palette — re-imagined for the modern world.

VINTAGE PASTELS

Pastels take on a vintage vibe with dusty ink, amber, Poised Taupe, sage and oxidized yellow.

WINE & TAUPE

Deep wine, purple and Poised Taupe bring warmth to the dark tones favored in 2017. Silvery grey and intense teal provide balance and drama to this rich, mysterious palette.

ERODED

Red and coral are vibrant and are rich when combined with Poised Taupe and dusky rose. There is a natural feel to this palette, reminiscent of silt, clay and red stained bedrock.

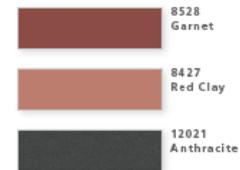
YELLOW POP

Faded indigo and lighter cornflower hues pair with modern white and Poised Taupe for a charming palette, reminiscent of the French countryside.

SHERWIN WILLIAMS



BAINBRIDGE MATS





The hue of your walls impacts on your psychology.

Red increases appetite and raises blood pressure, so adversely white and off-white calms and soothes.

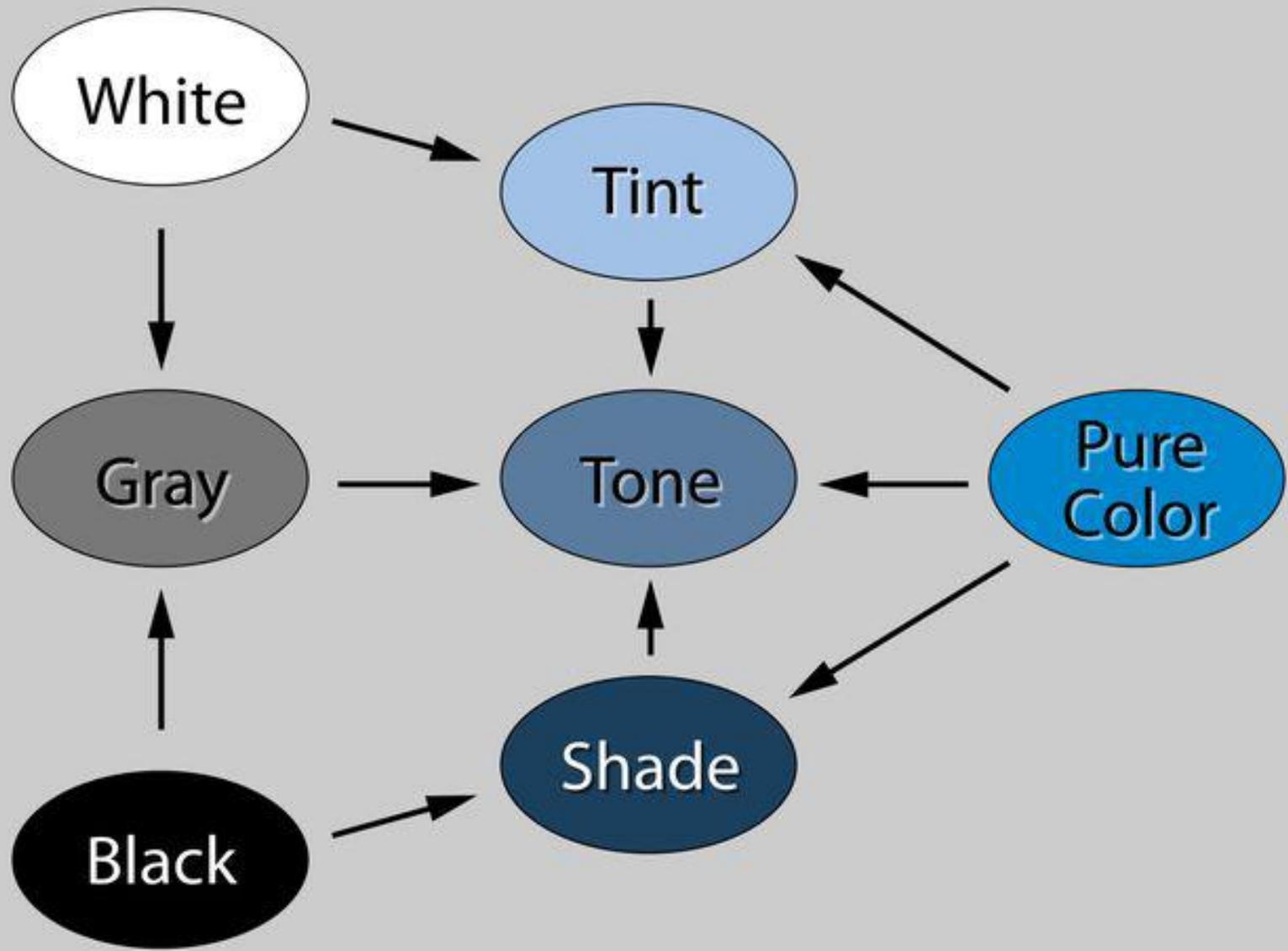
Neutral Color Theory

Basics Review

Black, white
and gray have
always been
considered
neutrals.

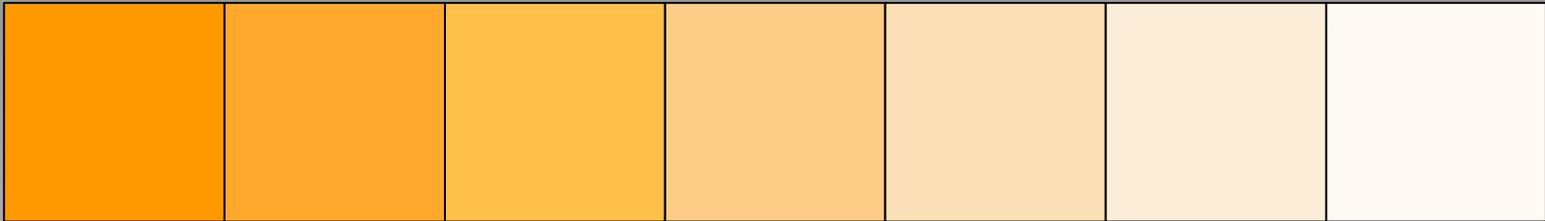
But all tinted,
toned and
shaded colors
are also
neutrals.



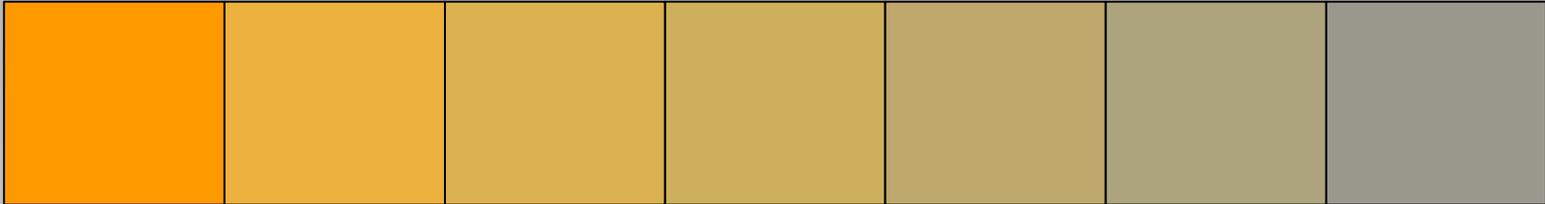


Tints, Tones and Shades of a Color

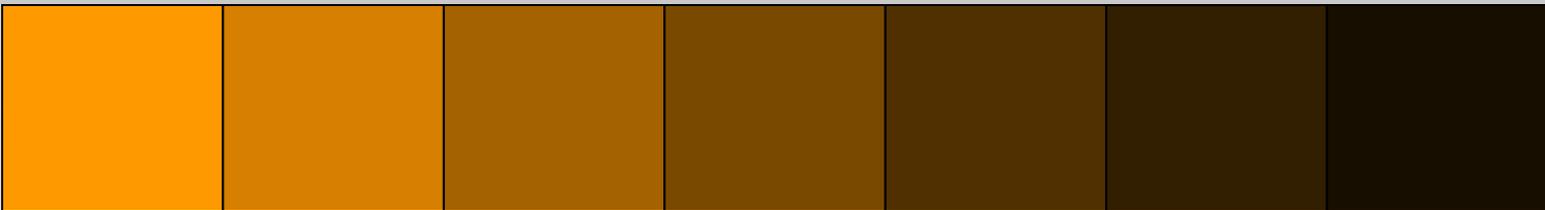
If white is added to a color it is a **tint**.



If gray is added the result is a **tone**.



If black is added it becomes a **shade**.



Bainbridge Alhamat Artcare Neutrals Specifier Card

Bainbridge's Neutrals Specifier was made as a custom handout for my Shades of Gray 2017 class.

It features their 62 Neutrals broken into red, yellow, blue families categorizing the tints, tones and shades of each.

A color dot should be applied to your mat corner sample for easy reference when designing.

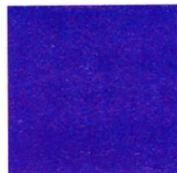


A

quinacridone
magenta



cadmium red



ultramarine
blue



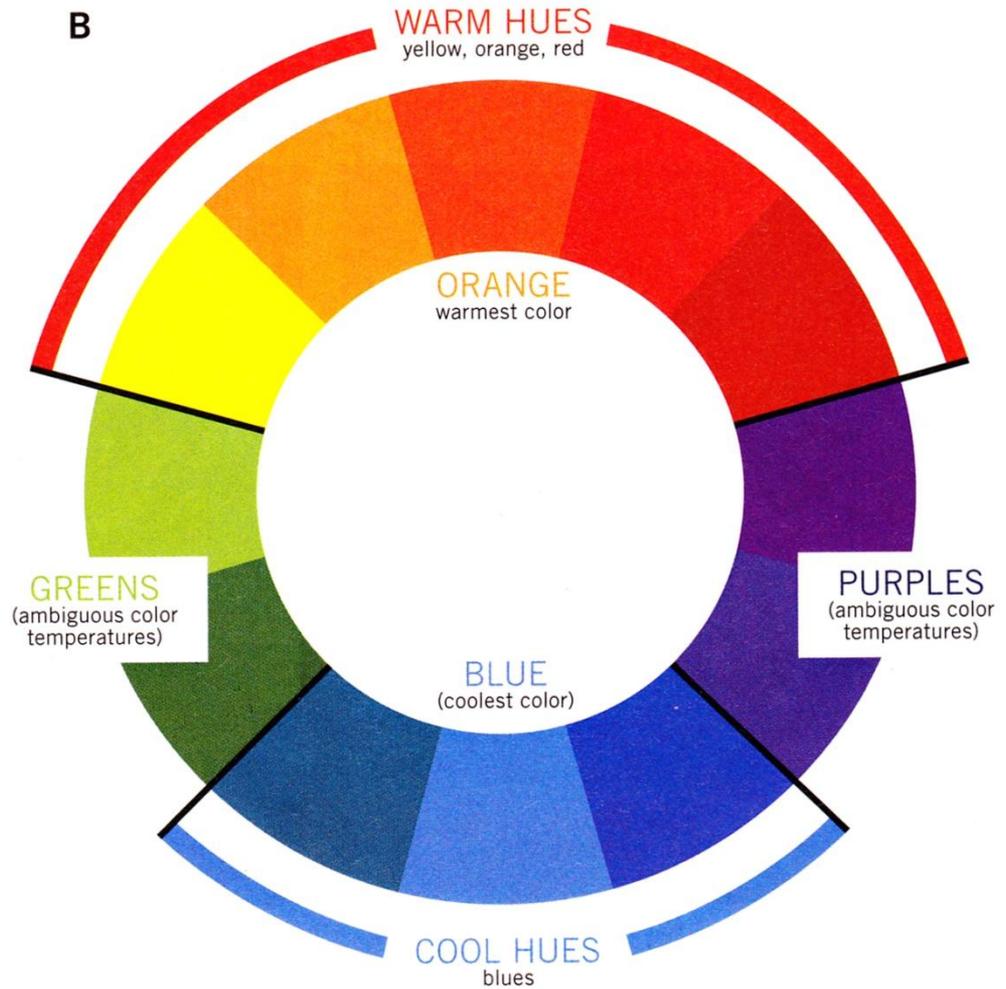
cobalt blue

A: Relative Versus Overall

Temperatures: A red pigment that has overtones of blue, such as quinacridone magenta, may be referred to as a cool red. Cadmium red, with its overtones of yellow, is considered a warm red. Despite these distinctions, each is a red hue and conveys an overall warm color temperature. Blues also have overtones of other colors. Ultramarine blue, with its hint of red, appears warmer than cobalt blue; nonetheless, when examining patterns in color temperature, both blues stand for cool colors within a painting.

B: Warm, Cool and Inbetween:

When determining color-temperature patterns, pay particular attention to the blues (cool colors) and the reds, oranges and yellows (warm colors). Purples and greens, though significant for other reasons, play an ambiguous role in temperature patterns.

B

Sherwin-Williams paint samplers



WARM DETAILS
RED-TONED NEUTRAL WITH WARM HARMONIES

RED-TONED NEUTRALS IN NATURAL HARMONIES

Use neutrals as a complete scheme by themselves, as simple background for stronger colors, or to help define design features like doorways and windows. Ranging from a whisper of beige to deep, russet browns, these Red-Toned Neutrals are comfortable and traditional.

Our Color Studio has created three distinctive Red-Toned Neutral palettes, each with trim and accent colors:

WARM DETAILS provides warm harmonies that are specifically selected to accent a Red-Toned Neutral. This palette gives a subtle and sophisticated look.

SUBTLE BLENDS gives you lighter and darker tones of a Red-Toned Neutral. It's a classic palette that's simple to work with and comfortable to live with.

COOL DETAILS offers cooler harmonies that will complement a Red-Toned Neutral, to give you quiet accents and interesting highlights.



WARM DETAILS
BLUE-TONED NEUTRAL WITH WARM HARMONIES

BLUE-TONED NEUTRALS IN NATURAL HARMONIES

Neutrals are every color's friend, and offer an abundance of shades and nuances. Use neutrals to calm a colorful scheme, or use color to enliven a neutral scheme. Ranging from a hint of gray to smart charcoals to deep blue-blacks, these Blue-Toned Neutrals offer quiet, restrained elegance.

Our Color Studio has created three distinctive Blue-Toned Neutral palettes, each with trim and accent colors:

WARM DETAILS provides warm harmonies that are specifically selected to accent a Blue-Toned Neutral. This palette gives a subtle and sophisticated look.

SUBTLE BLENDS gives you lighter and darker tones of a Blue-Toned Neutral. It's a classic palette that's simple to work with and comfortable to live with.

COOL DETAILS offers cooler harmonies that will complement a Blue-Toned Neutral, to give you quiet accents and interesting highlights.



WARM DETAILS
YELLOW-TONED NEUTRAL WITH WARM HARMONIES

Think of all the neutrals as very low intensity hues that will work well with all other colors. Experiment freely with different shades and tones and you will be amply rewarded. Ranging from subtle creams to deep golden browns, these Yellow-Toned Neutrals are fresh and quietly uplifting.

Our Color Studio has created three distinctive Yellow-Toned Neutral palettes, each with trim and accent colors:

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730C-2" Sandstone Cove	730C	1812 Swiss Coffee	W-B-300
		730D-4" Garden Wall	740D

WARM

YELLOW-TONED NEUTRALS IN NATURAL HARMONIES

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Color Based Neutral Tints, Tones, Shades

blue

yellow
to green

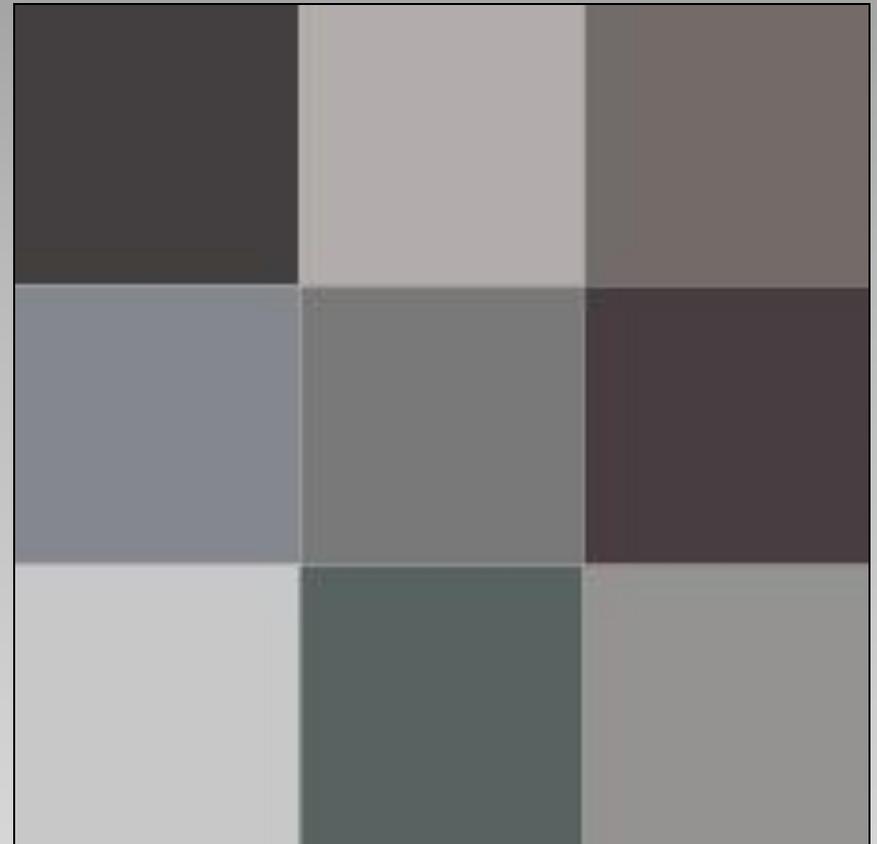
red



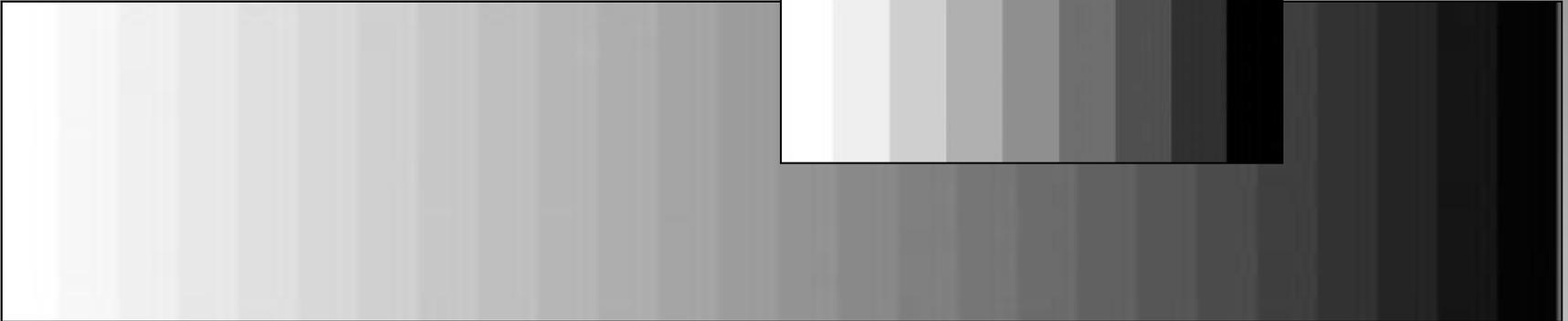
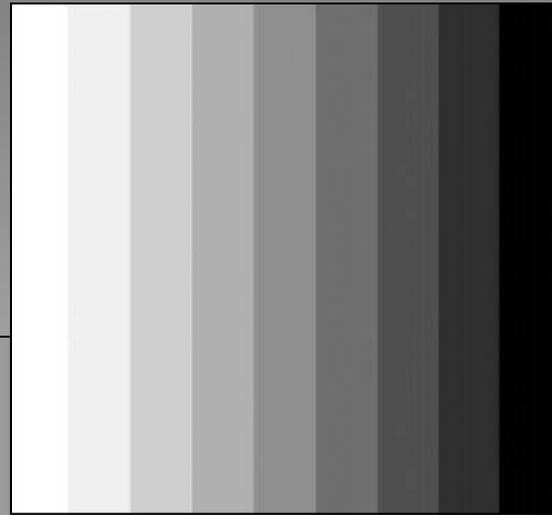
blue

yellow
to green

red



Gray Scale



A monochromatic palette is fine, but introducing a color or accent will control the eye and complete the picture



Cool neutral grays everywhere featuring gray on gray carpet and screen, tinted gray walls and headboard.

Accents of white, crystal, gold and a pop of red and its complement green complete the look.

Not unlike the top mat being gray, with liner mats of darker gray and red.



Cool grays, warm white and a pop of bright yellow.
Like a triple mat of Antique white, middle gray and 1/8" liner of yellow.



Similar palette but a white wall steps down the drama from the previous slide making this a softer look.

The same happens with framing by a lighter top mat.



By adding art and a single accent color among assorted shades of neutral browns and the bedroom pops.

Well placed accents make the visual experience richer, bolder and more interesting.





Neutrals in Framing

Original Chinese
Watercolor



Subtle color
contrast, still
neutral

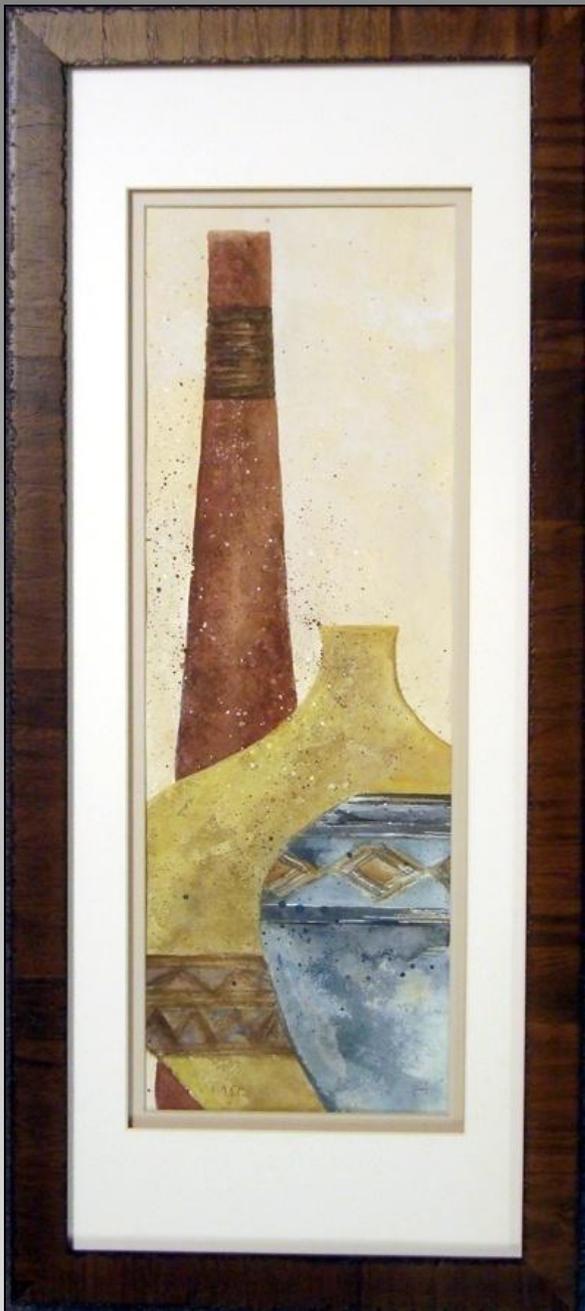
Florence, Italy

LE Etching

Pale blue gray,
warm white and warm
gray triple rag mat
with spacer



Original art – set of 3
Asian proportions elongate
Busy frames demand attention





Warm white expands image.
Spacer adds depth.
Top warm neutral ties
to browns in the horse.



Pearl white rag enlarges image.
Warm gray rag top brings the eye
into the gray of the horse. Dark
frame aligns with the ink.



Shitake silk top mat.
Tan rag second mat.
Gray deep bevel wrap third mat.
Pearl white rag liner mat.



Traditionally framed with team colors, but think outside the box and try neutrals



White as a Neutral

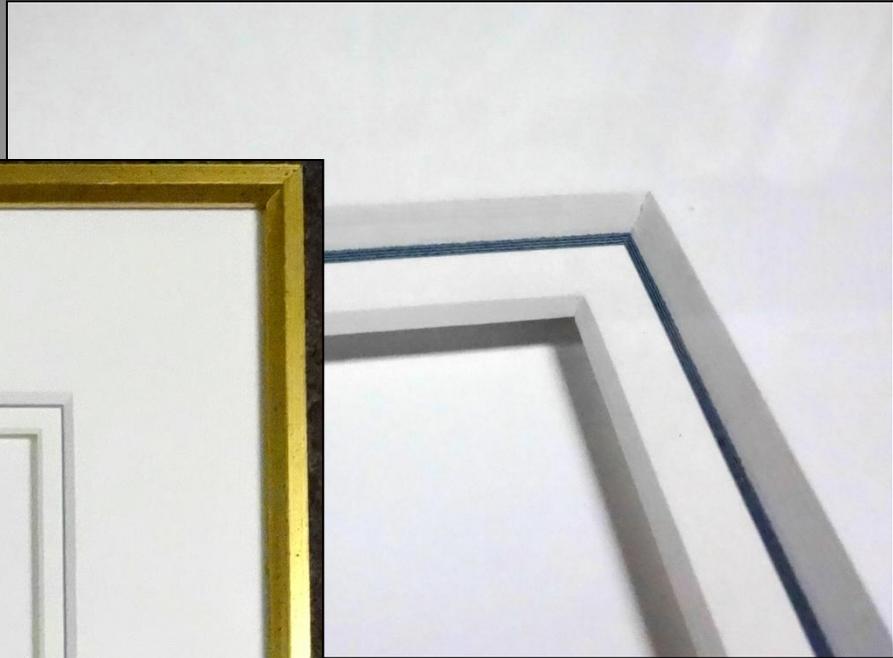
Color enriches and enlivens art, but there is nothing wrong with white on white.

Asian theory states the blank white page is already a completed work of art...so bright white or warm white rag mats can easily enhance fine art.



Creating dimension





LE calligraphy

Under tiered 8-ply
with whit liner,
spacer beneath



Italian Etching

Three white tints
(crème, white, warm white)
for four mats with spacer.
Top mat is used to break up
the negative space.

Contemporary

Narrower yet...double rag
white on white mat with spacer
in Nielsen #34-21 metal



Black as a Neutral



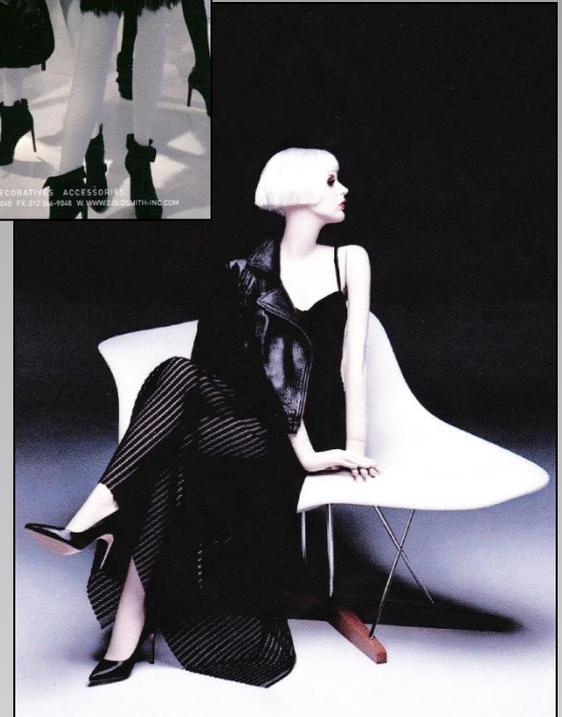
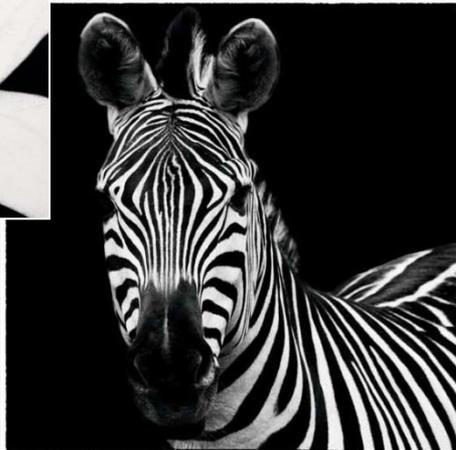
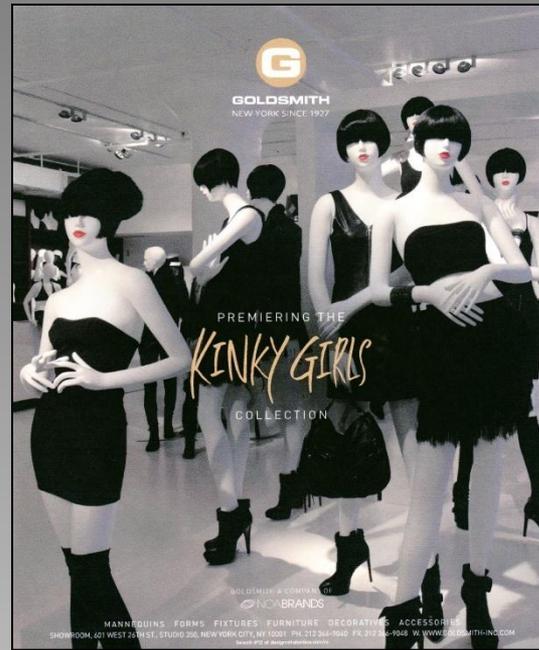


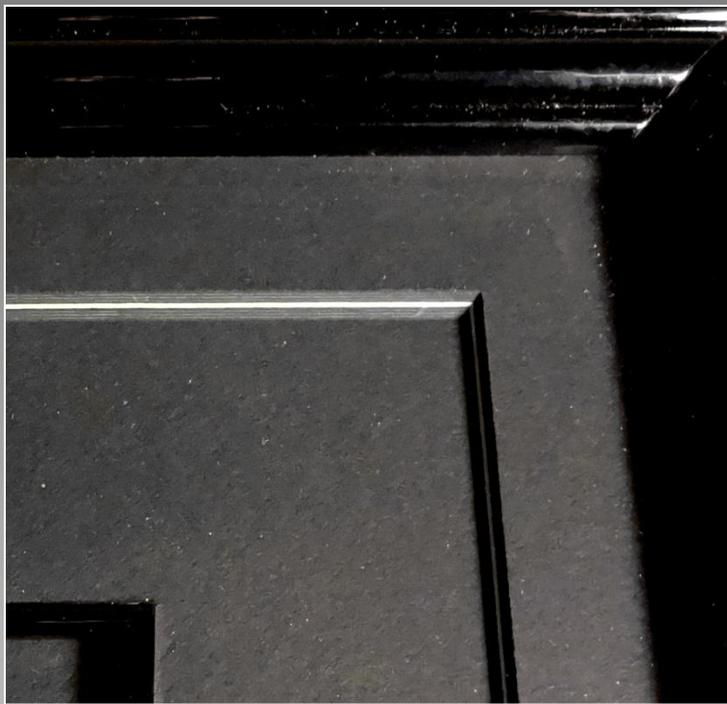




Black, gray and white
art for 2017

Photographs are
really trending

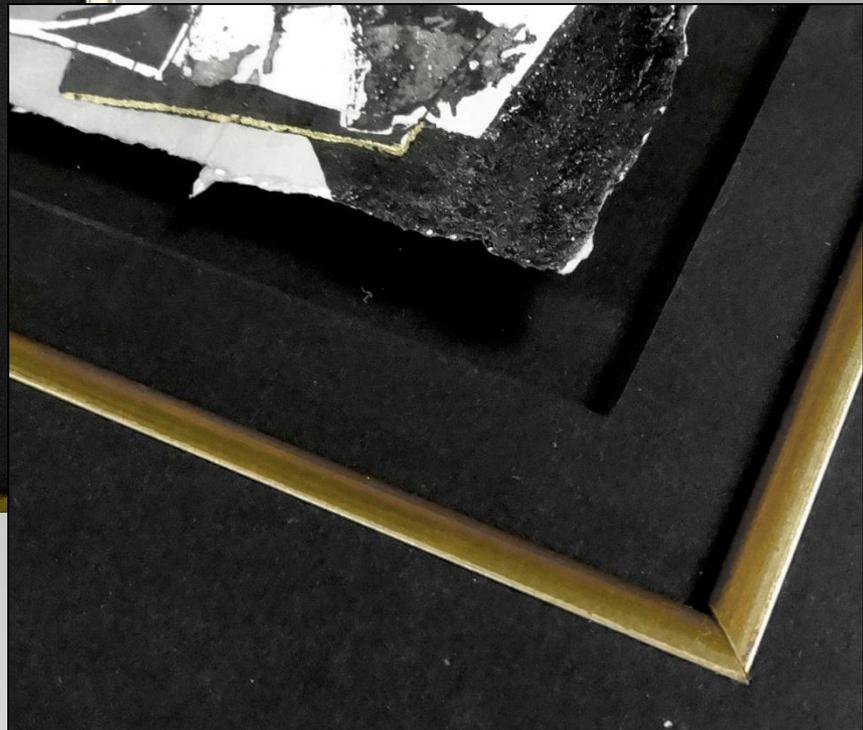


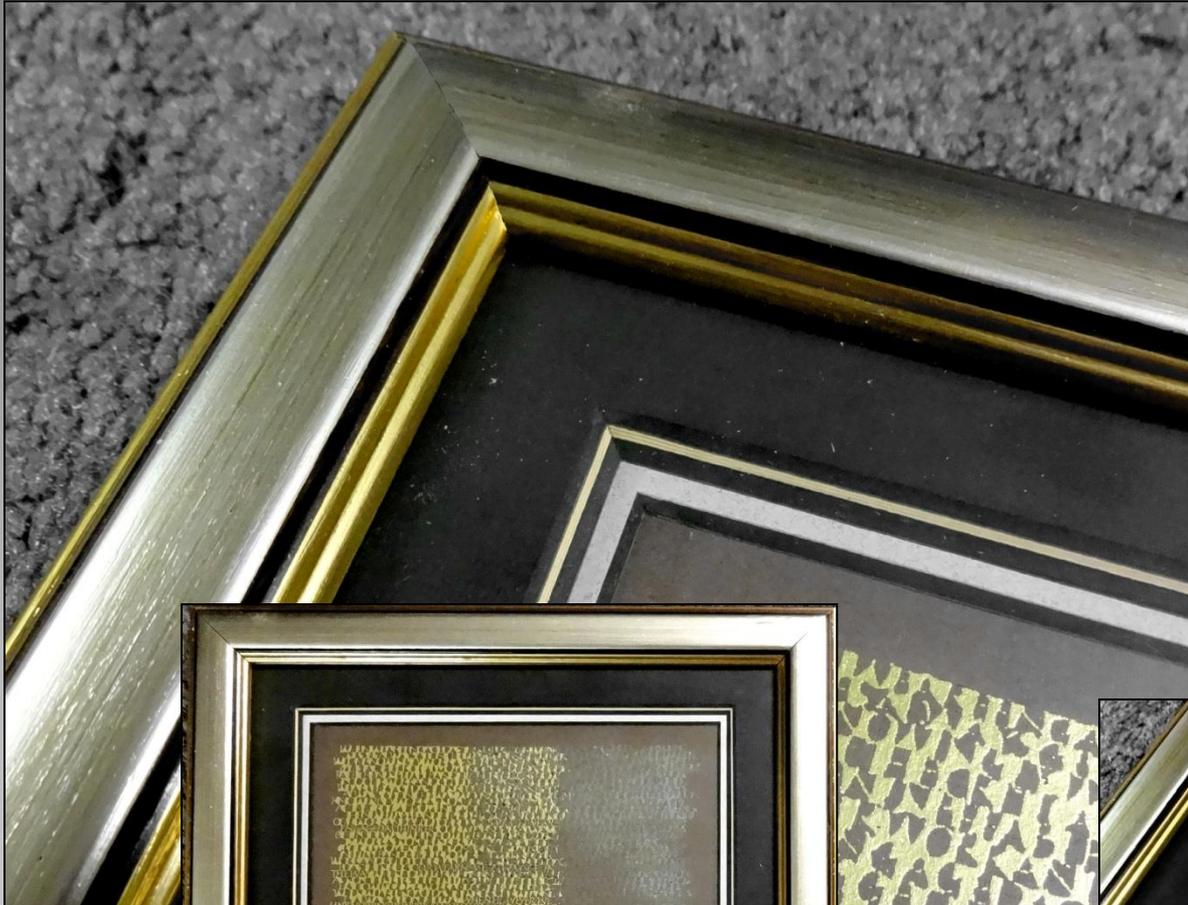


Eyvind Earle
high gloss serigraph
triple mat with fillet and
8-ply pin stripe at top

Original Gilded Calligraphy

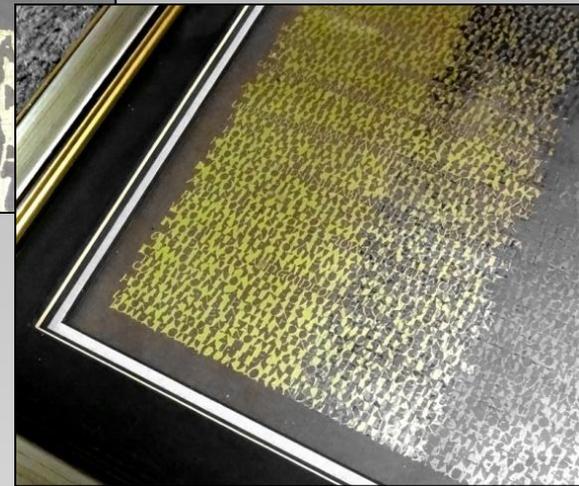
floated art
black on black on black
with gold fillet





Metallics

Gold & silver are
also considered
neutrals





B/W 8x12" photo
double rag mat
with spacer

photo mounted by customer





Modigliani

Soft neutral tones
to blend with grayed
paper, enhanced by
French pastel panel

Neutral
Monochromatic Palettes

What's a Neutral?

Every color on the color wheel has a tint and shade in the color spectrum that is a neutral.



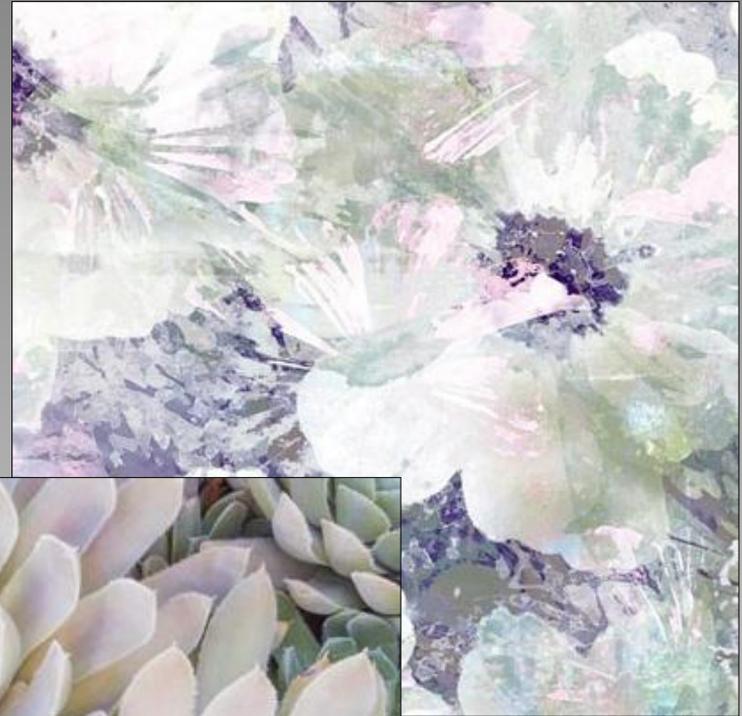
Vintage looking
photography is also
trending for 2017.



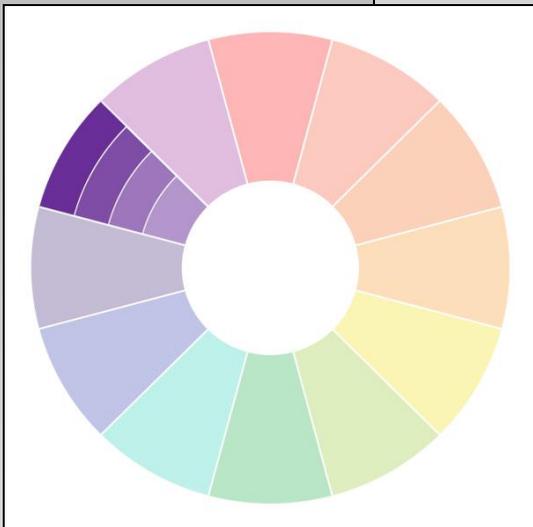
2017
Pastel Tints &
Soothing Neutrals



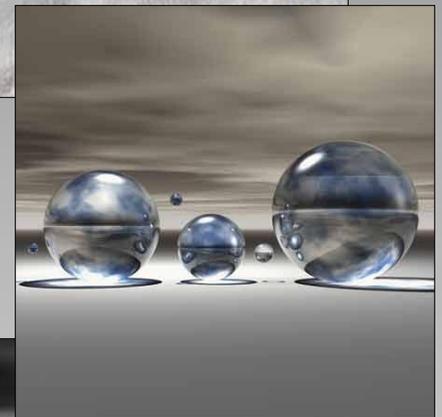
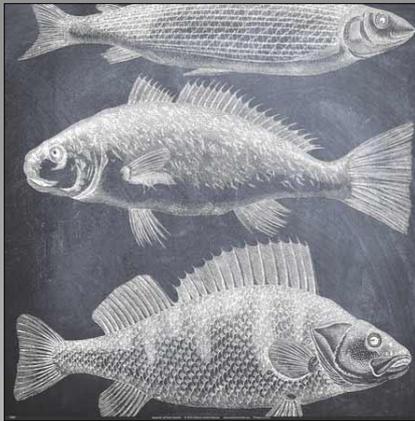
Grayed Color Tones based in Nature



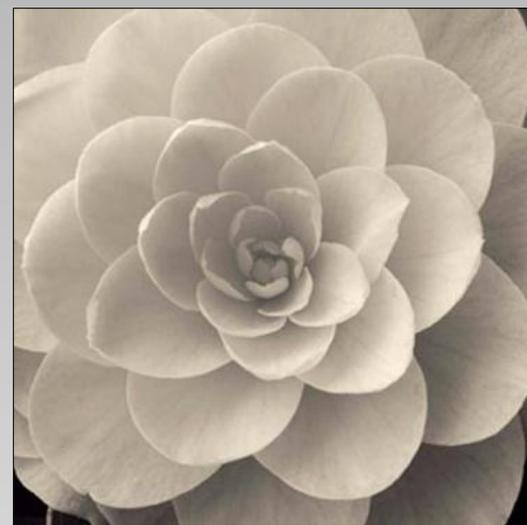
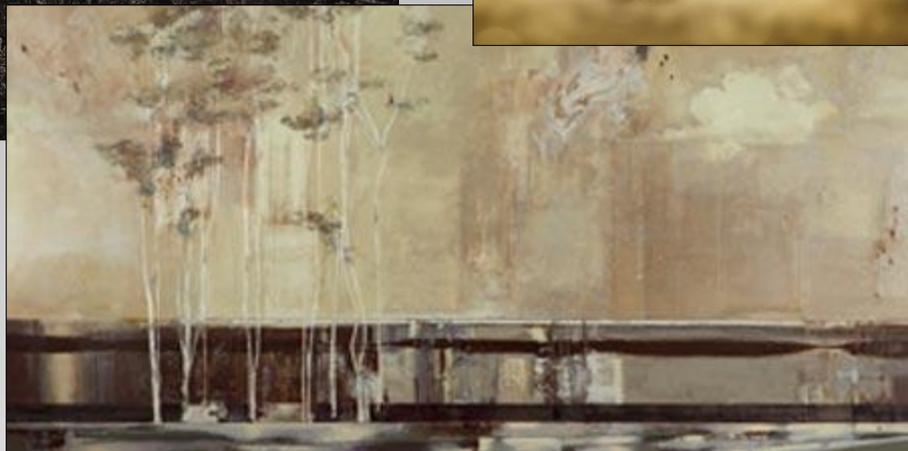
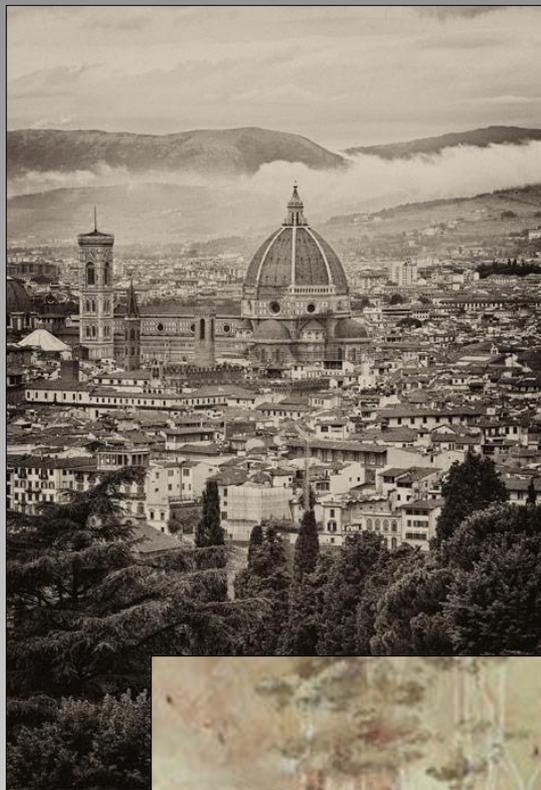
Monochromatic Palette



Gray Monochrome



Brown Monochrome







When asking room colors and patterns think about contrast



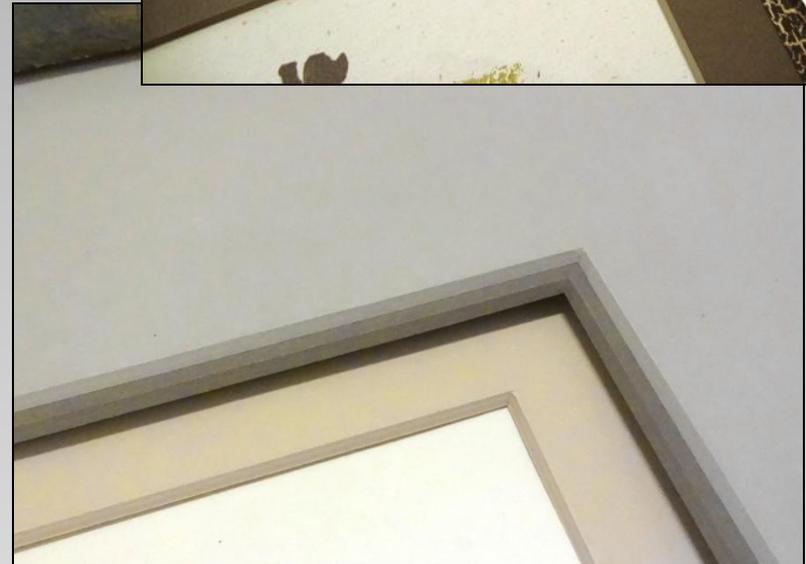
The framing is minimal allowing the art and accents dominance

The art emulates the room,
the color pop on the fireplace is bracketed by visual textures.



Neutral Emphasis

Visual emphasis
using neutral color...
it's all about the drama





Same concept, color and spacer using different proportions and metal mouldings results in different visual impact.



Pay attention to rabbet sight lines when deciding mat widths.

Triple rag with decorative paper







Warm gray etching with
antique white mats



Neutral + Texture



Sometimes it's the addition of color...sometimes its the rhythm of pattern.
Warm yellow based gray walls are contrasted with cool gray furniture.
The big color accent is the neutral brown patterned flooring.



The LR is all tones and shades of neutral gray but the use of high contrast between the white accent wall and black fireplace and pastoral paintings with greenery and the small green plant create subtle accents.

Moorman suede and black
blackcore with spacer
on digital photograph



Original Calligraphy

Triple rag mat rouge and tan (top and liner) with spacer
Frame picks up letter texture.







Italian Cathedral

Double mat, top panel with 1/4" space. Lifter below panel with contrast textured green strip.



Pastel Print

Antique white double rag
mat with wide inner reveal
and deep bevel wrap



Larson Juhl

Neutral moulding trends
with marketing
& design ideas

ALTO

Product Pairings by LARSON·JUHL

Fantastic Fillet Combinations	Moulding Specifications
<ul style="list-style-type: none"> White – 119286 Intaglio – 101223 	<p>Substrate: Treated Ayous</p> <p>Made In: Italy</p> <p>Finish: Painted</p> <ul style="list-style-type: none"> No gesso Smooth finish Durable <p>Similar Mouldings:</p> <ul style="list-style-type: none"> Tribeca White
Coordinating Matboards	Putty Recommendations
<p>White Finish: Putty: White 23216 Marker: none</p> <p>A4918 Snow White A4866 Everest A4984 Berber Ripple</p> <p>A4983 Cumin Ripple A4825 Balmoral A4969 Night</p>	

Hudson II

Product Pairings by LARSON·JUHL

Fantastic Fillet Combinations	Moulding Specifications
<p>Providence – 193930</p> <p>Providence – 193931</p> <p>Sofia – 100751</p>	<p>Substrate: Durian and Jelutung</p> <p>Made In: Asia</p> <p>Finish: Paint and Leaf</p> <ul style="list-style-type: none"> Hand distressed Gold leafed accents Classic, antiqued look <p>Similar Mouldings:</p> <ul style="list-style-type: none"> Academie Hudson
Coordinating Matboards	Putty Recommendations
<p>Ivory: Natural #23224</p> <p>Black: Black #23215</p> <p>Gold: Dark Gold #23213</p> <p>A4701 Scholar A4861 Buff A3504 Moccasin</p> <p>A3505 Gingersnap A4807 Tudor A3508 Twilight</p>	

Bergere

Product Pairings by LARSON·JUHL

Fantastic Fillet Combinations	Moulding Specifications
<ul style="list-style-type: none"> Providence – 193930 Calais – 160812 Vienna II – 150CS Antica – 176360 Belmont – 111800 	<p>Substrate: Spruce</p> <p>Made In: Asia</p> <p>Finish: Hand Painted</p> <ul style="list-style-type: none"> Complex Blend of Tones Antique Detailing Classic <p>Similar Mouldings:</p> <ul style="list-style-type: none"> Providence Vermont
Coordinating Matboards	Putty Recommendations
<p>A4848 Lodon</p>	<p>Imperial Silver 23226 Marker: Basic Grey 23700</p>

Brimfield

by LARSON·JUHL

Product Pairings

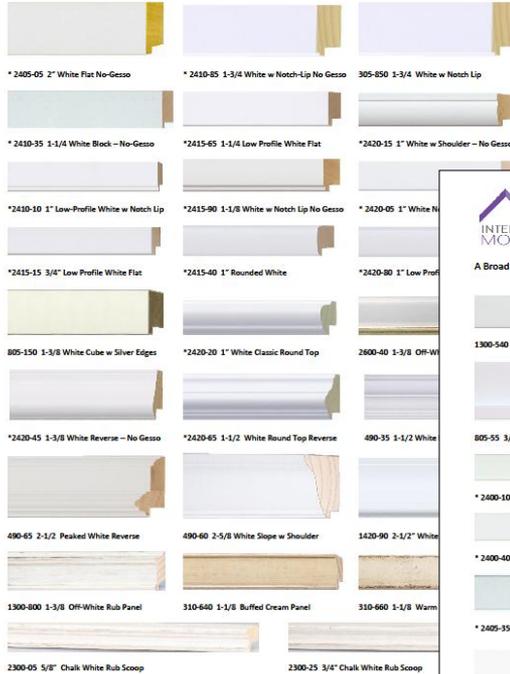
Fantastic Fillet Combinations												
<p>White Finish: Vermont, 121726</p> <p>Mocha Finish: Brittany, 154304 Lancaster, 169240</p> <p>Black Finish: Brittany, 154301 Vermont, 121724</p>												
Moulding Specifications												
<p>Substrate: Pine</p> <p>Made In: Czech Republic</p> <p>Finish: Painted Finish with Rubbed Highlights</p>												
Coordinating Matboards												
<p>A4984 Berber A4904 Featherwhite A4707 Pagah</p> <p>A4809 Khaki B998752 Dark Clay</p>												
Putty Recommendations												
<table border="1"> <thead> <tr> <th></th> <th>Putty</th> <th>Marker</th> </tr> </thead> <tbody> <tr> <td>White:</td> <td>23216</td> <td>23700</td> </tr> <tr> <td>Mocha:</td> <td>23226</td> <td>23700</td> </tr> <tr> <td>Black:</td> <td>23215</td> <td>23701</td> </tr> </tbody> </table>		Putty	Marker	White:	23216	23700	Mocha:	23226	23700	Black:	23215	23701
	Putty	Marker										
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Black:	23215	23701										

International Moulding

Essential Whites

ESSENTIAL WHITE – Contemporary

*Indicates Italian Classic No-Gesso Finish

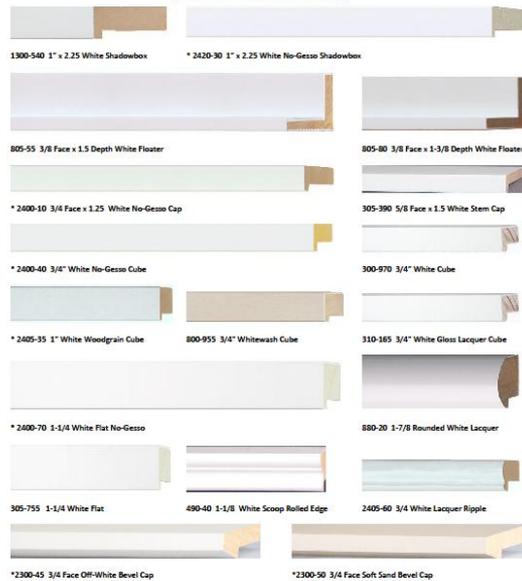


IM ESSENTIAL WHITES

AUGUST 2016

A Broad Selection of Whites & Off-White – Available All IM Locations. (Photos not to scale; some color variations occur.)

*Indicates Italian Classic No-Gesso Finish



IM ESSENTIAL WHITE – Rustics / Distressed



IM ESSENTIAL WHITE – Rustics / Decorative



IM ESSENTIAL WHITES – Rustics & Trimmed



Omega Moulding



Era
Whites & Grey
Winter Whites
Miramar
High Line



Samples of neutrals for 2017 from:

- Editions Limited/Studio EL (booth 405)
- Nielsen Bainbridge (booth 305)
- International Moulding (booth 131)
- Larson-Juhl (booth 417)
- Max Moulding (booth 705)
- Omega Moulding (booth 431)
- Studio Moulding (booth 231)

Stop by and see their new white on white and neutral lines.

Pantone Trend Palettes for 2017



Pantone Color of the Year 2017

Greenery...Nature's neutral



A fresh, zesty yellow-green representing:

- The first days of spring
- Rejuvenation and revitalization
- Foliage and the great outdoors
- Breathe deep, oxygenate, reinvigorate
- The pursuit of vitality

CMG color alert Life Spurt

The beginning of a new year and "Life Spurt" bursts forth with its fresh hue.

Mimicking the first sprout of life, as leaves unfurl and open, this clean, crisp green instantly connects us to our surroundings, and its brightness lifts us up. It is a color with which to disconnect, enjoy a moment, take in nature, and capture the joy with a selfie.

Seasonless and unpretentious, Life Spurt will brighten home interiors, from tableware to upholstery, in solids and as an accent in prints. In fashion, it will lift heavier hues with its element of spontaneity in everything from dresses to sporting apparel with an emphasis on accessories.

A new year and a fresh new color to take on the coming months!

Spirited
fresh
Lively

Color Sells
and the right colors sell better.®

JANUARY 2017 CONTRIBUTORS: Judith van Vleet, Mark Woodman, Maryanne Cile

PHOTO: JEFF SULL

An advertisement for the Pantone Color of the Year 2017, "Life Spurt". The background is a collection of various green ceramic dishes, including plates, bowls, and mugs. The text is arranged in a clean, modern layout. At the top left is the "CMG color alert" logo. To its right is the title "Life Spurt" in a white box. Below the title are three paragraphs of text describing the color's characteristics and uses. A quote "Spirited fresh Lively" is written in a mix of sans-serif and script fonts. At the bottom right is the "Color Sells" logo. At the bottom left, there is a small line of text: "JANUARY 2017 CONTRIBUTORS: Judith van Vleet, Mark Woodman, Maryanne Cile". On the right edge, there is a vertical credit: "PHOTO: JEFF SULL".

Greenery is paired with neutrals, brights, deeper shades, pastels, metallics in fashion, beauty, product and graphics.

ANALOGOUS



FOREST FLOOR



CALM IT DOWN



GRAND CANYON



DEEP ROOTED



MOODY BLOOMS



ETHEREAL MATERIAL



REV IT UP



FATHOMLESS



TRANSITIONS



Additional Resources

Paschke, Chris A., Designs Ink, <http://www.designsinkart.com/library.htm>

***"The Design Process"*, PFM, 12 part series, 1994.**

***"Design And Critique"*, PFM series, 1997.**

***"The Essence of Design"*, PFM, 12 part series, 2000-2001.**

Perkins, Greg. GREAT FRAME DESIGNS. New Jersey: PFM Books, 2009.

Other Paschke WCAF 2017 classes

Mastering Mounting: Creative Mounting & Laminating

Lecture = Tuesday, 12:30-3:00 pm

Workshop = Tuesday, 3:30-6:00 pm

Mastering Mounting Digital Trends & Handling 2017

Wednesday, 9 am-12 pm



Chris A Paschke, CPF GCF CMG

Designs Ink

Tehachapi, CA

www.DesignsInkArt.com/Library.htm