



# a. crisp blue hue

A SENSE OF SERENITY FOR 2020

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The year 2020 marks a new decade and a new Pantone color. A crisp blue hue reminiscent of the sky at dusk, Classic Blue is timeless.

You may wonder, who is Pantone, and why do they select a new color each year? The answer to that first question is they are a color consulting enterprise. In addition to choosing the Pantone color of the year, The Pantone Color Institute is the business department within Pantone that forecasts color trends globally, influences the top fashion runway colors, and guides companies on color to build their brand. For over 20 years, they have shaped the product development of several industries, from home furnishings to fashion to graphic design. Their reach influences many of the products we see each and every day.

Human beings have a particular connection with color. It invokes emotion, nostalgia, and reflection. In what can feel like a chaotic world, the intent behind the color selection is to induce a sense of tranquility. Leatrice Eiseman, the executive director of Pantone, issued her thoughts on the 2020's color: "We are living in a time that requires trust and faith. It is this kind of constancy and confidence that is expressed by Pantone Classic Blue, a solid and dependable blue hue we can always rely on. Imbued with a deep resonance, Classic Blue provides an anchoring foundation. A boundless blue evocative of vast and infinite evening sky. Classic Blue encourages us to look beyond the obvious to expand our living; challenging us to think more deeply, increase our perspective and open the flow of communication."

As we build a new era, Classic Blue instills a sense of serenity with this classic hue. The deep blue is reminiscent of nature and is frequently described as the sky at dusk. Our local landscape has been impactful to the approach and overall design of custom homes—from inside out. Nestled on the shores of the Chesapeake Bay, Annapolis has provided us a perfect haven to explore the contemporary blues of today. The bay inspires many of us, and blue color palettes are found in many local residences. We are hard-pressed to find a home we have worked on that does not have a shade of blue. From tinting the back of a custom built-in for that "pop" to painting a pair of beautiful French doors, we look to elevate our client's homes with these subtle nuances by utilizing color.

In this busy world we live in, it is easy to gravitate towards colors that promise a sense of peace. Blue may come to mind when thinking of Annapolis, but with

its calming nature, this hue blends well with the serene countryside. This deep blue hue is easily applied across different finishes, materials, and textures. The use of this impactful blue can be found through the selections of fabrics, wallpapers, and even millwork finishes.

High Point, NC, the furnishings capital of the world, puts on a week-long event in the spring and fall of each year. Showcasing the industries' products from accessories, rugs, furniture, fabrics, antiques, lamps, and much more, industry partners, including Interior Designers, Architects, and retail buyers, come from around the world to see the new products and design trends for the season. These new products are designed and created to provide industry partners with a "must-have feeling" that makes them not want to miss out on something new. While new products are created to keep the industry pushing forward, ultimately, they are searching for the next "thing" that will inspire them on their next design project. These things could be anything from a simple texture of a fabric, a gorgeous hand-knotted rug, the graceful lines of a piece of furniture, uniquely printed wallpaper, or even a color.

Today's couples strive not only to have a beautiful home but also to have it properly function for their family needs. Nowadays, the home for most Americans is chaotic (to say the least). There are likely two hard-working parents hustling and bustling at their jobs with little time on their hands. With dogs, cats, young children, and

teens, high activity, food, and drink are everywhere! These busy environments benefit from fabrics that allow spills to sit on top of the fabric instead of soaking into the cushions. These specialized fabrics come in many different colors, textures, patterns, and solids. It's becoming hard to tell what is a "family-friendly" fabric and not. Whether the fabric upholsters a piece of furniture or is used as bedding, the possibilities are endless. Carpeting has also followed the trend. Whether indoor/outdoor, polyester, or 100% wool, all have a high resistance to staining. It's time to say goodbye to the stains and spills and hello to carefree, maintenance-free fabrics.

Wallpaper has also changed. Wallpaper products come in many material options and vary in style of colors, murals, stripes, landscape scenes, geometric patterns, and abstract shapes. Wallpaper is considered the artwork of the room, which replaces the need for framed artwork and other wall decors. Large scale is "in," whether soft tone-on-tone flowers or other settings in nature. Wallpaper is also being applied to ceilings to change up the expected.

Today's world is much more concerned with an environmentally-friendly approach to life, especially within the design. The natural wood boards of an old barn may create a reclaimed piece of furniture and mixed with recycled metals for a complete juxtaposition. The tones of wood in furniture and flooring have somewhat moved away from high-lacquered finishes to matte surfaces. While high-gloss classic cherry wood will always exist in furniture, bleached oak and scraped pine have set the trend, especially amongst the younger generation. The more rustic finishes are the most popular at this time. Recycled and reclaimed materials remain a strong-hold in the design community. The casualness that these finishes bring helps offset the intensity that technology has brought to our daily lives.

I'm often asked "is this timeless?" We still spread memory across many different styles from pre-reclaimed Queen Anne furnishings to now. Only a hundred years from now will we understand if these new design trends are timeless. Will our great, great, grandchildren remember the classic formal settings we've experienced during this lifetime? I don't honestly know.

Furniture styles still spread across the spectrum from the sleek modernism of Roche Bobois leather pieces to the weighty industrial stylings from Restoration Hardware. Many of the furniture lines are not available to the public, but rather can only be accessed by the design trades. So, if you can't find what you like, know that

options can be purchased through professional designers.

The formidable trend at this time is called "transitional style." It is a blend of traditional and contemporary elements, fabrics, furnishings, and architectural features. Design elements tend to be more square than rounded. Dark metal windows are often incorporated, with a clean yet sophisticated presence. The color palette favors neutral tones with splashes of strong color. Also, currently trending is "industrial chic," which refers back to details in old factories from exposed brick, concrete, weathered wood, and iron light fixtures.

Make way for a change. Be inspired! Select fresh colors for your home that make you happy. Trust your emotional instinct. Introduce something different that has the flexibility to change quickly, that are freely added and freely discarded, like pillows, art, objects, bedding, and rugs.

Read magazines and utilize technology for inspiration. Houzz and Pinterest are great internet sources for imagery. Consult with friends or designers for ideas. It's always easier to know what you don't like than to decide what you do. Find the inspirational elements that are right for you.

The best design integrates beauty with function. Think about your patterns of living and reinforce those patterns with pieces of furniture or design layouts. Don't try to do something opposite of habit. When you learn to accept that your habits won't change, you can then begin to put into place systems of design that help, excite, inspire, relax, and evolve who you are!

Born and raised in Virginia, **Cathy Purple Cherry** ultimately landed in Annapolis where she grew a large architectural firm specializing in high-end custom homes and estates. A talented architect, visionary, and three-dimensional thinker, Cathy is able to marry clients' dreams with the reality of the built environment. While Cathy revels in the intricate design opportunities presented by high-end residential architecture, she is equally passionate about her philanthropic efforts and her work serving the special needs community through the firm's Purposeful Architecture studio. An award-winning residential architecture and interior design firm specializing in exceptional homes and luxurious estates throughout the East Coast from Plymouth, MA to Warm Springs, VA, Cathy has grown her team two-fold in the past three years. Purple Cherry Architects truly loves the journey of bringing together their clients with stunning pieces of property where they can build the home of their dreams.

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