

# COLOR YOUR WORLD

HOW TO CHOOSE THE PERFECT WALL COLOR

*By Cindy Brzostowski*





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Whether you've been dying to paint over the wall color left by the previous homeowner or you're just in the mood for a change, a new coat of paint can completely refresh and transform a space. The big question is: Which of the countless color options out there is "the one?"

Jamie Williams—a certified interior designer and the president and cofounder of Elysian Collective—has some tips for discovering the right wall color for your space.

### FIND YOUR TRUE COLORS

When starting your search for a color, Williams recommends first asking yourself how you want to feel in that space. "Color plays strongly on our emotions and psychology, and with our spaces serving different functions in our lives, there are many different types of moods we can create to separate our spaces based on how we want to use them or want to feel," she says.

"Are you looking for a vibrant space full of energy, one that's playful and feminine, or a more serious, calming natural oasis?" Williams asks. "When you understand the energy that you want to evoke and know what time of day the space is typically used, this is an excellent starting point."

A thoughtful color selection also accounts for the other features you have or will have in the space, from flooring to furniture. "When your architectural finishes are selected, be sure to look at the paint color together with the wood or carpet flooring, cabinetry, tiles, wallpaper and any other material it will be adjacent to," Williams advises. "This step will ensure that the tone of the paint aligns with these elements and that it lends itself to a balanced contrast in the space."

If you are already planning on displaying some art in a room, let that inform your decision as well. "If our client has an art collection, we like to ensure that these are considered early on so that a featured piece is highlighted by a wall color that enhances it," Williams says, "Walls are a canvas, and the color creates a backdrop for the other pieces you have in the room."

### GO WITH THE FLOW

While each room may have a distinct personality, that doesn't necessarily mean you should view and design it in isolation. "As our spaces provide different functions for our lives with a multitude of layouts, it's important to think about the flow of your home and how the spaces intersect," Williams says.

"Can you see through a door to the other room? If so, be sure the wall colors coordinate there because they're visual at the same time," Williams says. "It's okay to play around with different palettes in separated rooms such as bedrooms, powder rooms and bathrooms, but with open-kitchen, living and dining rooms, you want to be mindful that the palette flows throughout." >>



Speaking specifically to the wall color in living and dining rooms, Williams likes going with more subtle classic neutrals to allow for more flexibility in the furnishings and decor. “In these spaces, you can play with color, pattern and texture through the incorporation of rugs, pillows, throws, art or even more expressive wallpaper,” she adds.

## SEE THINGS IN A NEW LIGHT

Okay, so you’ve narrowed down your color options and you’re ready to put some paint on the wall. Before you start, it’s worthwhile to take the time to view that color in various lights.

“The amount of natural light filtering in is key, so pay attention to what direction your windows face,” Williams says. “The less natural light there is, the more that all paint colors will appear darker. So, look at your swatch in the space throughout different parts of the day to see how it changes.”

Artificial light affects how a color appears too. “Paint colors read differently as the temperature of the light in contact with it changes and becomes warmer or cooler,” Williams explains. “This is especially tricky with whites and grays since their undertone can show more blue, green or pink than desired. But you’ll make the right choice if you experiment with a few variations in the space first.”

## AND A PARTING TIP

“I keep the Pantone Connect app on my phone for when I’m out exploring and run across a beautiful color. I love capturing the Pantone with the app,” Williams shares. “The color could be inspired from another space or material, or even from nature. Paint stores can then match the Pantone you give them to a paint color. It’s a fun way to inspire your space’s color with anything that catches your eye!”

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