

SWELL TIMES

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Color & Your Mood

The color of paint on your walls can affect your mood.



Cool colors:

calming

Warm colors:

energetic

Colors fulfill needs, convey attitudes, and demonstrate status or social approval.

What each color means:

Red - power, love, anger

Orange - creativity, success

Yellow - happiness, competent

Green - good taste, envy

Blue - masculine, high quality

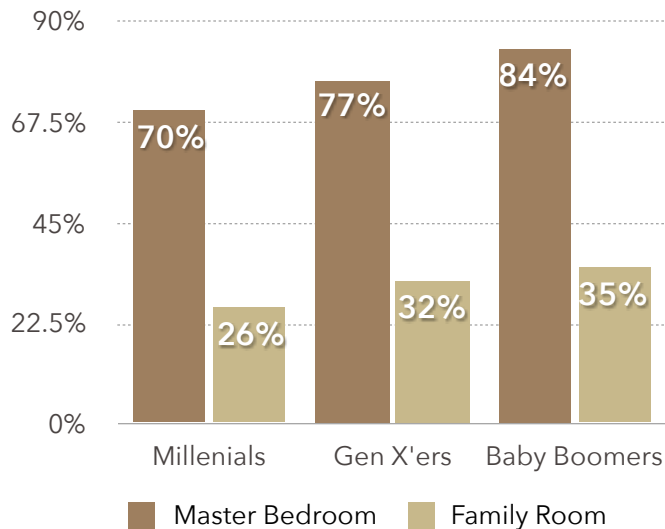
Indigo - integrity, wisdom

Violet - authority, sophisticated

Paint Your Master Bedroom

Last September a new survey was conducted by Harris poll for the consumer mortgage division of Ally Bank. The goal of the survey that questioned more than 2,000 American adults was to learn what their favorite room in their house is and why. As a result, it appears that all age demographics agree.

Favorite Room In The House



Age Demographics

18 - 34 35 - 54 55 - 64



The common theme that each group mentioned was that it was a place to relax. Millennials enjoyed laying in bed watching Netflix. Generation X like it as their place to get away from the kids and relieve stress. Overall, 86% of all surveyed said they would make improvements to their current home if they could.

With that in mind, we suggest that you call Swell Contractors to paint your master bedroom in a color that enhances your desire to relax. Check out the following colors from the Mantra collection selected for Sherwin-Williams ColorMix® 2020.



Influences of Minimalism, Serenity, Scandinese (Scandinavian meets Japanese), and Spa.

MARKET UPDATE



When we look back on history and recognize style trends we typically categorize them by decade. On the contrary, some trends actually overlap decades. At any rate, the start of a new year in the beginning of a new decade always serves as a mental catalyst for creative change.

Over the past few years we have witnessed beige and taupe colored walls repainted in shades of gray. At the same time, many wood stained kitchen cabinets were primed and painted white. Likewise, wood stained or cream colored trim and doors were painted white.

Welcome to the year 2020! What do the 20's have in store you ask? Our answer to that is that it really depends on your situation. Are you selling the home or customizing it to fit your style? Do you want to play it safe or make a bold statement?

Here is a short list of new trends that will begin to shape this new decade.

- Two-toned color kitchen cabinets
- Bold color walls
- Dark colored doors
- Color washed rooms

As we mentioned in last winter's newsletter, Sherwin-Williams color SW6244 Naval is growing in popularity. In fact, it was selected as color of the year in the ColorMix® Forecast 2020. Bold colors like this are predicted to become the new neutral colors rather than just an accent room color.

Moving on to kitchens, there seems to be a move away from all white cabinets. In past years it was not uncommon to choose an accent color for a center island. Now some people are choosing bolder colors like Naval for the base cabinets with a lighter shade or white for the top cabinets. However, we are not confident that this trend will last the test of time nor do we recommend it for anyone staging to sell their home.



Finally, let's consider rooms that contain a lot of millwork such as an office, library, formal dining room, living room or den. Any room with ornate trim molding, shelving and cabinets can be color washed. Color washing refers to painting the ceiling, walls and trim all the same color shade. Add a dark colored door for an artistic element.

We can discuss all of your design goals and help you select from over 1,700 paint colors that Sherwin-Williams color has to offer in their fan deck. Choose Swell Contractors as your high quality painter to improve the image of your home.

CALL TO SCHEDULE: (678) 790-9612

