

KELLERWILLIAMS
Luxury

DIVE IN

ULTIMATE POOLS

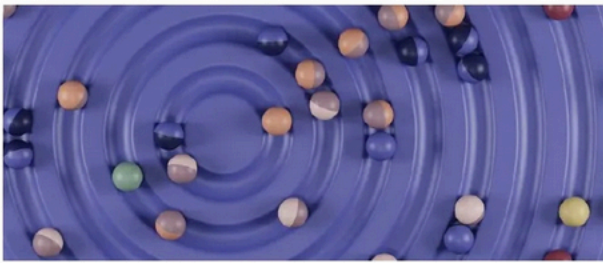
SOLAR OPPOSITES

TRAVELING IN THE
OTHER HEMISPHERE

***GREAT HOME
MIGRATION***

HOW AGENTS ADJUST





Very Peri

By Camilla McLaughlin

An era of profound change calls for an equally matchless color.

When experts at Pantone looked for a color to symbolize 2022, they searched beyond the traditional palette and responded with Very Peri, a unique hue characterized as “a dynamic periwinkle with a vivifying violet-red undertone.” The choice of something so singular this year was not a surprise.

Unlike former annual selections, Very Peri is an entirely new hue, created to reflect the prevailing mood or “the global zeitgeist” as Pantone said in the early December 2021 announcement. “Creating a new color for the first time in the history of our Pantone Color of the Year program reflects the global innovation and transformation taking place,” said Laurie Pressman, vice president of the Pantone Color Institute, referring to a world moving out of isolation and into a transformative era and unprecedented change.

Color Chameleon

Instead of simply being a take on periwinkle’s bright blue, Very Peri is nuanced with undertones of lilac, violet and gray that impart a subtle moodiness, making it compatible, maybe even an ideal complement, with the unanticipated course 2022 seems to be taking.

Rather than periwinkle, Very Peri appears to many as a take on purple or even gray. “From a designer’s perspective, it’s very versatile,” says Denese Guadeloupe Rojas of Interiors by Design in Silver Spring, Maryland, who describes the hue as “a rich shade of violet with subtle undertones of blue and gray.” She envisions a range of applications from a pop of color to statement walls. “The distinct violet tones would be particularly dramatic in rooms with an abundance of natural light filtering through flowing sheer panels or white shutters,” she says.



TOP PHOTOS COURTESY OF MICROSOFT

LEFT PHOTO BY ANJANA FOTOGRAFIE; RIGHT PHOTO COURTESY OF PANTONE



Spicing Up Interiors

Today, most of us are searching for ways to add vibrance and a sense of optimism to our homes. “Clients are gravitating toward color in general. For a while, everything was gray and neutral. Now, clients want warm tones mixed with bright colors and patterns,” says Marissa Stokes of Marissa Stokes Interior Design.

Manko Blakemore, a designer with Stoneside Blinds and Shades in San Francisco, highlights the challenge of incorporating new trends and colors into living spaces in a way that meshes with lifestyle and existing furnishings. “Varieties of gray furniture/paint/finishes have been going strong for a while, and people still have a lot of lovely gray elements. But

there is also a growing feeling that we’ve been oversaturated in gray. To make our gray furniture exciting again, both Very Peri and Evergreen Fog (Sherwin Williams pick for 2022) wall colors are good compliments.”

“It is incumbent upon designers to introduce their clients to the spectrum of new colors every year and demonstrate how they

can incorporate them in their home design. As a designer, I absolutely love Very Peri and will integrate it into my designs as a primary wall color and also as a complement to all shades of gray and rich whites,” adds Guadeloupe Rojas.

“What makes Pantone’s choice so adaptable is the range of tones it pulls into the overall effect. Such a sophisticated depth will add “the

perfect balance to a room when paired correctly with contrasting colors," says Stokes. "From an interior perspective, Very Peri has a timeless, calming feel to it that should make it easily incorporated into interiors. I imagine we'll see it used more and more in fabrics, and it would be a great color for an accessory to add the right subtle pop to a room."

"All shades of purple have been a personal favorite of mine, but most clients find it a bit intimidating to work with as it can come off a bit too regal if you're not careful. I was thrilled to see Very Peri; it is such an easy option to layer into most palettes, as it is so complementary to most colors," says Chris Goddard with Goddard Design Group.

Virtual Vibrations

Hues akin to Very Peri already exist in the virtual design world. Taking cues from both physical and virtual influences, it also calls attention to the ways in which these two realms have come together, a change Pantone's experts wanted to underscore.

Still, designers see connections to Very Peri in the physical world. "In Florida, blue is always a go-to. Any shade of blue looks great in our light! This shade that has a hint of plumbago, one of our local flowers, is perfect for fabrics inside, as well as by the pool," observes Phyllis Taylor of Miami-based design firm Taylor & Taylor.

Not quite blue and not quite purple, Very Peri might take time to find its way into interiors, although designers such as Goddard already report seeing more splashes of lavender and purple. "The Kips Bay Decorator Show House this year was filled with rooms with all shades of purple, and I feel this will help to introduce the shade to the public, and we will be seeing it pop up everywhere for years to come."

Colors of the year, particularly from Pantone's color institute, influence more than interiors. Not just a pop-culture phenomenon, these annual choices reverberate through the design community, spilling over to interiors, fabrics, fashion, automotive and industrial products as well as making a splash in digital design, advertising and products overall. It might take a few months, but soon Very Peri will appear everywhere. **KW**

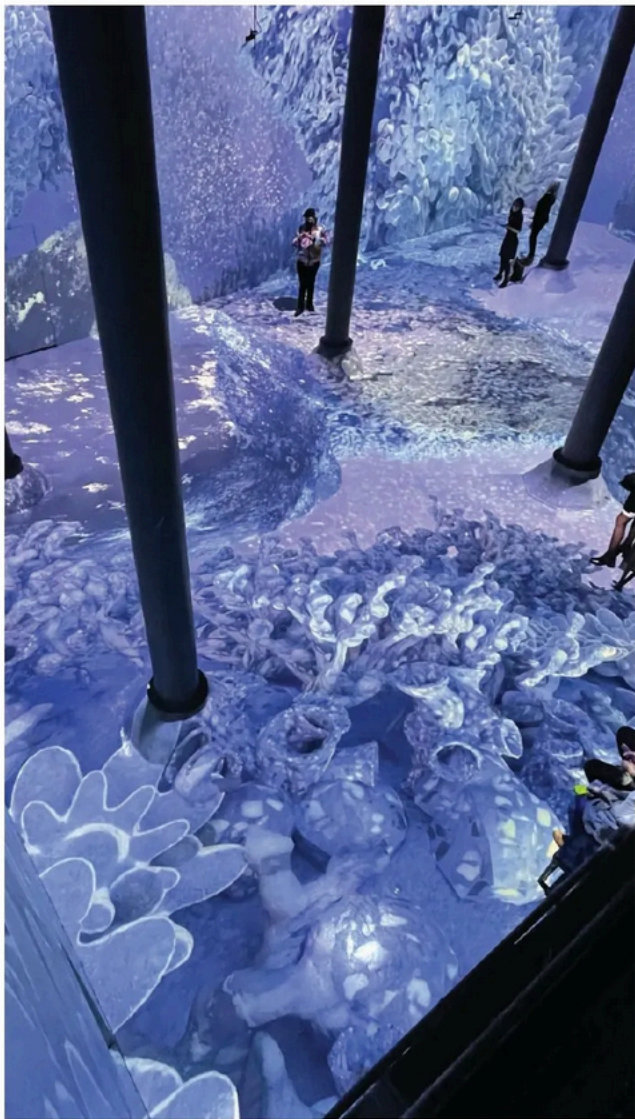


PHOTO COURTESY OF ARTECHOUSE

ARTECHOUSE created an immersive experience to celebrate Very Peri's December launch. The installation underscores the Very Peri's connections to both the physical and virtual worlds.