

Design Elements: Shades of Gray

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West Coast Art & Frame Expo, Las Vegas 2020



Gray based neutral rooms are back from black last year,
and white a few years back.



Lots of texture and lots of tints, tones and shades.



Warmer earthy palettes are also being seen with strong accents of blue, yellow, green and metallics.



Metals in lamps, frames, mirrors both in rustic and natural designs. Ethnic textiles as cushions, chairs, curtains, and carpets.



Neutral visual and tactile walls of white, gray, and black
are accented with color and metallics.



Neutral tinted gray walls with accent blue and blush throughout.



Neutral textured wallpaper accented by
soft tinted gray and purist blue.



Not taking over in 2019 as originally thought, copper remains present in 2020.



Softer copper tones and shades will also be seen in textures, fabrics and fashion.

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

- Sue Kim
Valspar color strategist



Avant-garde styling
uses warm tones,
to balance light or
warm colors.

Art should be a
dominant part of
décor.

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



"Designers would be paralyzed without white."

- Andrea Magno
Benjamin Moore

Benjamin Moore offers more than 250 shades of white.



Neutral, neutral, neutral.



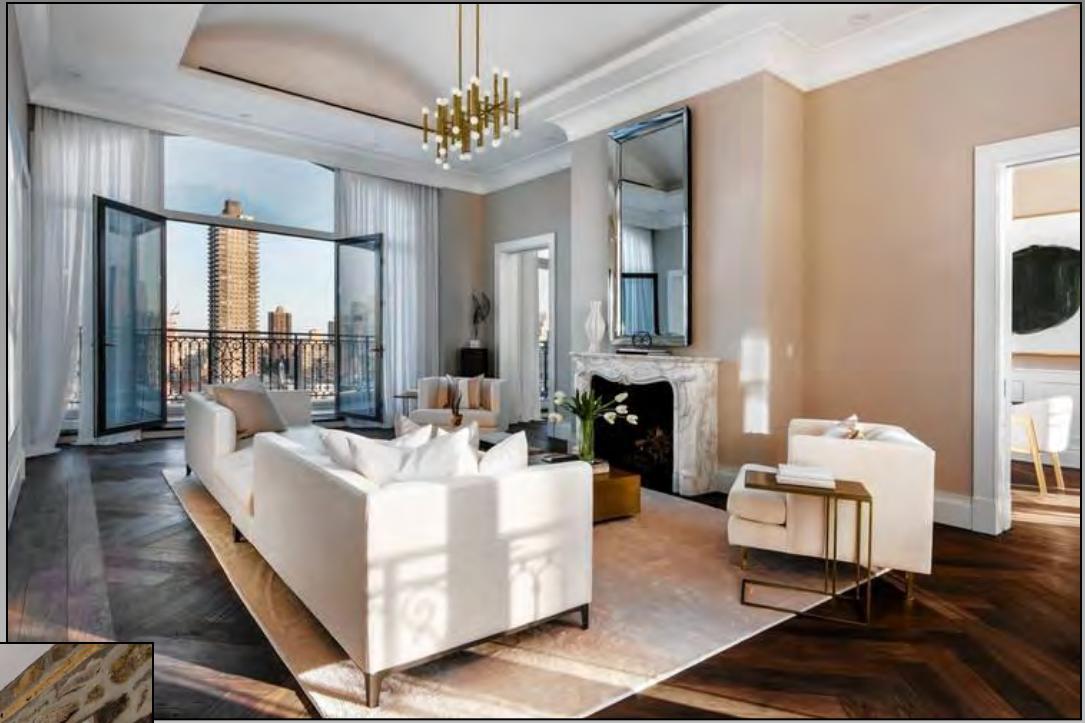
Outdoors and contrasting wall adds the color (L)

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





Neutral warm gray, taupe and white soften the look.



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.

Basics Review

Black, white
and gray have
always been
considered
neutrals.

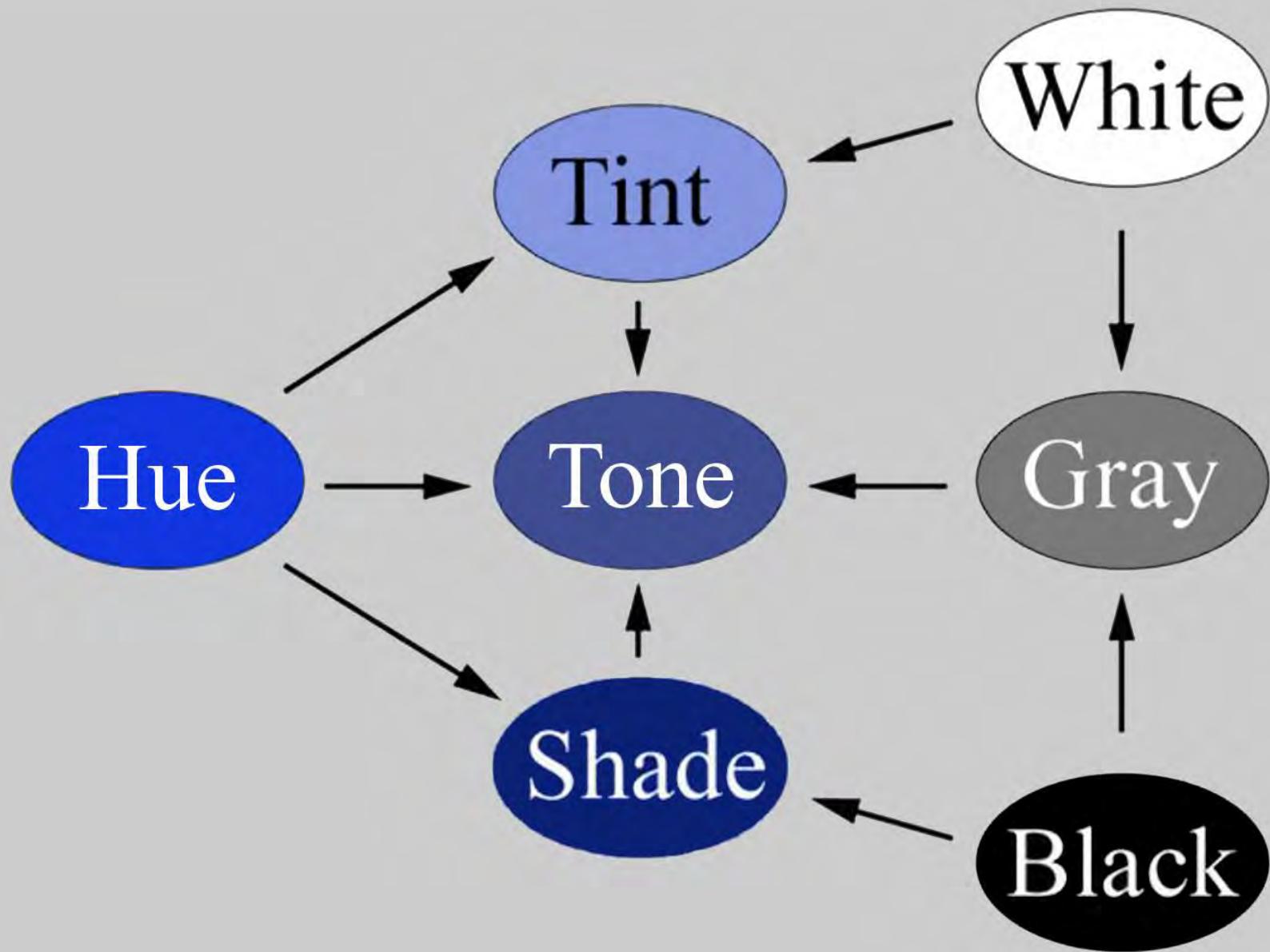
But all tinted,
toned and
shaded colors
are also
neutrals.



Neutral Color Theory

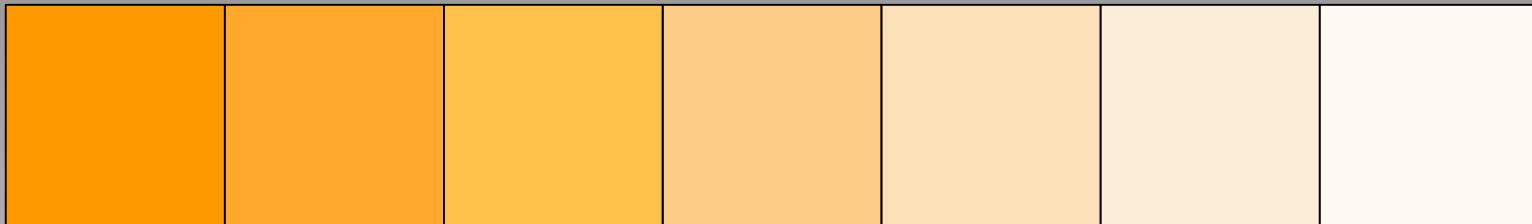
Every color has a shade—a grayed color—in the color spectrum that may become a neutral.



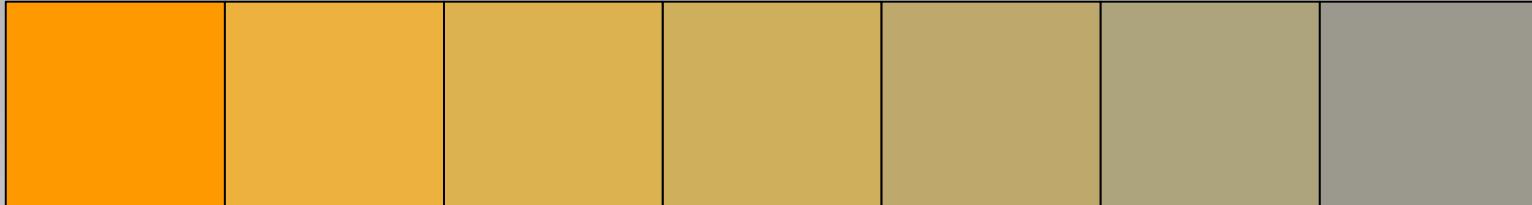


Tints, Tones and Shades of a Color

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 Neutrals Specifier Card

Neutrals Specifier for Shades of Gray 2018.

It featured 62 neutrals broken into red, yellow, blue families categorizing the tints, tones and shades of each.

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



A

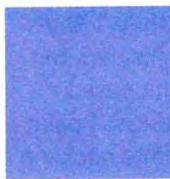
quinacridone magenta



cadmium red



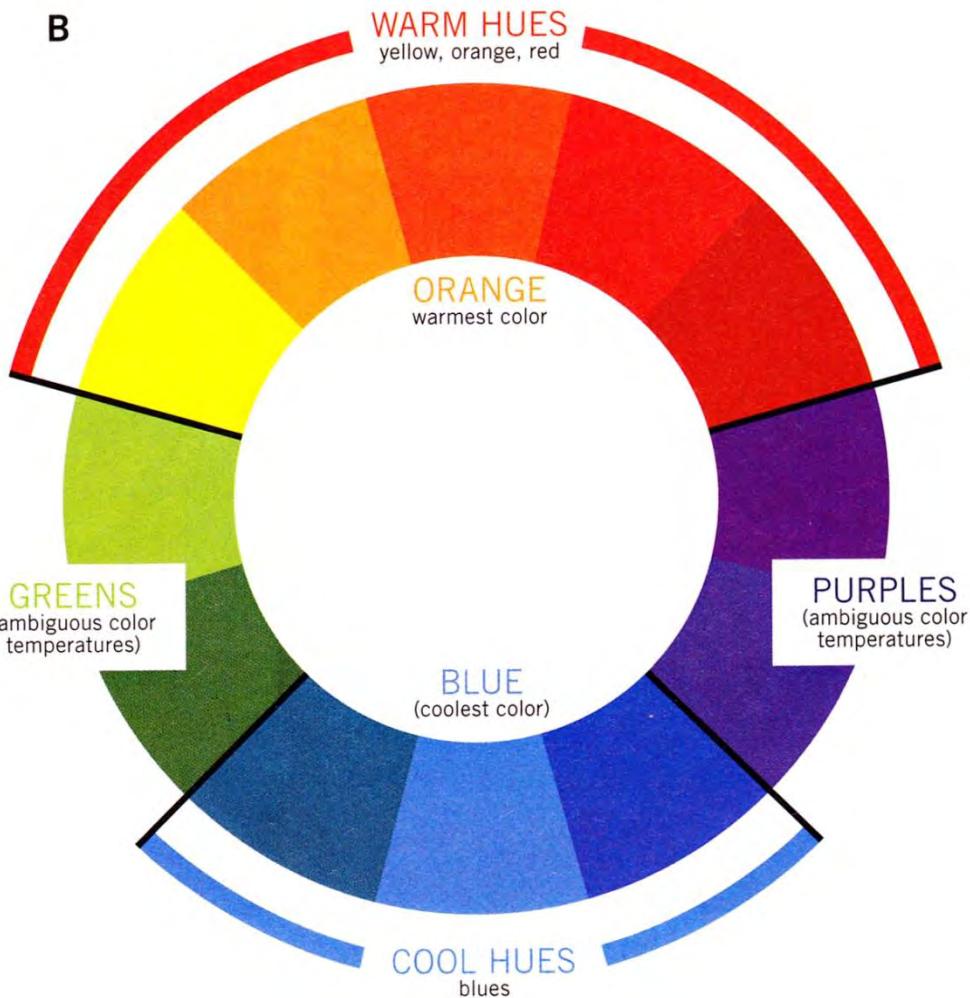
ultramarine blue



cobalt blue

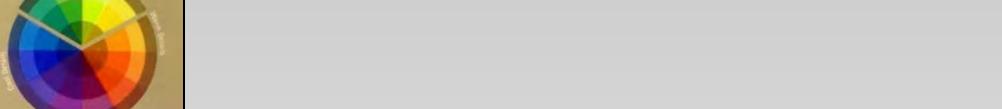
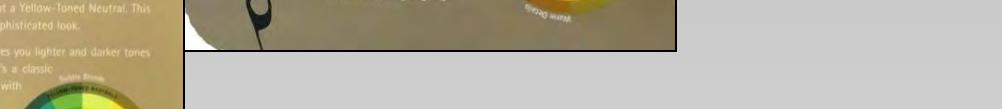
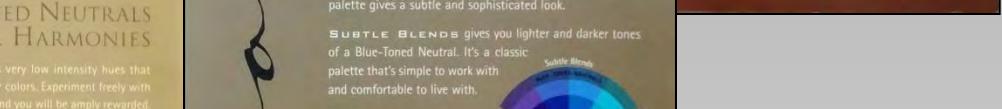
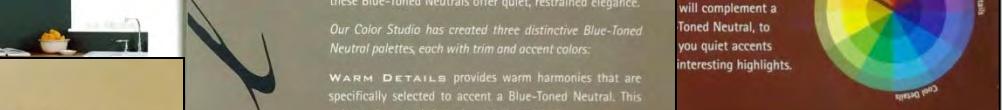
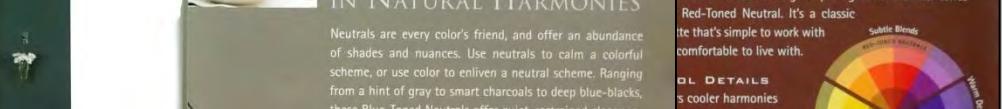
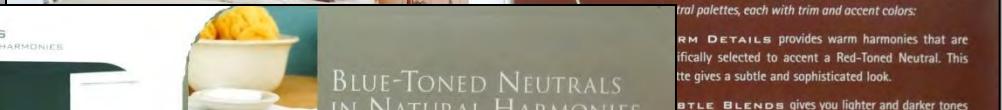
A: Relative Versus Overall Temperatures: A red pigment that has overtones of blue, such as quinacridone magenta, may be referred to as a cool red. Cadmium red, with its overtones of yellow, is considered a warm red. Despite these distinctions, each is a red hue and conveys an overall warm color temperature. 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

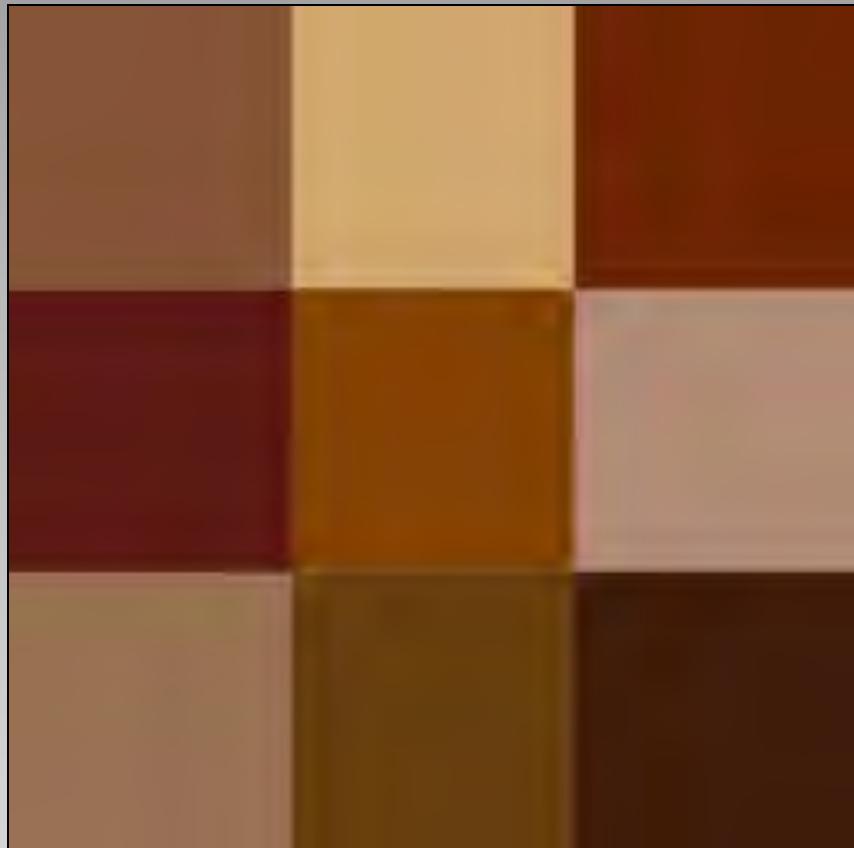


Color Based Neutral Tints, Tones, Shades

blue

yellow

red



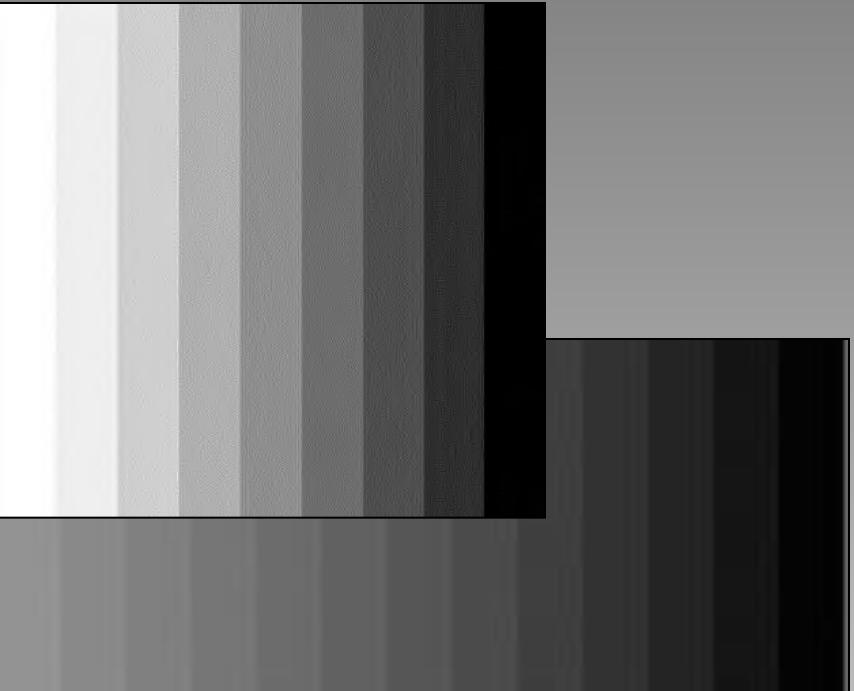
blue

yellow

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 yellow.
Like a triple mat of Antique white, middle gray and 1/8" liner of yellow.





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



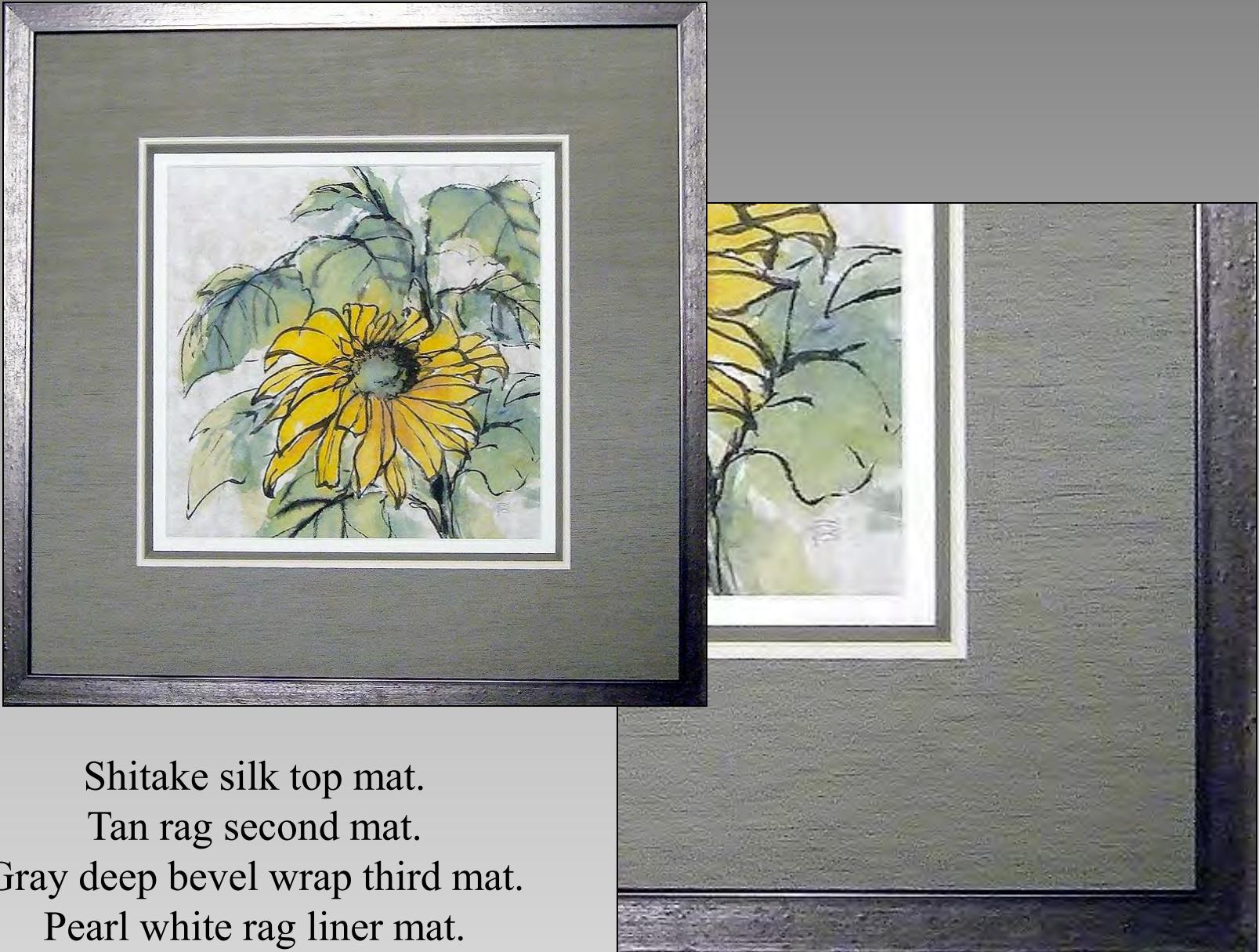


Warm white expands image.
Spacer adds depth.
Top warm neutral ties
to browns in the horse.





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



Mats don't always need to
be 4" wide, they need to
meld with the art

Black as a Neutral





Black, gray and white
continues to trend

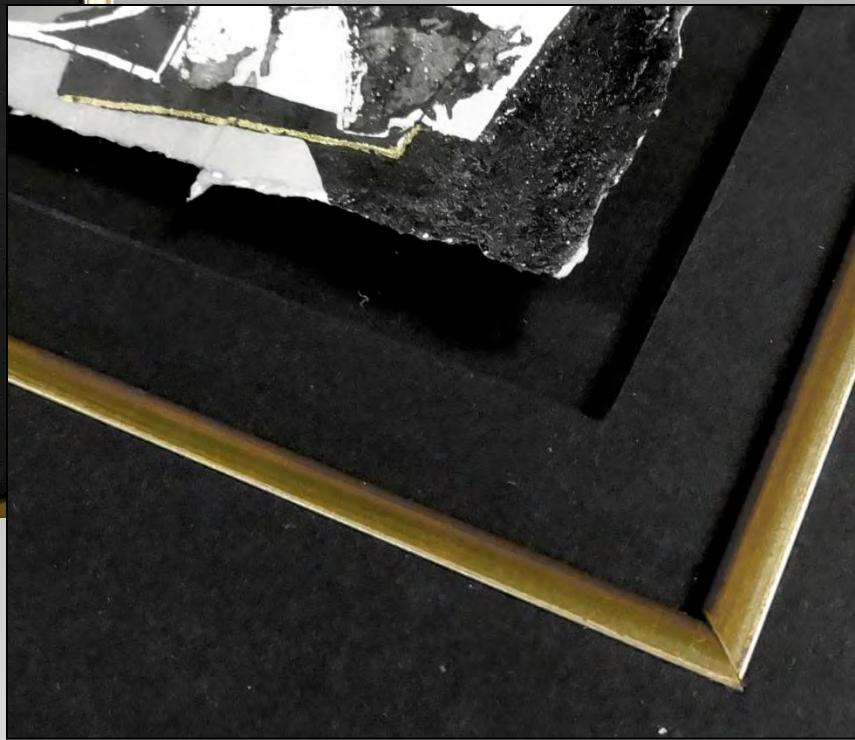


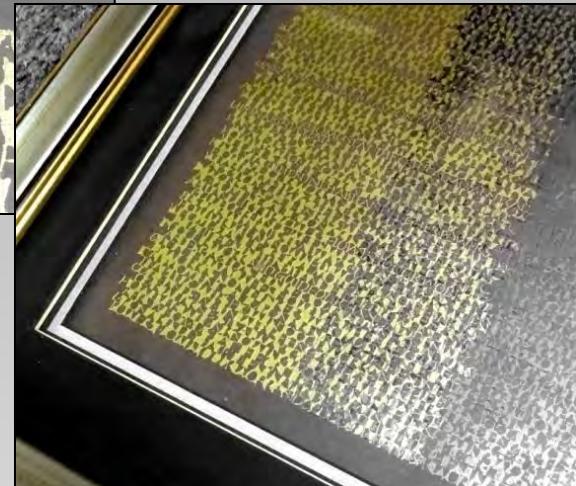
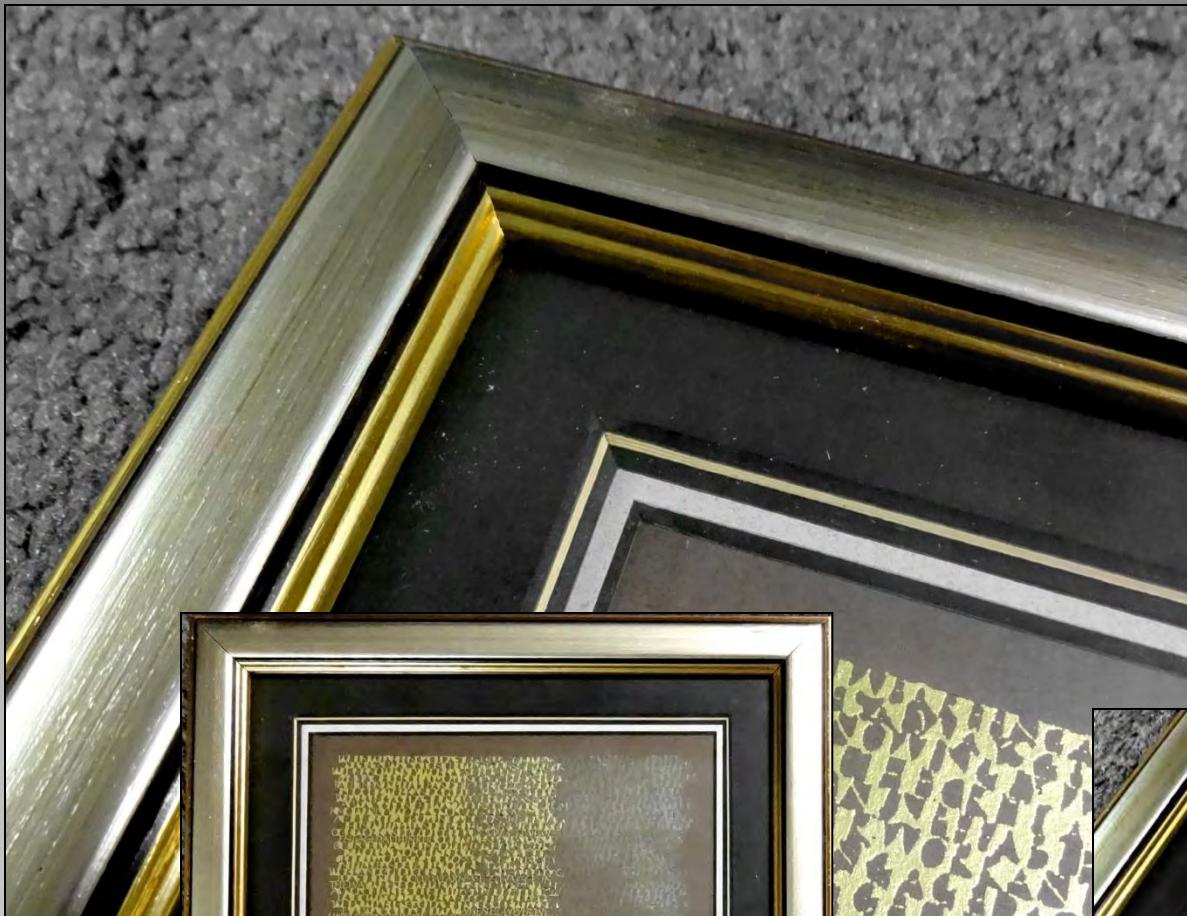
Eyvind Earle
High Gloss Serigraph
triple mat with fillet and
8-ply pin stripe at top



Original Gilded Calligraphy

floated art
black on black on black
with gold fillet





Metallics

Gold & silver
are also considered
neutrals

Traditional B&W photo
framing is evolving



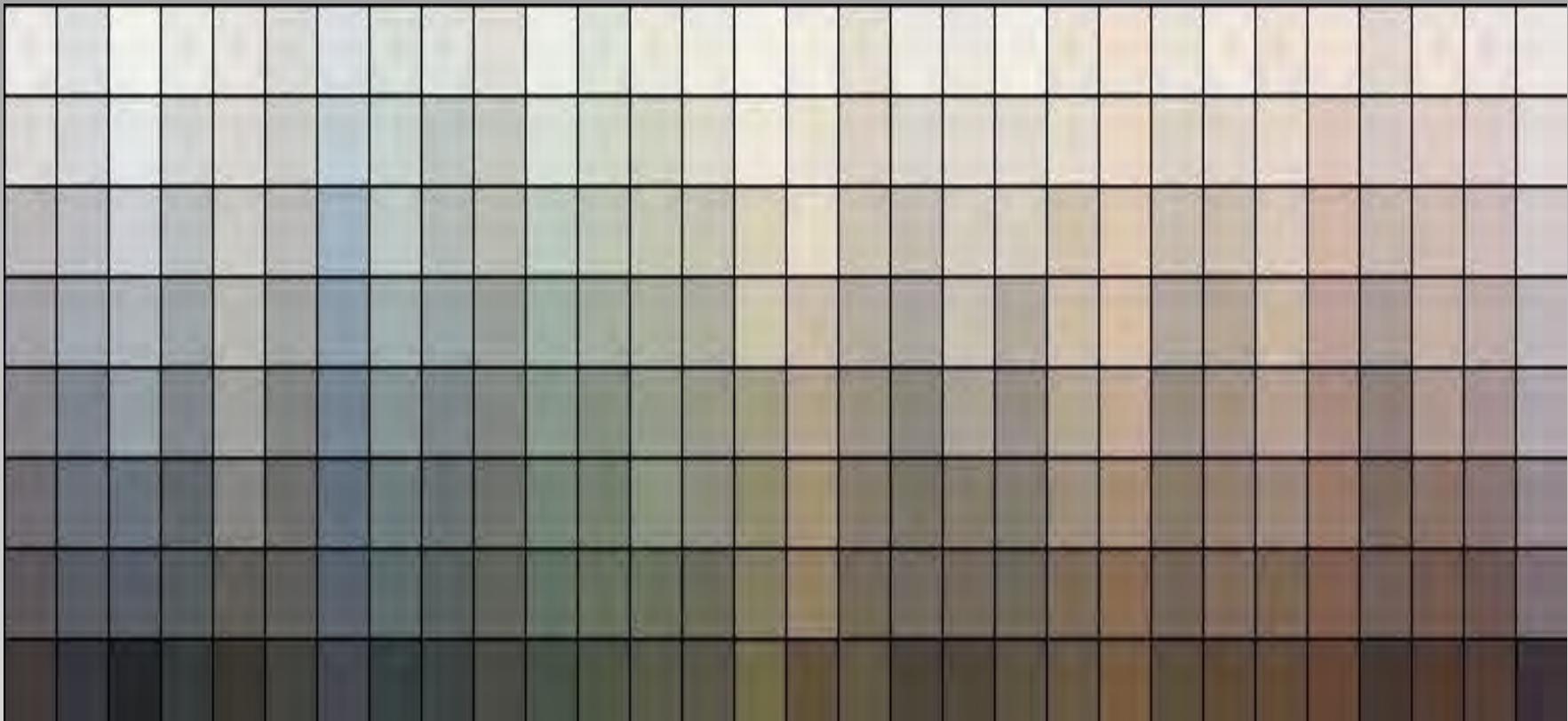
Textural rather than
smooth black cap frame,
double rag mat with spacer
over signed mounted photo



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.



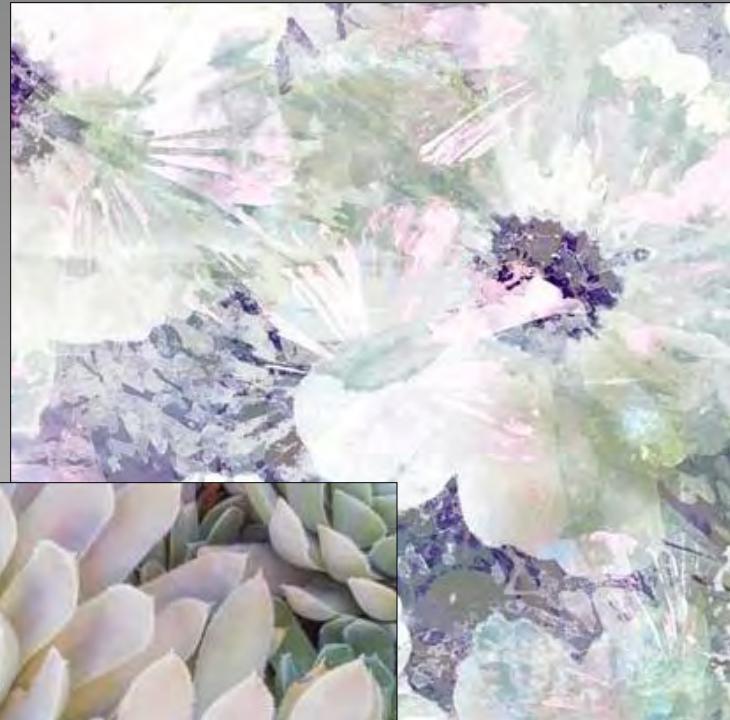


Benjamin Moore neutrals are flourishing and white tints continue to dominate.

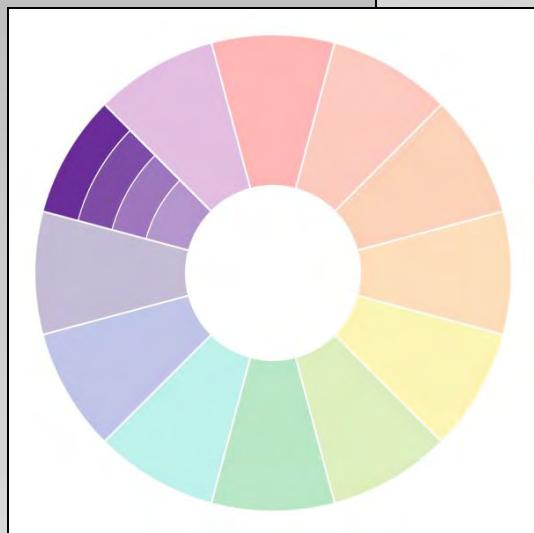
Pastel Tints & Soothing Neutrals



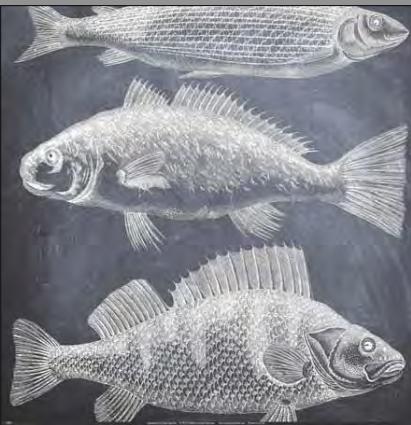
Grayed Tones and Tints



Monochromatic Palette



Gray Monochrome



Brown Monochrome



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







Neutral + Texture



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

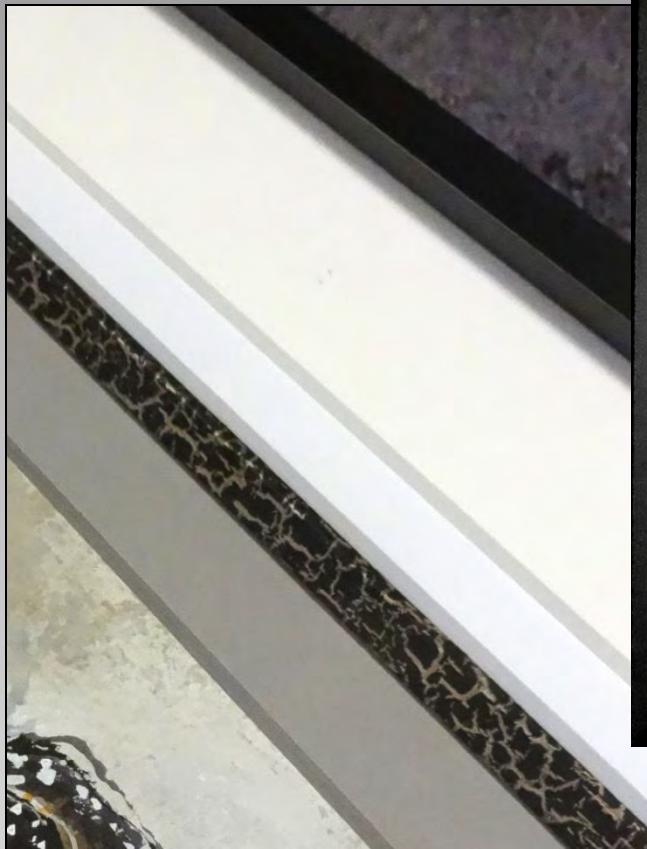
Moorman suede and black
blackcore with spacer
on digital photograph



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







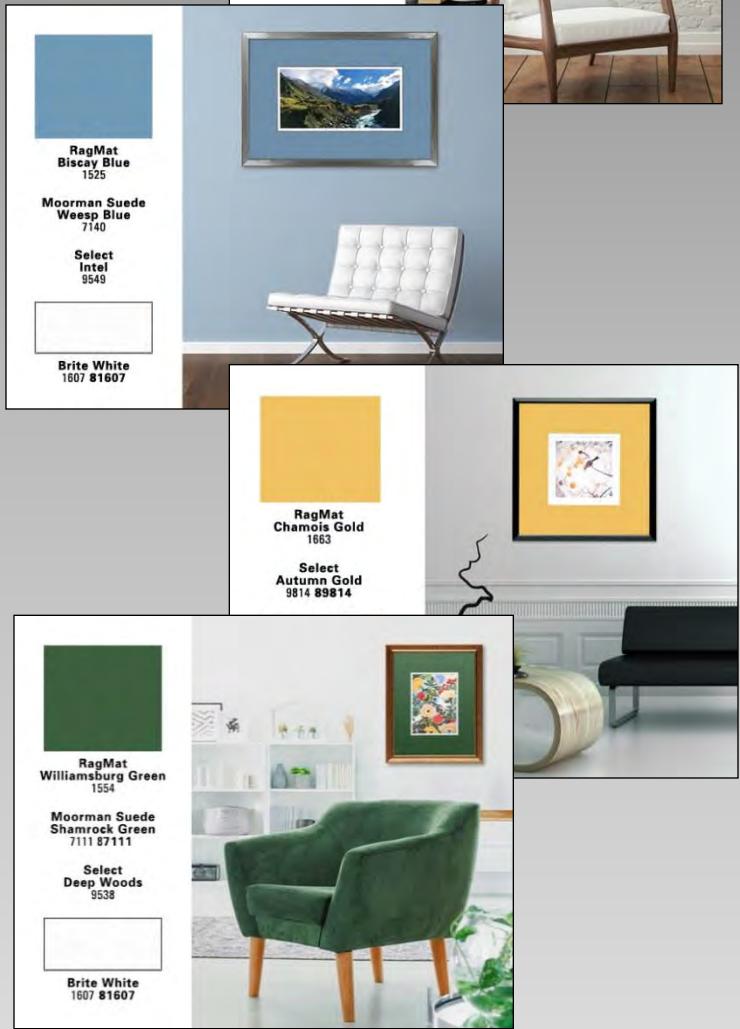
Pastel Print

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



Colors of the Year 2020

Crescent Trend Colors 2020



Global Color 2020

International colors from Coloro + WGSN

- Coloro is a color system based on hue, lightness and chroma
- WGSN is the World's Global Style Network

Key Colour Evolution



Neo Mint

This new directional colour heralds the start of a new decade, embodying an optimistic mood when advances in tech and science will take hold

Purist Blue

Blue's transition from a core colour to a fashion colour evolves in a softer way for 2020, moving away from the strong cobalts of recent seasons

Cassis

Cassis departs from the sweet tones that have had such a huge impact across markets recently, offering a deeper fusion of pink and purple

Cantaloupe

Youthful oranges from the previous two years settle into a milkier, more subdued tone, which offers broader appeal across ages and categories

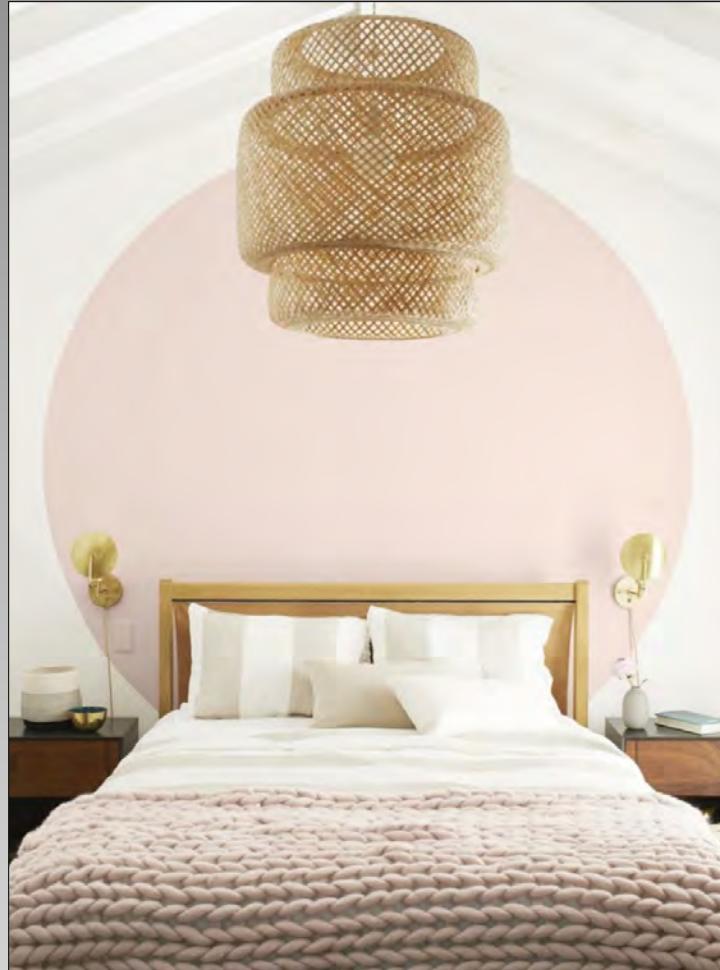
Mellow Yellow

Yellow will hit the mass market as it shifts to the deeper tone of Mellow Yellow, feeding into the ongoing popularity of earthy, baked hues.



Las Vegas Market 2020

Benjamin Moore – *First Light*



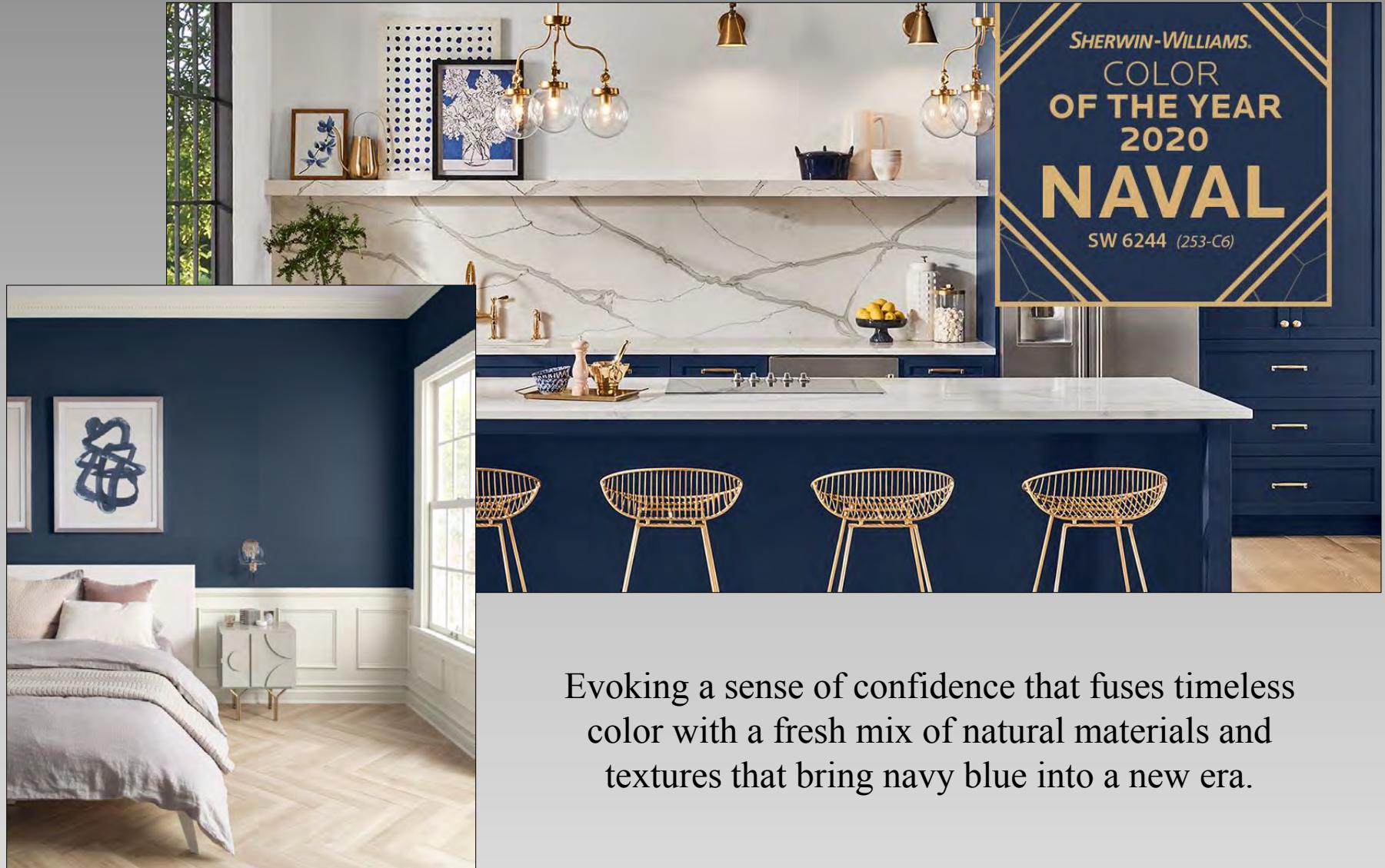
A soft, rosy hue blooming with potential, is the backdrop for a bright new decade.

Dunn Edwards – *Minty Fresh*



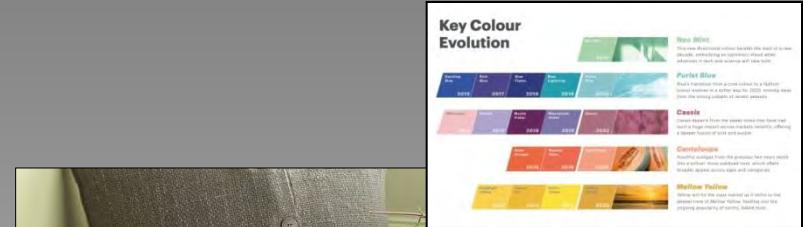
A calm, clean, mentholated, reflection of purity. A subtle and relaxing pastel that conveys the partnership between technology and nature.

Sherwin Williams - *Naval*



Behr – *Back to Nature*

A mellow, modern green plays just as well with dark room accents as it does with whites.



PPG Paint – *Chinese Porcelain*

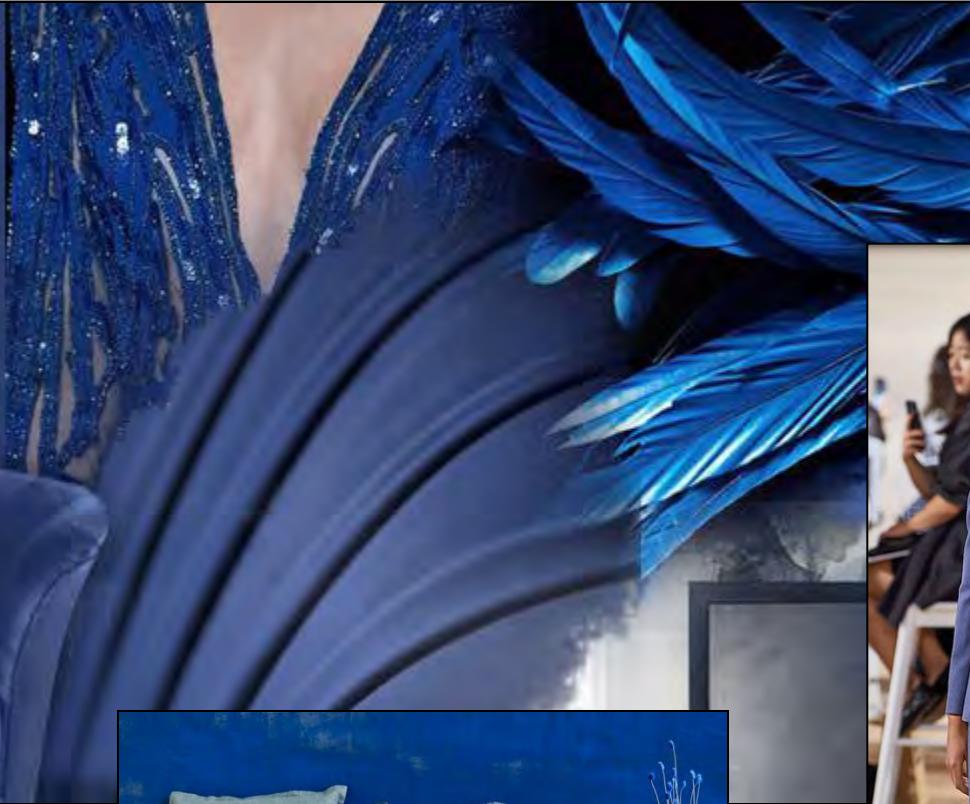


Blend of cobalt and ink blue brings us closer to natural elements of sea and sky... and serenity.

Pantone 2020 – *Classic Blue*



Classic Blue is elegant in its simplicity and reassuring qualities. A restful color bringing a sense of peace and tranquility to the human spirit, as a reflective blue tone it fosters resilience.



PONDER



PANTONE®
19-4052
Classic Blue



PANTONE®
16-4032
Provence



PANTONE®
13-4308
Baby Blue



PANTONE®
17-4405
Monument



PANTONE®
16-1412
Stucco



PANTONE®
13-1125
Peach Quartz



PANTONE®
12-0714
Cornhusk



SNORKEL



PANTONE®
19-4052
Classic Blue



PANTONE®
20-0056
Coralessence



PANTONE®
13-0550
Lime Punch



PANTONE®
15-0545
Jasmine Green



PANTONE®
14-4115
Cashmere Blue



PANTONE®
12-1404
Pink Tint



PANTONE®
11-0608
Coconut Milk



PANTONE®
19-4305
Pirate Black



EXOTIC TASTES



DESERT TWILIGHT



PANTONE®
19-4052
Classic Blue



PANTONE®
20-0021
Silver-plated



PANTONE®
20-0038
Glitteratti



PANTONE®
20-0008
Aluminum Foil



PANTONE®
20-0036
Two Penny



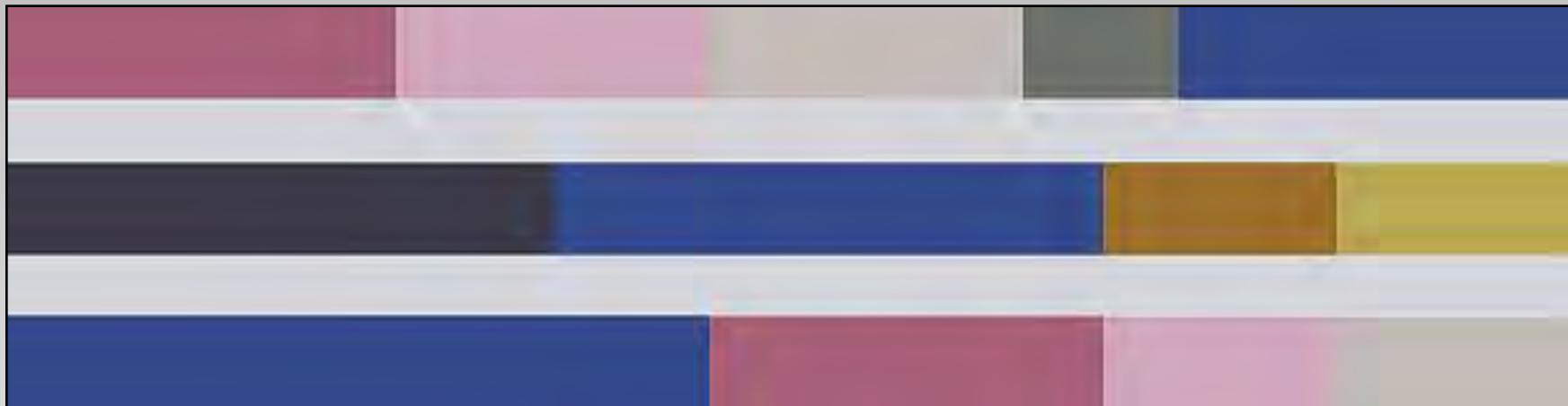
PANTONE®
20-0108
Pixie



PANTONE®
17-1818
Red Violet



PANTONE®
19-3924
Night Sky



UNTRADITIONAL



PANTONE®
19-4052
Classic Blue



PANTONE®
20-0043
Faded Jade



PANTONE®
20-0187
Water Nymph



PANTONE®
20-0075
Space Cherry



PANTONE®
20-0028
Brass Knuckles



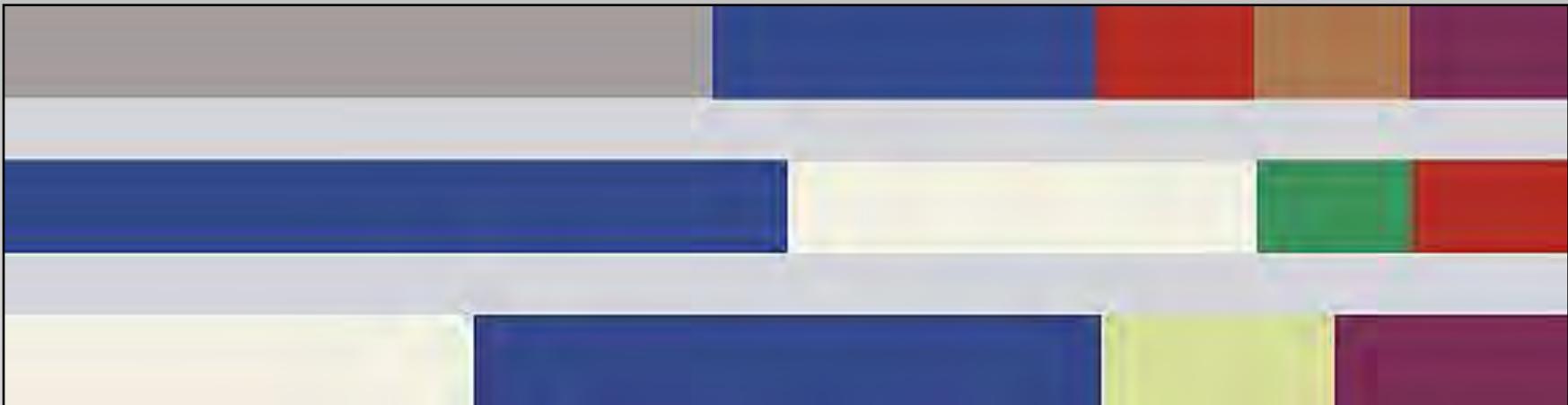
PANTONE®
20-0113
Glistening Grape



PANTONE®
16-3801
Opal Gray



PANTONE®
11-4302
Cannoli Cream



Paschke Online

Article Archive and Reference Library

<https://designsinkart.com/library.htm>

Articles by Subject:
West Coast Art & Frame PowerPoint and PDF

Other Paschke classes WCAF 2020

Design Elements: Pop of Color

Tuesday, 3:00-5:00pm

Mastering Mounting: Sensitive Items

Tuesday, 9:00-11:00am

Mastering Mounting: Creative Mounting

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

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

Mastering Mounting: Challenging Items

Wednesday, 10:00am-12:00pm



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