

Design Elements: Shades of Gray

Chris A. Paschke, CPF, GCF, CMG

Sponsored by Editions Limited/Studio EL

West Coast Art & Frame Expo, Las Vegas 2017

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











A dynamic collection of textural tones of copper, grey, and brushed golds. Our jacquard woven bedding is accented with embroidered and metallic decorative pillows.



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



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

- Sue Kim

Valspar color strategist

20 Best Grey Paints for 2017

According to Top Interior Designers

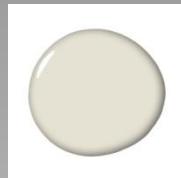
Agreeable Grey

Sherwin Williams



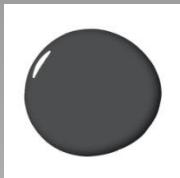
Ammonite

Farrow & Ball



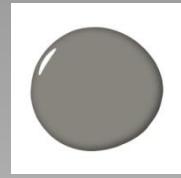
Cheating Heart

Benjamin Moore



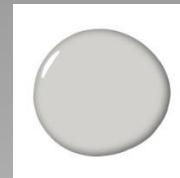
Chelsea Grey

Benjamin Moore



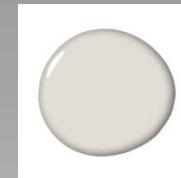
Cloud

Dunn Edwards



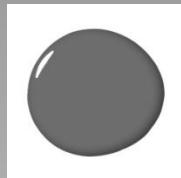
Conforth White

Farrow & Ball



Downpipe

Farrow & Ball



Elephants Breath

Benjamin Moore



Gray Owl

Benjamin Moore



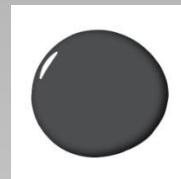
Horizon Gray

Benjamin Moore



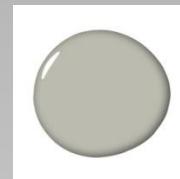
Iron Mountain

Benjamin Moore



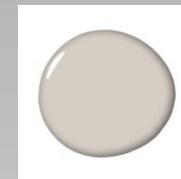
Lamp Room Gray

Farrow & Ball



Modern Gray

Sherwin Williams



Pashmina

Benjamin Moore



Revere Pewter

Benjamin Moore



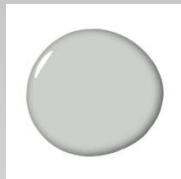
Rodeo

Benjamin Moore



Sleigh Bells

Benjamin Moore



Stonington Gray

Benjamin Moore



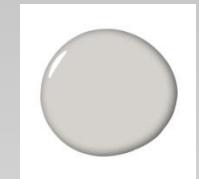
Whisper

Benjamin Moore

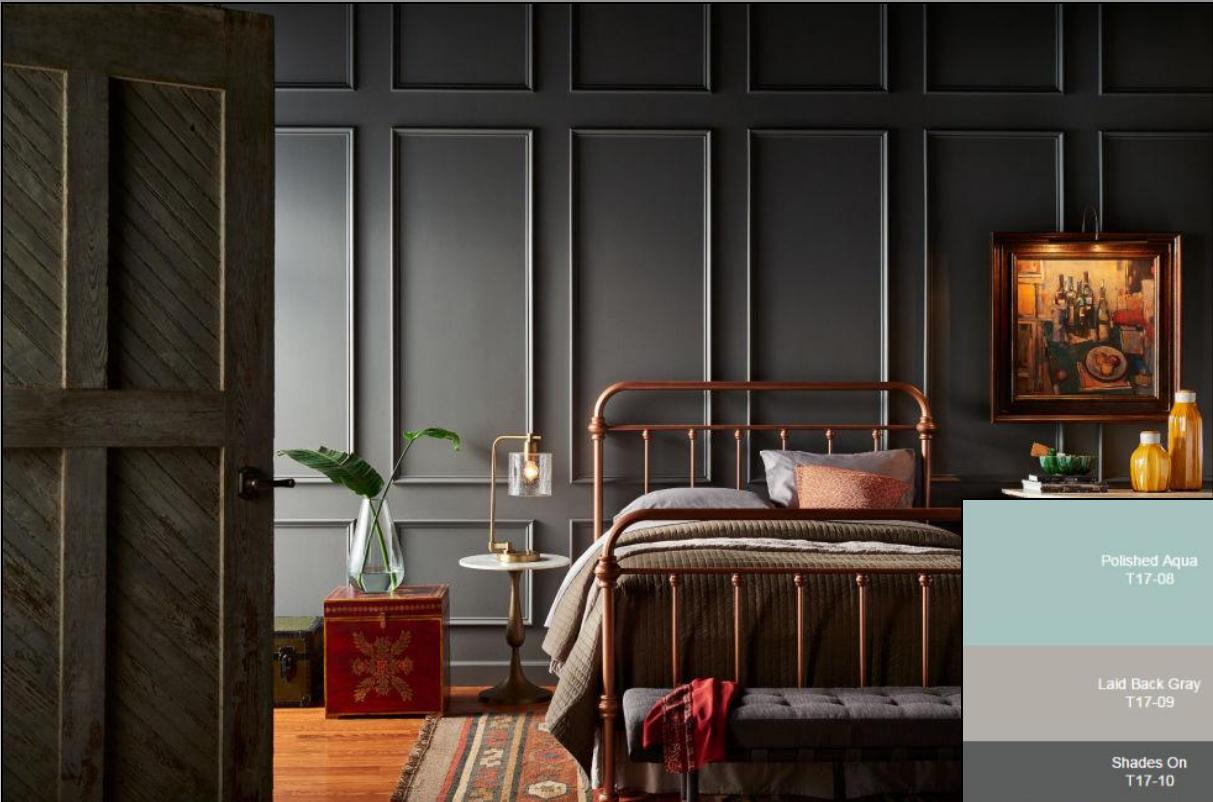


Winters Gate

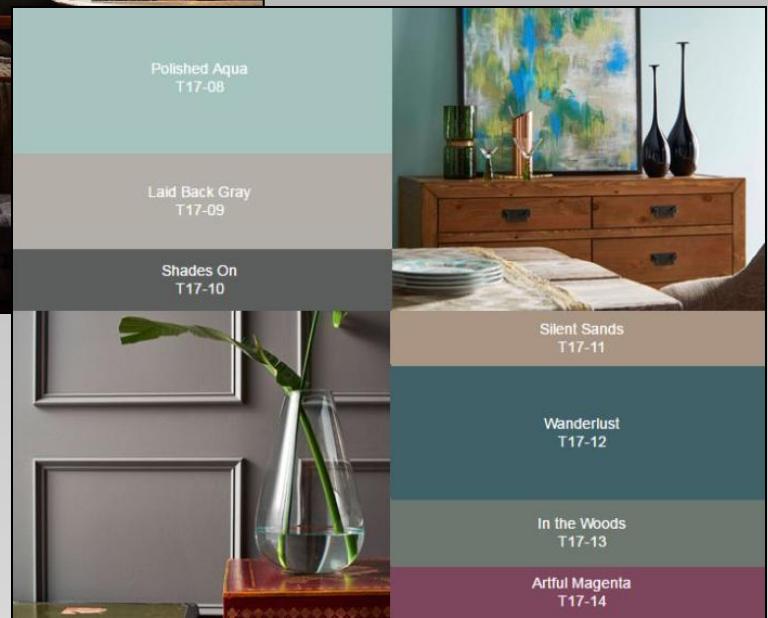
Pratt & Lambert



Behr



Color of the year 2017
Shades On





2016 showed dominant neutral cool gray zones with pops of color as the accent.

2017 is promising more grey, black and white.

Benjamin Moore



Color of the year 2017
Shadow



"Designers would be paralyzed without white."

- Andrea Magno

Benjamin Moore

Wall Street Journal, July 2016

Benjamin Moore offers more than 250 shades of white.



So many whites, so little time...





White Is the New Black for Luxury Real Estate

Homes with white walls appear clean and white ceilings create lightness.
White also makes small places seem larger.

-- July 2016, Wall Street Journal



Neutral, neutral, neutral...and white.



Outdoors and contrasting wall adds the color (L)

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



Also neutral
warm gray,
taupe and
white soften
the look.



*"White is one of the most popular colors
of all time, year after year."*

- Sue Wadden
Sherwin-Williams

Sherwin-Williams has 100 shades of white and fewer than 10 shades of black.



Color of the year 2017
Poised Taupe



2017

USE BAINBRIDGE TO COORDINATE WITH TODAY'S HOTTEST COLOR TRENDS!

Sherwin Williams has announced the Color of the Year for 2017 with coordinating collections. Bainbridge has everything you need to help your customers update and refresh their art to complement these color stories!

COLOR OF THE YEAR

Earthen brown combines with conservative grey and the result is a weathered, woodsy and complex neutral that celebrates the imperfections and authenticity of a well-lived life.



SW COLOR OF THE YEAR



SW6039 Poised Taupe

BAINBRIDGE MAT MATCH



12014 Portabella

BAINBRIDGE SECONDARY MATS



8759 Solid Slate



4421 Fawn



12012 Storm Cloud

Coordinating Collections

SHERWIN WILLIAMS

CORNFLOWER HUES

Faded indigo and lighter cornflower hues pair with modern white and Poised Taupe for a charming palette, reminiscent of the French countryside.



ORGANIC REIMAGINED

Vegetal green, citrus green, weathered bronze and mustard yellow pair with Poised Taupe to create a contemporary organic palette — re-imagined for the modern world.



VINTAGE PASTELS

Pastels take on a vintage vibe with dusty ink, amber, Poised Taupe, sage and oxidized yellow.



WINE & TAUPE

Deep wine, purple and Poised Taupe bring warmth to the dark tones favored in 2017. Silvery grey and intense teal provide balance and drama to this rich, mysterious palette.



ERODED

Red and coral are vibrant and ore rich when combined with Poised Taupe and dusky rose. There is a natural feel to this palette, reminiscent of silt, clay and red stained bedrock.

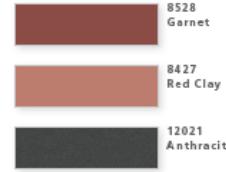
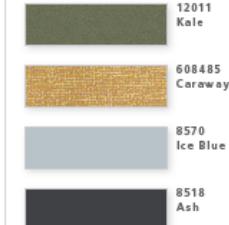


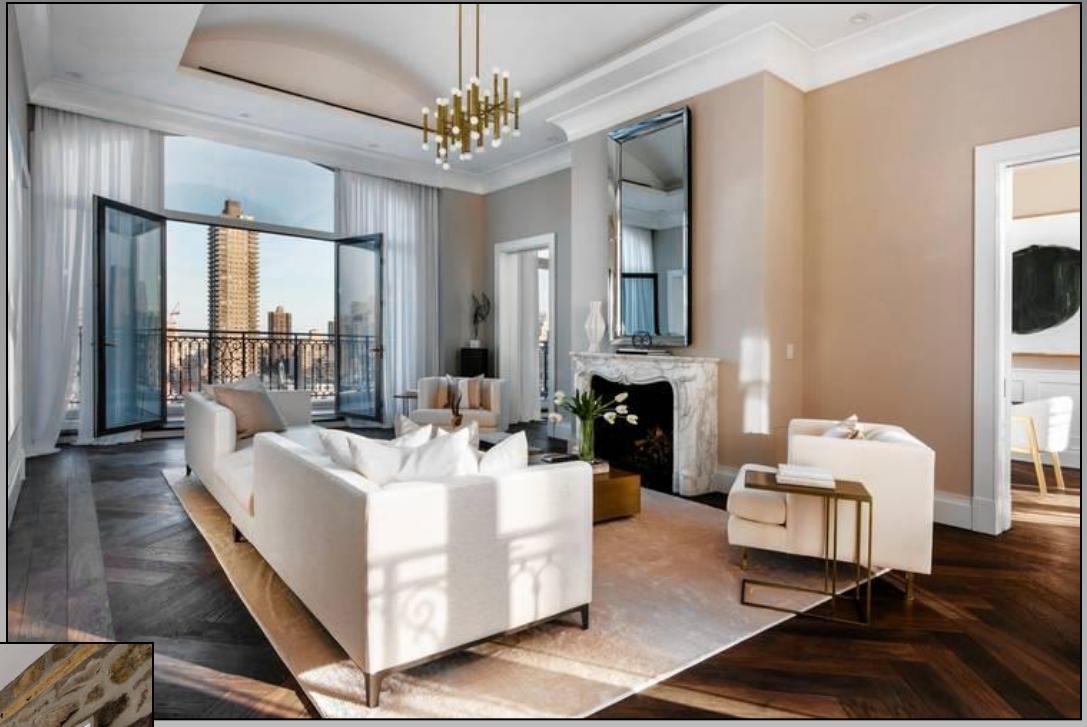
YELLOW POP

Faded indigo and lighter cornflower hues pair with modern white and Poised Taupe for a charming palette, reminiscent of the French countryside.



BAINBRIDGE MATS





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.

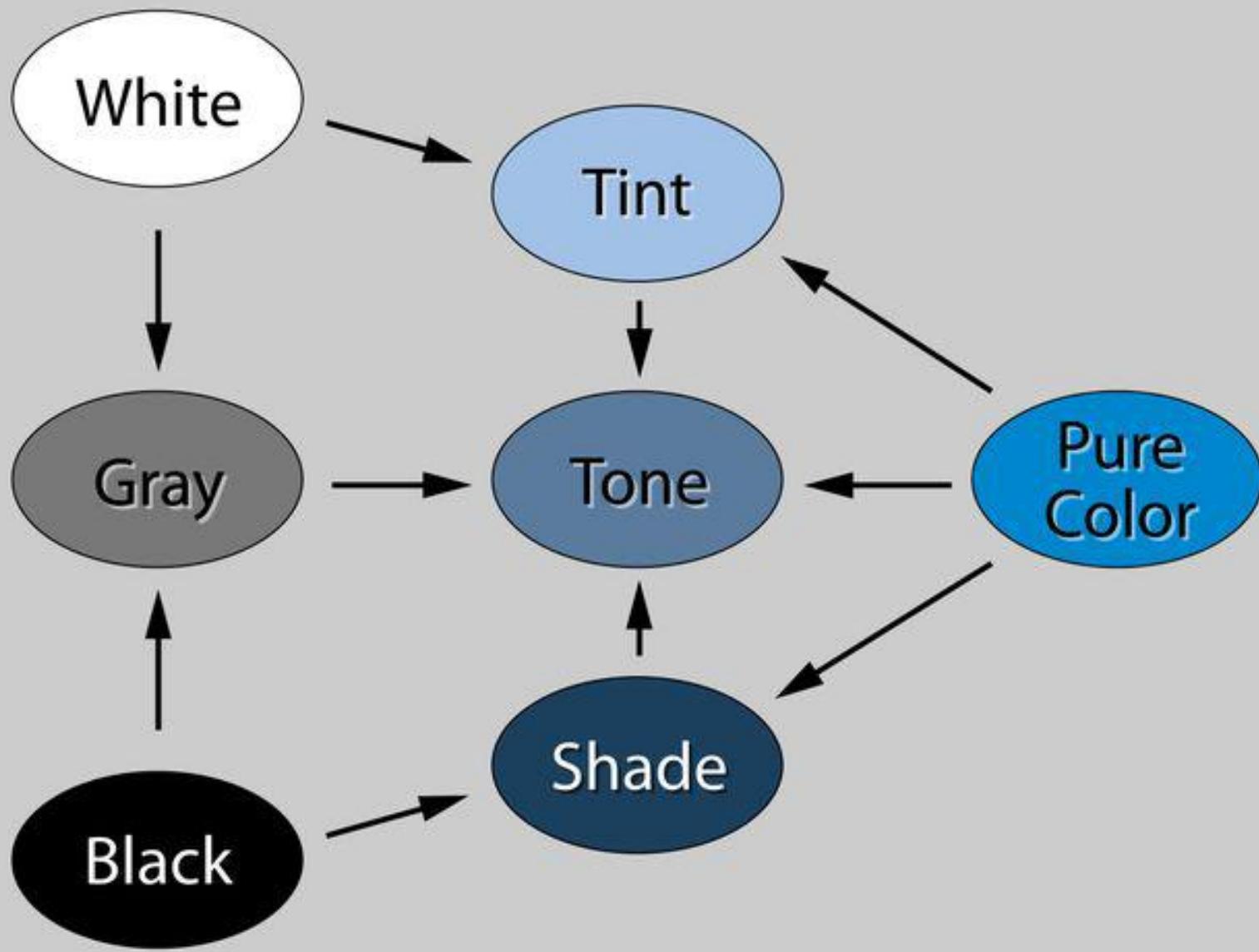
Neutral Color Theory

Basics Review

Black, white
and gray have
always been
considered
neutrals.

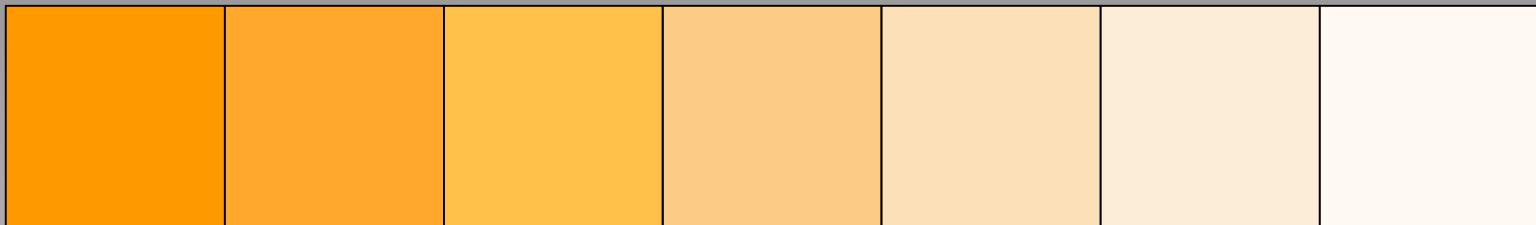
But all tinted,
toned and
shaded colors
are also
neutrals.





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 Alphamat Artcare Neutrals Specifier Card

Bainbridge's Neutrals
Specifier was made as a
custom handout for my
Shades of Gray 2017 class.

It features their 62 Neutrals broken into red, yellow, blue families categorizing the tints, tones and shades of each.

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



A

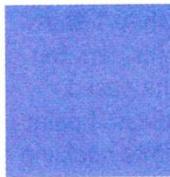
quinacridone magenta



cadmium red



ultramarine blue



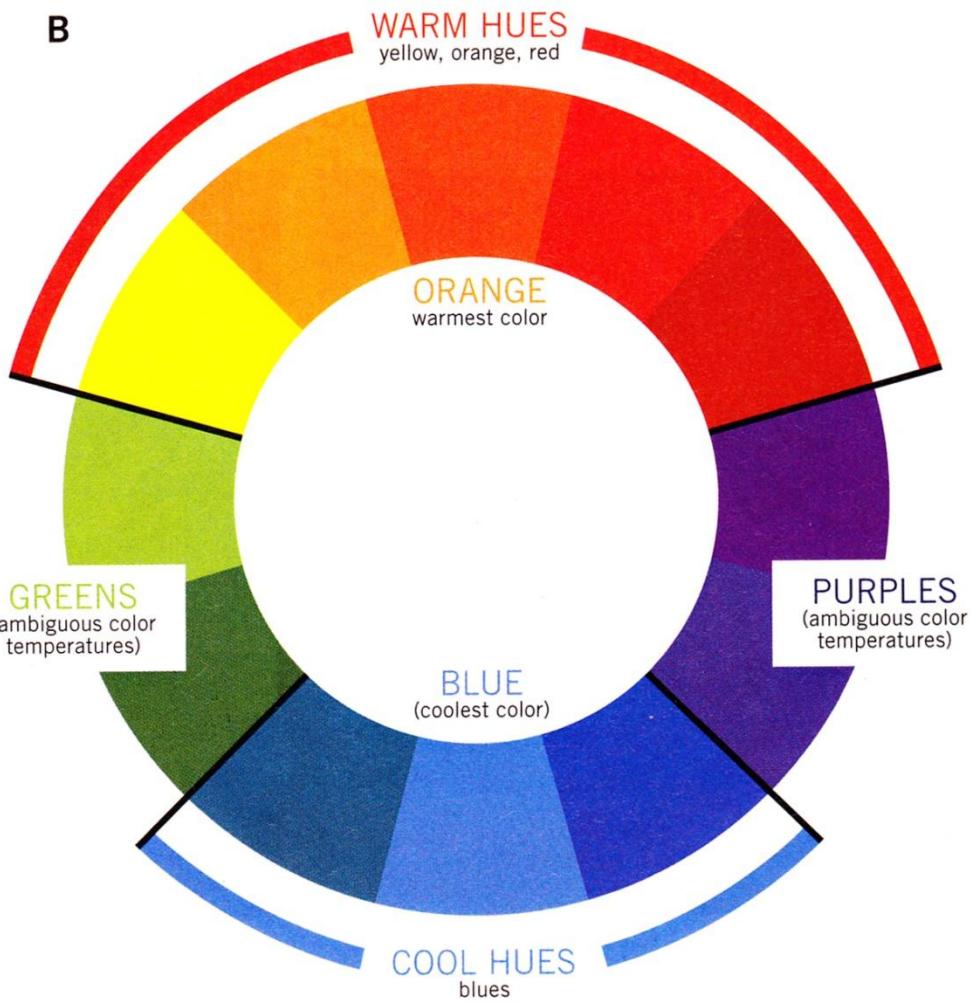
cobalt blue

A: Relative Versus Overall Temperatures:

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:

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

WARM DETAILS
RED-TONED NEUTRAL WITH WARM HARMONIES

Use neutrals as a complete scheme by themselves, as simple background for stronger colors, or to help define design features like doorways and windows. Ranging from a whisper of beige to deep, russet browns, these Red-Toned Neutrals are comfortable and traditional.

Our Color Studio has created three distinctive Red-Toned Neutral palettes, each with trim and accent colors:

WARM DETAILS
BLUE-TONED NEUTRAL WITH WARM HARMONIES

RM DETAILS provides warm harmonies that are specifically selected to accent a Red-Toned Neutral. This palette gives a subtle and sophisticated look.

COOL DETAILS gives you lighter and darker tones of a Blue-Toned Neutral. It's a palette that's simple to work with and comfortable to live with.

WARM DETAILS provides warm harmonies that are specifically selected to accent a Blue-Toned Neutral. This palette gives a subtle and sophisticated look.

BLUE-TONED NEUTRALS IN NATURAL HARMONIES

Neutrals are every color's friend, and offer an abundance of shades and nuances. Use neutrals to calm a colorful scheme, or use color to enliven a neutral scheme. Ranging from a hint of gray to smart charcoals to deep blues, these Blue-Toned Neutrals offer quiet, restrained elegance.

Our Color Studio has created three distinctive Blue-Toned Neutral palettes, each with trim and accent colors:

WARM DETAILS provides warm harmonies that are specifically selected to accent a Blue-Toned Neutral. This palette gives a subtle and sophisticated look.

SUBTLE BLENDS gives you lighter and darker tones of a Blue-Toned Neutral. It's a palette that's simple to work with and comfortable to live with.

COOL DETAILS offers cooler harmonies that will complement a Blue-Toned Neutral, to give you quiet accents and interesting highlights.



WARM DETAILS
YELLOW-TONED NEUTRAL WITH WARM HARMONIES

Think of all the neutrals as very low intensity hues that will work well with all other colors. Experiment freely with different shades and tones and you will be amply rewarded. Ranging from subtle creams to deep golden browns, these Yellow-Toned Neutrals are fresh and quietly uplifting.

Our Color Studio has created three distinctive Yellow-Toned Neutral palettes, each with trim and accent colors:

WARM DETAILS provides warm harmonies that are specifically selected to accent a Yellow-Toned Neutral. This palette gives a subtle and sophisticated look.

SUBTLE BLENDS gives you lighter and darker tones of a Yellow-Toned Neutral. It's a palette that's simple to work with and comfortable to live with.

COOL DETAILS offers cooler harmonies that will complement a Yellow-Toned Neutral, to give you quiet accents and interesting highlights.

730C-2 " Sandstone Cove	1812 " Swiss Coffee	W-B-700
730D-4 " Earth Wall		7300

WARM DETAILS
YELLO-TONED NEUTRAL WITH WARM HARMONIES

Yellow-Toned Neutrals in Natural Harmonies

Think of all the neutrals as very low intensity hues that will work well with all other colors. Experiment freely with different shades and tones and you will be amply rewarded. Ranging from subtle creams to deep golden browns, these Yellow-Toned Neutrals are fresh and quietly uplifting.

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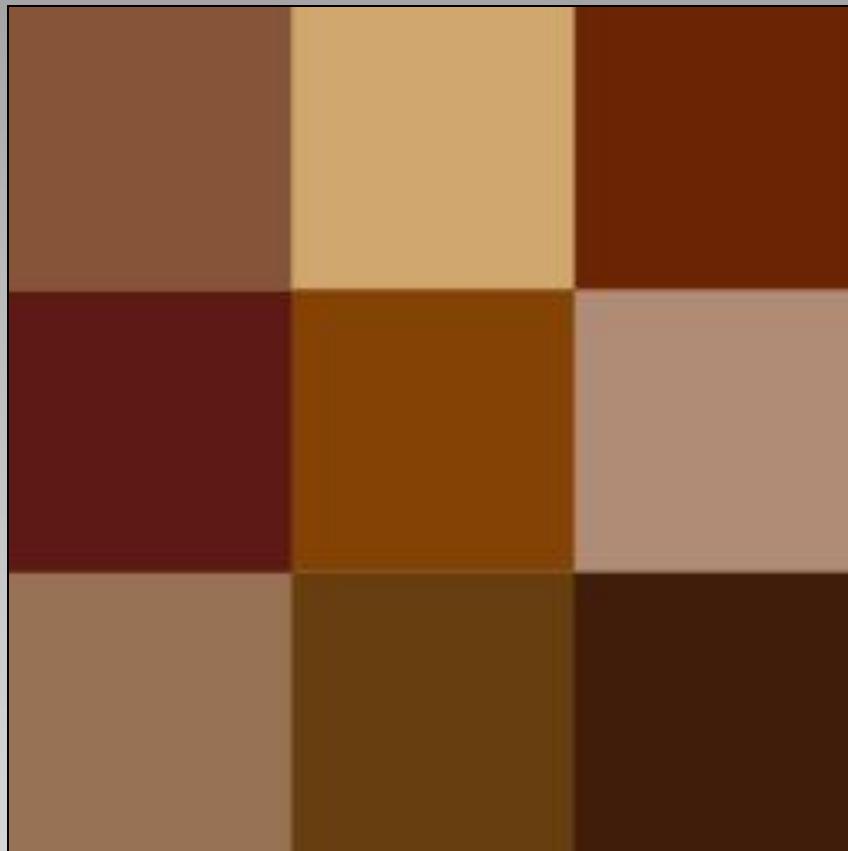
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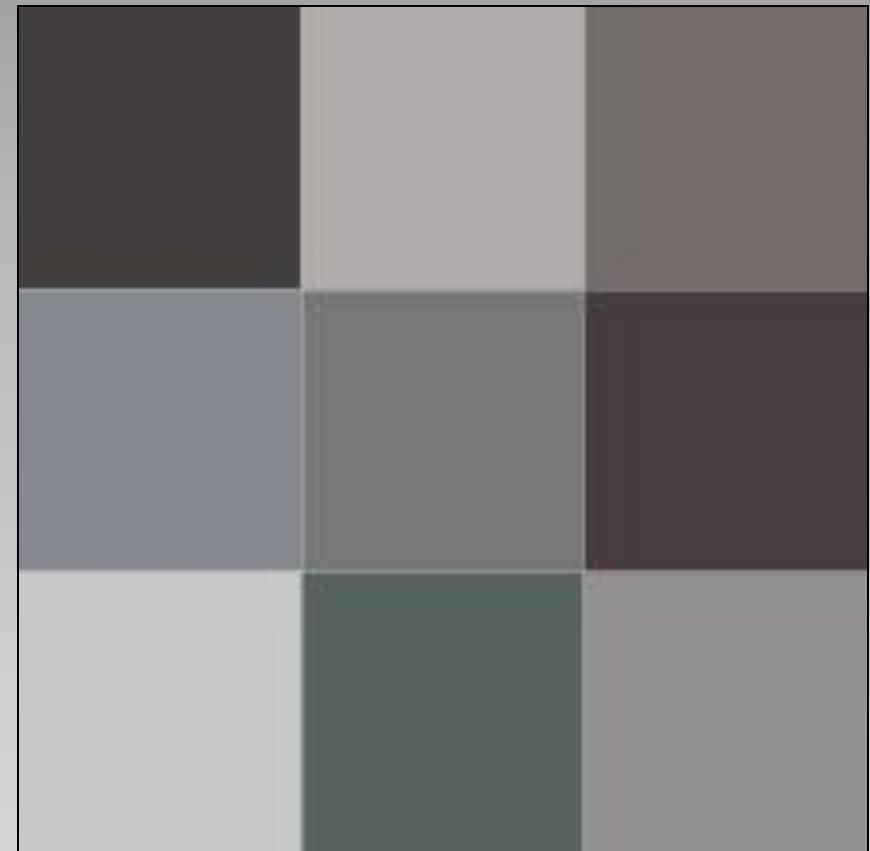
COOL DETAILS offers cooler harmonies that will complement a Yellow-Toned Neutral, to give you quiet accents and interesting highlights.

Color Based Neutral Tints, Tones, Shades

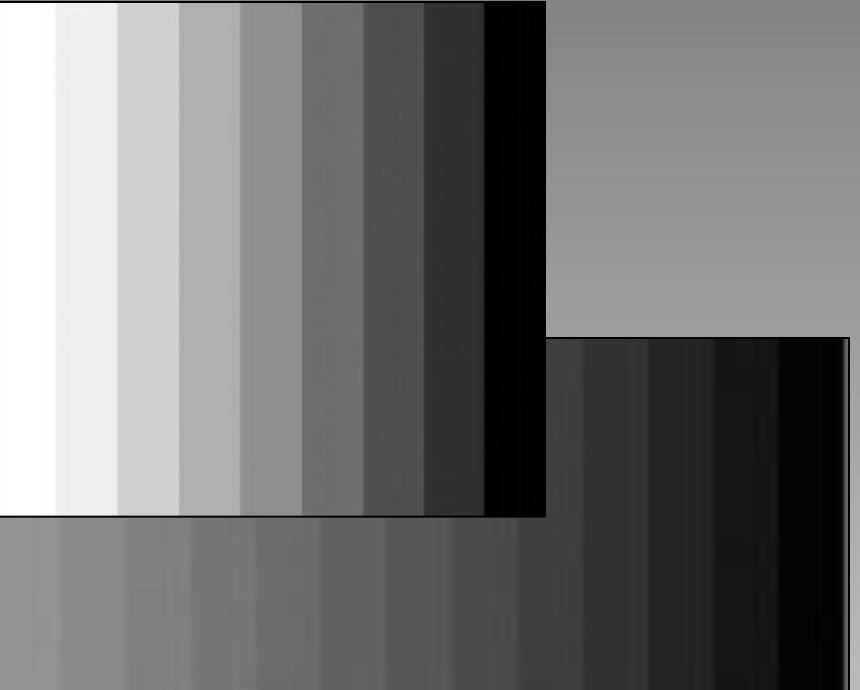
blue yellow
to green



blue yellow
to green



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



Similar palette but a white wall steps down the drama from the previous slide making this a softer look.

The same happens with framing by a lighter top mat.



By adding art and a single accent color among assorted shades of neutral browns and the bedroom pops.

Well placed accents make the visual experience richer, bolder and more interesting.





Neutrals in Framing

Original Chinese Watercolor



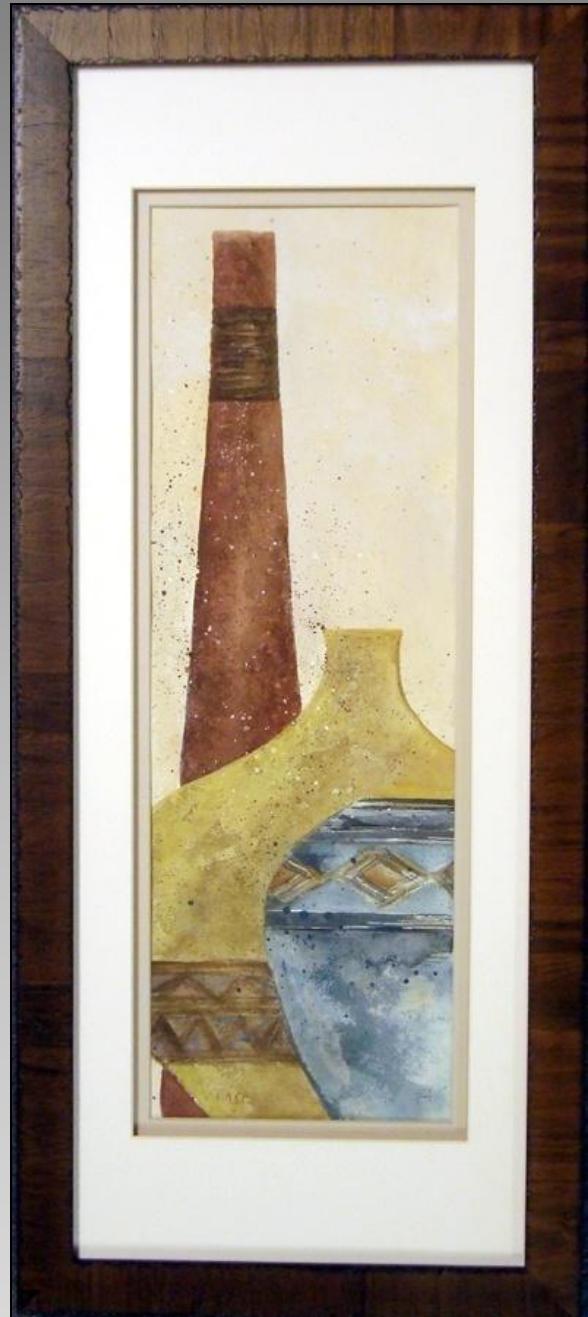
Subtle color
contrast, still
neutral

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



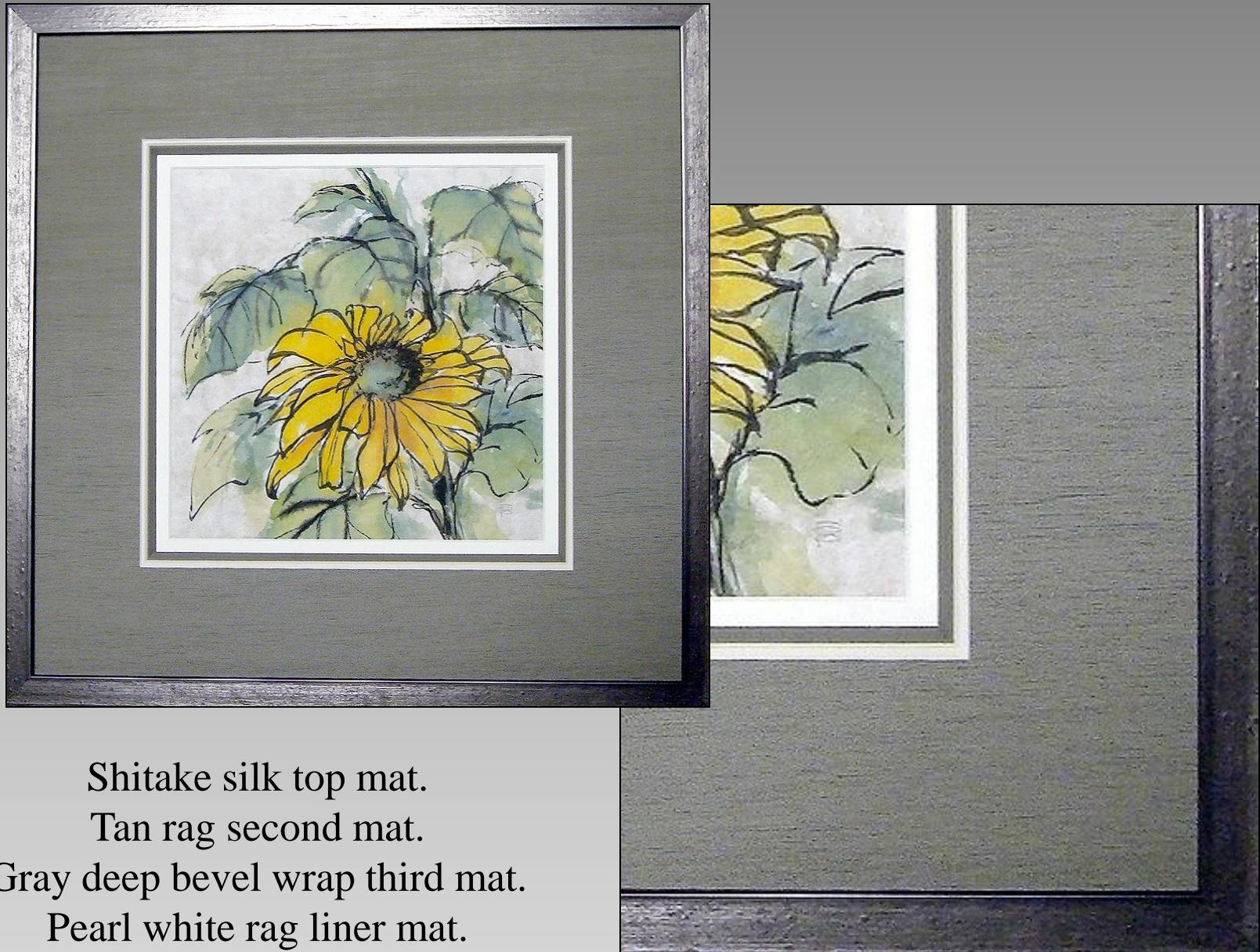


Warm white expands image.
Spacer adds depth.
Top warm neutral ties
to browns in the horse.





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

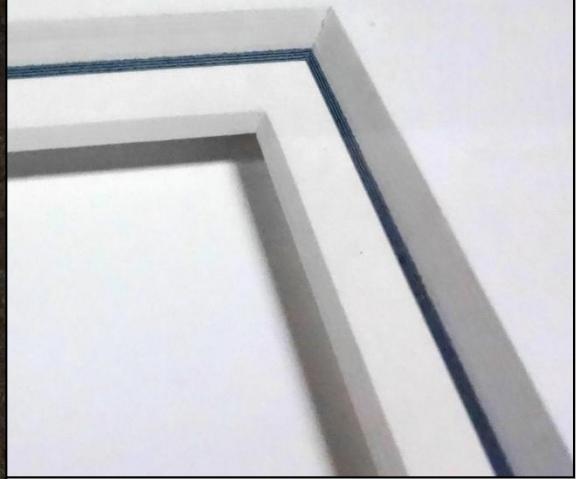
Color enriches and enlivens art, but there is nothing wrong with white on white.

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.

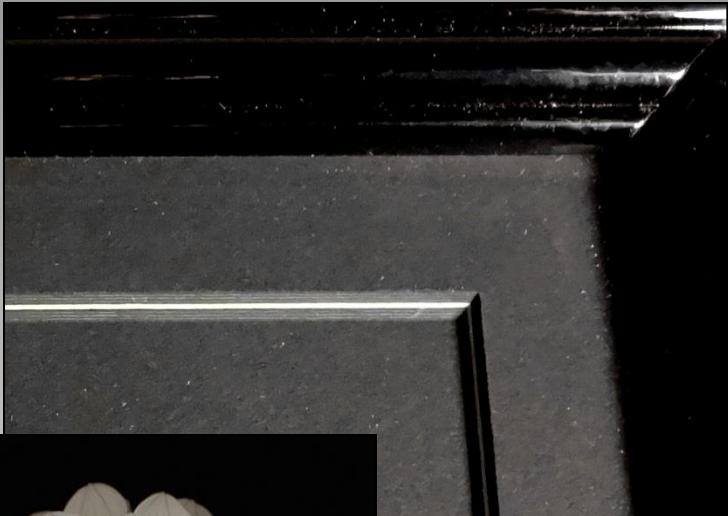


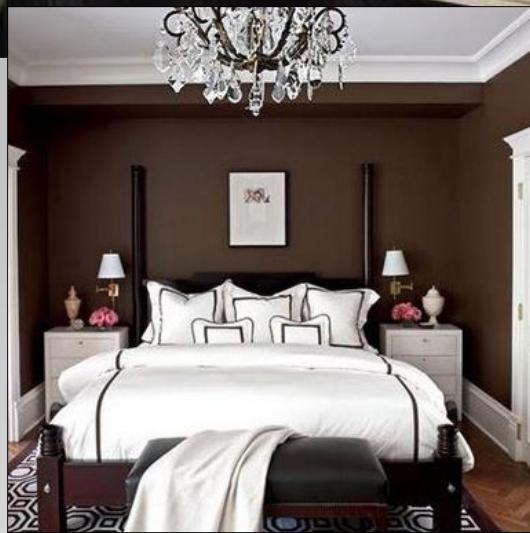
Contemporary

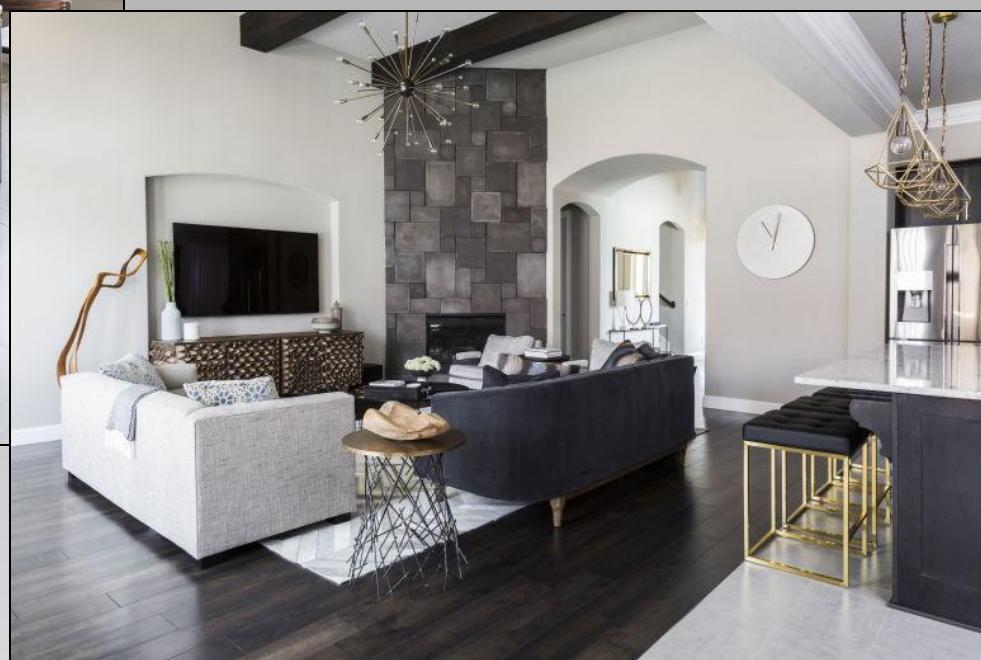
Narrower yet...double rag
white on white mat with spacer
in Nielsen #34-21 metal



Black as a Neutral



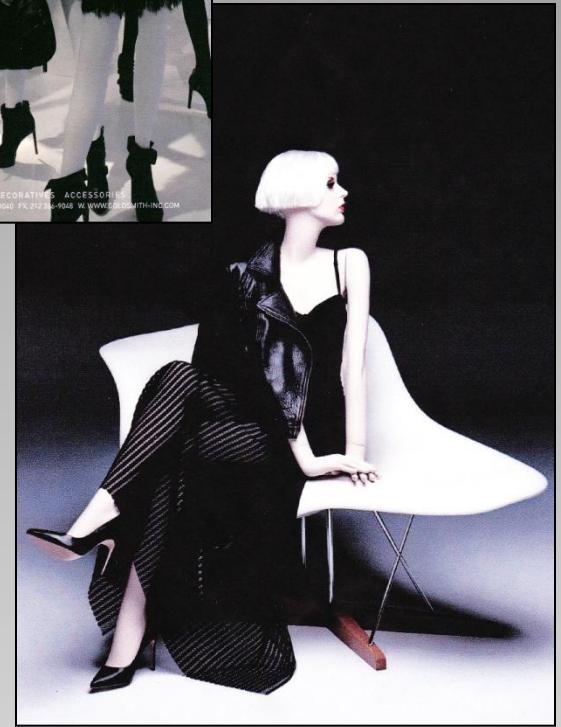
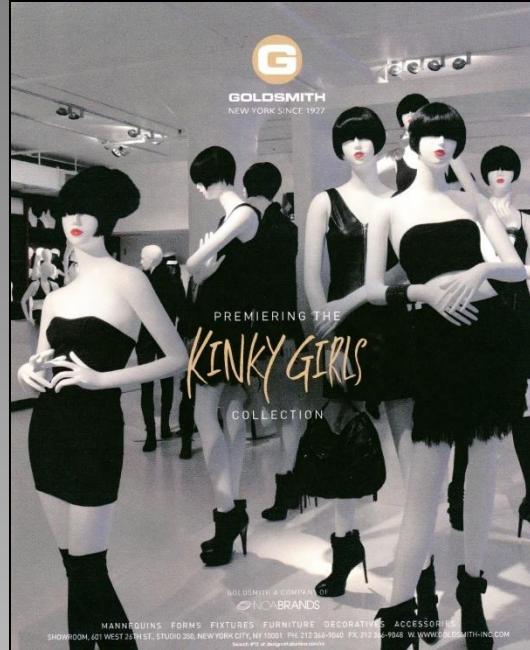
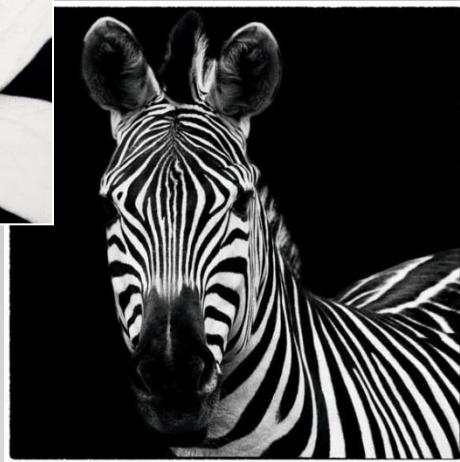






Black, gray and white
art for 2017

Photographs are
really trending



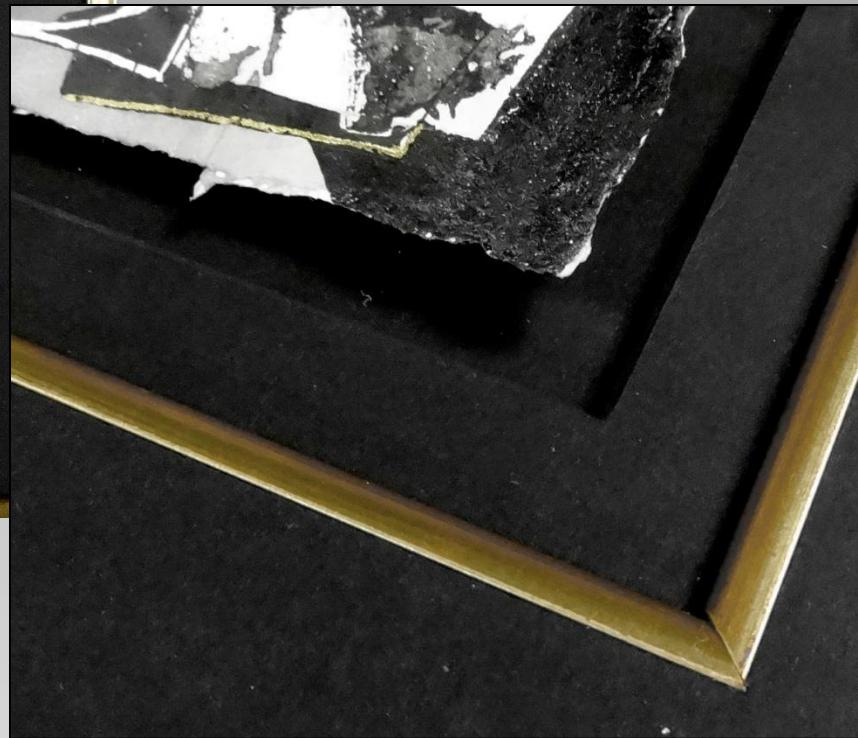


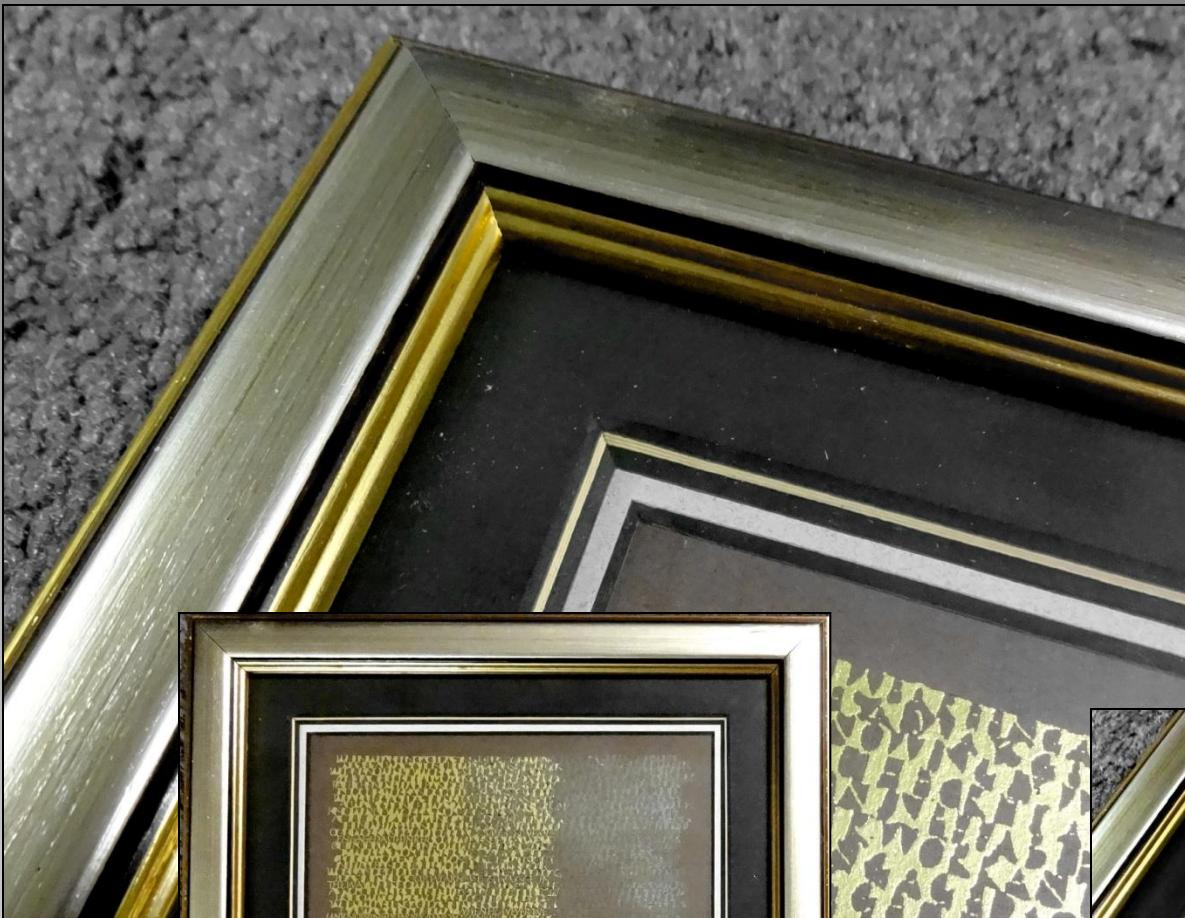
Eyvind Earle
high gloss serigraph
triple mat with fillet and
8-ply pin stripe at top



Original Gilded Calligraphy

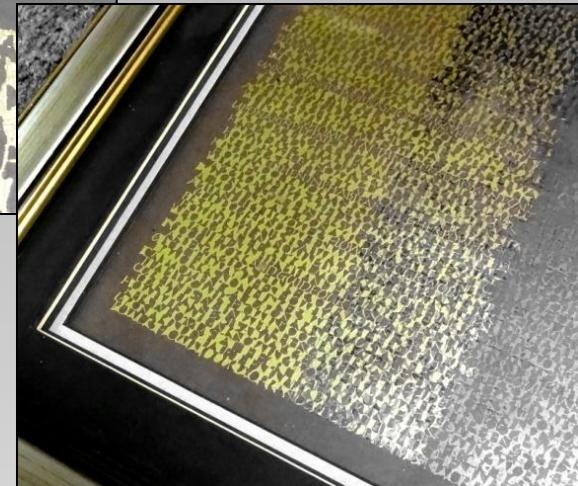
floated art
black on black on black
with gold fillet





Metallics

Gold & silver are also considered neutrals





B/W 8x12" photo
double rag mat
with spacer

photo mounted by customer





Modigliani

Soft neutral tones
to blend with grayed
paper, enhanced by
French pastel panel

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.





Vintage looking
photography is also
trending for 2017.

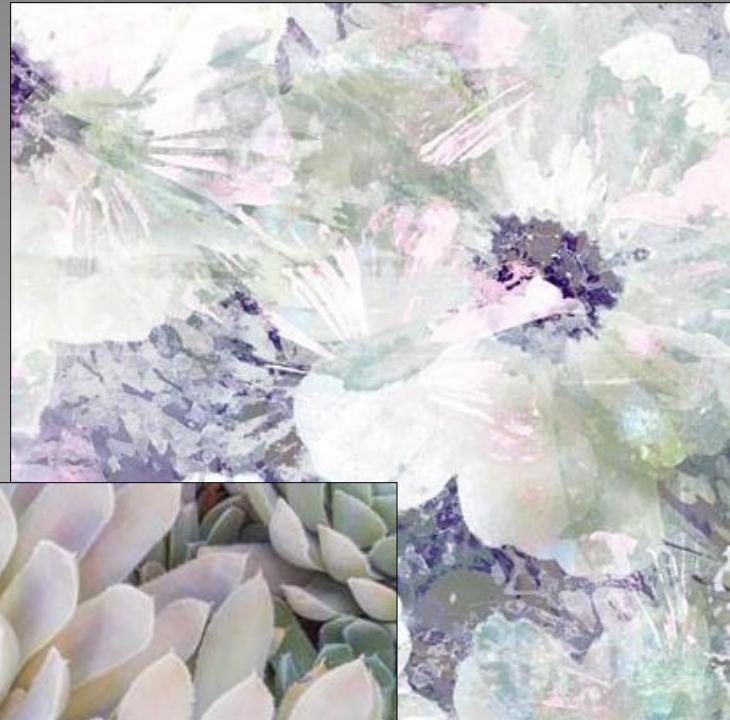
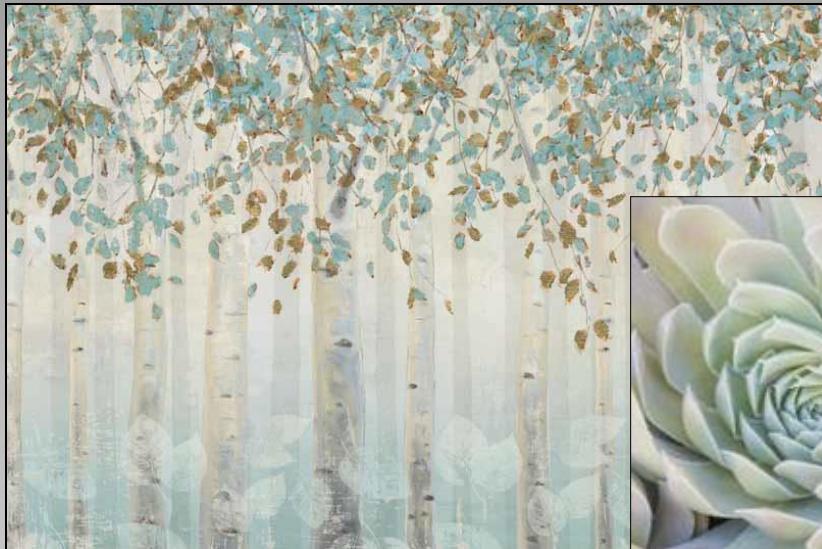


2017

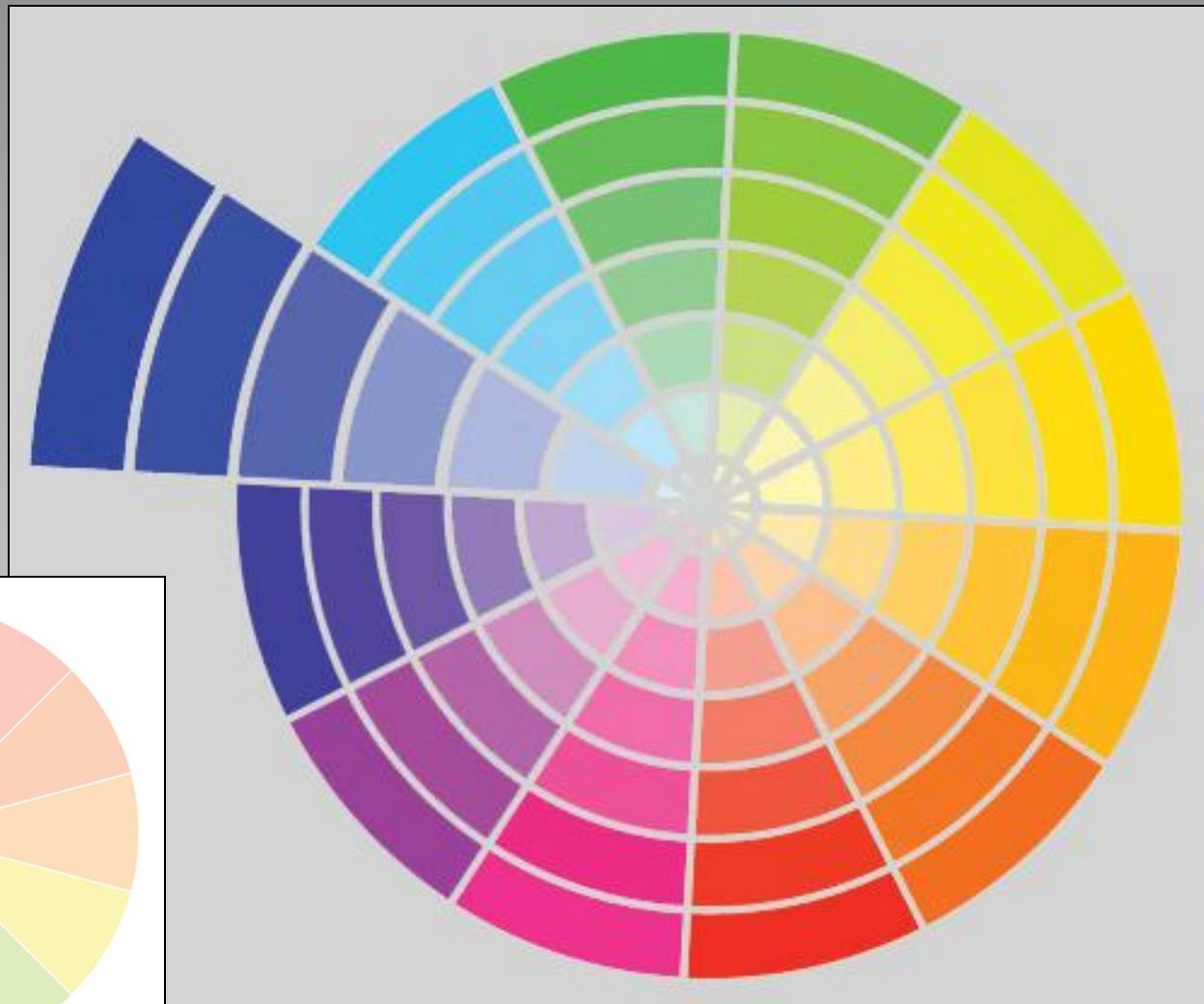
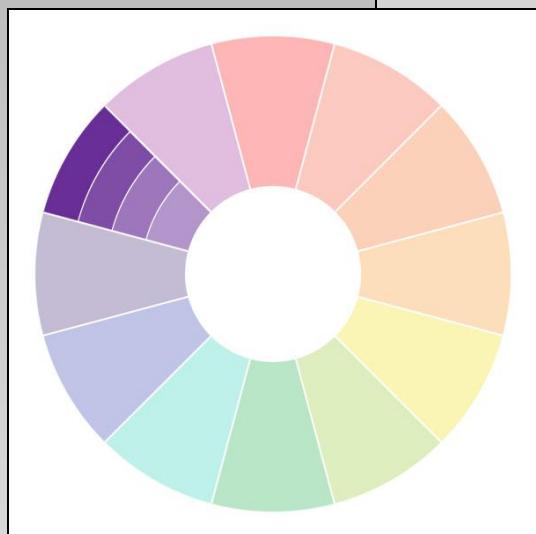
Pastel Tints & Soothing Neutrals



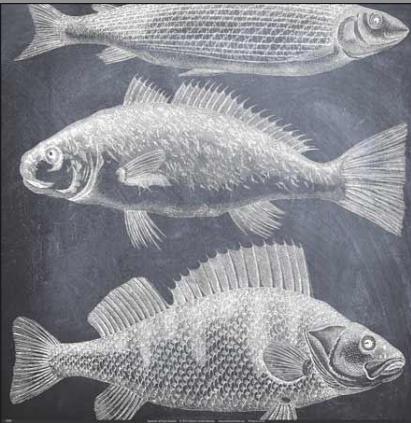
Grayed Color Tones based in Nature



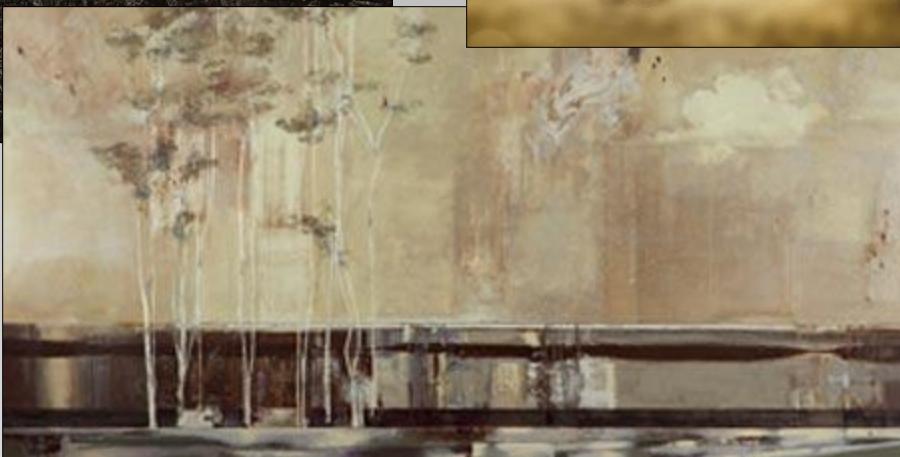
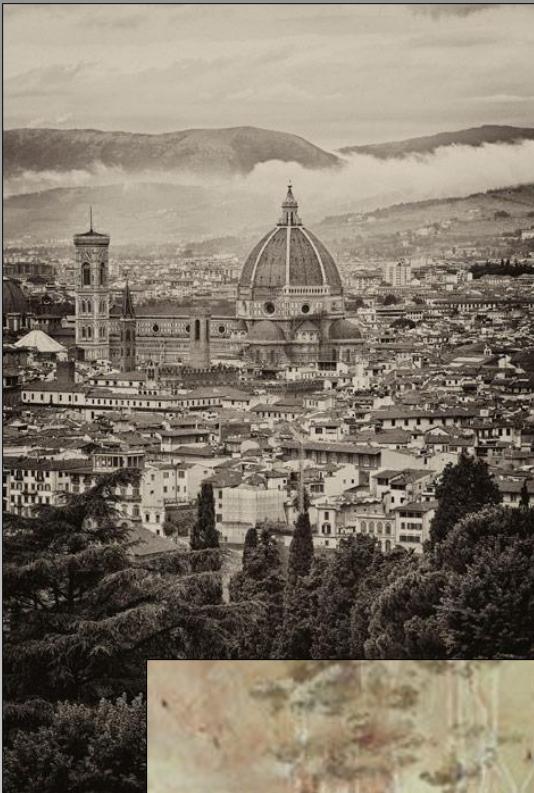
Monochromatic Palette

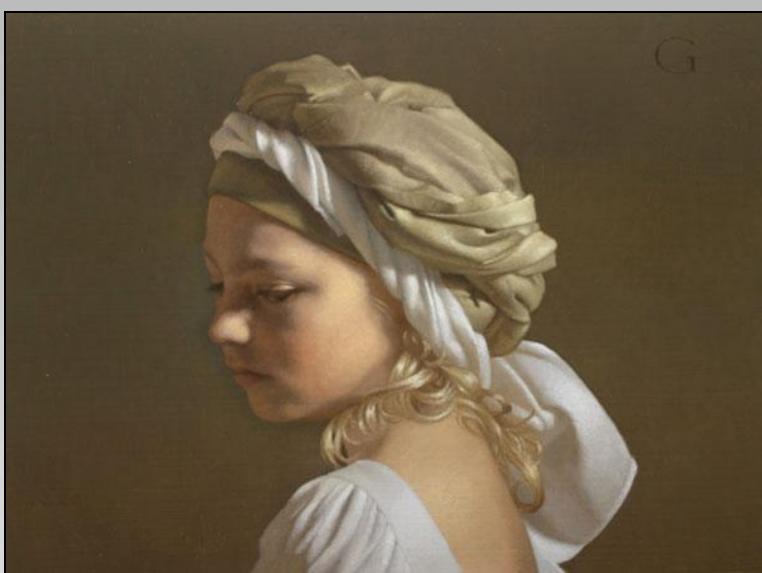
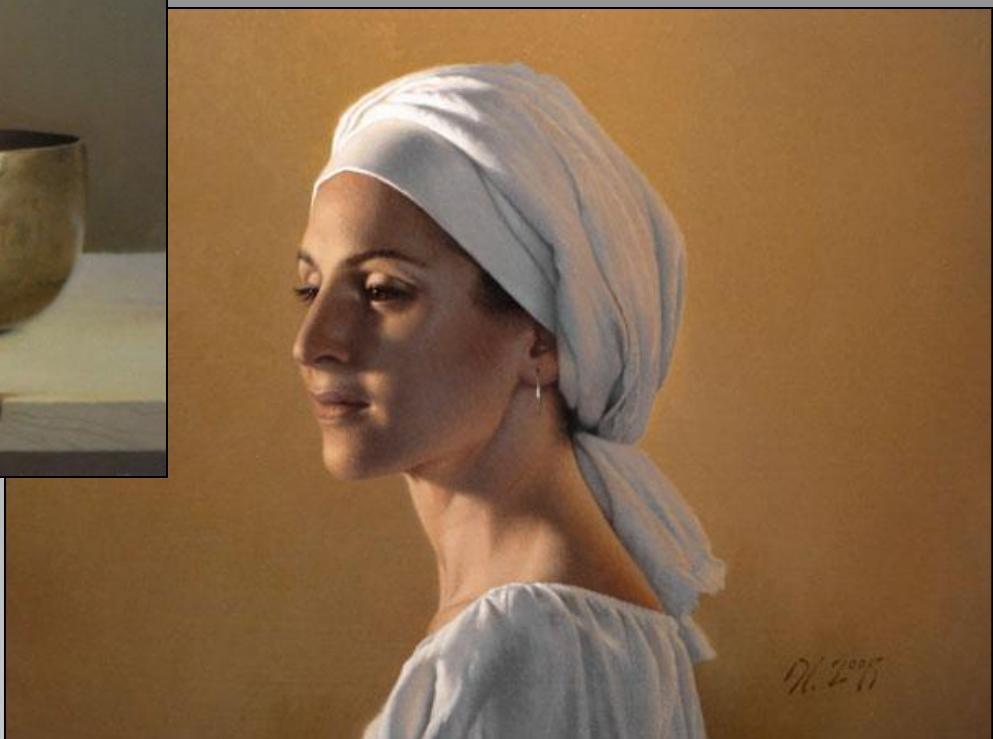


Gray Monochrome



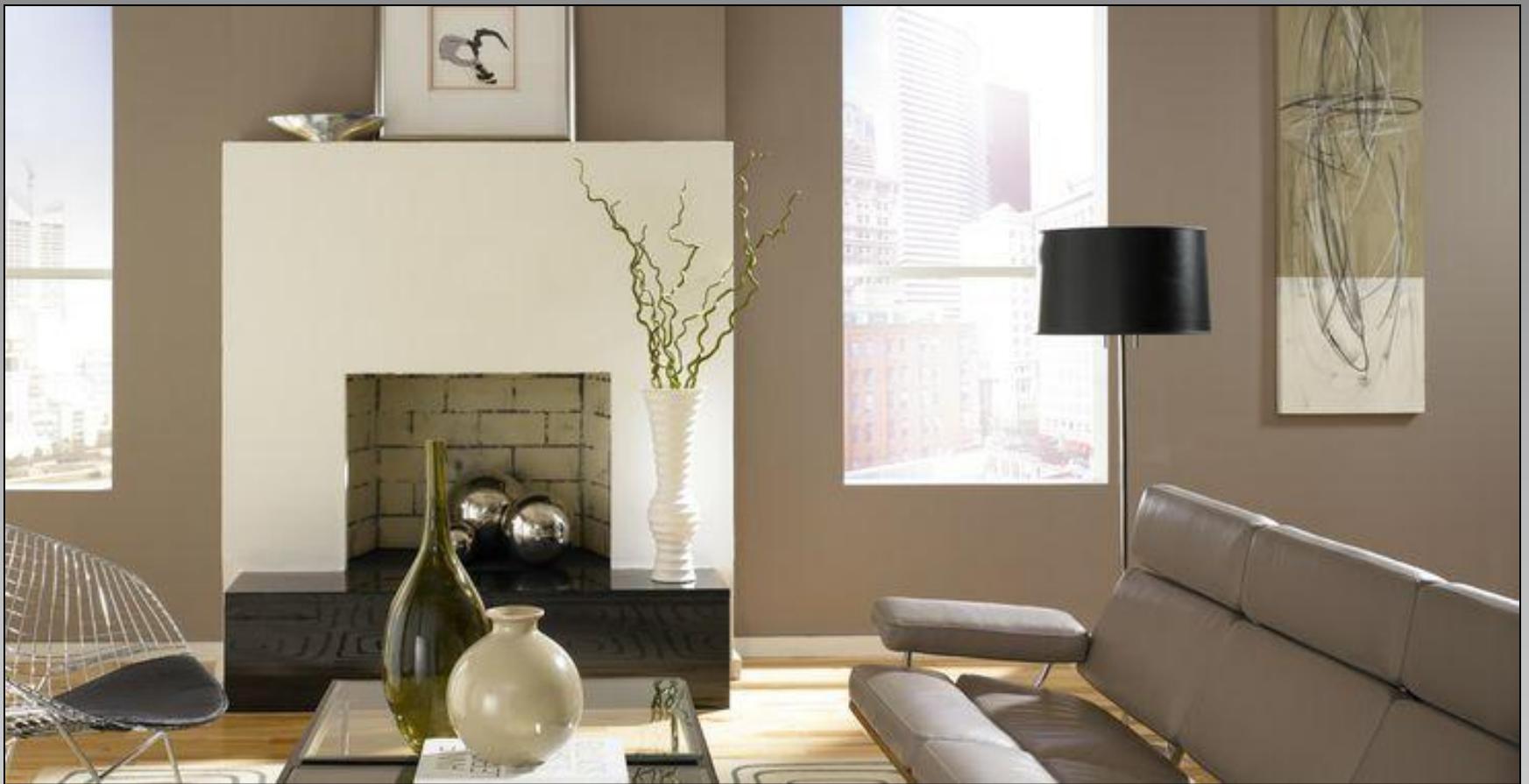
Brown Monochrome







When asking room colors and patterns think about contrast



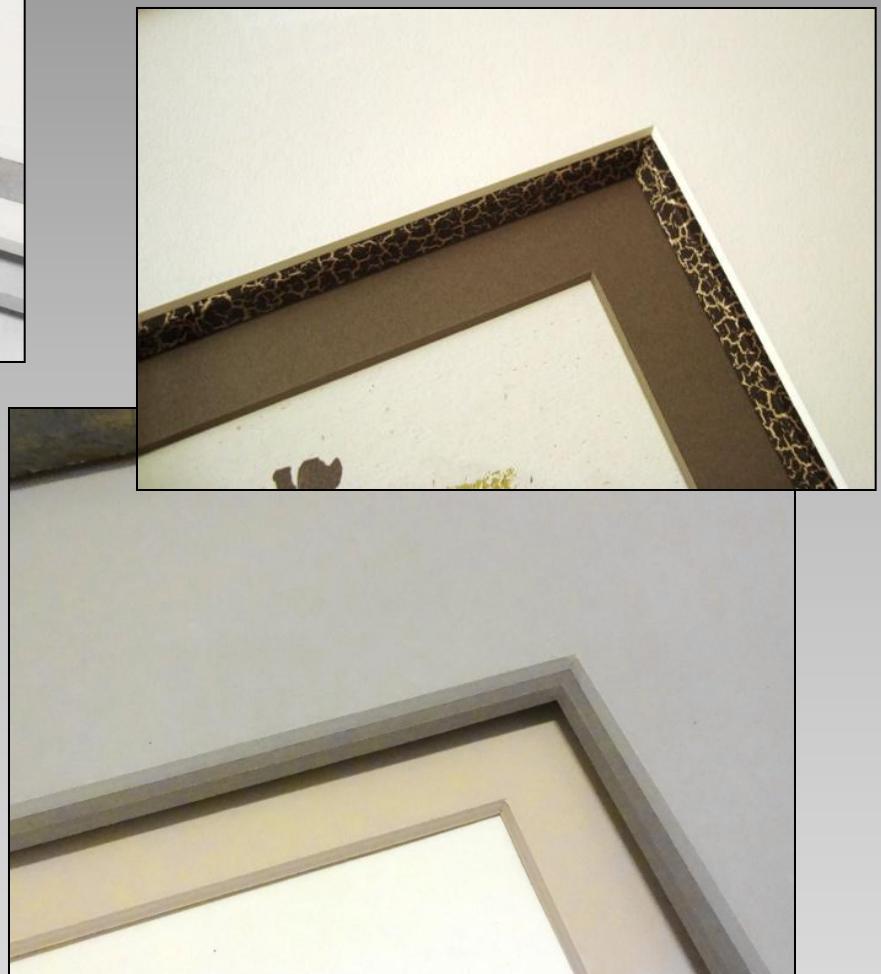
The framing is minimal allowing the art and accents dominance

The art emulates the room,
the color pop on the fireplace is bracketed by visual textures.



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







Warm gray etching with
antique white mats



Neutral + Texture



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



The LR is all tones and shades of neutral gray but the use of high contrast between the white accent wall and black fireplace and pastoral paintings with greenery and the small green plant create subtle accents.

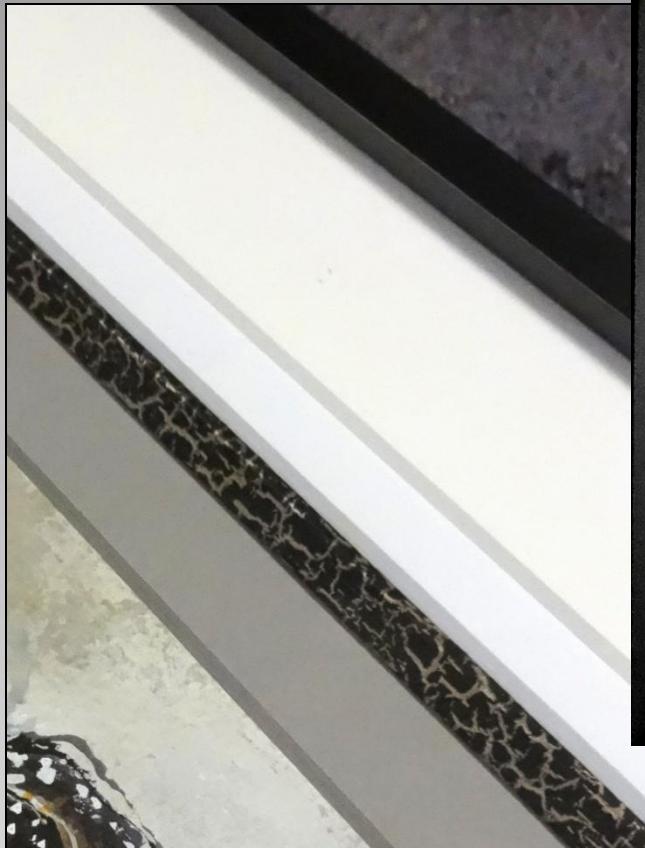
Moorman suede and black
blackcore with spacer
on digital photograph



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







Italian Cathedral

Double mat, top panel
with 1/4" space. Lifter
below panel with contrast
textured green strip.



Pastel Print

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



Larson Juhl

Alto
Product Pairings by LARSON JUHL

Fantastic Fillet Combinations	Moulding Specifications
White – 119286 	Substrate: Treated Ayous Made In: Italy Finish: Painted • No gesso • Smooth finish • Durable
Intaglio – 101223 	Similar Mouldings: • Tribeca • White

Coordinating Matboards	Putty Recommendations
A4918 Snow White A4866 Everest A4984 Berber Ripple 	White Finish: Putty: White 23216 Marker: none
A4983 Cumin Ripple A4825 Balmoral A4969 Night 	Black Putty Marble Putty

Hudson II
Product Pairings by LARSON JUHL

Fantastic Fillet Combinations	Molding Specifications
Providence – 193930 	Substrate: Durian and Jelutung Made In: Asia
Providence – 193931 	Finish: Paint and Leaf • Hand distressed • Gold leafed accents • Classic, antiqued look
Sofia – 100751 	Similar Mouldings: • Academie • Hudson

Coordinating Matboards	Putty Recommendations
A4701 Scholar A4861 Buff A3504 Moccasin A3505 Gingernap A4807 Tudor A3508 Twilight 	Ivory: Natural #23224 Black: Black #23215 Gold: Dark Gold #23213

Neutral moulding trends
with marketing
& design ideas

Bergere
Product Pairings by LARSON JUHL

Fantastic Fillet Combinations	Moulding Specifications
Providence – 193930 	Substrate: Spruce Made In: Asia
Calais – 160812 	Finish: Hand Painted • Complex Blend of Tones • Antique Detailing • Classic
Vienna II – 150CS 	
Antica – 176360 	
Belmont – 111800 	

Similar Mouldings:	Coordinating Matboards	Putty Recommendations
Providence Vermont	A4848 Loden 	Imperial Silver 23226 Marker: Basic Grey 23700

Brimfield
by LARSON JUHL

Product Pairings
Fantastic Fillet Combinations White Finish: Vermont, 121726 Mocha Finish: Brittany, 154304 Lancaster, 169240 Black Finish: Brittany, 154301 Vermont, 121724

Moulding Specifications
Substrate: Pine Made In: Czech Republic Finish: Painted Finish with Rubbed Highlights

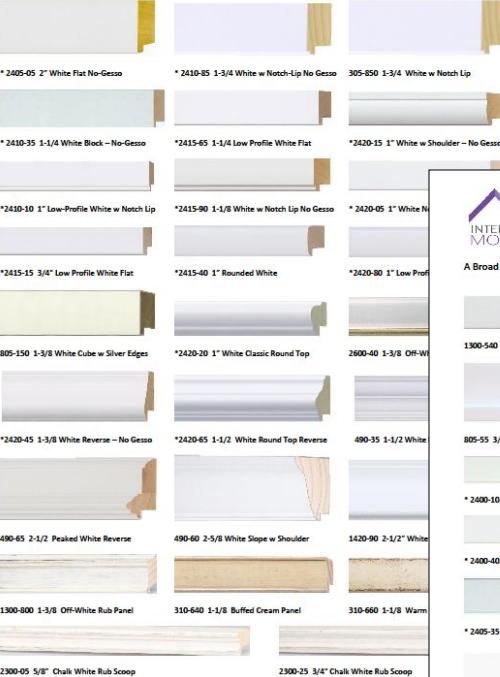
Coordinating Matboards
A4984 Berber A4904 Featherwhite A4707 Pagah A4809 Khaki B998752 Dark Clay

Putty Recommendations
Putty Marker White: 23216 23700 Mocha: 23226 23700 Black: 23215 23701

International Moulding

Essential Whites

ESSENTIAL WHITE – Contemporary



IM ESSENTIAL WHITES

AUGUST 2016

A Broad Selection of Whites & Off-White - Available All IM Locations. (Photos not to scale; some color variations occur.)
* Indicates Italian Classic No-Gesso Finish



IM ESSENTIAL WHITE – Rustics / Distressed



IM ESSENTIAL WHITE – Rustics / Decorative



IM ESSENTIAL WHITES – Rustics & Trimmed



Omega Moulding



Era
Whites & Grey
Winter Whites
Miramar
High Line



Samples of neutrals for 2017 from:

- Editions Limited/Studio EL (booth 405)
- Nielsen Bainbridge (booth 305)
- International Moulding (booth 131)
- Larson-Juhl (booth 417)
- Max Moulding (booth 705)
- Omega Moulding (booth 431)
- Studio Moulding (booth 231)

Stop by and see their new white on white and neutral lines.

Pantone Trend Palettes for 2017



Pantone Color of the Year 2017

Greener...Nature's neutral



A fresh, zesty yellow-green representing:

- The first days of spring
- Rejuvenation and revitalization
- Foliage and the great outdoors
- Breathe deep, oxygenate, reinvigorate
- The pursuit of vitality



Greenery is paired with neutrals, brights, deeper shades, pastels, metallics in fashion, beauty, product and graphics.

ANALOGOUS



FOREST FLOOR



CALM IT DOWN



GRAND CANYON



DEEP ROOTED



MOODY BLOOMS



ETHEREAL MATERIAL



REV IT UP



FATHOMLESS



TRANSITIONS



Additional Resources

Paschke, Chris A., Designs Ink, <http://www.designsinkart.com/library.htm>

"The Design Process", PFM, 12 part series, 1994.

"Design And Critique", PFM series, 1997.

"The Essence of Design", PFM, 12 part series, 2000-2001.

Perkins, Greg. GREAT FRAME DESIGNS. New Jersey: PFM Books, 2009.

Other Paschke WCAF 2017 classes

Mastering Mounting: Creative Mounting & Laminating

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

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

Mastering Mounting Digital Trends & Handling 2017

Wednesday, 9 am-12 pm



Chris A Paschke, CPF GCF CMG
Designs Ink
Tehachapi, CA
www.DesignsInkArt.com/Library.htm