



C C I D C, California Council for Interior Design Certification

Subconsciously, color plays
an important role in how
a room makes you feel.

Does Color Have a Function?

BY ZARA STENDER, CID, IDS, CMG

EVERYTHING IN YOUR HOME HAS A PURPOSE, from the appliances, to the carpet, to the rooms designated for sleeping, eating, watching TV, etc. You made your choices based on the features you wanted and the benefits you felt you would receive. Choose color in the same way.

Select paint color last, if possible. It's the one element that has complete flexibility.

In a colorful room with several patterns, choose a calm neutral. It's fine and even fabulous to have one accent wall in a rich hue. Be careful when working with many patterns and colors in one room. You want them to sing together, not scream in discord.

Do consider the purpose of the room before deciding on a palette. For instance, for a room that will be used for a lot of entertaining, avoid any palette featuring a predominance of yellow and black. Research has shown that people will avoid such spaces. In nature this color combination is a warning to stay away...and people will subconsciously avoid the room. Instead choose a palette that is warm and friendly, featuring orange, terra cotta, peach, coral, bronze, copper.

Color can bridge the gap between antiques [or reproductions] you treasure and the contemporary style of your residence. Color can tie all the elements together seamlessly and make a fabulous space out of a hodgepodge of mixed styles.

Choose paint that offers more complex formulations. [Ask at the dealer about the formula.] As a color specialist, I custom blend product so that all colors in the room are present in the paint. All hues then are welcomed into the room and none stand apart as "not quite right." Paint companies such as Sherwin-Williams offer products with formulations that are already rich and complex.

All finishes and furnishings in a room influence each other in the color and luminosity they reflect or absorb. The perfect paint color can balance all of this interplay of color and light into a visually pleasing space.

Zara Stender, CID, IDS, CMG, is an interior designer and color consultant. For a list of Certified Interior Designers in your area or to view the CID pages (a visual directory of CID's), visit www.ccidc.org/cidpages. **THM**



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