



THE INFLUENCE OF COLOR ON DOORS AND HARDWARE



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WHETHER IN RESIDENTIAL OR COMMERCIAL SETTINGS, A DOOR’S PURPOSE IS TO CONTROL ACCESS TO A PORTAL. DOORS DO NOT EXIST AS A STAND-ALONE FIXTURE IN THE MIDDLE OF A SPACE. THE ONLY ONE I HAVE SEEN STANDING IN THE WIND IS ON A LAVENDER FARM OUTSIDE TORONTO, CANADA, AND ITS SOLE PURPOSE IS TO TAKE PHOTOS TO POST ON INSTAGRAM. IT IS PAINTED YELLOW TO STAND OUT IN CONTRAST WITH THE LAVENDER BUDS.

I believe doors are integral elements of interior and exterior spaces. They coexist and share a space with humans, pets and other decorative and functional items. Therefore, they must follow the same rules of aesthetics when it comes to design and color.

Within a space, a door’s color must be in harmony with the color scheme of the walls, the floor and, in certain settings, the furniture. However, since doors are long-lasting items and not replaced every season, in general they are sold in lifelong neutral colors, even though some people do refresh their colors every now and then.

Color is an important part of our lives. We are surrounded by color, even if many do not notice it. Some colors appear in the market and disappear quickly. Some others may have the tendency to withstand the test of time and become associated with a generation, such as avocado green in the 1970s and millennial pink during the past decade.

As a color consultant and Vice President of Color Forecasting at Color Marketing Group® (CMG), I engage in “color forecasting.” Color forecasting is a process in which, based on research and observation, we determine the colors that will appear in the market in one, two or more years ahead.

The forecast is usually affected and influenced by societal changes, economic and political factors and technological advancements. When

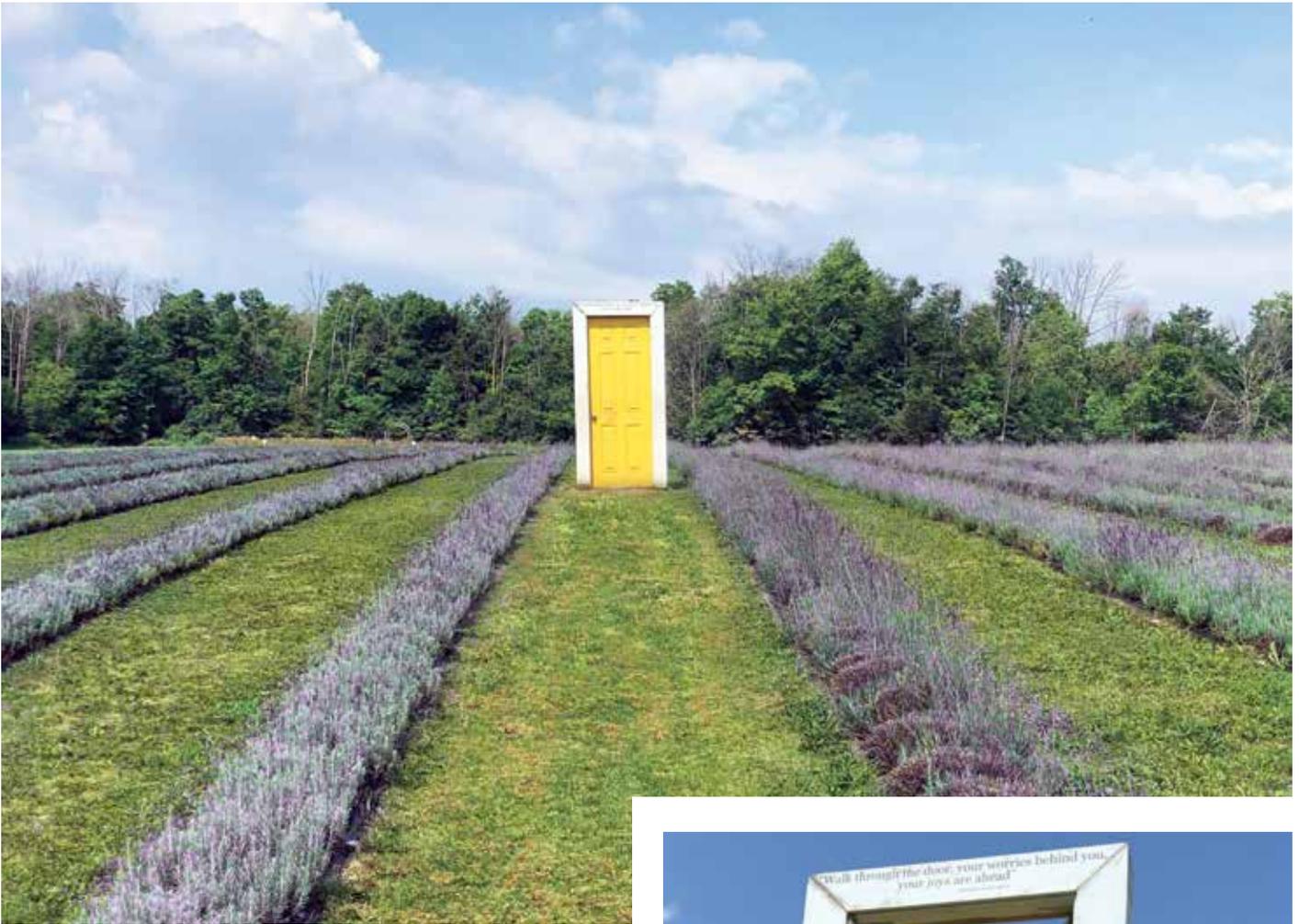
these colors start appearing in the market, they become color trends; if they are short-lived, they are called fads.

We refer to current colors as color trends, while a color forecast refers to future colors. I call myself a “color archaeologist.” With a mission to understand the present trends and interpret the future forecast, my role is to examine and observe what has happened in the past, what direction the color has taken, where it will be heading in the future and why.

Each November, during its International Summit, CMG reveals the World Color Forecast™, which is an aggregate of 64 colors carefully chosen during ChromaZone® forecasting events in four regions: North America, Latin America, Europe and Asia Pacific. They are curated by an international color forecasting committee.

The color forecast is then applied by members of the organization in their various market sectors such as consumer goods, automotive, textiles, wall coverings, floorings, paints and coatings, visual communications and others.

During the product development phase, designers are not only looking at material and finishes; they also value knowing the colors that consumers will demand when their new products are launched in the market. Many studies have shown that over 80% of consumer purchasing decisions are subconsciously based on color.



This yellow door situated in the middle of a field at the Terre Bleu Lavender Farm near Toronto, Canada, attracts many tourists and is well-photographed. The farm owners explain, "Our yellow door is very meaningful to us. It is so easy to get caught up in the hustle and bustle of everyday life, but when you visit Terre Bleu, it is our goal to help you release from that. When you visit us, we truly hope that you can live in the moment and truly experience the wonder of the world around you."

While door purchases might not be consciously following color forecasts or color trends, many door and hardware professionals rely heavily on knowing what type of material or finish - and in what color - will be trending in the future.

For example, because of the increased awareness raised during the pandemic about the benefits of using copper as an antimicrobial surface, copper or copper-plated doorknobs and other hardware door and window fittings are expected to see significant growth during the coming years. As such, copper as a color is predicted to start trending.

Colors revealed in the CMG World Color Forecast in 2020 and 2021 may influence door colors, hardware and more. To learn more about what colors are coming across the globe, visit www.colormarketing.org/blog/?cat=world-color-forecast. +



Montaha Hidefi stands in the Terre Bleu Lavender Farm door opening underneath the message on the top of the frame that reads, "Walk through the door, your worries behind you, your joys are ahead." It was written by 10-year-old Madeline Baird, the daughter of the farm owner.