

A Shade that Soothes is the 2022 Colour of the Year

By Shannon Moneo

Something very unusual has happened for 2022 when it comes to colour trends for interior design. Five paint companies and one colour/design institute all agree that sage green, in various nuances, will be 2022's "it" colour.

According to the vice-president of colour forecasting for the Color Marketing Group (an international association that forecasts colour directions) the unanimous view is rare in the business of predicting colour trends.

"It's very unusual that five paint companies came up with greens from the same family," says Montaha Hidefi.

Hidefi, based in Guelph, Ont., is an international colour expert, who develops colour trends and palettes for companies around the world.

For 2022, Sherwin-Williams is touting Evergreen Fog, PPG (Dulux) goes for Olive Sprig, Guacamole is the Glidden pick, Breezeway is Behr's choice and Valspar is going with Blanched Thyme. The Pantone Color Institute includes Basil in its palette of colours.

Each of the greens are not dark or in your face, but rather come in natural shades, related to nature. "It will remind us of outside, but we will be sitting inside our homes," Hidefi says. The colours may also be intended to help people heal as we come out of the pandemic, she adds.

The choice is also a reflection of consumers' desire to bring nature and healthy environments into the home. "What we went through in the last year and a half, we missed so much Mother Nature," Hidefi says.

And in a nod to our shrinking world and the worldwide pandemic, not only will



soothing greens be massaging the psyches of North Americans, but the colour will spread around the globe, says Hidefi.

As well, green represents the desire of consumers to do business with companies that portray themselves as friendly to the environment and economy, she adds.

This isn't the first time green has been in the limelight. In the 1970's, avocado green reigned supreme. This was a time when the collective focus shifted from the 1960's infatuation with outer space to embracing Mother Earth, not unlike today. Appliances, carpet, walls, furniture, vehicles, fabric — avocado green was everywhere. "Designers went bananas with avocado green," Hidefi says. Next year's love affair with the spectrum of muted greens represents the 40-year cycle where trends, be they colour, food, music or clothing somewhat repeat themselves. "But we adapt them to the current reality," Hidefi says.

To partner with the greens, companies and influencers have also introduced their colour palettes that star in 2022's green galaxy.

At Sherwin-Williams, matched with Evergreen Fog are earth tones: Shoji White, Urbane Bronze, Accessible Beige, Uber Umber, Woven Wicker and Bakelite Gold.

Behr's Breezeway is accompanied by 19 more shades, including: Sunwashed Brick, Whisper White, Lunar Surface, Corn Stalk, Dark Cobalt Blue and Lingonberry Punch.

Dulux is touting Olive Sprig and trending colours include: Gooseberry, Blue Bayberry, Ancient Copper, Vining Ivy, Stone Bray and Candlelit Beige.

Valspar's Blanched Thyme is accompanied by Gilded Linen, Lilac Lane, Subtle Peach, Mountain River and Sunset Curtains.

Benjamin Moore has picked October Mist as its 2022 hero and the company's other trending colours include: Hint of Violet, Natural Linen, Wild Flower, Pale Moon, Fernwood Green and Gloucester Sage.

Finally, Pantone chose Basil and the garnishes include: Snow Wise, Gossamer Pink, Harbor Blue, Coca Mocha, Dahlia and Daffodil.

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