

TRENDS

Tired of White? 2017's Colors of the Year Go to a Dark Place

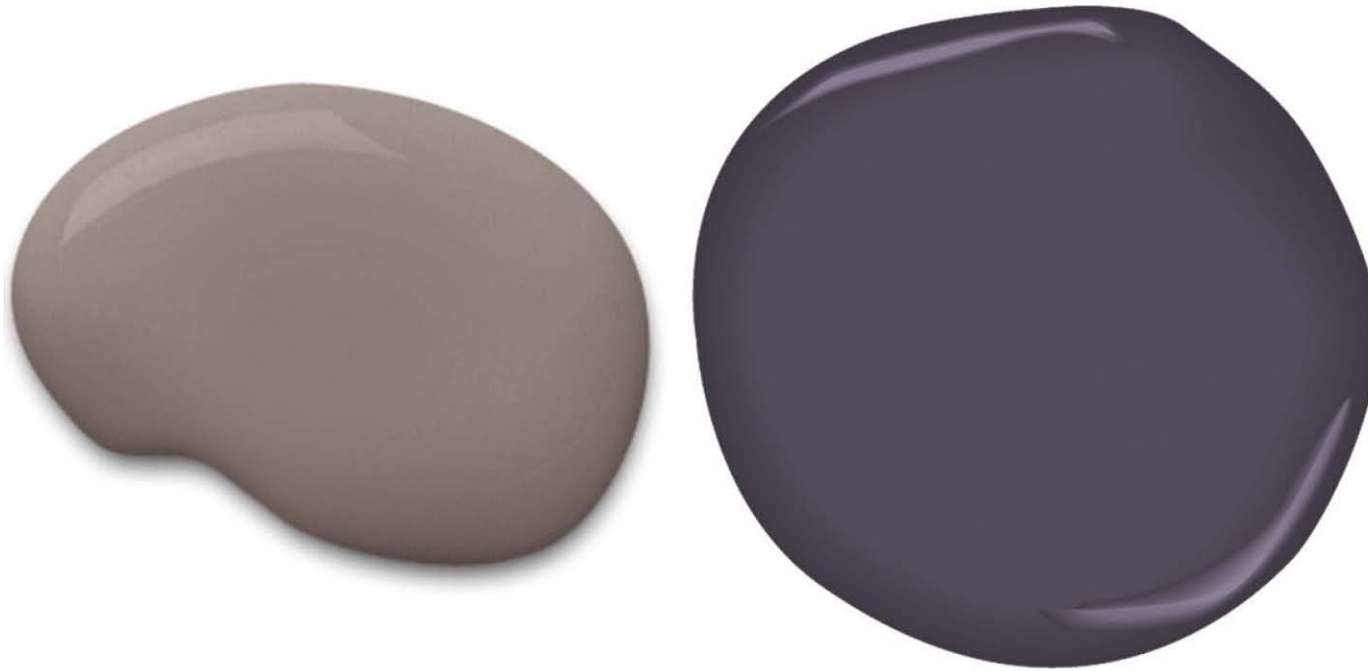
By Natalie Way | Oct 21, 2016



Sherwin-Williams

In the realm of home decor, the [color white](#) (or is it non-color?) has reigned supreme for a while. But the everything-white fad seems to be fading. Want proof? Paint companies Sherwin-Williams and Benjamin Moore have both recently announced their 2017 Color of the Year, and they've taken a decidedly darker turn.

Sherwin-Williams—which heralded Alabaster as the “it” color for 2016—has picked [Poised Taupe](#) for 2017. **Sue Wadden**, director of color marketing for the company, described it like this on the [Today Show](#): “It’s like gray and brown had a baby.” Go for it, homeowners!



Poised Taupe and Shadow | Sherwin-Williams; Benjamin-Moore

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Meanwhile, Benjamin Moore—whose top color last year was [Simply White OC-117](#)—is venturing into even more daring territory: [Shadow](#), a purplish hue that “calls to mind a ‘past’... sophisticated, provocative and poetic, it can bring energy to a space or harmony and a moment of respite” in the strenuously poetic words of the company’s creative director, **Ellen O’Neill**.

Will Shadow and Poised Taupe work their way into the hearts, wallets, and living rooms of homeowners everywhere? Tough to say. But certainly real estate agents and interior designers are welcoming the movement away from white.

“I have noticed more and more homeowners experimenting with colors other than the typical shades of white,” says [designer Denise Foley](#). “Darker shades can add depth to a room, while still acting as a neutral, and really help ground the space.”

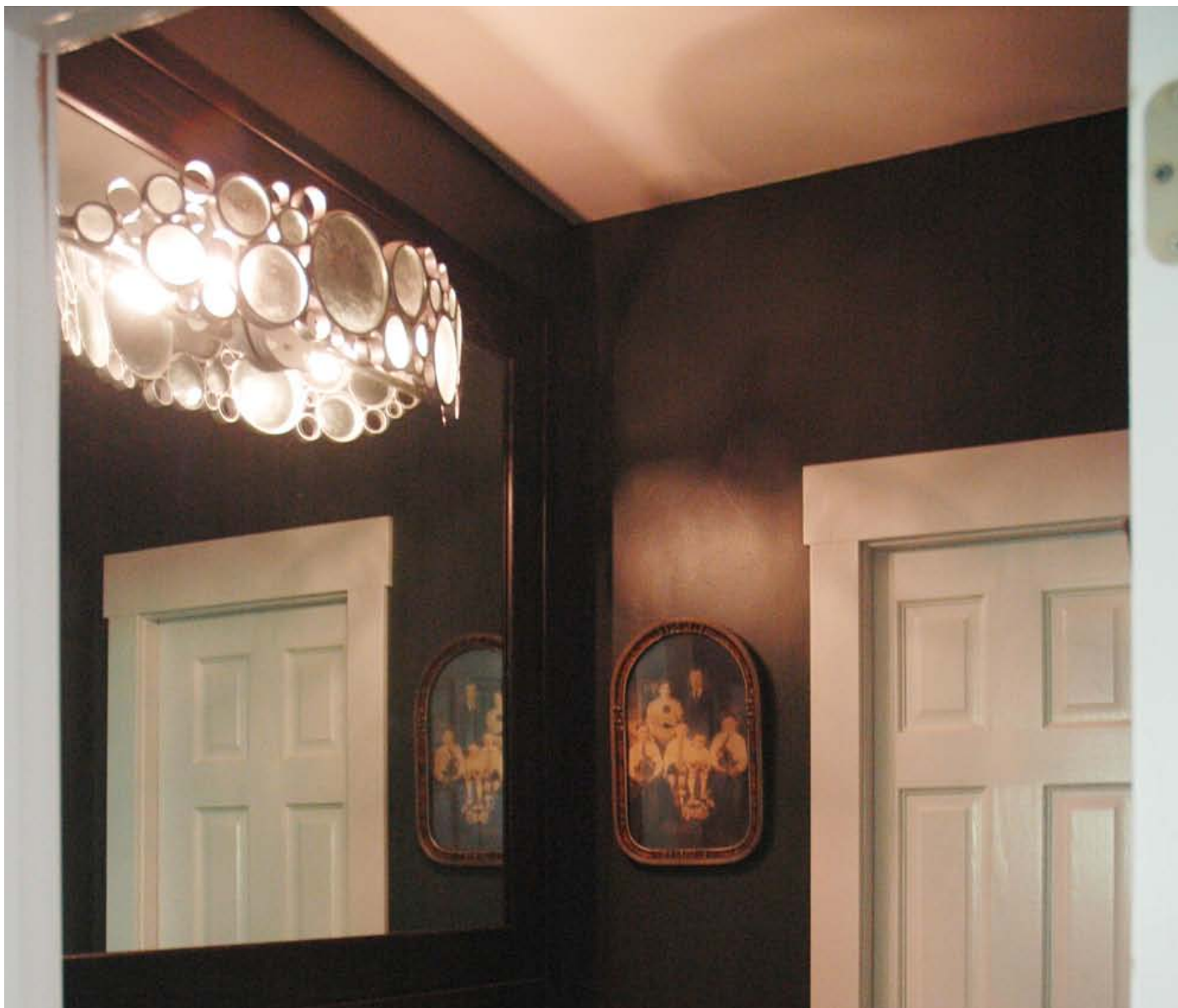
Another perk? “Using darker colors can really highlight architectural details by providing a stark contrast with trims and moldings,” says [San Francisco Realtor Shane Ray](#), who recently staged a home where the walls were painted in a shade called “Jailhouse Rock” from C2 Paints. “In the past, we would let the furniture provide the personality, but now, a really bold paint color can provide impact as soon as you enter a room.”

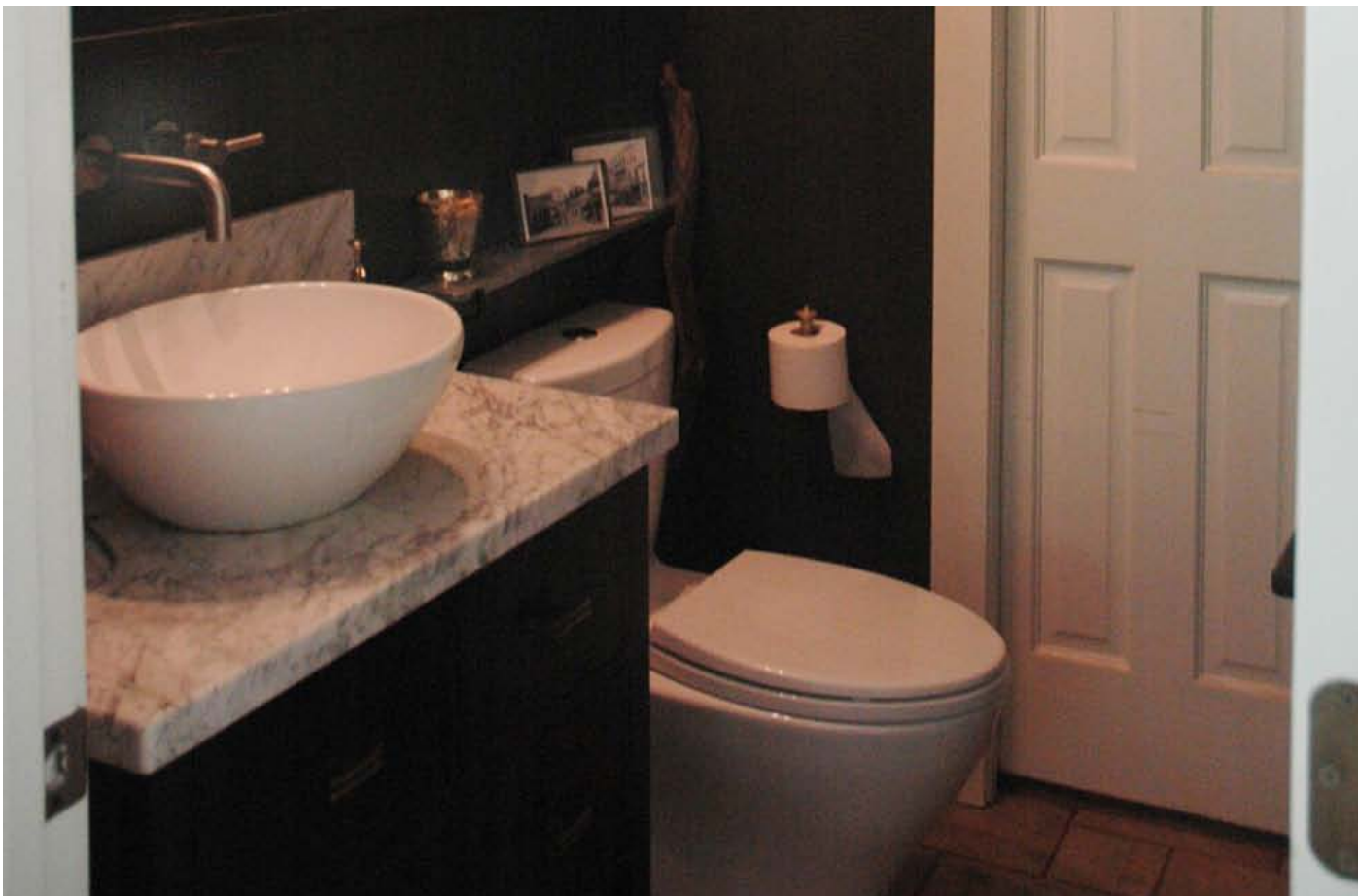


San Francisco Realtor Shane Ray used gray “Jailhouse Rock” paint to stage and sell this home. | Shane Ray / The Domicile Team

Still, will homeowners pivot after hearing over and over (and over again) that white is ultimate way to lighten and brighten your home?

The key is using darker hues selectively. “One safe place where I like to use them is bathrooms,” says interior designer **Sam Jernigan** at [Renaissance Design Consultations](#). One client recently took her suggestion and painted her bathroom black, which worked by “retaining the crisp white ceiling, trim, plus use of a mirror and a dramatic light fixture.”





Bathrooms are a great place to dabble in dark colors. | Sam Jernigan / Renaissance Design Consultations

But open your mind! Dark colors don't need to be confined to small rooms.

“Other uses for rich, dark colors are on a soaring ceiling, especially a cathedral or over 10 feet high,” says Jernigan.

“Dark colors visually advance in a space and sometimes, can make it feel *cozier*,” says Jerrigan. “It’s sort of like a snuggling-up-with-an-afghan-on-a-sofa feeling.”



Dark colors rule! | Sam Jernigan / Renaissance Design Consultations



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