

# Decorating Trends

## Colors Can Tell A Story About A Room—And You

(NAPSA)—Decorators say one of the most beautiful things about color is that it can tell a story, capture a memory or trigger an emotion.

For example, black and deep hues can suggest mystery while citruslike brights can evoke images of summertime fun and turquoise and watery blues often help offer a sense of calmness and tranquility.

### New Colors, New Stories

One of the latest developments in interior paint is a new 240 full-spectrum color palette from Benjamin Moore, one of America's leading paint manufacturers.

The eye-candy array is aptly called Color Stories. These are handcrafted blends that are designed to read richer than conventional colors because they are formulated with more pigments in very precise, exacting amounts.

According to paint expert Ray Gomez, these are full-spectrum paint colors, meaning that they contain anywhere between five and seven pigments, using no black or gray tints. Conventional colors use only three pigments and often fill in with black or gray.

### Environmentally Friendly

Unlike other pigments or colorants, Benjamin Moore's are zero-VOC. Volatile organic compounds (VOCs) can be dangerous to human health and can cause harm to the environment.

In this case, the company makes its own colorants. So when the colorants are added to Aura, which is the only paint formulation being offered for this special series and is the brand's ultimate



**Experts say the colors that people choose when decorating can trigger certain emotions and reveal a bit about themselves.**

performance product, the paint remains low-VOC—under 50 grams per liter.

Each color in the series is much like a secret recipe. Only select authorized Benjamin Moore retailers are equipped to mix them and, without knowing the correct colorant ratios, these hues are impossible to duplicate.

### Lighting Is Key

The colors in this new palette are best appreciated once the paint is applied and dried. The lighting in a room interacts with colors to yield a visual dynamic that can be an unexpected treat. Natural morning light will affect it one way, artificial or indirect light another, causing the color to take on different characteristics and appearances throughout the day.

For more information, visit [www.benjaminmoore.com/colorstories](http://www.benjaminmoore.com/colorstories).