SHERWIN-WILLIAMS®

COLORMIX®
INDUSTRIAL WOOD FORECAST 2020

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COLORMIX® FORECAST 2020

Color in Balance

On the verge of welcoming a new decade, consumers want to enter it as their best selves. Our team at the Sherwin-Williams Global Color and Design Center (GCDC) understands the unique correlation between the growing desire for wellness and warmth and product design. Unique, custom finishes create spaces in the home or workplace that bring joy.

This forecast is months in the making, and it is the intersection where color, design, and pop culture trends across the globe collide. Our forecast is broken into five themes – Alive, Mantra, Play, Haven, and Heart — each telling a distinct story of joy, serenity, and focus to the mind, body, and spirit.

Our color and design artisans are completely immersed in their craft — enhancing the natural beauty of wood while helping you go to market with a custom finish, every time. Use this forecast as your inspiration. Then, let our experts help you bring that inspiration to life with your own proprietary finish at our GCDC.

ALIVE

HAVEN

MANTRA

HEART

PLAY

Request access to our Virtual Panel Studio™ to view and download the panels featured in this brochure, and more. Contact your Sherwin-Williams representative or visit ***oem.sherwin-williams.com/gcdc*** *to learn more.*

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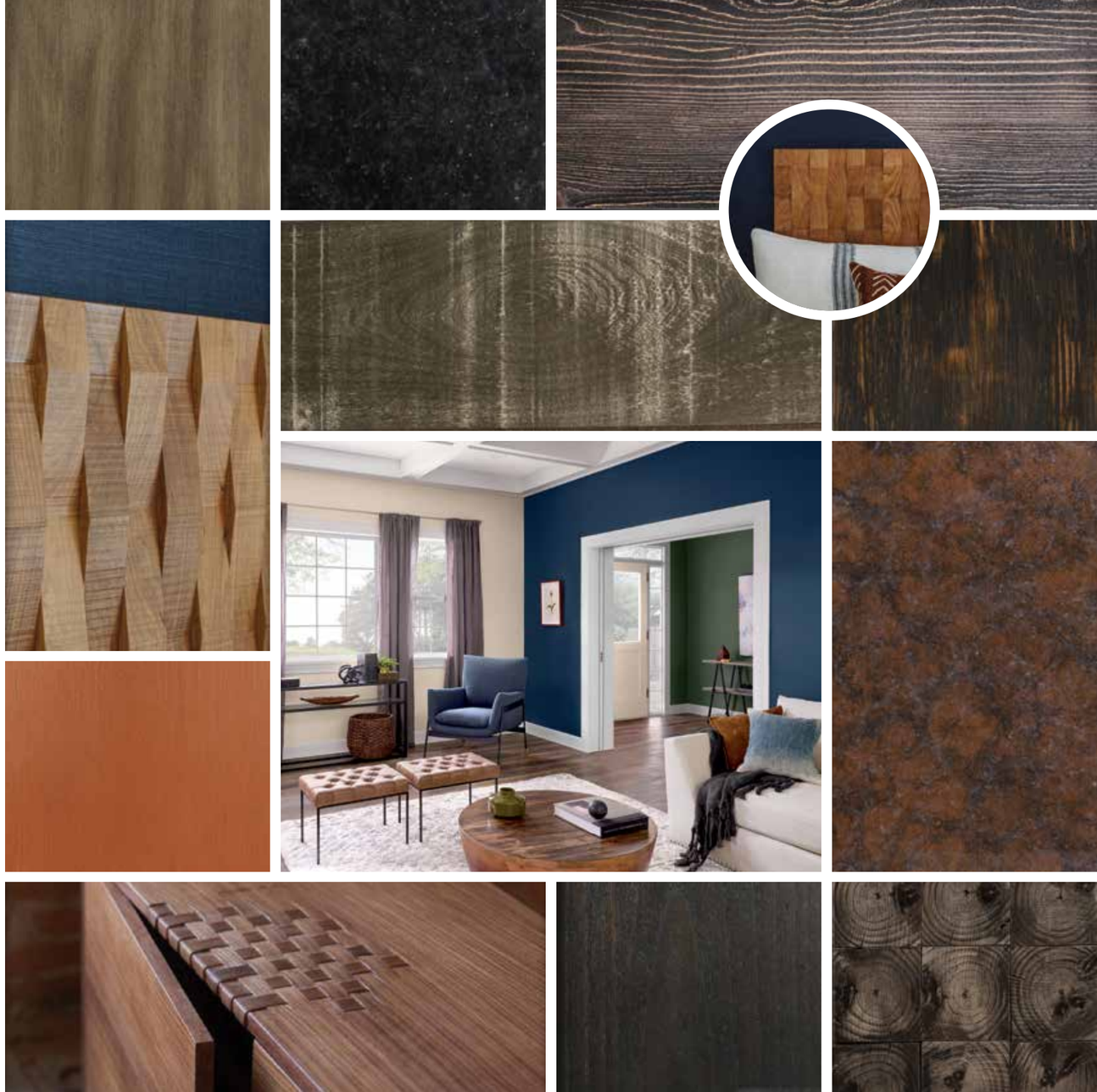
ALIVE

Be present, be positive, and relish moments of life. Enjoy it in an authentic space touched by fumed, charred and burnished wood finishes - many with higher sheens - that evoke a satisfying and rejuvenating sense of community and living well. Inspired by mindful living, grounding natural colors are artfully arranged with rich hues that encourage thoughtfulness, togetherness and nurturing home life.

Influences

Optimism
Authenticity
Curated
Southwestern



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MANTRA

East meets West in this collection of finishes, and both styles have entwined in the most appealing way. A unique blend of bleached, white washed and blonde finishes, Scandinavian simplicity happily engages with the order and elegance of Japanese aesthetics. The result is a look that is truly the best of both worlds. With light finishes that glide from warm to cool, it embraces all that is simple yet essential.

Influences

Minimalism
Scandinavian
Serenity
Sanctuary

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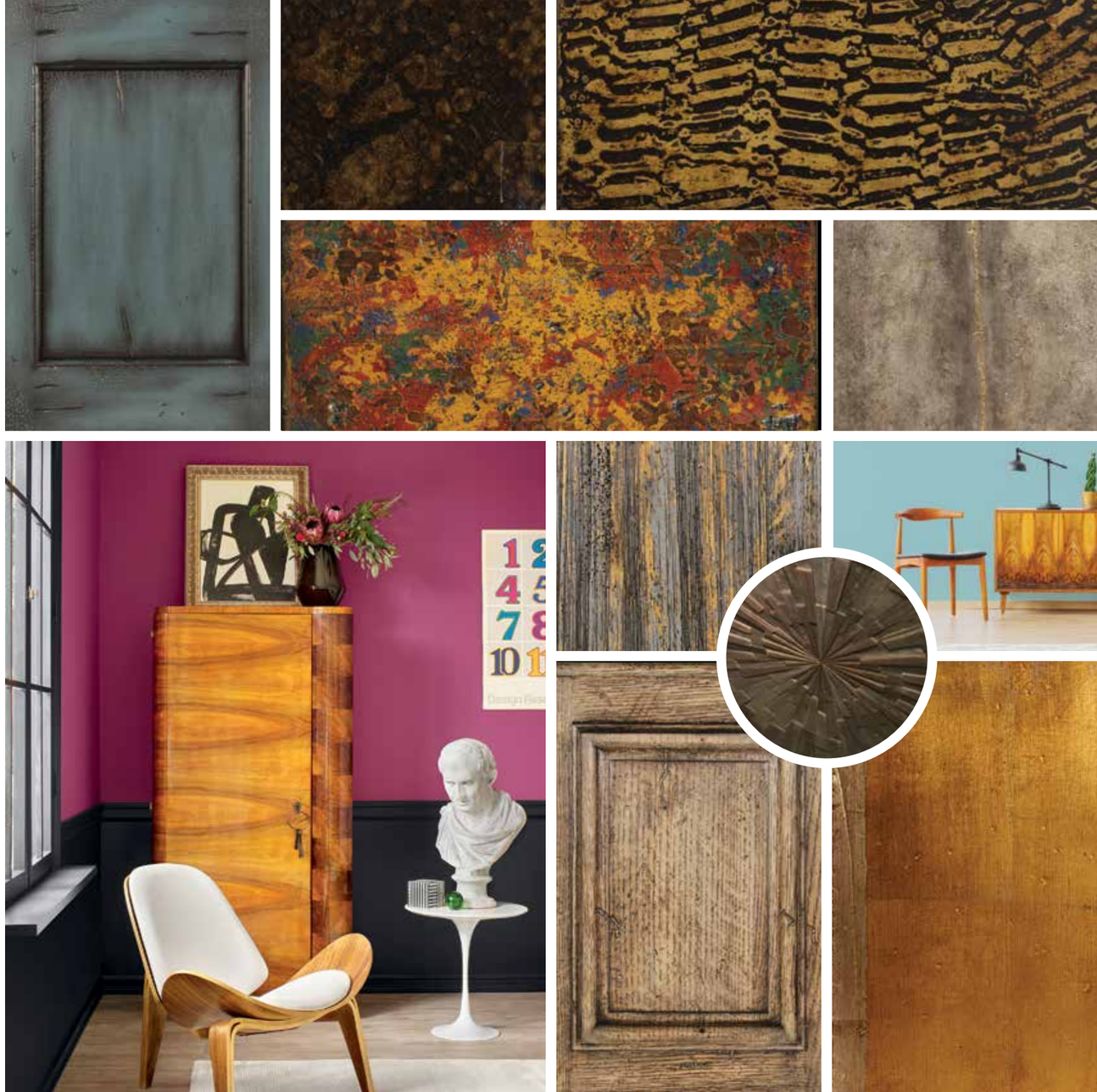
PLAY

These fun, buoyant, expressive and heavily textured finishes extend an invitation to mingle. Energetic and clever, these finishes pack a lot of punch and are the true definition of maximalism. An extension of your own unique sense of humor, these finishes personalize a space by adding warmth, resulting in a direct reflection of you.

Influences

Escapism
Humor
Joy
Energy



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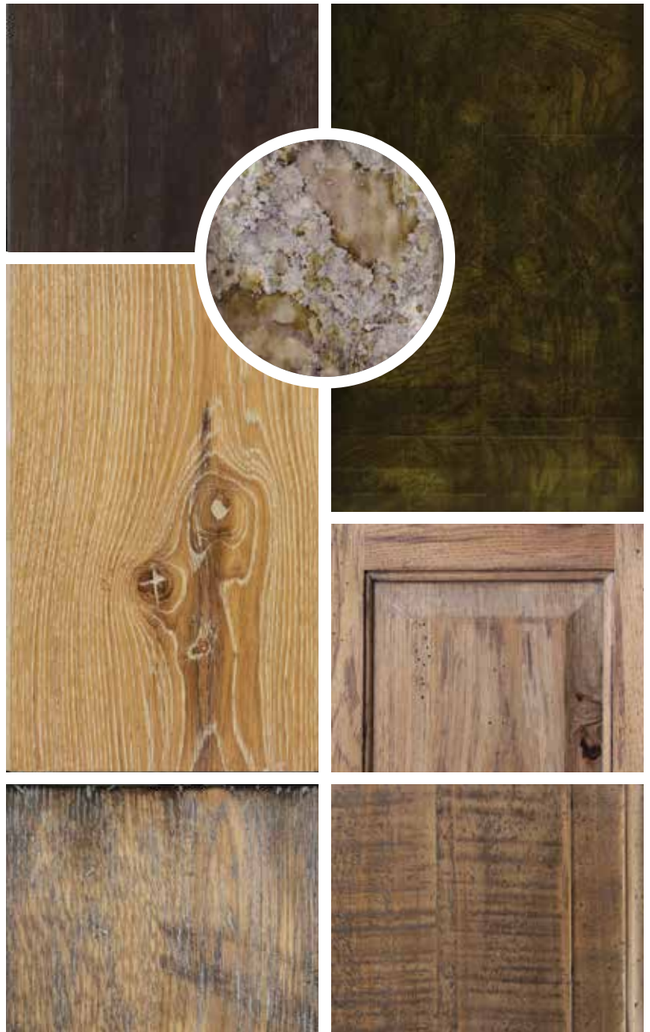
HAVEN

Like being welcomed home with open arms, these finishes beckon to those seeking an oasis. Inspired by Earth's seasonal cycles, warm naturals and the organic beauty of wood's unique imperfections are highlighted. Influenced by shades of our natural surroundings – sea, sand, forest and sky, these finishes are an innate reminder that sometimes real beauty lies in the spaces outside the lines. Furthermore, it confirms the notion that calm comes from knowing perfect isn't the only way to be.

Influences

Simplicity
Wabi-Sabi
Conservation
Material Health



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HEART

Layered genres and emotions permeate these finishes. They represent a unique fusion of iconic modern design mixed with an intergenerational boho vibe. The result is a collection of natural, casual and "barely-there" finishes that bring to life a meditation on comfort, connection and the pleasures found in the everyday.

Influences

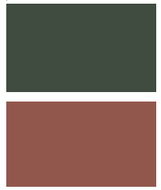
Bauhaus
Bohemian
Fusion
Humanity

Haven

Welcome all the
GOOD THINGS TO COME.

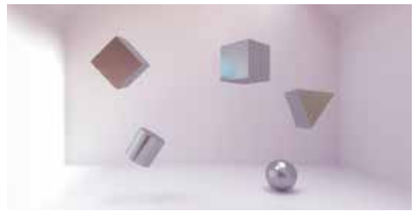
Alive

Celebrate everything that makes
life **WONDROUS.**



Mantra

Take time to notice the beauty
in **SIMPLICITY.**



Play

Jump wholeheartedly into
HAPPINESS.

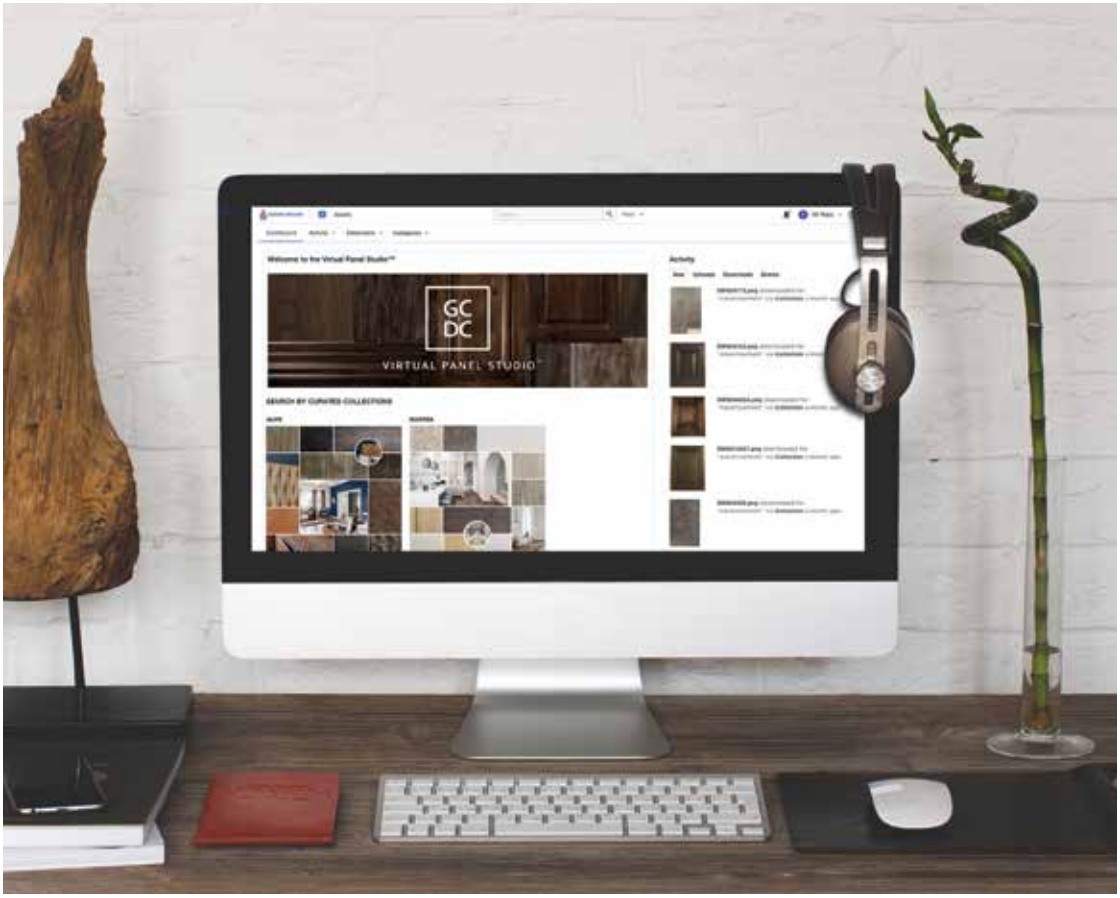
Heart

Wherever you go, embrace
HARMONY.

VIRTUAL PANEL STUDIO™

Inspiration at your fingertips

For creative professionals, the craving for inspiration can strike at any time. That's why we have you covered with an industry-first online tool that will help you keep up, 24/7. Request access to our Virtual Panel Studio to view and download the panels featured in this brochure, and more. Contact your Sherwin-Williams representative or visit **oem.sherwin-williams.com/gcdc** to learn more.



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