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WILLIAMSBURG® COLOR FORECAST 2008-2009

The Colonial Williamsburg style is recognized as “the original” American style. Elegant and timeless, the Williamsburg Color Collection remains relevant still today.

During the 18th century the colonists traded throughout the world bringing back the finest fabrics & furniture from Europe and the Far East. Craftsmen were exposed to the best design elements and began incorporating them into their own work, creating a distinctive American style. Rooms and furniture were multi-functional in order to host a small social gathering or a grand fete.

Not much has changed...

Today, homes feature open floor plans that are flexible and adaptable much like the homes of the 18th century. We still seek design inspiration from other cultures and interpret it in fresh ways. American style is eclectic and today it is not uncommon to see a modern piece of furniture in the same home as an 18th century armoire that’s been passed down through generations.

The relevance of the WILLIAMSBURG Color Collection compared to the CAUS (Color Association of the United States) Interior/Environmental Color Forecast for 2008-2009.

Colors within this forecast are arranged in three groups and represent different cultures that will impact color direction in the upcoming years.

- The Far East
- Indian Market
- New England Shores

Asian, traditional American and nature influences will impact design through 2008. Below are specific WILLIAMSBURG colors that will bridge the centuries and not only represent the colors of yesterday, but the colors of tomorrow.

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THE FAR EAST

CW123	Mopboard Black
CW101	Robert Carter Plum
CW322	Everard Dining Room Cream
CW604	Bracken Architrave Blue Verditer Medium Light

Key descriptors:

- Weathered, introspective, spiritual
- Elegant, architectural colors
- Blue & red used as accent colors
- Natural tones & textures
- Asian Zen-like tones
- Links to current trends relating to sustainability

INDIAN MARKET

CW420	Benjamin Powell House Green
CW105	Tucker Cupboard Orange
CW317	Brush Damask Wallpaper Gold

Key descriptors:

- Indian culture
- Painting inspirations & symbolism
- Bold tones

NEW ENGLAND SHORES

CW610	Stencil Square Wallpaper Blue
CW808	King's Arms Tavern Gray
CW514	Market Square Green Light
CW301	George Pitt House Caramel
CW820	Tyler Stone Gray

Key descriptors:

- Serene & elegant
- Landscape inspired
- Hazy light, soft colors