



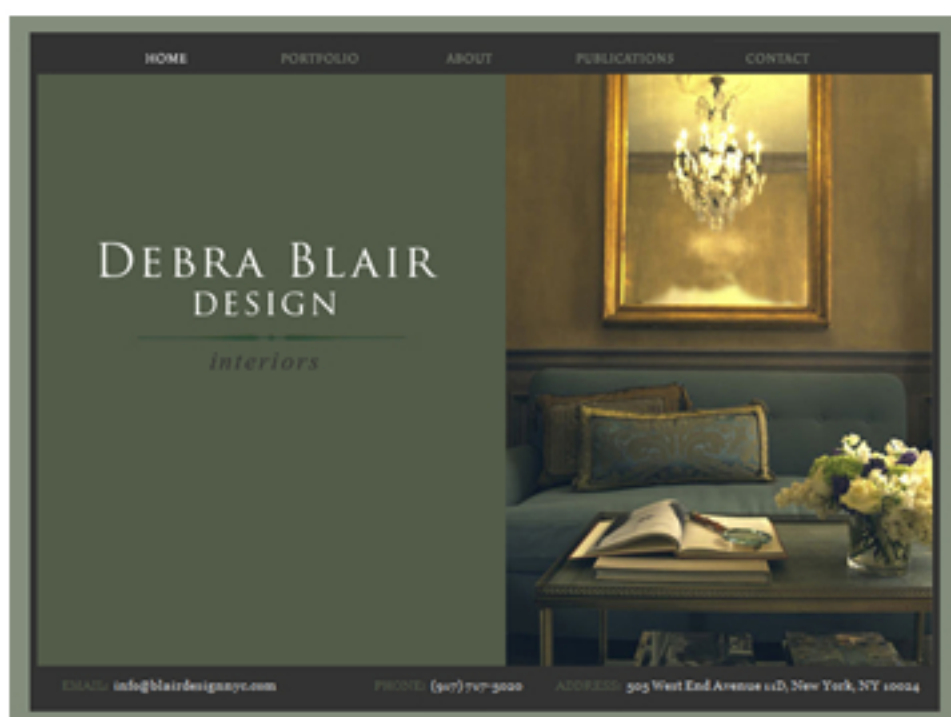
april inspiration... 3 shades of green

If color forecasters haven't deemed this Spring's color of the season, Green (any shade will do), they are simply off the mark. After this winter's 50 shades of grey (not the movie), green has even trumped its own popularity. The April issue of Architectural Digest stepped out with a cover showing a room that shouted an intense wasabi green, breaking one of the great color taboos...do not use green on the covers of magazines. Evidently, Alexander Lieberman, Conde Nast's long time publisher believed "green is death on the newsstand". Let's just say that this year, even publishing companies were jonsing for the sight of green.

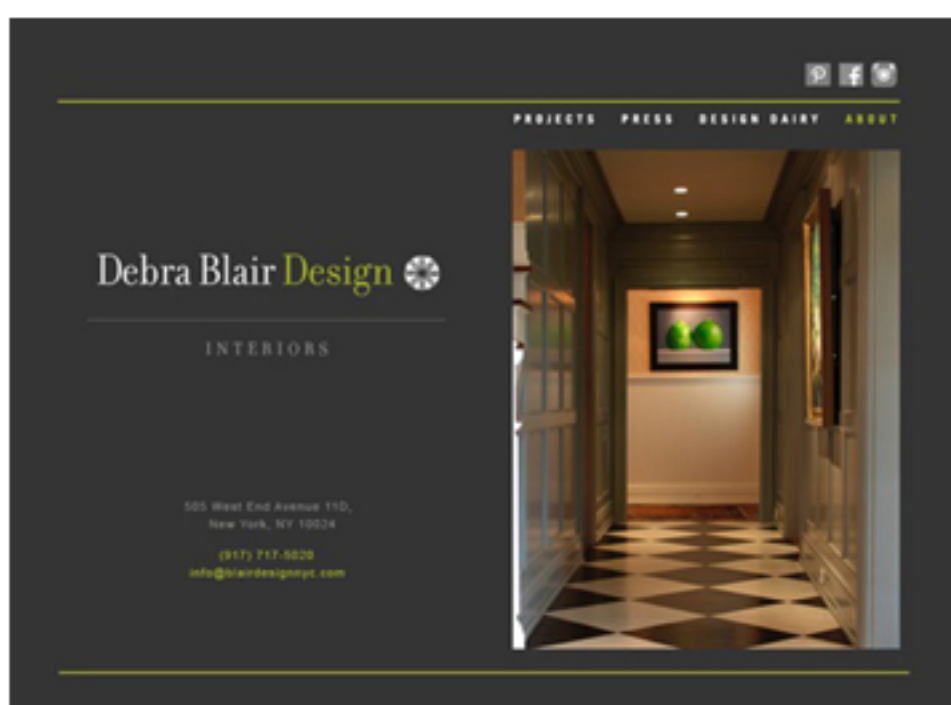
Over the years, I don't recall anyone saying that they had an aversion to green. It may not be their favorite color, but most people either have a very strong affection for it, or they don't seem to have strong opinions one way or the other. Green holds its own and stands up to the big boys- red, yellow, and blue, and it is often, used as a neutralizer like grey, or brown to tone down strong or intense colors.

As my memory serves me, I don't remember having a favorite color. I'm not exactly sure why, but it is probably because I work with color every day. Like a mother, I love all of my children, and because I am developing color schemes for other people, I try to look at fabric and finishes through their eyes not necessarily my own. I try and maintain neutrality- a bit like Switzerland.

Favorite color or not, green has been a color that I am especially fond of, and when it came time to choose a color for our logo and business cards the first time around, it was pretty much a slam dunk for me. Years ago, I worked in the Interior Design Department at Bloomingdales. We were designing model rooms around a new coffee table book called *Summer Places*. Kodak donated funds to use photography in our rooms and our design project was to tie the photographs from the book with the furniture in our spaces. Assigned nondescript white and chrome bedroom furniture, I selected a photograph of a bathroom sink in an historic inn with green walls. I painted the walls of the room a color green somewhere between olive, army and grasshopper (the bug, not the cocktail). At the time, that color was anything but chic and it wasn't at all stylish, but it worked. My designer friends jokingly dubbed it *Blair Green*- it followed me for years.



I did use Blair Green as our first logo color, however, I do have a confession to make - I tweaked the color and added a bit of blue and a drop of pale grey and came up with the new and improved *Blair Green* - Pantone 370U. After all, we were designers, not the military!



Last year, I decided it was time to design a new logo. As the saying goes, "Everything old is new again". Once again, *Blair Green* changed, or maybe I should say "grew up". This time I wanted a green color that was a bit more edgy, modern and chic. I took the original *Blair Green* and added more grasshopper (like the cocktail, not the bug) and ended up with Pantone 397U. It's the color we used for our new business cards, and again, we are using it for our new website design too.

Our new website will launch this May, but here is a sneak preview of our home page fresh off the press.

Fingers crossed- hopefully Alexander Lieberman's green taboo pertains just to magazines, not to websites too! For me, it's easy being green!

Here is a salute to all things green - Happy Spring!

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