

MARCH 2011

House Beautiful

spring
COLOR
issue

the
POWER
of

pink!

IT'S WARM,
FLATTERING,
SEXY
(AND MEN LOVE IT!)

10
ROOMS
WE COULDN'T
FORGET

+50
FABULOUS
FINDS



COLOR INDIA

They're spicy, sensual, intense, hot, alive...well, you get the picture. The colors of India are anything but demure.

Interviews by
CHRISTINE PITTEL



"The colors of India are saturated jewel tones that seem ripened by the intense sun. Color represents the spirituality of the culture. A bedroom enveloped in this deep, spicy yellow evokes an emotional response, uplifting yet peaceful. I would bring in black and ivory, for contrast."

SHERILL CANET
BENJAMIN MOORE
YELLOW BRICKROAD 349



"We were driving for hours and hours through the brown, arid desert when suddenly we were in the midst of a green, verdant farm, and these women came strolling out of the fields, wrapped in the most gorgeous red saris. The contrast was shocking. The red felt so vibrant and alive."

DARREN HENAULT
FARROW & BALL
INCARNADINE 248



"India is an explosion of color. Spice markets are heaped with mounds of vivid saffrons. Women draped in orange saris flaunt gold bangles, and the sweet smell of ripe mangoes fills the air. Painting one wall of a room in a bright Indian orange can transform it. Pick up the color in pillows, trims, and throws to lead your eye around and create a sense of balance."

EVE ROBINSON
BENJAMIN MOORE
FRUITY COCKTAIL 147



"India is all about sensory overload. More is more. Every destination is a psychedelic blur of color—market stalls filled with heavy clusters of red bananas and green mangoes, temples with Hindu deities garlanded in orange marigolds, and bright silk saris in this vivid pink, crimson, magenta, blue, or violet, mirrored and embroidered with golden threads."

KATHRYN M. IRELAND
SHERWIN-WILLIAMS
EXUBERANT PINK SW 6840



"Cinnamon, cardamom, saffron—if you mixed all those spices together you would get this orange. It's bold and intense, the kind of color you see in those extraordinary Indian sunsets. I would cut the impact by using ebony furniture and ivory white against it. The beauty is that it can look modern, or very traditional."

MARTYN LAWRENCE-BULLARD
BENJAMIN MOORE
RUMBA ORANGE 2014-20



"This full-bodied color is so next-level, a deep, rich hue loaded with lots of pigment. It's not just blue or gray or green—it's all three—and it reminds me of the actual indigo pigment. Listen, do not go in while the painter is putting it on. You'll get scared. Wait till he's done and you'll love it."

JIM HOWARD
RALPH LAUREN PAINT
CAFE ON THE RIVIERA VM128

