



lauren jacobson

INTERIOR DESIGN NEWSLETTER

JANUARY 2017

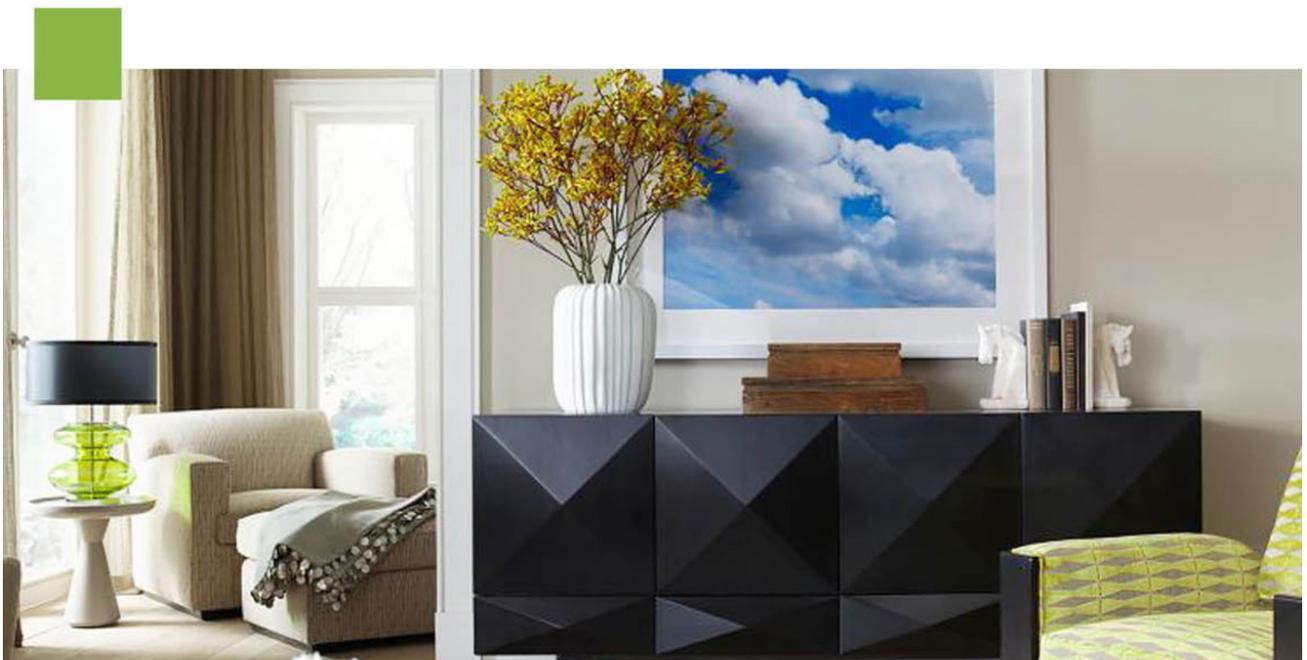


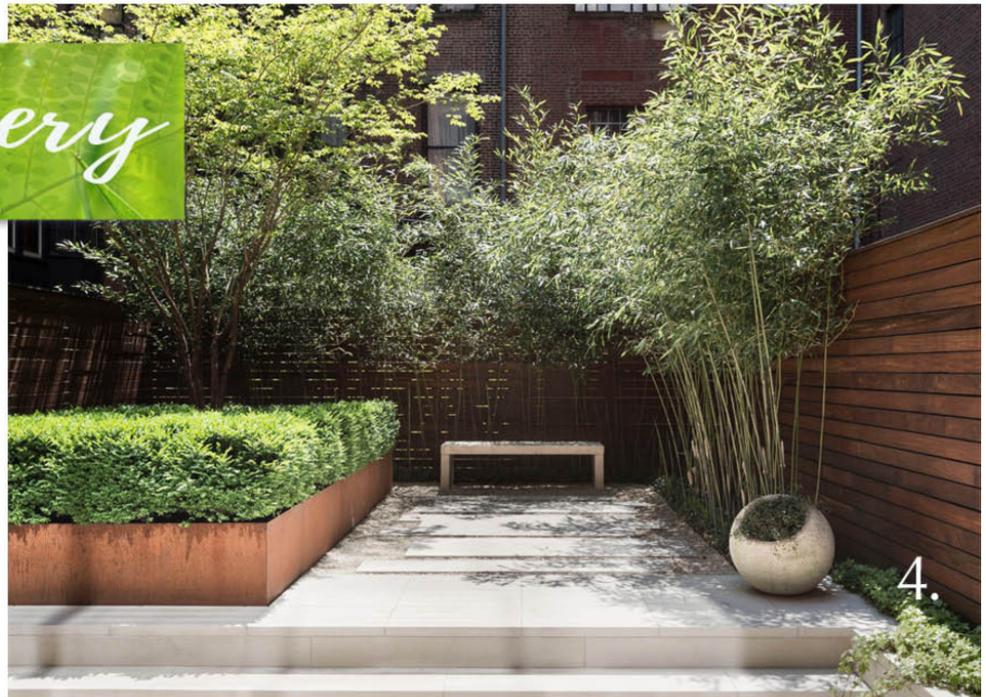
## Pantone Color of the Year 2017

Nature-inspired

Greenery

Admittedly, this was a symbolic choice on the part of the creatives at the **Pantone Color Institute**. As stated in their words, “*it is symbolic of new beginnings.*” Being a bright, yellow-green, reminiscent of a Spring garden, they couldn’t be more correct, and timely. It is an optimistic choice—the feel of lush foliage evokes renewal and restoration—a refreshing, verdant color.





1. [MICHAEL BERMAN FOR CURATED KRAVET](#)

2. [LAURA ASHLEY](#)

3. [DENISE MCGAHA FOR CURATED KRAVET](#)

4. [JULIE FARRIS FOR LANDSTYLIST](#) - PHOTOGRAPHY BY MATTHEW WILLIAMS

I agree with Pantone, *Greenery* is nature's neutral and if you have been following my blog or reading my newsletters, you know that I always try to infuse nature into all my projects. It adds a calming presence in our homes. This color, however, adds a freshness and is a "trans-seasonal" shade that pairs well with a variety of colors and hues. It is a positive message in a time when the cultural conversation is searching for rebirth and revitalization.



“Greenery bursts forth in 2017 to provide us with the hope we collectively yearn for amid a complex social and political landscape. Satisfying our growing desire to rejuvenate, revitalize, and unite, Greenery symbolizes the reconnection we seek with nature, one another, and a larger purpose.”

Leatrice Eiseman, Executive Director  
of the Pantone Color Institute

---

As a designer who identifies personally and emotionally with nature, this sun-imbued shade really speaks to me on an aesthetic level. This color is emblematic of one's personal passions. It lends itself well to both a bold, bright look and even a more minimalist feel in interior design.



IMAGES COURTESY  
[LAURA ASHLEY](#)



Pattern  
*Orchid - Apple  
Green*



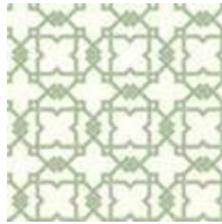
Pattern  
*Aviary Garden  
Apple*



Pattern  
*Wykeham Leaf*

---

Because it is an intensely saturated color, it can be quite bold but, if paired wisely with other neutrals or darker hues, it can take on a more subdued effect allowing for a more relaxed feel as opposed to the dramatic color 'pop' you may have come to expect. Varying the greens will also add to that calming effect in a room.



Pattern  
*Serenity Now*



Pattern  
*Textural Leaf*



Pattern  
*Emma's Garden*  
from the  
Waverly collections



IMAGES COURTESY  
[YORK WALLCOVERINGS](#)

Pantone has taken to heart our need to connect with nature. Again, I love to bring green indoors, it is always an opportunity to diminish the barrier between the indoors and the outdoors, supporting our biophilia.

I have posted my thoughts on two of the many complimentary palettes from developed by Pantone for *Greenery* at my [Blog](#).

If you need help with colors or you are repainting and need a whole color palette for your home, it is one of our specialties, so feel free to give us a call or send an email.

Kind Regards,

Lauren





If you have found this newsletter interesting, please share it with your friends.

If you have had this newsletter forwarded to you and would like a regular copy, click below to sign up, we are happy to have you as our new guest. And, if you would like my sage design advice and style tips more often than once a month, you can follow my blog, [Lauren's Style Library](#). It is my pleasure to share with you.

*Best of Houzz - 3 years in a row!*



CONTACT LAUREN JACOBSEN DESIGN AT  
818.259.0175 PHONE | 818.763.0586 FAX | [LJACOBSENDESIGN.COM](http://LJACOBSENDESIGN.COM)



Share this email:



**Manage** your preferences | **Opt out** using TrueRemove™

Got this as a forward? **Sign up** to receive our future emails.

View this email **online**.

10609 Bloomfield Street #303  
Toluca Lake, CA | 91602 US

This email was sent to [blockergroup@aol.com](mailto:blockergroup@aol.com).  
*To continue receiving our emails, add us to your address book.*

