



The Pantone Color of the Year for 2020 “Classic Blue”

Every year we take an in-depth look at Pantone's Color of the Year as they forecast a color that they believe will affect global color trends for products in home furnishings, industrial design, fashion, graphic design, and product packaging.

The color experts at the **Pantone Color Institute** select a distinctive hue using color psychology, trend analysis, and color consulting. Then they partner with global brands to develop the power and emotion of that color, in their design strategies.

Pantone pulls from many areas to arrive at their final selection. From many disciplines of art and design, travel destinations, lifestyles, films in production, to art collections from new artists. They may also consider socio-economic conditions, new technologies, materials, textures, and effects that impact the color.

This year their choice of Classic Blue was inspired by the night sky.

"A boundless blue evocative of the vast and infinite evening sky, Classic Blue encourages us to look beyond the obvious to expand our thinking; challenging us to think more deeply, increase our perspective and open the flow of communication."

– Leatrice Eiseman, Executive Director of the Pantone Color Institute

In color theory, blue is associated with the sea and sky, calmness, serenity, stability, tranquility, and depth.

IN BUSINESS, THINK TRUST & DEPENDABILITY.

On the color wheel, orange is complimentary.

If you have not read earlier posts of mine, you may not realize that indigo blue is one of my favorite 'go-to' colors. It is elegant, timeless, and versatile. Maybe it was growing up so close to the sea that imprinted me. This is a great color to live with, in any capacity.



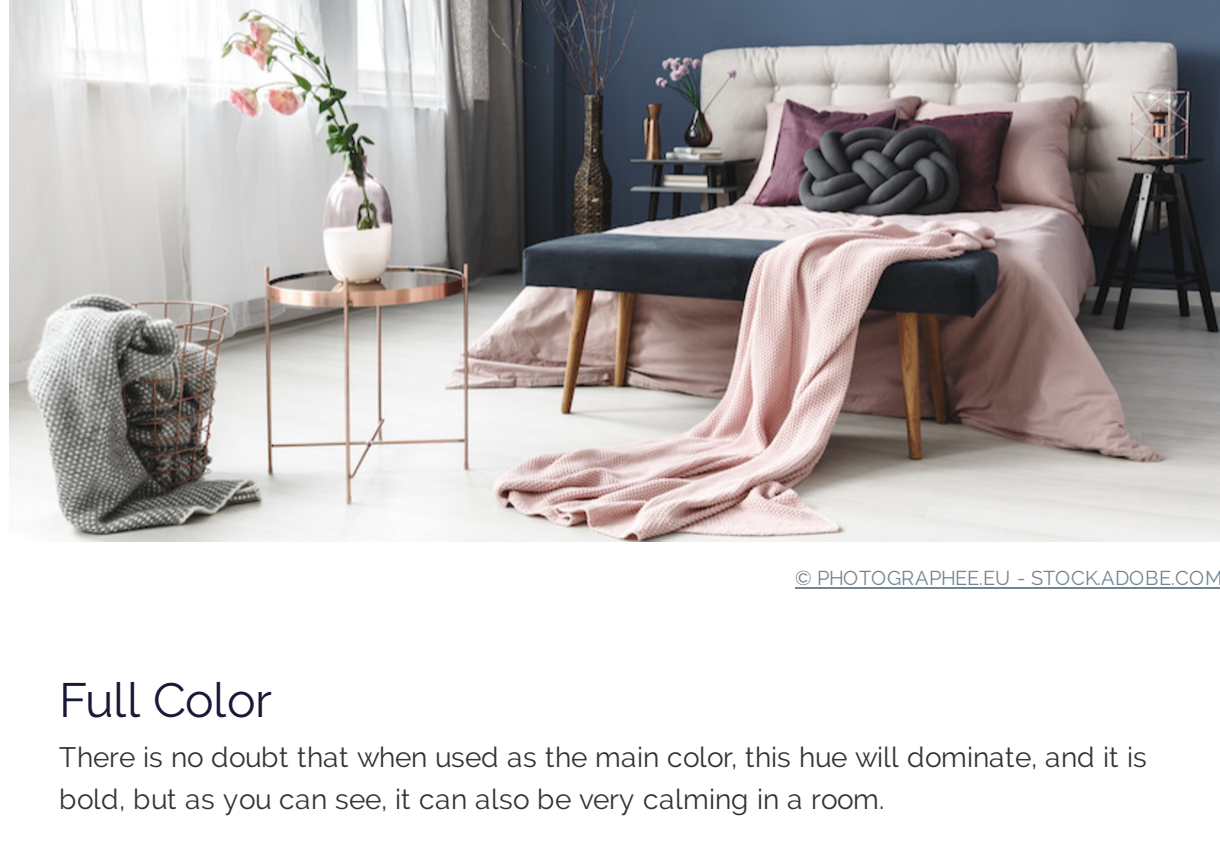
LAUREN JACOBSEN INTERIOR DESIGN

Mixing this bold, modern color and contrasting it in a room with traditional styling makes for a terrific space.

I like to mix different shades of blue with different materials, such as wood, metal, glass, and porcelain. I use it in all kinds of rooms, from living rooms to kitchens, bathrooms to bedrooms. Blue also goes beyond periods and styles, whether you use it in upholstery, wallpaper, or accessories, its versatility is undeniable.



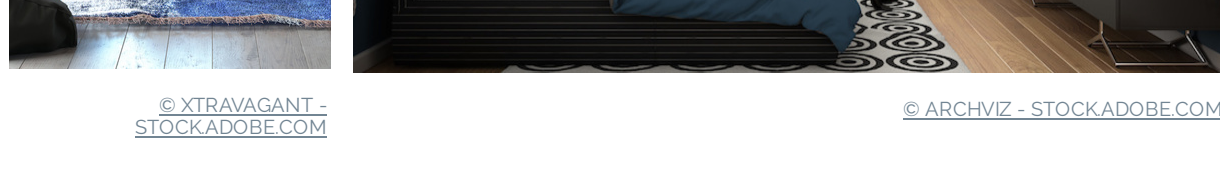
Beyond the philosophical, this hue offers sophistication and strength. Pairing blue with pale or neutral colors mute its effect and can enhance and add prominence to other accessories and furniture in the room.



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Full Color

There is no doubt that when used as the main color, this hue will dominate, and it is bold, but as you can see, it can also be very calming in a room.



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As A Statement

Odds are, most people will find the accent walls, furniture, or art pieces, as their uses for this classic, rich blue in their home. A great piece such as a stand-out chair will fill a room and sometimes even complete it. There are so many ways to add this color to an existing color scheme.

Here are some great designs from [Steelyard](#), [Jonathan Rachman Design](#), and [The House of Bohi](#).



Jensen Bench
by Vanguard Furniture



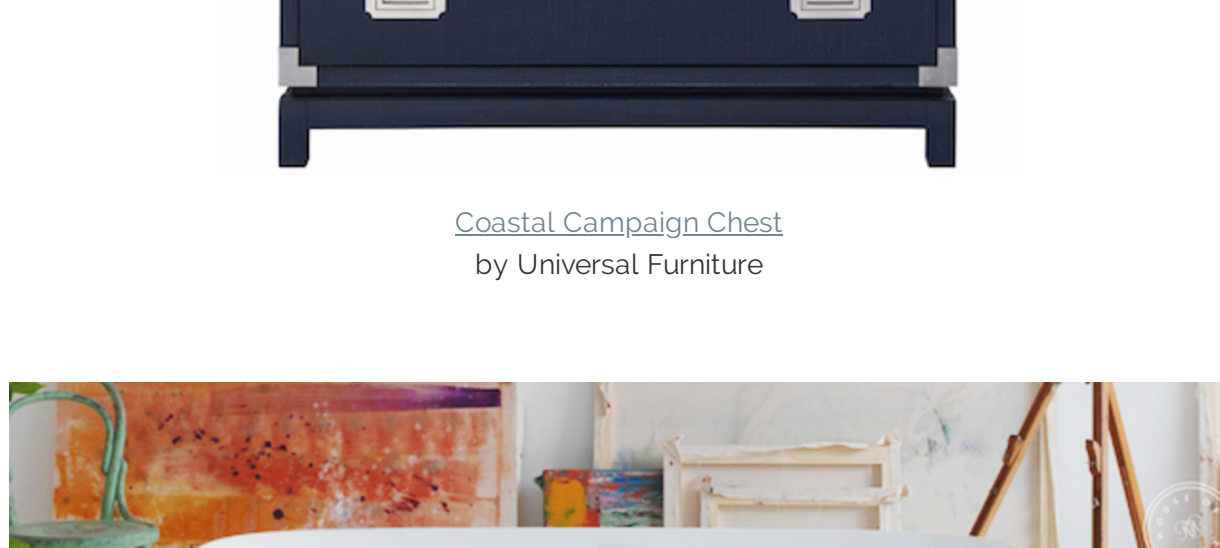
Shibi Peel & Stick Wallpaper
by Boho Luxe Home by SmithKönig



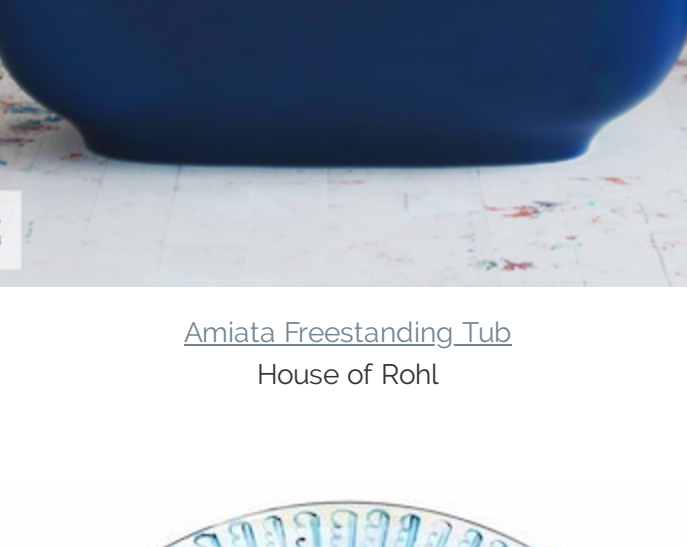
Glass Block Sapphire
by Crossville



Coastal Campaign Chest
by Universal Furniture



Amalia Freestanding Tub
House of Rohl



Giant Fox Glass Platter
Margot For Jonathan Rachman



Plate by Jeffrey Fulgencio
Suzanna Scott Photography
[Jonathan Rachman Design](#)

"It's a reassuring blue, full of calm and confidence. It builds connection."
– Laurie Pressman, Vice President of the Pantone Color Institute

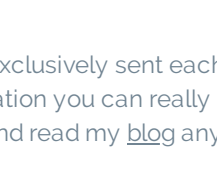
So, if you've been considering adding blue in your home, now is the time. It will be easy to find new furnishings, rugs, fabrics, and more in this exceptional color. After all, a "classic blue" expands our thinking, so have fun with it!

Kind Regards,
Lauren Jacobsen Design



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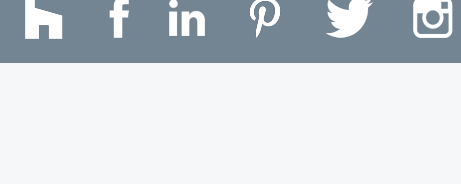
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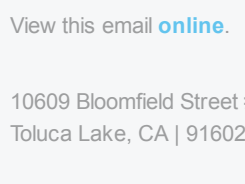
Best of Houzz 6 years in a row, 2014 thru 2019!



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