



COLOR AND ART TRENDS FOR 2023

By Chris A. Paschke, CPF, GCF

What's trending in the world of art and interior design—and what that means for your custom picture framing business.

The colors that are pulling ahead of the pack heading into 2023 are richer, warmer, and more inviting than those of the past few years. Brown is back, with warm, earthy shades ranging from taupe to dark chocolate becoming the hot new style (with white sticking around, too). Adding to that are the natural textures of leather, linen, and cotton, and wood tones for furniture, flooring, and framing.

The beauty of brown—as tint, tone, or shade—is that it crosses most style lines, fitting in anywhere from a minimalist to maximalist style; and mixing styles can make a space more personal, sensual, and steeped in history.

What's out? Gray decorations and accessories, rustic barn wood, flamingos, and pineapples.

Let's dive into the trends impacting the colors, furniture styles, and home décor that are forecasted to be hot in 2023, and how all these trends impact the framing industry.

STYLE IMPACTING COLOR

Interior design style trends influence the layout, furniture, and overall feel in a room. Style decoration trends are what impact how that intended room is accented and enhanced, and both trends and decoration impact custom framing.

Today's style trends are giving greater preference to recycled materials, manufactured with low environmental impact from certified forests. The most popular materials are wood, glass, and stone. Wood is earthy, versatile, and eco-sustainable, offering beauty and warmth, while glass offers opportunities for highlights, shadows, shapes, and colors.

Designers say it's all about coziness this year, with the most versatile shade being beige or "greige" (gray + beige). Last year embraced Japandi as a big design influence, and it remains strong into 2023. Plants, bamboo, rattan, and ce-



● Wild Apple inspirational neutral room with textures, and Toned Texture VII and VIII, Chris Paschke.



ramics help evoke the peace and harmony of Japanese decoration, while adding the warmth of Scandinavian minimalism with textiles, ceramics, wood, and clay as accents. Wabi Sabi is a current Japanese influence identified by finding beauty in imperfection such as peeling paint, worn plaster walls, muted aged colors, rusted elements, and frayed textiles.



● McGaw Graphics, *At the Edge of Time*, Nancy Ortenstone.

Boho is still very much trending, but reaching maturity as more graphic, influenced by North African motifs with Berber cushions and rugs, Moroccan poufs, and pottery mingling with antique or vintage furniture. Industrial styling and decoration also remain a style trend this year, with structural elements always in view as exposed brick, wood beams, metal pipes, iron, and concrete, along with vintage furniture. Grand Image is

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anticipating a palette that is saturated yet with a slight gray undertone, and bold artwork of celebratory imagery focusing on play, as well as nostalgic colors. (Yes, nostalgia is still around.)

“Look for coastal modern Mediterranean influence which transports you to the Greek Isles with fresh palettes that echo the bright blue Aegean Sea and white-washed architecture of Mykonos, Santorini, Cyprus, and Amalfi,” says Moira Hershey, art director at Wild Apple. “Gallery walls and large statement pieces with elaborate, dramatic frames are popular, as well as rounded, organic shapes in wall decor, furniture, rugs, mirrors, and lamps.”

COLOR IMPACTING STYLE

Deep, dark, and muted tones remain in vogue for walls, furniture, cabinets, and accent pieces. Beige and its tints, tones, and shades remain a classic and run the gamut from off-white to near-brown. Fitting into the dominance of the year’s earthy colors are textural fabrics like cotton, silk, wool, flax, linen, and burlap, all with colors ranging from white to tan, which will in turn impact both art and framing choices.

“We still see blues and greens trending into 2023 for the serene quality they add to interiors,” says Katy Daly, director of art acquisitions at McGaw Graphics. “We are planning print collections dedicated to nostalgic Americana and wildlife art in 2023, and other subjects as people seek warm and comforting images.”

STYLE + COLOR = ART

Art publishers are still looking to neutrals, bright colors, and dramatic colors as room accents. Artists who work with publishers are often sent assignments based on requests from their retail clients called moodboards, resulting from current or anticipated style and color trends. With the coming of the new year, the demand for ab-

stract art remains strong, as well as minimalism, but the color palettes have changed. Themes and colors featuring browns, beiges, and greens and earthy neutrals with dried plants, grasses, and florals remain strong.

Current brightly colored style palettes also showcase more primary colors and jewel tones, which is translating into art requests, mostly as abstracts and abstracted landscapes. Pantone’s Tropical Refresh palette was the color inspiration for Rainbow III.

COLOR PALETTES

Though at the time of this writing not all paint companies had launched their colors of the year, we do have a good idea where color is going. There are strong tendencies toward more use of deeper terra cotta tones drifting into rust—showing the influence of brown. Yellow is strong, too, from bright and sunny to non-metallic gold-

en-yellow and darker yellow-beige, both as furnishings and wall décor. Rich cognac brown, caramel, camel, butterscotch, even orange (going back to the terra cotta) are all working well with the new, darker wood tones.

Benjamin Moore palettes are showing warmer-tinted whites moving toward warm gray and

cream. Dark and neutral colors will become classics, and when combined with other neutral colors, they make the space warmer while adding drama. In contrast, cooler-

tinted whites accented with gold and warm grays are better for quieter spaces. Dunn Edwards has launched a series of four palettes. Sara McLean, color expert and stylist, says that high-impact and nostalgic colors are making a comeback, along with earthy shades and delicate neutrals.

Valspar’s palettes include everything from muted hues like creamy white and soft brown to earth tones, including blue and green. The company’s statement notes, “By turning to nature-inspired design, this year’s collection is all about finding new comfort, embracing a flexible lifestyle, re-



● Pantone’s 2023 Tropical Refresh color palette.



● WGSN COTY palette Spring Summer 2023.



● Paint COTY from Behr, Dutch Boy, SW, and PPG only.

discovering joy, and leaning into the growing DIY movement.”

International trends are also important. WGSN (formerly Worth Global Style Network), a global authority on consumer and design trends, has announced Digital Lavender as the global Color of the Year for 2023, and it is strongly felt that Pantone may follow suit with the same. Design West, of Naples FL, says, “Color psychology has proven purples are romantic, peaceful, and luxurious. Digital Lavender as the (global) COTY has reassured us that purple (and its tints, tones, and shades) is a definite for 2023 design.”



● Earthy neutrals with dried plants and grasses, Vase Branch, Chris Paschke.

monizes with a wide range of hues, including neutrals, earth tones, and pastels for a charming and cozy appeal...or with black for a dramatic impact.”

Dutch Boy’s Rustic Greige is a warm, understated color that works well with warm or cool tones, helping bridge passing design trends from cool grays into warmer colors. It works well as a foyer color, on textured walls, or even as kitchen cabinets, furniture, and framing accents.

Sherwin-Williams’ Redend Point has subtle pink undertones that “make it easy to incorporate into any space...building on its earthiness by using it alongside nat-

PAINT COLORS OF THE YEAR

Behr’s Blank Canvas is just that—the perfect backdrop for any décor style or palette. Erika Woelfel, vice president of color and creative services, says, “This white har-

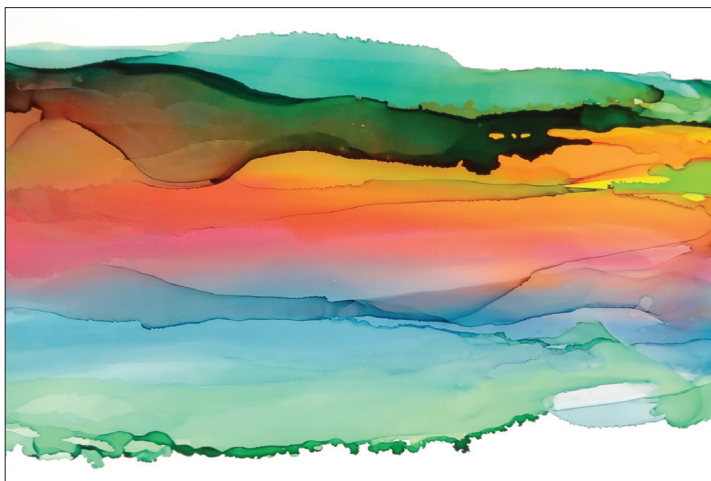
monizing natural-looking textiles and wood accents to create a desert oasis by layering terra cotta shades and clay materials.” Sue Wadden, director of color marketing at Sherwin-Williams, says the color “is a natural choice for those look-

<h1>DECOR</h1> <p>MOULDING & SUPPLY</p>				<h3>Museum Acrylic®</h3>				
<h2>3M 987 ATG TAPE</h2>		<ul style="list-style-type: none"> ● 99% UV Protection ● Anti-Reflective ● Abrasion Resistant ● Anti-Static 		Item #	Size	Thickness	1 Sheet	
Item #	Min 12 @			801620	16x20	0.118"	\$ 56.50	
555	1/2"x36yd	\$2.89	72+	\$2.59	802024	20x24	0.118"	\$ 84.99
556	3/4"x36yd	\$3.85	48+	\$3.65	802432	24x32	0.118"	\$ 134.00
331	1/2"x60yd	\$4.49	72+	\$3.79	803240	32x40	0.118"	\$ 225.00
332	3/4"x60yd	\$6.35	48+	\$5.89	803648	36x48	0.118"	\$ 312.00
<h2>3M 924 ATG TAPE</h2>				804060	40x60	0.118"	\$ 418.00	
Item #	Min 12 @			804896	48x96	0.118"	\$ 718.00	
552	1/4"x36yd	\$3.99	72+	\$3.59	805296	52x96	0.118"	\$ 779.99
553	1/2"x36yd	\$3.85	72+	\$3.55	817296B	72x96	0.177" boxed	\$ 2,075.00
554	3/4"x36yd	\$6.35	48+	\$6.09	8272120B	72x120	0.236" boxed	\$ 3,699.00
588	1/2"x60yd	\$5.89	72+	\$5.67	<h3>Optium Acrylic®</h3> <p>93% UV Protection</p>			
589	3/4"x60yd	\$10.19	48+	\$9.85	Item #	Size	Thickness	1 Sheet
<h2>3M 969 HI-TAC ATG</h2>				834896	48x96	0.118"	\$ 659.99	
Item #	Min 12 @			<h3>DECOR HI-TAC ATG Tapes</h3> <p>2 mil Heavy-Duty Hi-Tac acrylic adhesive</p> <p>BEST QUALITY </p>				
557	1/2"x18yd	\$6.45	72+	\$5.69	Item #	Min 8 or 12 @		
558	3/4"x18yd	\$7.51	48+	\$6.35	371	1/4"x36yd	\$1.99 72+ \$1.69	
559	1/2"x36yd	\$11.35	72+	\$10.39	364	1/2"x36yd	\$2.19 72+ \$1.99	
560	3/4"x36yd	\$16.49	48+	\$14.99	365	3/4"x36yd	\$3.31 48+ \$3.15	
<h3>5 mil Tape</h3>				366	1/2"x60yd	\$3.55 72+ \$3.19		
Item #	Min 12 @			367	3/4"x60yd	\$4.99 48+ \$4.59		
557	1/2"x18yd	\$6.45	72+	\$5.69	<h3>5 mil Heavy-Duty Hi-Tac acrylic adhesive</h3>			
558	3/4"x18yd	\$7.51	48+	\$6.35	Item #	Min 8 or 12 @		
559	1/2"x36yd	\$11.35	72+	\$10.39	1409	1/4"x18yd	\$3.47 72+ \$3.32	
560	3/4"x36yd	\$16.49	48+	\$14.99	368	1/2"x18yd	\$4.00 72+ \$3.52	
<h3>5 mil Tape</h3>				369	3/4"x18yd	\$5.63 48+ \$5.16		
Item #	Min 12 @			<h3>MUSEUM BOARD</h3> <p><i>Essence™</i></p> <ul style="list-style-type: none"> ● 100% Cotton Rag ● Highest Archival Quality ● Buffered with Calcium Carbonate ● Neutral pH/Acid-Free ● Fade, Scuff & Bleed Resistant <p>SAVE 25%</p>				
Description	Plies	Size	1 Sheet					
E1322 White, E2322 Warm White, E3322 Antique	2	32x40	\$ 6.19					
E1402 White	2	40x60	\$ 11.59					
E1324 White, E2324 Warm White, E3324 Antique	4	32x40	\$ 12.49					
E4324 Black	4	32x40	\$ 16.45					
E1404 White, E2404 Warm White, E3404 Antique	4	40x60	\$ 23.19					
E4404 Black	4	40x60	\$ 31.99					
E1328 White, E2328 Warm White, E3328 Antique	8	32x40	\$ 30.99					
E1408 White, E2408 Warm White	8	40x60	\$ 58.99					

ing for a warm and joyful neutral in both interiors and exteriors.”

Sherwin-Williams’ HGTV Home launch of Dark-room, a dimensional black with purple undertones, establishes a romantic elegance. This year’s Colormix Terra palette moves away from the gray toward warmer neutrals like bone, beige, and greige with natural terra cotta and sand earth tones moving more towards brown.

PPG and Glidden have selected Vining Ivy this year. It is a deep, shaded, Caribbean aqua with a turquoise undertone that is energizing yet grounding. The color’s jewel-toned hue can be used to set a calming mood in spaces, as its blue offers tranquility, the emerald evokes feelings of balance, and it pairs well with deeper wood tones.



● *Rainbow III*, Chris Paschke is alcohol ink on Yupo for Wild Apple.

THE IMPACT ON PICTURE FRAMING

Matboard companies continue to modify and launch new colors to their inventory as new trends demand, with neutral always remaining at the top of the list. Moulding companies also strive to stay viable and give designers what is needed for new and emerging styles. New metallic-based collections remain very popular, supported by Crescent’s newest Nielsen Tuscan Linen additions of Slate, Raw Steel, Pewter, and Carmel to Profiles 93 and 97. Studio Moulding released its Lumiere

soft metallic and Lyra collections; Arquati’s Signature II Stella is a textural metallic; Nurre Caxton’s Castile features forged and hammered finishes; and Omega’s York line. Framera continues to offer both metallics and wood tones that align with current trends, featuring the

Swirled collection of gold and silver for traditional or minimalism, and Rust-ed Bar collection, perfect for industrial styling—not to mention the Terra Cotta and Cathedral lines, too.

Wood tones continue to be on top, with wood grain and texture seen in Studio Moulding’s Cha-let line and in Superior Moulding’s Corolla and Rustler. And the bold col-

ors are back with Studio’s bright, solid primary colors in Poems II, Superior’s color-stained woods, and Fox Moulding’s textural Cosmic collection. All in all, framers should have plenty to choose from to help with accenting all upcoming and continuing trends for 2023. **PFM**



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Owner of Designs Ink in Tehachapi, CA, is a professional picture framer with over four decades of experience. She is an artist, a National Conference educator, has authored numerous magazine series, including *The Essence of Design*, *Design Concepts*, and *Digital Directions* for PFM, and has four self-published books on mounting. She currently writes the *Mastering Mounting* column for PFM and is a contributing writer to *The Artist’s Magazine*, *The Pastel Journal*, and *Watercolor Artist Magazine*. She was honored with the

PPFA Award of Distinction for Leadership 2008, the Vivian Kistler Recognition for Innovation Award 2010, and the PMA Distinguished Service Award 2012.



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