

PINK

Like fashion, colour tends to move in cycles and what is happening in the world has a large impact on what colours we need to have around us, what “feels” right whether it be relaxing or stimulating, calming or invigorating. It is really a matter of balance we seek.

What does pink mean to you?



Looking at the Resene The Range 2005 there is a variety of pinks which over the decades may have been associated with various memories. This may present challenges for some consumers, but be assured pink has a history and a place in design, and is often seen alongside red after a warfare to counteract the military uniforms that dominate during the war years. Pink is rising in popularity, in fashion and interiors around the world, and it will be with us for a year or two yet.

Let's look back to the mid 1940's - what was happening in the world? The 1940's brought colour rationing - with the war we saw drab khaki and olive, and textiles were reserved for military use. When the second world war ended in 1945, the suppressed fashion industry introduced soft and feminine pastel tones expressing affluence at the beginning of the post-war boom. Pastel pink was one of the favourites of this period.



Pastel pink in Art Déco styled room.

In the 50's the pastels developed into stronger shades, and Queen Elizabeth brought her fashion wardrobe to New Zealand in these predominantly pink shades. The development of the silicone chip changed technology to come, and the co-ordination of manufacture and fashion offered consumers products as varied as pink Tupperware and the pink Cadillac.

Pink Cadillac



In the 60's acid psychedelics and swirling prints emerged as themes for wallcoverings and textiles. The pinks were stronger in value, more like **Resene Cabaret** teamed with colours like **Resene Sassy** from The Range 2005. Vibrant and stimulating.

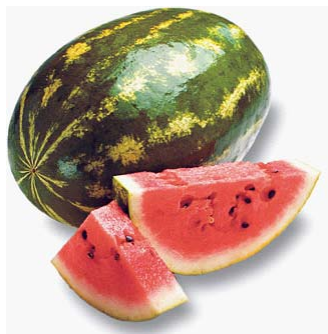
Ten years on, the 1970's was a decade caught between the youth movements of the 60's and the emerging 80's, and brought rebellion against fashion rules. Interiors brought the memorable palette of pink and grey. The 1970's was the introduction of floppy discs, bar codes, concords - our pace of life suddenly got faster, and this is why we needed the nurturing soft pinks again to balance this feeling of being out of control. Ballet shoe pink, soft and cosy - think of your grandmother's hand-knitted cardigan or favourite fluffy rug.



Regency style furniture.

In the 1980's and 90's, lifestyles continued to speed up - cellphones, space travel, new technologies and virtual reality programmes for entertainment and industry. Lighter tones emerged, neutrals predominated in interiors, and the minimal style from the Asian influence removed clutter and memories of yesteryear.

And now in 2005, when health and environmental issues have grown out of the unrest of war and terrorism, the need for harmony in homes and workplaces is paramount. The berry reds of **Resene Raspberry** and **Resene Rosehip** are healthy and full of zest, invigorating and energetic. Also **Resene Jive** which looks like a nutritious smoothie drink full of Vitamin C. People are concerned with maintaining health, consuming vitamins and natural nutrients, and looking younger with use of cosmetics and surgery.



The climate in NZ is warmer and wetter, and we are seeing colourful produce and plants growing here now which hugely affect colours we see in our homes because many textiles and colour combinations are designed from nature. As people travel and immigrate, food cultures blend and new products are emerging in cuisine, both in restaurants and supermarkets.

The pinks in the 2005 range are representative of tropical fruits and flowers - think about melons, guavas and hibiscus blooms. **Resene Cabaret**, **Resene La Bamba** and **Resene Sensual Red**.

Now let us look at how we can apply some of these colours in interiors. Green being the complimentary to red, it is a good start. Collect your sample chips together and as colour combinations are suggested, lay them out so you can experience the outcome for yourself. The Resene colours are in bold print and from all ranges.

A **Resene Rosehip** feature wall behind a **Resene Wasabi** sofa would look far better than the autumn gold tones that may have been used as a backdrop in the 60's. It is a strong contrast but the colours bounce off each other - zesty, energetic and dynamic. This combination may also be used in a dining room, or as a reference to Pacific art and design. Tropical butterflies and fish, shells and flowers.

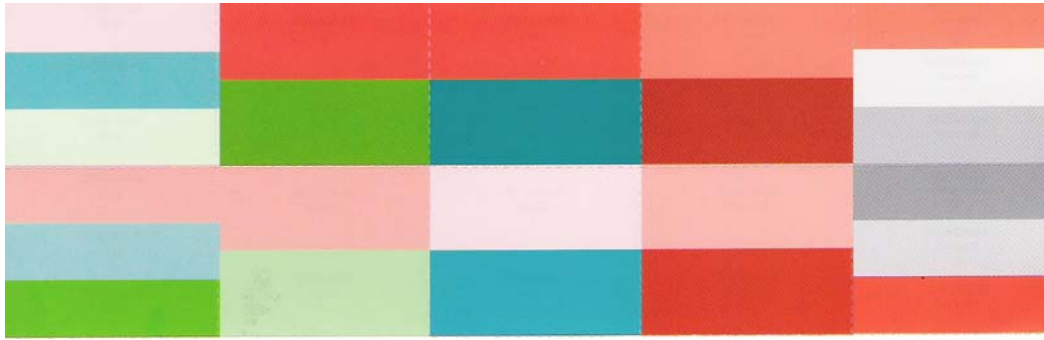
Resene Ameile, an old rose pink, looks comfortable alongside a more yellow based green such as **Resene Iko Iko**. Or even a more sage green such as **Resene Frontier** or **Resene Lemon Grass**. These shades are often used together in textiles, especially traditional florals, and give a look of "yesteryear" with worn and pre-loved elements.



Resene Cabaret is energetic pink which could work well in an art deco situation with blue-black like **Resene Nero** and would look very sophisticated with **Resene Caffeine**. It would also be rather playful and fun teamed up with **Resene Jive** and **Resene Sensual Red** in a related scheme.

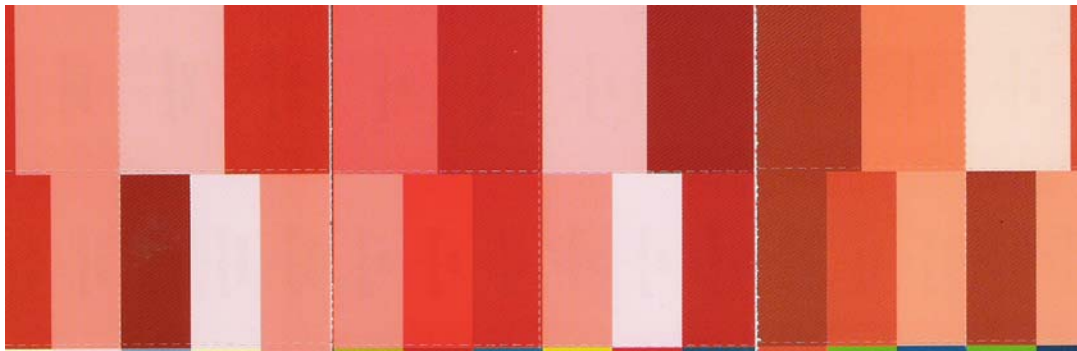
Resene Arabella is like **Resene Ameile**, a shade attached to aged and "old-world". It's predictable complimentary would be **Resene Frontier**, but try it with **Resene Ashanti** and **Resene Rockbottom** for a rather neutralising affect, or against **Resene Mondo** for an off-beat combination.

Pink becomes more powerful when aligned a black-red in a monochromatic scheme, for example **Resene Attitude**, **Resene Sensual Red** & **Resene Hippie Pink**. But remember powerful colour schemes, while they may be sensual and stimulating, they are not suitable for rooms to relax in, such as bedrooms or nurseries. They can however increase focus in an office or study. And because red and pink increase the appetite they are often used in dining areas.

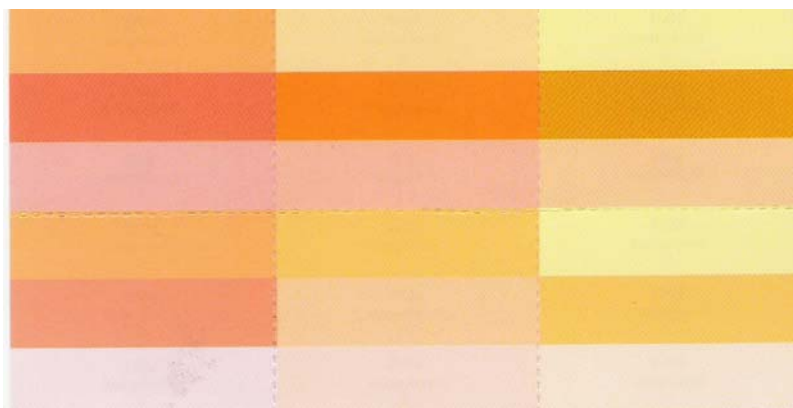


While magenta pinks may be linked with passion, pale pink is often associated with romance, it is the colour of Venus, the goddess of love. Often seen in an analogous scheme with pastel lilac and peach, the innocence projected by pale pink makes it a popular choice for the bedrooms of young girls.

Pink of any shade is neutralised or accentuated when put with black, white or grey. And it becomes earthy when mixed with orange and terracotta, giving a relaxed and warm feeling in living areas.



Try **Resene Sensual Red** with **Resene Alo Alo** - one may not think of pink and yellow together but nature does it well - many flowers have pink petals and yellow stamen. Another combination drawn from nature may be **Resene Cabaret** and **Resene Wellywood** - even more vibrant with the addition of **Resene Jive** as an accent.



Tricia Guild puts pink, red, purple and orange together with amazing success, like a big bunch of fresh flowers, or a collection of silk sarongs. Pink is more seductive than red, it attracts attention whereas red demands it. It is sensuous without being threatening.

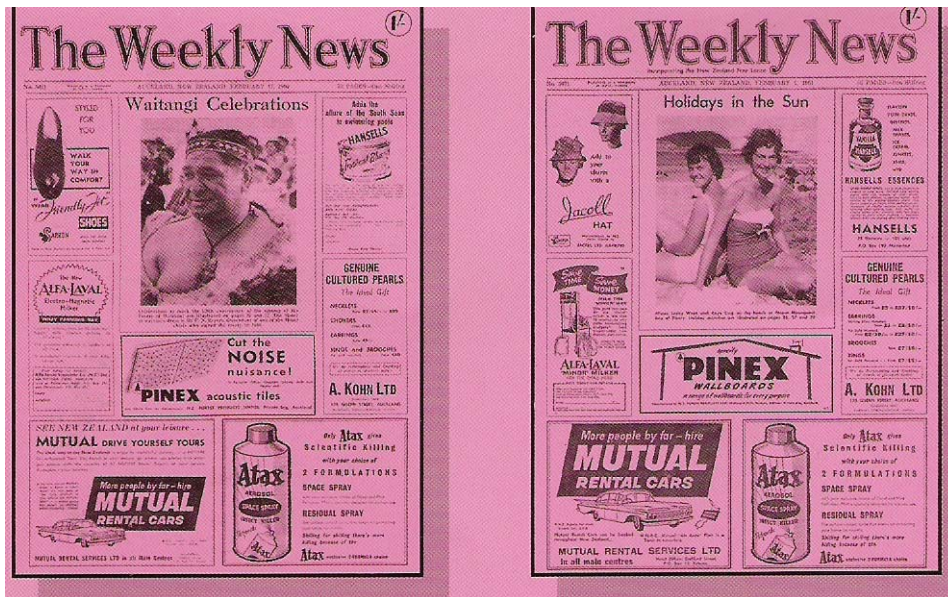
We are moving into a more luxurious phase, pearl pink bathrooms will become places to pamper oneself - organic moisturisers and cosmetics, pink and white fluffy towels, bath salts and candles. Hotels are more like homes, hospitals are more like hotels. Glamour and nostalgia mixed together.



Pale shades of blue-pink, such as **Resene Amour** or **Resene Classic Rose** are very restful, and more likely to be seen in bedrooms or sitting rooms, often teamed up with lots of white.



Pink teamed with yellow and green in soft furnishings here, plus the orange-pink walls, results in a warm scheme injected with a bit of fun.



Some of you may be old enough to remember the Weekly News in its pink cover which brought the news to many a NZ home from the 1940's to the 1980's. Then we had the black and white newspapers for the next 20 years, and now these come in colour because of the further developments in printing technology.

Buildings with pink exterior are not so popular in New Zealand, but they have been around for many years overseas.



This is an old pink plastered wall from Croatia, and think of the old buildings in Venice.



A pink skyscraper in USA, similar to the Faye Richwhite building in Auckland.

And the Pink Palace is an icon remembered by many....



Where one might enjoy a pink gin!

