

2012 North Carolina Main Street Conference



Brush Up With Color

Thinking Outside of the
Big Box

Scott Courtenay-Smith

Lead Designer/ Artist/ Owner



Asheville, NC





- Design
- Decorative Painting
- Color Consultation
- Murals
- Art Installation

Never underestimate the power
of a fresh coat of paint...
especially in a professionally
chosen color palette.

"Architecture serves as a grounding element for our communities. Our buildings are where we eat, sleep, learn, play, study, practice, pray, shop, or work..."

“A trip to the capitol, museum, temple, mosque, cathedral, or train station provides us with diverse experiences. Often, such environments were conceived, designed and built as triumph.”



“Conversely, much of the architecture to which we are accustomed (ex. That of big box stores) is sapped of artistic qualities.”



“Existing structures can be improved with the thoughtful use of **color, which may create a new renaissance and enhance our lives.”**



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"Adding artisan components to the facades of our built environment brings back the allure of sculpture to the street."



**"THE WAY WE WERE, PART 2" AT 4984 DUNDAS.
MURAL BY JOHN KUNA, 2006**

“Color can provide the most *cost effective* and immediate return on invested time and money.”

Case Studies





Bean Werks Coffee And Tea

















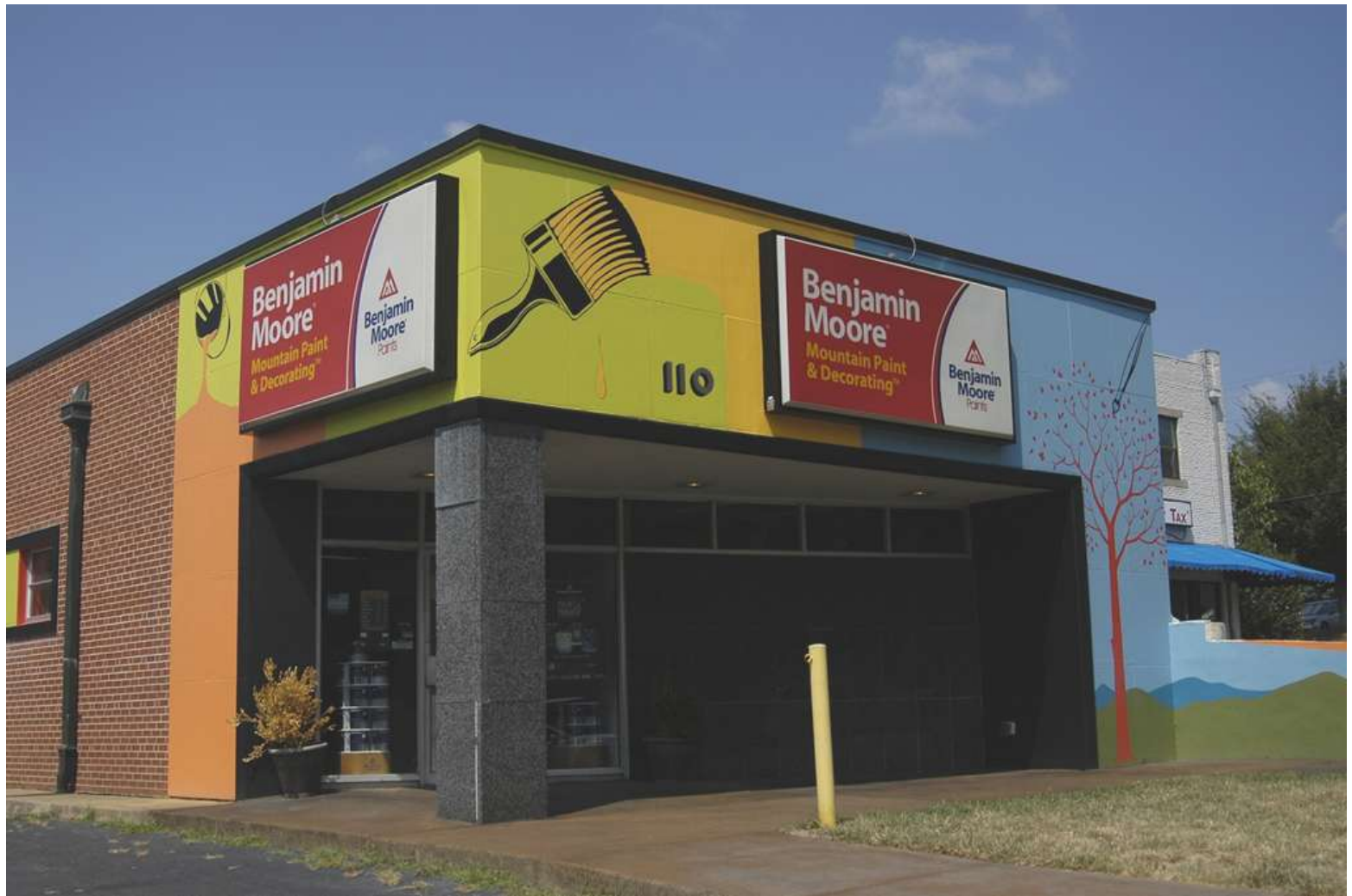
Mountain Paint And Decorating













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Paints

Brioso Fresh Pasta







Best Practices

1. What is your Vision/ Goal?

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Be clear about what you want to achieve with your color project.

**2. Allow time for and place value
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Garbage In= Garbage Out

2. Allow time for and place value
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Quality in= Quality out

3. Rather than tearing it out, consider painting, redesigning it, or repurposing it.

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Use your creativity or hire a creative
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*It's good for the earth

4. Don't underestimate the power of a fresh color palette and a fresh coat of paint.

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*Research shows that color is responsible for 60% of human response to an object or place.

5. Emphasize your strengths

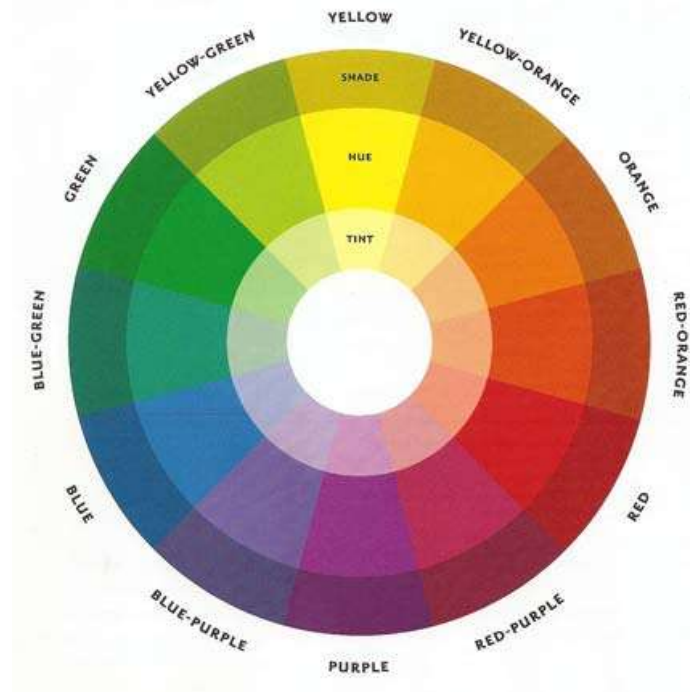
5. Emphasize your strengths

Choose attractive architectural details to highlight with color.

6. De-emphasize your weaknesses.

Color and finish can be used to “hide” less attractive details.

7. Use Complementary palettes to enliven.



8. Use Analogous palettes to soothe.



9. Consider the big picture.

Make a master palette to work from, and then choose different elements for each hue in the palette.



10. Have fun, enjoy the process,
and remember that “Its only
paint”.

10. a.

**Think Outside of
The Big Box**



renovate
with color