



Pantone's 2010 Color of the Year

by Margie Deeb
February 2010

A beautiful greenish turquoise (**Pantone TURQUOISE 15-5519**) has been chosen by Pantone as the 2010 color of the year. Leatrice Eiseman, executive director of the Pantone Color Institute® says "It is believed to be a protective talisman, a color of deep compassion and healing, and a color of faith and truth, inspired by water and sky. Through years of color word-association studies, we also find that Turquoise represents an escape to many – taking them to a tropical paradise that is pleasant and inviting, even if only a fantasy."

Because colors on computer screens vary based on the graphics card, the browser, and the monitor used in your system (for true accuracy consult the Pantone Color Publication **Fashion & Home Guide**), let me describe this color to you as best I can. To do that, I'll also describe what it is not.

This version of turquoise is not the cool swimming-pool-blue that most often comes to mind when I (and probably you) hear the word "turquoise." The color of the year is more green, more tropical in feel. The jewelry shown here by Candace Cloud McLean represents the turquoise hue we are discussing. (Again, for true color accuracy consult the **Pantone Fashion & Home Guide**.)

When I presented this up for discussion on my Facebook page, comments about it bringing color memories from the 50's, 60's and 70's appeared. It reminded one of her grandmother's cupboards, and another of grandmom's dresses. There's a retro-feel to this color, depending on your upbringing.

Pantone states that this color "makes a statement that can look elegant and dressy in fine silk and gemstones, or casual and fun in cotton and athletic apparel."

My Spring 2010 **Color Report for Bead & Jewelry Artists** will be published online at the end of February. In it you'll be able to see more examples of this refreshing color used in combination with other colors to create beautiful jewelry in a lush springtime palettes.

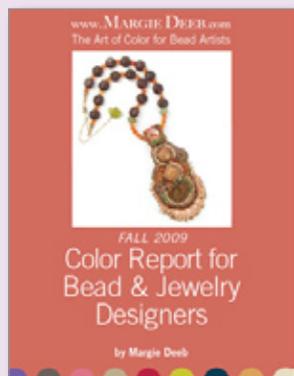
Whether it leans toward green or blue, the color turquoise cheers us and lightens our heart. It captures the light blue of the sky and the refreshing, nurturing green of the sea.

I am so happy that this hue made Pantone's Color of the Year. Congratulations, Turquoise!



TURQUOISE's fun, casual nature shines through in Candace Cloud McLean's necklace and earring set.

How Have You Lived without the Color Report for Bead & Jewelry Designers?



[Download the Fall/Winter 2009 PDF now](#)

Each season the *Color Report for Bead & Jewelry Designers* will expand what you can create in any medium - by introducing you to color combinations you've never used or even seen before. These seasonal PDFs contain over 40 palettes, descriptions, photos, gemstone and Delica bead suggestions, and ideas based on Pantone's fashion color report.

One of the most fun aspects of creativity is color: using new colors and harmonies. If you're like me, your beadwork soars when you're challenged and inspired. And it becomes exponentially more fun.

It thrills me to work with colors I've never seen or tried. Watching how the hues interact with each other and how I interact with them gives me such joy. And I want to learn more, go further, reach higher and create more.

Join me in exploring the exciting new colors of each season.



[Download the Spring/Summer 2009 PDF now](#)

Responses to Margie's *Color Report for Bead & Jewelry Designers*:

"I really like the color report - particularly because there are colors that I probably would not have considered or noticed and this gives new directions to travel. I also REALLY appreciated the listing of the gemstones."
- Kathy L.

"Very helpful. I tend to work in certain palettes over and over again, but seeing a different palette helps me move out of my comfort zone."
- Susan K.

"I appreciated the fact that you mentioned your initial reaction to some of the Pantone colors for this season and yet after exploring them, your reaction to them changed. It reminds me to be open to colors I might not usually consider for jewelry (or wearing)."
- Rosalynn B.

*"I know I will not care for every season's colors but *The Color Report for Bead Artists* still gives me an idea of what to look for when designing for the next season. It is very helpful knowing that what I make will work with what is in the stores for those months."*
- Betty



Master Color One-on-One with Margie

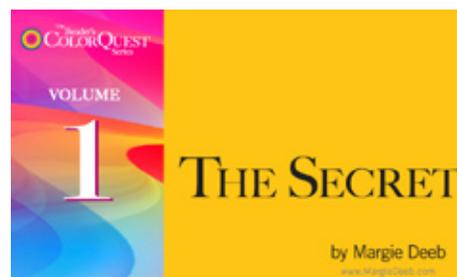
Take your artistry to a higher level. Spend 3 months learning from the master of color one-on-one. Examine your strengths and weaknesses, and get on the path to discovering your true color voice.

In this consultation process you will:

- Discover more of your color voice
- Raise your artistry to a new level
- Have your current work critiqued
- Create new work for critique
- Become an empowered artist

You and your artwork will be forever changed.

[Register now.](#)



Learn the most critical secret to making dynamic, powerful color combinations. A 33-page PDF for instant purchase and download

[Click for details...](#)

