

2017 LUXURY LOFT + CONDO TOUR p. 65

CELEBRATING  
**25**  
YEARS  
1992-2017

# MIDWEST Home<sup>®</sup>

## LIVING IN HISTORY

LIFE IN **BOLD**  
COLOR p. 52

TOUR A **SECRET**  
ST. PAUL GARDEN p. 82

Sept/Oct 2017 \$4.50





# LIFE IN **BOLD** COLOR

*Midwest Home and  
ASID MN team up for  
a vibrant design  
competition*

This homeowner wanted her new home to be vibrant, bold, and fun. Designer Brooke Voss and Rehkamp Larson obliged with this colorful, but sophisticated, space.





2017 JURY

**CAREN MARTIN, PH.D.**

Associate Professor,  
University of Minnesota  
Principal, Martin & Guerin  
Design Research, LLC  
Principal, InformeDesign, LLC

**PATRICIA UNDLIN, ASID**

Senior Interior Designer,  
Pappas Design  
Winner of 2016 Tom  
Gunkelman Legacy Award

**CHRIS LEE**

Editor, *Midwest Home*  
magazine

BY CHRIS LEE

PHOTOGRAPH BY COREY GAFFER

## IT'S ALL AROUND US.

It affects us every day, both psychologically and physiologically. Color, created by reflected light and the way we perceive it, is powerful: neutrals calm; brights stimulate; and pastels soothe. It evokes strong emotions. No wonder most of us have strong opinions about color—check out the commentary on Pantone's Color of the Year each December if you have any doubt.

Even so, we often stumble when it comes to selecting colors for home and home décor—perhaps because color is as much a psychological choice as an aesthetic one. The default for many: neutrals, white, beige, greige, or gray. Nothing inherently wrong with those choices, unless we opt for little color because we're afraid to commit to bolder, brighter tones.

That's why we called on ASID MN interior designers to show us their colors, entering their most vibrant projects for this year's Life in Bold Color competition, sponsored by Hirshfield's. Interior designers, well-versed in color theory, understand how to use color to create the mood their clients want.

Consider red, for example, the color of passion, danger, and strength. It's bold, warm, exciting, and stimulating. Several of the winning projects included shades of red in their color schemes. Just consider the wake-you-up potential of a red bathroom (page 55)!

Another warm color, sunny yellow, says summer, happiness, and optimism. Used judiciously, yellow imbues a space with cheer and friendliness—like the pantry off the bright blue and white kitchen on page 56. Even a small touch of marigold, lemon, or gold will give a room a lift.

Tranquil and soothing, blue is often the go-to color for bedrooms. Both winning bedroom projects (page 57 and 58) feature shades of blue with warm accents—restful, but with skillfully balanced color, pattern, and texture.

Green, the color of nature, also tends toward cool—though not so much when mixed with yellow to produce chartreuse. That versatile color can move even warmer—check out the kitchen cabinets that nearly pop off the wall to the left. A chartreuse with more green is still eye-catching: See the apple-green of the chair on page 60.

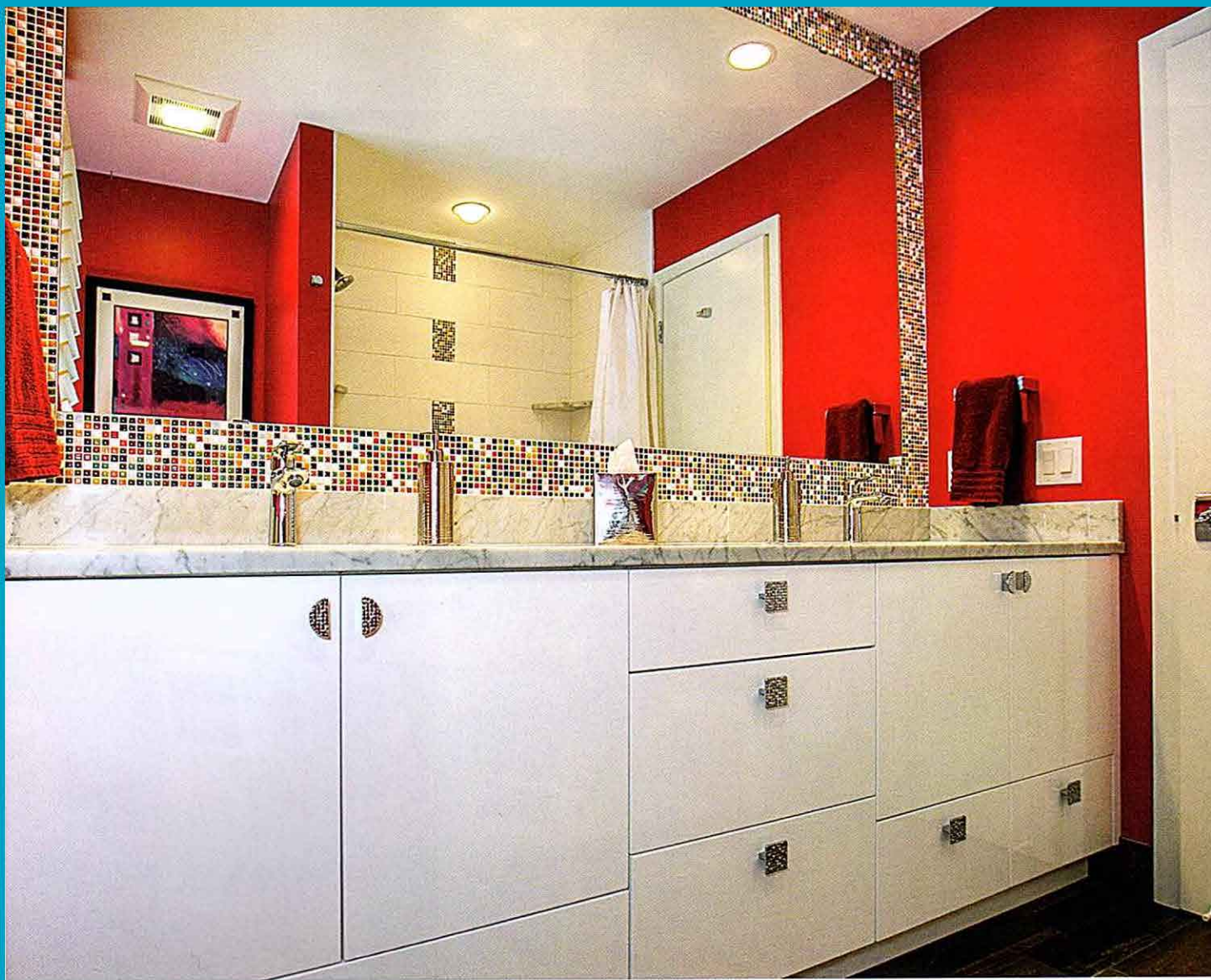
For the Life in Bold Color competition, the jury evaluated entries based on how well the design solution met the project's goals, the designer's innovative and creative use of color, and the designer's demonstrated master of color theory/psychology.

MIDWEST  
**Home**

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS  
MINNESOTA

**Hirshfield's**  
Paints • Wallcoverings • Window Fashions





## GOOD ENERGY

Orfield Design & Construction, Inc.

Laura Orfield  
orfelldesign.com

The empty-nester owners of a midcentury modern rambler decided they wanted a fun and functional bathroom for their guests and grandkids. Everything stayed in place, but the finishes turned up the heat. Walls painted with Sherwin Williams in "Red Alert" add pizzazz, and the colorful mosaic tiles above the vanity and around the bathtub multiply the impact. Carrera marble countertops and wood-plank floor tile balance and ground the space.



SHERWIN  
WILLIAMS  
*Red Alert*



OLYMPIA  
*Angie,  
Butterfly Blend*



FIORANESE  
*Cottage Wood,  
Brunito*