

HOME FURNISHINGS

Farrow & Ball offers color inspiration in design documentaries

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Farrow & Ball is working with The Modern House to offer fly-on-the-wall content. Image courtesy of The Modern House

By SARAH JONES

British wall coverings maker Farrow & Ball is linking with real estate agency The Modern House to highlight how its products are used in real homes.

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The four-part series "Living with Color" invites viewers into lived-in environments, asking the occupants to explain their paint choices and feelings on having particular hues surrounding them at home. This effort puts a personal spin on colors, painting a picture of the experience of living amid particular shades from Farrow & Ball.

"We believe that good design can add value to your life in many ways, generating greater well-being, sense of community and wealth," said Matt Gibberd, cofounder of **The Modern House**. "We're interested in exploring all of the little things that make a house a home: the way that the sunlight falls across the kitchen in the morning, the careful curation of objects on a mantelpiece, the patination on a well-worn surface.

"Color has an integral part to play here," he said. "Much like The Modern House, Farrow & Ball is a brand founded on enduring principles, so it has been a very natural collaboration for us. Their paint has a timeless quality to it, and is suited to a very broad range of different interiors.

"I have always been a personal fan of their neutrals, and in fact my entire home is painted in Cornforth White. The thing about interior color is that it changes with the passing of the clouds. We wanted to celebrate this in film, to ask people why they choose to live with strong colors or soft colors and what effect it has on their day-to-day life."

House guest

The first episode of Living with Color focuses on painter Alessandra Taccia. The artist explains the journey to finding the right colors for her Victorian home as well as her philosophy on color.

According to Ms. Taccia, bold colors have a very strong voice and can be distracting. Therefore she has chosen to cover her walls in more "gentle" hues.

Episode two enters the home of Ian James and Nick Selby, partners who run a grocery business together.

After 20 years of living in their home, they are still making changes. To complement a red kitchen, the couple chose a grey paint.



Farrow & Ball x The Modern House. Image courtesy of The Modern House

Meanwhile, a hallway is covered in a yellow hue.

Both videos that have been released so far talk about the changing nature of paint, and how it reacts to light throughout the day.

At the end of each of the shorts, the video tells what colors are used in the featured home. For instance, Ms. Taccia prefers School House White, while Mr. James and Mr. Selby used India Yellow, De Nimes and Treron to complete their walls.

Farrow & Ball x The Modern House Living with Color

These hues are among the nine new colors being released by the brand.

"Like Farrow & Ball the Modern House has a love for inspirational living spaces and helps people live in more thoughtful and beautiful ways," said Charlotte Cosby, head of creative at **Farrow & Ball**.

"With such a range of architectural styles, settings and clients it was a natural partnership to showcase our nine new colors in real life settings, as well as the skills of our expert color consultants in devising schemes to work for a range of spaces and lifestyles," she said.

Founded in 2005, The Modern House is a real estate agency that takes a content and design-centric approach to marketing and selling homes. The company's founding directors both come from journalism backgrounds, having written for publications such as *Telegraph Luxury*, *The Guardian* and *The Independent*.

"The Modern House is more than an estate agency, it's a platform for a design-conscious audience to engage with ideas like homemaking, architecture, lifestyle and interiors," Mr. Gibberd said. "Through our editorial content, we engage with our audience outside of the transaction window, to have a more long-term and meaningful conversation."

Color content

While paint and wallpaper could be very two-dimensional topics, Farrow & Ball has found ways to bring its wall coverings to life through content.

For instance, Farrow & Ball introduced some of its recent paint colors through a whimsical farmyard tale.

A stop motion animated film told the story of a group of escaped animals, with each farmyard character representing one of the hues. This lighthearted approach to exploring what could be a static topic may help make consumers more likely to explore the newly available colors more extensively ([see story](#)).

The brand previously created 132 videos to tell the stories behind each and every shade of paint it offers.

Farrow & Ball's color videos help the consumer to understand the inspiration behind a shade and how it can be used in a room's interior design scheme. Product-driven narratives help conceptualize a brand's offerings and how it can meld with a consumer's life, whether it is a handbag, footwear or home decor ([see story](#)).

"Design is flexible, there is lots to consider when undertaking a decorating project from the way the light falls to the shape and architectural detail in the room and the type of scheme you are drawn to, from subtle neutrals to bolder shades of color," Mr. Cosby said.

"The films showcase these aspects in a range of different properties, and highlight how there isn't one style to fit all," she said. "We want customers to be inspired to use color in their own homes that reflects their own space and style."

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