

HOME FURNISHINGS

Webinar: Off the wall: Trends in color, paint and wallpaper

July 27, 2021



A home transformed by Farrow & Ball paint. Image credit: Farrow & Ball

By STAFF REPORTS

[Please click here to register for the free webinar Aug. 11 at 11 a.m. to noon ET \(New York time\) titled, "Off the wall: Trends in color, paint and wallpaper"](#)

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Color plays a key role in making home-purchasing decisions. The emotional pull of a pastel, bright or dark shade and tint can make or break a deal for potential buyers.

Not surprisingly, homeowners express their personality through choice of color, paint and wallpaper. That said, neutrals are often recommended to maximize the potential of showings to prospects and display of listings online and in print but not all homeowners are willing to undertake a wholesale color makeover for their properties. Also, trendiness can be a double-edged sword.

In this **webcast** Wednesday, Aug. 11 at 11 a.m. to noon ET (New York time), panelists will discuss:

The role of color in today's pandemic-driven lifestyle

How color influences home-buying decisions

Ideal approaches to the choice of color, paint and wallpaper for houses and apartments

Eco-friendly paint and wallpaper: Is there consumer demand?

The art of layering and the 60-30-10 rule

Color by room, interiors and exterior

Impact of lighting on color palette

How brokers and agents should advise potential home-sellers regarding color for effectiveness of listings online, in print and in-person

Speakers:

Julia Buckingham, founder/principal, Julia Buckingham Interiors

Patrick O'Donnell, international brand ambassador, Farrow & Ball

In conversation with Mickey Alam Khan, editor in chief, *Luxury Daily*

Attendees will receive a copy of the recording of this webcast

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