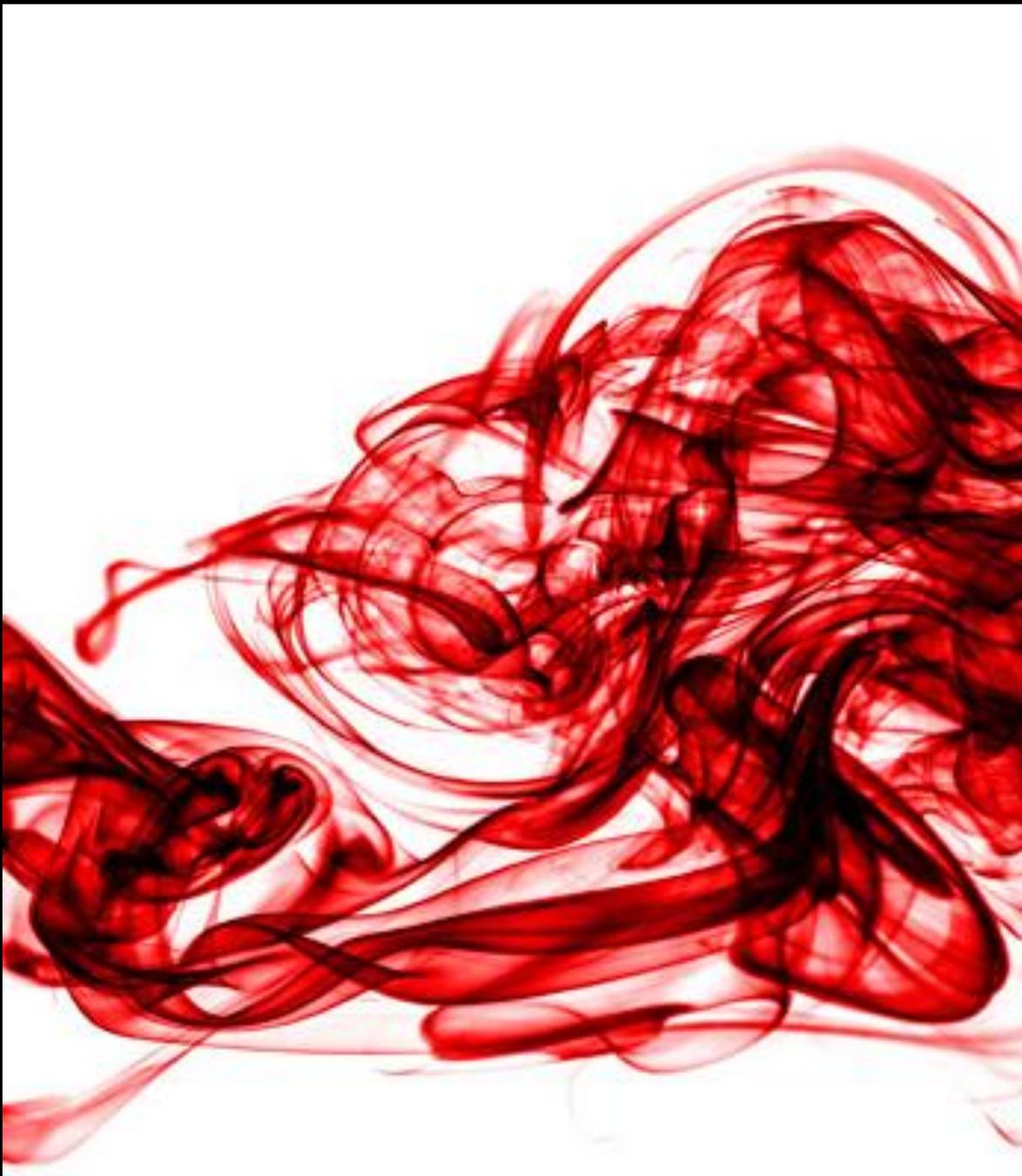


A MOST POWERFUL RED

The History, Science, Culture and Today's Trends for the Color
RED



RED

Dramatic, passionate, dynamic and attention-getting. Red is the most emotionally intense of all colors.

What is it about the color red that keeps us engaged and interested, always wanting more?

Looking back over the course of history, we see how the color red was, and still is today, filled with so much meaning. It touches us politically, socially, emotionally and spiritually. The story of red and its beginnings has created intrigue, wars over red dye monopolies, political stories, fashion statements and so much more.

Here is a look at the history of red, plus an overview of science behind the color, global and cultural meanings, and the psychological effects of red. Also, an overview of Dunn-Edwards range of reds and color application provides a reference for this most interesting of colors....RED.

A BRIEF HISTORY – RED'S POWER AND INTRIGUE

For hundreds of years, artisans searched high and low for the perfect red. The discovery of the cochineal insect, long-used and perfected by Indigenous Americans in Mesoamerica (Mexico, Guatemala, Belize, Honduras), by Spanish invaders in the 1520s changed the course of history for the color red.

These Spanish invaders found the red dye in Aztec marketplaces in Mexico, noting its benefits and origins. With this knowledge, they brought this dazzling and vibrant red back to show the Europeans, where it quickly became a prized and sought-after commodity, second only to silver. Spain protected and monopolized this prized commodity for hundreds of years, creating high demand and piracy of this dye. Many sought to discover its origins, but to no avail.

The cochineal created a great range of reds – from pale pinks, to violets, brilliant reds to deep burgundies. The variety of color produced from this insect was noted in several sources from this time period, showcasing the formulas and recipes of each color method.

In the mid-19th century, the invention of synthetic dyes replaced cochineal's supremacy, creating an end to its use and trade. However, over time, it was proven that natural dyes were more colorfast and during the era of the Arts and Crafts movement, when natural methods and materials were sought after again, cochineal cultivation and production rose again.



k. Gewinnung von Cochenille.

A BRIEF HISTORY – RED’S POWER AND INTRIGUE

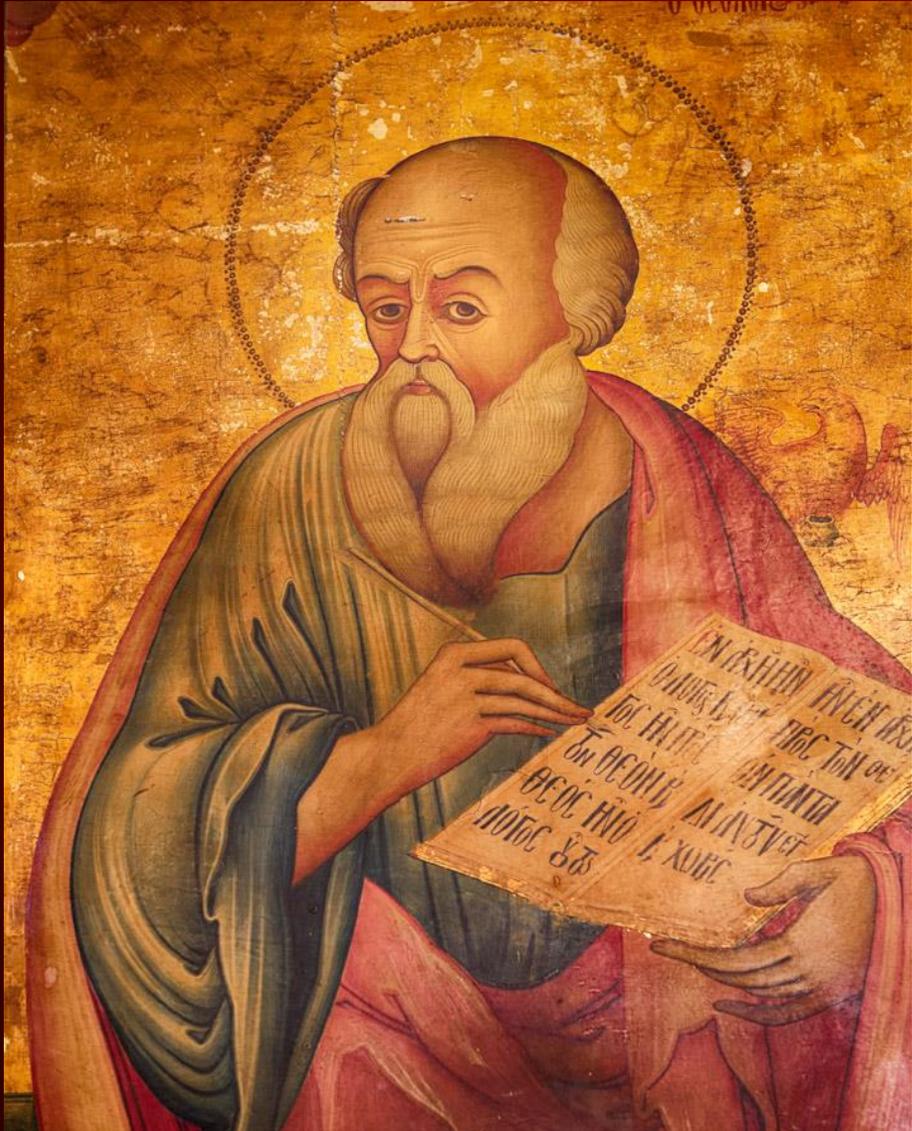


Image Left: Priest wearing red cloth (Photo by: iStock Images)

Image Right: Illustration of the Nun's Priest from Canterbury Tales (Photo by: iStock Images)

Medieval images and illustrations such as these provide insight to the importance of red garments for the clergy.

A BRIEF HISTORY – RED’S POWER AND INTRIGUE

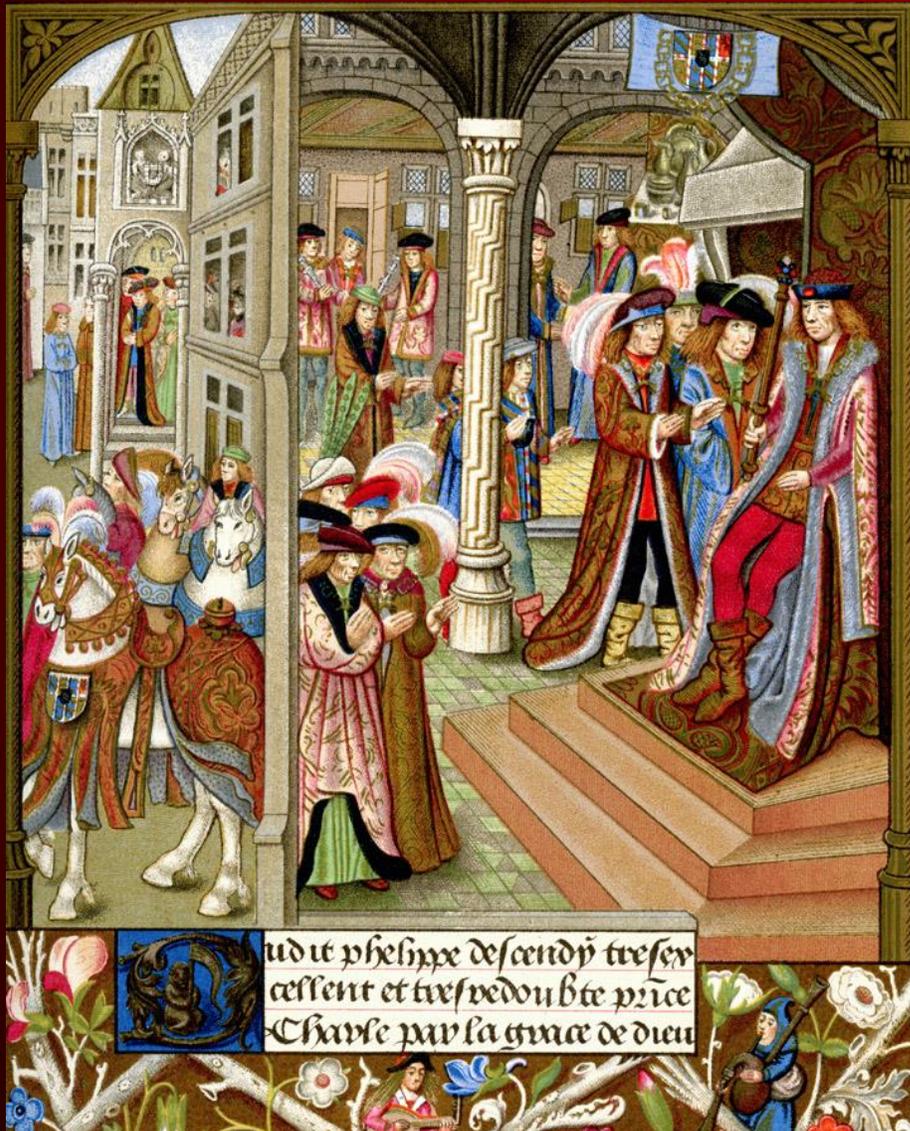


Image Left: Illustration of Charles, the Duke of Burgundy (Photo by: iStock Images)

Image Right: Illustration of knight killing the dragon (Photo by: iStock Images)

These images showcase royalty and important society members wearing red. The dragon, also depicted with red paint, shows red as death, danger and mortality, as well.

A BRIEF HISTORY – RED'S POWER AND INTRIGUE



Image Left: Sucevita Monastery Painted Wall (Photo by: iStock Images)

This image shows how red was used on many spiritual and royal figures over time, providing further proof of its importance.

A BRIEF HISTORY – RED’S POWER AND INTRIGUE



Image Left: Ulua polychrome vase, red group, Contador type, Mellizo variety. Artefact in modeled and painted terracotta from Travesia (Cortes, Honduras). Mayan Civilization, recent classical period 250-900

Image Right: example of Turkish rug pattern using cochineal-dyed silk and wool

These images are examples of the use of red in objects, rugs and textiles, creating important historical references.

A BRIEF HISTORY – RED'S POWER AND INTRIGUE



Image Left: Illustration of the Doge of Venice (Photo by: iStock Images)

Image Right: Illustration of outfit worn by Venetian nobility during the Renaissance era

The Renaissance was a time in which the use of red was found in numerous places. These two examples illustrate the importance of red to Renaissance clergy and nobility.

A BRIEF HISTORY – RED’S POWER AND INTRIGUE

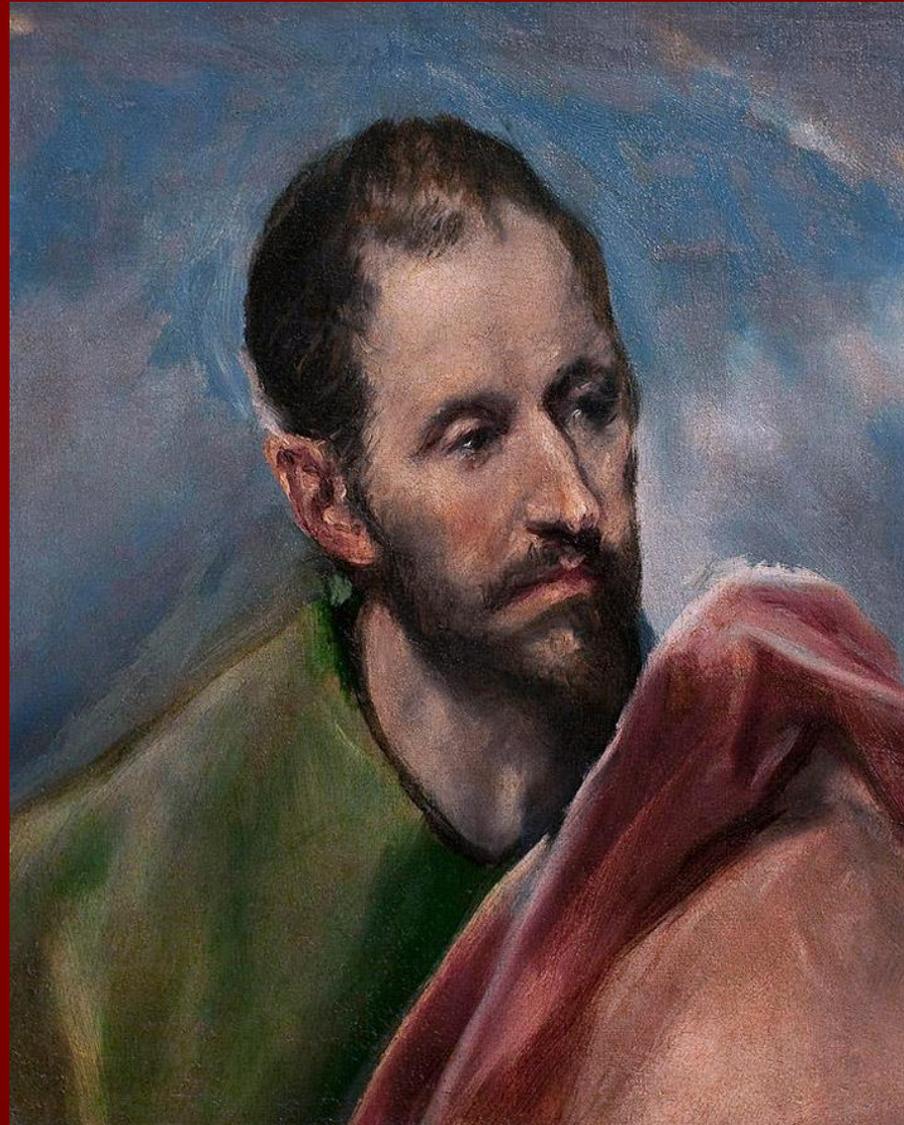


Image Left: Rembrandt self-portrait (Photo by: iStock Images)

Image Right: Saint James the Lesser, by Domenikos Theokopoulos (aka, El Greco) 1541-1614. Oil on canvas, c.1580-1585. Spanish art. Museum of Fine Arts, Budapest Hungary. (Photo by: Leemage/UIG via Getty Images)

Artists of the Renaissance, such as Rembrandt and El Greco, created masterworks using many shades of red, including shades borne from the cochineal insect

A BRIEF HISTORY – RED’S POWER AND INTRIGUE



Image Left: example of British military wool uniforms dyed in cochineal worn during the Revolutionary War (Photo by: iStock Images)

Image Right: example of current military uniform still using red color (Photo by: iStock Images)

The British military began to wear woolen stroud cloth from Stroud of Gloucestershire, England. This same cloth was also exported to colonial America and coveted by many American Indian tribes. High-ranking officers wore military uniforms made of cochineal red dye, while enlisted men wore the cheaper and duller madder-dyed military uniforms. To this day, the British military wear red in honor of their history.

A BRIEF HISTORY – NATURAL SOURCES OF RED DYE

- Mineral red dye sources
 - Hematite: ubiquitous pigment for fired clay and architectural and mural painting through Mesoamerica. Red ochre shading.
 - Cinnabar: rare and precious, associated with death and the tomb. The bright red increasingly turns orange as pigment is finely ground. Manufactured cinnabar is called vermilion.
- Plant/Seed red dye sources
 - Logwood, annatto and brazilwood. Used on textiles and as body paint. Seeds such as pomegranate also provide natural dye sources.
- Organic/animal red dye sources
 - Cochineal insect: versatile coloring, ranging from reds to purples. Dyes best with animal fibers such as wool, silk and animal hides. Also used in books, on textiles and as body art.
 - Mediterranean kermes insect: a deep red, also known as Cardinal's Purple.
 - Lac insect: similar to cochineal. Celebrated in South and Southwest Asia.
 - Mollusk: creates a purple-red dye called Tyrian purple. Used for royalty and Cardinals prior to scarlet and the use of the cochineal insect
- Vegetable red dye sources
 - Madder, morenda and chay

Type	Source	Source	Source	Source
Mineral	Hematite	Cinnabar		
Plant	Logwood	Annatto	Brazilwood	Pomegranate
Organic/ Animal	Cochineal	Kermes	Lac	Mollusk
Vegetable	Madder	Morenda	Chay	



A BRIEF HISTORY – THE SCIENCE BEHIND COCHINEAL

Cochineal works best with natural fibers such as wool, silk and cotton. The recipes vary depending on the fiber but here is an overview. Today, the dye is mostly found in food, cosmetics and drugs. Cochineal is sensitive to acids and bases. Cochineal has excellent light and color fastness and produces a great range of fuchsias, reds and purples. The color changes with the mordants used and pH of the dyebath.

The rich, cochineal red can be shifted to orange with the addition of an acid (vinegar) and to a deep fuschia with the addition of an alkaline (soda ash). Detailed below are other overviews of a range of dye recipes:

Deep crimson recipe

- The red dye from cochineal, called carminic acid, was placed on metallic salt to form particles. This created a deep crimson color. For today's textile weavers, cochineal with alum produces a crimson color.

Red recipes

- Overdye the wool with cochineal and madder to produce red. To dye cotton red, use cochineal, sumac and alum. For modern weavers, cochineal mixed with tin and cream of tartar creates a scarlet red.

Violet recipe

- Overdye wool with cochineal to produce a beautiful range of purples. For modern weavers, cochineal with chrome and vinegar creates a reddish-purple, while cochineal with vinegar produces a light purple.

Fuchsia recipe

- Dye cochineal with soda ash to produce a deep fuchsia hue.



A BRIEF HISTORY – OTHER NATURAL SOURCES OF RED DYE AND RECIPES

- Carmine: continual experiments with cochineal, which initially came into use during second half of 17th century. An extremely strong, deep red.
- Fire-colored scarlet: commonly called Dutch red or fire red. Holland led the way in scarlet production with cochineal and tin mordant with an acid bath.
- Lake pigments: created when carminic acid, a water-soluble red dye derived from cochineal insects or extracted from cochineal-dyed textiles, is set onto a metallic salt to form particles. Lake pigments were required for cochineal to be used on keros, wooden ceremonial drinking vessels from the Inca and colonial Andes.



TRADITIONAL VIEW OF COLOR IN INTERNATIONAL CULTURAL MEANINGS AND SYMBOLISM

Throughout history, red has remained a vital and important color to many cultures. It's ingrained in political and social worlds, infused in spiritual and religious doctrine, popular for hundreds of years with artists and textile manufacturers across genres and time periods, and remains a highly coveted color in fashion and design today. Red is vital to Asia and Europe within their historical contexts, and, its importance to Andes cultures and American society remains continues through today.



TRADITIONAL VIEW OF COLOR IN INTERNATIONAL CULTURAL MEANINGS AND SYMBOLISM – THE AMERICAS

U.S.: Strong ties with holidays and seasons. Red with white and blue convey patriotism, conservatism and support for the military. Red with primaries – blue and yellow – convey fun and are often used in childrens' games.

- In the 18th century, American cochineal was the main source of scarlet, the most prestigious color among the red shades. Three colors were commonly made from cochineal – scarlet, crimson and soupe au vin (wine soup).
- Native Americans: each tribes' beliefs are different; however, as a general overview, red represents faith and suggests communication.



TRADITIONAL VIEW OF COLOR IN INTERNATIONAL CULTURAL MEANINGS AND SYMBOLISM – THE AMERICAS

The Andes: the Andean textiles are important to the culture and life, covering countries that include Peru, Bolivia and Chile

- During Inca times, red was a symbol of kinship and nobility. The supreme leader wore red, and women of high status and those who were beautiful wore red. An Andean author described three predominant shades of red in Spanish to describe the reds worn by the Inca kings. Colorado – earthen, orange-red; Rosado – pinkish red; encarnado – deep blood red.
- Andean reds from Peru, Bolivia and Chile use a variety of sources for red dye. The mineral pigments provide a range of reds. Hematite is used to create a purplish red. Ground lead and cinnabar or iron oxides and ochers are used to create orange-reds.
- Other natural sources of red dye are roots, flowers, seed pods, barks and insects.
- Bright bluish-red in the Paracas period was thought to be the result of the introduction of the cochineal.

Mexico: The cochineal's importance in all regions, especially Oaxaca, cannot be underscored enough. The textiles using a variety of reds are used for many types of ceremonies.



TRADITIONAL VIEW OF COLOR IN INTERNATIONAL CULTURAL MEANINGS AND SYMBOLISM - ASIA

India: known as the country of colors. Deep red and ochre symbolize wealth and grandeur. Red has deep meaning in Indian society, as it commemorates the union between two people. It's visible in the wedding ceremony where the bride wears a wedding gown and the tikka dot on her forehead, which is a sign of her commitment and symbolizes fertility and prosperity.

- Historically, madder, morinda, chay and lac were the main sources of red dye. Lac was used as a substitute for henna.

Japan: Red denotes the color of the sun and dominates its national flag. Red and white are used for celebrations. Red with black exudes irresistible sexuality

- In history, Japan used safflower, sappanflower and lac. Cochineal was used but is now used mostly as food coloring.



TRADITIONAL VIEW OF COLOR IN INTERNATIONAL CULTURAL MEANINGS AND SYMBOLISM - ASIA

China: Red is a main color for New Year's celebrations, bringing good luck and joy. Qing Dynasty palettes include red, gold, turquoise, black and light green. Ming dynasty palettes are based on red, white, black, dark woods, stone or wood floors, and polished metals and lacquers. Red signifies marriage and birth of sons. Wearing a red wedding dress is a symbol of good luck and celebration.

- In history, China used hematite and cinnabar, the madder plant with coloring agent alizarin, as well as safflower and sappanwood to achieve red coloring. Cochineal was used to a degree when discovered.



TRADITIONAL VIEW OF COLOR IN INTERNATIONAL CULTURAL MEANINGS AND SYMBOLISM - ASIA

Other historical regional meanings and uses

- Syria, formerly known as Palmyra, was known to use lac, Polish cochineal and kermes as its main sources of red dye
- Southwest and Central Asia around Mount Ararat, found to have used Armenian cochineal on frescoes and illuminated manuscripts. Armenian cochineal was thought to be the coloring agent for the cremesi silks of Baghdad, which were noted by Marco Polo
- Persian literature: red represented bravery, power, energy, blood and honor



TRADITIONAL VIEW OF COLOR IN INTERNATIONAL CULTURAL MEANINGS AND SYMBOLISM – NORTH AFRICA

Morocco: colors reflect a mix of cultures – Spanish, Arabian and French. Warm, spicy tones, such as cinnamon, curry, paprika and saffron reflect the desert. Deep reds and crimson are used as either wall or accent colors

- Marrakech, a city in Morocco, known as the “Rose City” or “Red City” is painted entirely in a salmon color with a red wall surrounding the entire city.



TRADITIONAL VIEW OF COLOR IN INTERNATIONAL CULTURAL MEANINGS AND SYMBOLISM – EUROPE

Europe/Mediterranean region – Spain/Italy: color is associated with colors of the sea, sun, stone and ancient civilizations. warmer colors, such as wine reds, paired with baked oranges, dark yellows and earthy browns are used in contrast with wall tiles in blues and greens

- Historically, in Europe, scarlet originally meant a wool fabric with excellent quality, preferably dyed using the kermes insect. It became so common that the intense red and fabric became synonymous.
- In Holland, the Dutch mixed tin and cochineal, creating a bright red scarlet. The scarlet dye is often called Dutch red or fire red.



RED FOOD

A range of food sources display many shades of red, both healthy and decadent. Many of these food sources were used as natural dyes.



RED'S INFLUENCE ON FASHION



Image Left: Cochineal-dyed 1920s gown by Spanish Fashion Designer Mariano Fortuny

Image Right: Jennifer Lawrence at the 2016 Golden Globes wearing red dress by Christian Dior

Mariano Fortuny, a legend of the fashion design world, created this collection of gowns using the red dye from the cochineal insect. To this day, many fashion houses consistently use red to highlight the best of haute couture.

SOME LIKE IT HOT...THE PSYCHOLOGY OF RED

Red is not a shy color. If you like red, most likely you are self-confident, a risk-taker, and enjoy excitement.



THE MANY SHADES OF RED

Clear reds such as candy apple red, cherry, or cranberry suggest youth, vitality and energy.

Blue reds such as wine, claret or ruby represent opulence, power and tradition.

Warm reds such as tomato or vermillion are shown in studies to improve a sense of smell and spark appetites. These warm reds are outgoing and warm, perfect for kitchens and dining rooms.



DUNN-EDWARDS MANY SHADES OF RED



DE5020 Mahogany Cherry



DE5041 Sangria



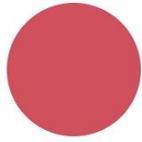
DE5054 Candied Apple



DE5055 Merlot



DE5062 Rosy Cheeks



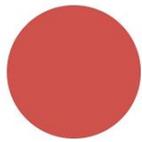
DE5069 Cherry Hill



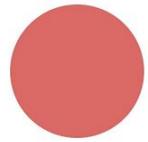
DE5076 Strawberry Jam



DE5082 Redstone



DE5083 Deep Hibiscus



DE5089 Geranium Red



DE5090 Pomegranate



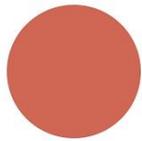
DE5096 Terra Rosa



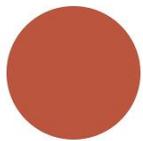
DE5097 Red Rock



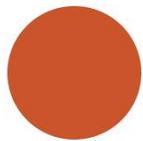
DE5118 BBQ



DE5124 Southwestern Clay



DE5125 Red River



DE5139 Spicy Tomato



DEA102 Crimson Strawberry



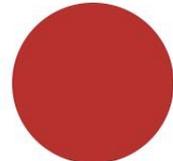
DEA103 Striking Red



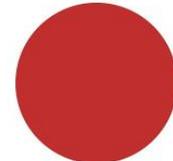
DEA104 Red Icon



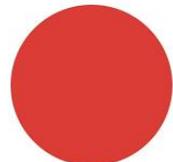
DEA105 Cherry Bomb



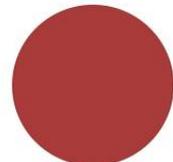
DEA106 Red Contrast



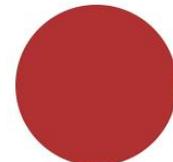
DEA107 Hot Jazz



DEA108 Red Power



DEA150 Scarlet Past



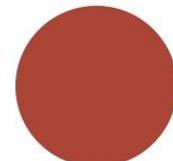
DEA151 Red Ink



DEA152 Deep Crimson



DEA153 Glitzy Red



DEA154 Red Revival



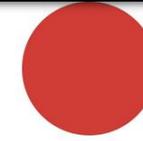
DEA155 Arabian Red



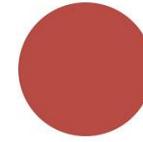
DET410 Floriography



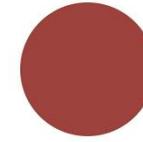
DET411 Charleston Cherry



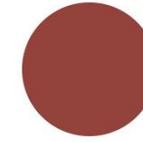
DET412 Heart Throb



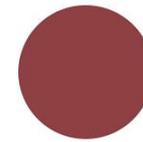
DET420 Lady in Red



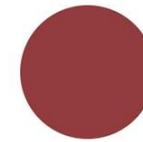
DET422 Attar of Rose



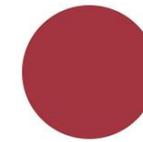
DET423 Red Craft



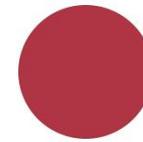
DET424 Barn Red



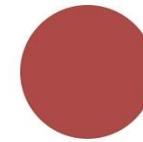
DET425 Royal Red Flush



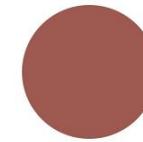
DET427 Vintage Red



DET428 Roses are Red



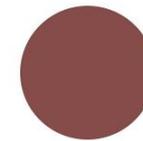
DET429 Pasadena Rose



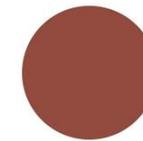
DET430 Mesa Red



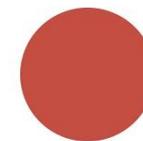
DET442 Rocky Mountain Red



DET443 Red Maple Leaf



DET447 Red Clay



DET421 Le Corbusier Crush

PAINTING IT RED

Red creates a warm and welcoming environment. Red walls make a statement and add pizzazz, as well as creating a lush, romantic mood. Painting walls red makes a larger room feel more intimate.

Here, several examples of using red in paint color schemes.

STRIKING RED DEA103



Striking Red

DEA103

Magentas, Reds, Pinks, 2015, Perfect Palette®

LRV 14 Low Hide Alkali Sensitive

TRIM

White
DEW380

ACCENT

Desert Gray
DEC760

ROSES ARE RED DET428



Roses are Red

DET428

Magentas, Reds, Pinks, Then, Now & Forever™

LRV 11 Low Hide Alkali Sensitive

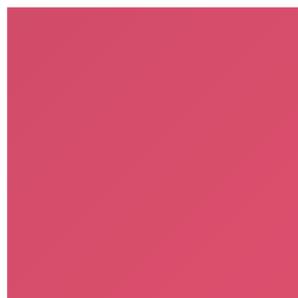
TRIM

Carrara
DET649

ACCENT

Reclaimed Wood
DET625

ROSY CHEEKS DE5062



Rosy Cheeks

DE5062

Magentas, Reds, Pinks, Perfect Palette®

LRV 21 Low Hide Alkali Sensitive

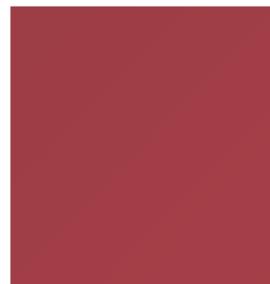
TRIM

Frostbite
DE6274

ACCENT

Pebble Walk
DE6277

FLORIOGRAPHY DET410



Floriography

DET410

Magentas, Reds, Pinks, Spanish-Mediterranean / Craftsman / Victorian, Then, Now & Forever™

LRV 12 Alkali Sensitive Historic

TRIM

Wax Poetic
DET651

ACCENT

Warm and Toasty
DET646

CHERRY BOMB DEA105



Cherry Bomb

DEA105

Magentas, Reds, Pinks, 2013, Perfect Palette®

LRV 13 Low Hide Alkali Sensitive

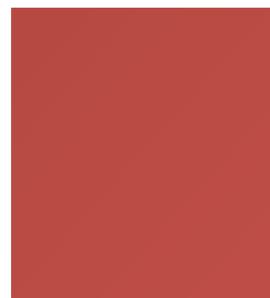
TRIM

Glamour White
DEW348

ACCENT

Rincon Cove
DEC757

LE CORBUSIER CRUSH DET421



Le Corbusier Crush

DET421

Magentas, Reds, Pinks, Loft / Mid-Century Modern, Then, Now & Forever™

LRV 17 Alkali Sensitive

TRIM

Daydreaming
DET678

ACCENT

You're Blushing
DET446

PAINTING IT RED

These images provide six more examples of red color schemes to try for residential and commercial spaces.

PASADENA ROSE DET429



Pasadena Rose

DET429

Magentas, Reds, Pinks, Ranch / Desert Modern, Then, Now & Forever™

LRV 13 Alkali Sensitive

TRIM

Mission White
DET673

ACCENT

Saddle Up
DET690

ATTAR OF ROSE DET422



Attar of Rose

DET422

Magentas, Reds, Pinks, Then, Now & Forever™

LRV 11 Alkali Sensitive

TRIM

Pueblo White
DET675

ACCENT

Smoke & Ash
DET514

POMEGRANATE DE5090



Pomegranate

DE5090

Magentas, Reds, Pinks, Master Bedrooms / Home Offices / Retreats, Perfect Palette®

LRV 18 Alkali Sensitive

TRIM

Pinch of Pearl
DEW320

ACCENT

Travertine
DEC738

ROYAL RED FLUSH DET425



Royal Red Flush

DET425

Magentas, Reds, Pinks, Living Rooms / Dining Rooms, Then, Now & Forever™

LRV 9 Alkali Sensitive

TRIM

Carrara
DET649

ACCENT

Reclaimed Wood
DET625

CHERRY HILL DE5069



Cherry Hill

DE5069

Magentas, Reds, Pinks, 2016, Perfect Palette®

LRV 19 Low Hide Alkali Sensitive

TRIM

Glamour White
DEW348

ACCENT

Rincon Cove
DEC757

VINTAGE RED DET427



Vintage Red

DET427

Magentas, Reds, Pinks, Master Bedrooms / Home Offices / Retreats, Spanish-Mediterranean / Craftsman / Victorian, Then, Now & Forever™

LRV 10 Low Hide Alkali Sensitive

TRIM

Historic White
DET653

ACCENT

Vintage Ephemera
DET670



SUGGESTED USES: HOME EXTERIORS

Red enlivens and energizes a home exterior. Whether painting it a traditional red brick hue or a trending brighter shade, the red home will make a statement.

Historically, the Swedish preferred painting their barns and farmhouses red. Over time, red became a popular choice for U.S. farmhouses and barns, as well.



SUGGESTED USES: FRONT DOORS

The classic red door. A colorful, red door makes a bold statement and a great first impression. Red represents strength, energy and happiness, so it makes a great choice for a front door color. Blue-based reds look great with cool grays, blues and whites, among other hues, while orange-based reds sparkle against warm neutral exteriors for a traditional look. Warm and cool reds look great on contemporary home exteriors, as well, adding punch and warmth.

In Feng Shui, a red front door means “welcome.” And, in early America, it had the same meaning. In fact, if a home had a red front door, tired travelers who might be traveling by horse and buggy would know the home was a place where they would be welcomed.



SUGGESTED USES: DINING ROOMS

Red creates drama. For dining rooms, this bold statement draws you in. If the red walls feel like too much at first, consider adding chairrail, wainscot or other trim detail to break up the color. Also, mirrors and chandeliers bounce light around the room, creating more balance and lessening the overwhelming feeling of red everywhere.



SUGGESTED USES: HALLWAYS AND ENTRIES

Red makes a great first impression. Entries and hallways brighten up and feel dramatic when red is used in the design of these areas. The vibrant use of color also helps to define a space.



SUGGESTED USES: POWDER ROOMS

Bathrooms and powder rooms are small enough to test out dramatic colors such as red if you're hesitant to place dark colors in larger rooms.

Red provides striking, visual impact and livens up the room. It's also flattering to complexions so the guests will feel good.



SUGGESTED USES: GUEST ROOMS

Create a cozy guest room for guests to feel at home. These guest rooms are another great area to test out many shades of red as these rooms aren't for everyday use.

Pair the shades of red with a variety of styles from vintage to contemporary. A few ideas:

- Cottage- and farmhouse-style rooms pair well with blue-based reds
- Mediterranean-style rooms pair well with orange-based reds
- Cabin-style rooms pair well with antiqued reds
- Coastal-style rooms pair well with coral reds



SUGGESTED USES: DENS/LIBRARIES

Adding red to a den or library creates a rich, luxurious look to the room, whether small or large.

Add an extra touch of luxury by using a high-gloss red and painting out the rooms walls and trim for a trendy, high-end visual feast for the eyes.

To envelop the room in coziness, paint both the ceilings and walls red. Highlight the trimwork in another color to delineate between surfaces.

To use red as an accent, paint red behind the bookcases to make the built-ins pop. The red still becomes part of the design, yet doesn't overwhelm the room.

SUGGESTED USES: RESTAURANTS

Popular for decades in the food and restaurant industries, red is a key color for many business owners. Red is thought to trigger appetites and be lively and stimulating and, therefore, is a main color used for so many restaurants, both high-end to budget-friendly.

Red is an eye-catching color and is used on the exteriors of many restaurants to catch the attention of passersby. And, many restaurant bathrooms are red, as the hue looks great against all skin tones, making the patrons feel good.

Trending today in supper clubs is the layered use of reds. "In the '70s the color was pink, like a blush; in the '80s it was kind of mustard yellow....Now we really get a lot of red," said Clark Wolf, a New York- and California-based restaurant consultant. "It started at the higher end because really wealthy communities love Chinese lacquered walls, and these things trickle into the rest of the culture."

Examples of red used in restaurants:

Darby supperclub in New York – uses garnet red on the walls, ceiling and on the seating

Bar Basque at the Eventi Hotel in New York – contemporary, enveloping use of red in the futuristic themed bar

Red Rooster restaurant in Harlem

Volcano Room at the Hurricane Club, a tikki bar and restaurant, is painted in lava red





SUGGESTED USES: COMMERCIAL EXTERIORS

Red is a great color to use for specific types of businesses. As a dynamic color, it draws attention from the street so consider the following:

The building maintenance. Color fade is common with red so consider the maintenance costs to keep the color vibrant and fresh.

The audience for your business. Younger customers love intense and vibrant color so red is perfect. Older generations may prefer darker reds such as garnet, wine or ruby.

A modern building for hip professionals looks great with a vibrant use of red. More traditional buildings for traditional professionals call for more sedate shades of red.

The community and region. The neighborhood and location of the building are key considerations for the use of red. Red looks different in a variety of climates so consider the design in all light sources. Also, the neighborhood restrictions for colors are also key to shades of red to use.

Trends of exterior commercial color use are

- Adaptive re-use of buildings is driving the need for historical colors (consider the Dunn-Edwards historical red hues)
- Old-world color palettes from 16th- and 17th- century Europe are regaining popularity so deep reds paired with rich greens, pale blues and brighter golds are a key color combination
- Aquatic colors are appearing in fashion houses and a variety of commercial applications, including office and hospitality. The key colors of blues and turquoise are grounded with brick reds and olive hues.

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