

Color Name	Period	Color Story
Ballroom Blue	1900-1920 Craftsman/Arts & Crafts	<p>This optimistic clear blue taken from a 1912 wallpaper has none of the gray undertones that characterized many of the popular blue shades from later in the century.</p> <p>The early 20th century gave life to a newly accepted form of dance; "modern" ballroom. This form of partner dance was popular socially and competitively and began to mirror the changes in morals and attitudes during this time.</p>
Beauport Green	1900-1920 Craftsman/Arts & Crafts	<p>This color is featured in the Green Dining Room at Beauport, on Georgian wall paneling that was salvaged by decorator Henry Sleeper from an early 18th-century house in Ipswich, Massachusetts. The sage green is one of several "colonial" colors Sleeper championed and reproduced in his showcase summer home in Gloucester, Massachusetts.</p>
Belfry Green	1900-1920 Craftsman/Arts & Crafts	<p>Henry Sleeper's artistic genius lay in creating vibrantly unified colored interiors such as the Belfry Chamber, a rooftop bedroom with paneled walls in this rich, leafy, apple green. The sloping walls of this guest-room, which features a secret staircase, are lined with an early 20th-century reproduction of a hand-blocked 1832 French wallpaper -D�cor Chinois. Alive with birds, butterflies, and flowers, this paper also adorned the Park Avenue dining room of author and tastemaker Edith Wharton's New York City home.</p>
Bronzed Plate	1900-1920 Craftsman/Arts & Crafts	<p>Coppery shades such as this 1916 paint color, relate to the hand-hammered copper and bronze objects that decorated the interior of a craftsman style home. A warm brown might be used to paint the walls of a stair hall, or the wide border above a plate rail in an oak-furnished dining room.</p>
Call of the Wild	1900-1920 Craftsman/Arts & Crafts	<p>This strong avocado green dates not from the 1960s but from 1916. Originating as an exterior paint, this color would have been familiar to painters of Queen Anne style houses where similar shades were used on window sashes and accents. This green would not be amiss on the trim or doors of a mid-century modern home.</p> <p>Jack London's classic 20th century novel, <i>The Call of the Wild</i>, sparked several adaptations and films. Published in 1903, London's novel tells the story of the Klondike Gold Rush through the eyes of a sled dog.</p>
Century Beige	1900-1920 Craftsman/Arts & Crafts	<p>This neutral cool beige, useful for exterior trim on any traditional or Craftsman house, can also be used as an interior color for traditional houses of the mid 20th century. This timeless shade was found on the trim of Historic New England's Quincy House in Quincy, Massachusetts.</p>

Color Name	Period	Color Story
Clam Shell	1900-1920 Craftsman/Arts & Crafts	<p>This neutral oatmeal color can be found in early 20th-century wallpapers. At this time, walls often featured neutral oatmeal, khaki or tan as a base color beneath stenciled border patterns in living and dining rooms.</p> <p>Shell textures became one of the popular elements of Art Nouveau, a style of art and architecture that peaked at the start of the 20th century. This design style emphasized organic, floral, and plant inspired motifs.</p>
Classic Shutter	1900-1920 Craftsman/Arts & Crafts	<p>This very dark olive green was a classic shutter and sash color on houses from the 1880s through the 1920s. This green was used on the shutters at Historic New England's Beauport house museum, a 1907 summer home and landmark overlooking Massachusetts' historic Gloucester Harbor.</p>
Combustion	1900-1920 Craftsman/Arts & Crafts	<p>A rich berry red, such as this color found in a 1907 wallpaper, was a staple of a craftsman dining room. Wine-colored walls in burgundy and claret have been popular for dining rooms since the early 19th century.</p> <p>The widespread refinement and use of the internal combustion engine directly impacted the mass production of the automobile during the 1910s and 20s, making car ownership more than an American dream.</p>
Concord Bloom	1900-1920 Craftsman/Arts & Crafts	<p>Vivid purple, such as this shade found in a 1912 wallpaper border with swags of grapes, provided a rich accent in arts and crafts interiors. Grapes were a common decorative theme for dining rooms in the early 1900s.</p>
Cozy Bungalow	1900-1920 Craftsman/Arts & Crafts	<p>The terracotta pink in this 1916 paint color was used both inside and outside. A stuccoed bungalow in the Spanish colonial revival style, or a living room, library, or stair hall would be equally at home with this warm neutral shade.</p>
Craftsman Gold	1900-1920 Craftsman/Arts & Crafts	<p>This 1916 deep golden oak is an iconic color of the Craftsman and Arts and Crafts period. An appropriate color for exterior siding on a bungalow, this golden shade would also be found in a boldly-colored craftsman living or dining room.</p>
Eclectic Trim	1900-1920 Craftsman/Arts & Crafts	<p>The exterior trim at Beauport in Gloucester, Massachusetts, is a deep brown - the typical trim color choice for Tudor revival houses. The home reflects the eclectic tastes of its builder, interior designer Henry Davis Sleeper. The mix of materials (shingle, brick, and stone) shares many stylistic features with Tudor revival houses of the same period.</p>
Enamel Blue	1900-1920 Craftsman/Arts & Crafts	<p>Called Pure Blue in a 1916 paint guide, this shade was intended for outside use on shutters, window sashes and doors.</p> <p>During the Arts and Crafts era, the use of highly colored enamel to decorate jewelry was very common. High end jewelry designers such as Tiffany & Co. stylized this trend during the 1920s.</p>

Color Name	Period	Color Story
Fahrenheit	1900-1920 Craftsman/Arts & Crafts	<p>A 1909 wallpaper provided this deep red-brown typical of the saturated earth tones of the Arts and Crafts interior. Saturated colors such as this made a comeback in the 1940s and 50s in mid-century modern wallpapers, upholstery and furnishings.</p> <p>Ray Bradbury's 1953 novel Fahrenheit 451 focuses on a future America where reading is outlawed. Some say the book burning theme in the novel criticizes state sponsored censorship while others feel the book reveals insight to the effect of mass media on literature.</p>
Garden Terrace	1900-1920 Craftsman/Arts & Crafts	<p>The Sun Porch at Beauport features a faded blue shade perfect for the quiet glass-enclosed sitting area that runs along the harbor side of this charming summer home, the life work of innovative interior designer, Henry Davis Sleeper. The sun porch overlooks a series of garden terraces; carefully crafted outdoor rooms whose summer plantings were as thoughtfully color-coordinated as the shades used inside the house.</p>
Garnet	1900-1920 Craftsman/Arts & Crafts	<p>A dark red, such as this color found in a 1907 wallpaper, was an essential color of the Craftsman era. Rich accents in deep shades of copper, garnet red, olive, and gold enlivened the earth colors and wood grains of this design movement. Paneling or applied molding often placed with a plate rail around the top third of the wall, allowed for the space above to be filled by a wallpaper border or painted in a deep accenting color.</p>
Glass Art	1900-1920 Craftsman/Arts & Crafts	<p>This 1916 exterior paint color would work on an arts and crafts home, but is also the signature siding color of Historic New England's Cogswell's Grant. This 18th century Essex, Massachusetts summer home of noted folk art collectors Bertram and Nina Fletcher Little was restored in the late 1930s.</p> <p>Glass art, from artists like Louis Comfort Tiffany, helped create stained glass home decoratives inspired by the Arts and Crafts era.</p>
Green Glass	1900-1920 Craftsman/Arts & Crafts	<p>This clear apple-green can be found in the Belfry Chamber, a rooftop guest-bedroom with paneled green walls located in Historic New England's Beauport property. This unique green has also appeared in interior settings in everything from kitchen utensils to pedestal sinks in houses across America through the 1950s. During the Arts and Crafts movement, leaded and stained glass were both popular materials and can be found at Beauport.</p>
Guilded Copper	1900-1920 Craftsman/Arts & Crafts	<p>This strong mustard yellow, a 1916 exterior paint, reflects the Arts and Crafts' fascination with rich earth tones.</p> <p>Copper and brass were two of the most popular materials used by artists during the Arts and Crafts movement. Craftsmen of the time learned their trade through guilds where they began as apprentices.</p>

Color Name	Period	Color Story
Guided White	1900-1920 Craftsman/Arts & Crafts	<p>This white was found as an interior color from one of Historic New England's properties, the Nickels-Sortwell House in Wiscasset, Maine. During the Arts and Crafts movement, ceilings were light, but not usually bright white. The warm colors often carried over onto coffered or paneled ceilings which formed an important part of the decorative scheme.</p> <p>During the early 20th century, craftsmen could be part of their particular trade's guild once they received approval by other masters of that guild. To meet approval, the craftsman, who began as an apprentice, must create a masterpiece that is accepted by the guild.</p>
Heart of Darkness	1900-1920 Craftsman/Arts & Crafts	<p>This deep, "oxblood" maroon 1916 exterior paint would add the needed accenting color to the exterior trim, window sashes and doors of a shingled or stucco craftsman or Tudor revival home.</p> <p>Published in 1902, Joseph Conrad's Heart of Darkness is known as one of the greatest symbolic pieces of English literature. Narrated by a captain transporting ivory down the Congo River, the novel explores topics surrounding imperialism and the darkness within mankind.</p>
Ivory Cottage	1900-1920 Craftsman/Arts & Crafts	<p>Traditional linseed-oil based paints yielded a rich buttery yellow like this 1916 exterior color. Craftsman and Tudor revival homes incorporated multiple exterior sheathing materials which allowed for using multiple paint colors on the house.</p>
Jukebox	1900-1920 Craftsman/Arts & Crafts 1960-1980 Post Modern	<p>This mid-olive color was originally formulated in 1916 as an exterior paint for stucco, siding, or trim. This color would suit a craftsman style house or a mid-century ranch or split level.</p> <p>The jukebox, invented just before 1900, played a significant part in the American culture trend during the 20th century. After inserting coins, anyone had the option to select the music that fit their personality and taste. The term 'jukebox' came to the United States in the early 1900s from the African word 'jook,' which means to dance.</p>
Mid-Century White	1900-1920 Craftsman/Arts & Crafts	<p>This kitchen white and interior trim of Historic New England's Nickels-Sortwell House in Wiscasset, Maine, reflects the cool, almost scientific approach that was typical of an important space where cleanliness was paramount.</p>
Mission Oak	1900-1920 Craftsman/Arts & Crafts	<p>This golden oak is taken from a 1909 wallpaper and is the signature color of the arts and crafts home, where oak furniture and paneling were a hallmark of the style.</p>
Natural Wood	1900-1920 Craftsman/Arts & Crafts	<p>This serviceable, neutral, warm brown is used in the Beauport Laundry room in Gloucester, Massachusetts. Colors such as this brown were frequently used in service areas but are equally useful on the exterior as a siding color for craftsman and traditional houses and give the home a natural look.</p>
Neutral Era	1900-1920 Craftsman/Arts & Crafts	<p>Useful on exterior trim or as an off-white neutral on interior walls, this color is taken from the exterior trim of Historic New England's Merwin House c. 1825. Although this shade epitomizes the deeper off-white tendencies of the Craftsman period, neutrals of this caliber can transcend any 20th century era.</p>

Color Name	Period	Color Story
North Gallery	1900-1920 Craftsman/Arts & Crafts	Found in Beauport's North Gallery which was added to the rambling summer house in 1925, this mid-toned taupe creates the setting for a collection of books, framed prints and Americana. Accents of purple glass and purple and cream toile curtains create the color interest for which Beauport's creator, Henry Sleeper, was renowned.
North Pole	1900-1920 Craftsman/Arts & Crafts	A velvety, merlot red from a 1907 wallpaper reflects the warmth and richness that characterizes arts and crafts interiors. After several attempts, the North Pole was claimed to be reached by American Navy engineer Robert Peary on April 6, 1909. Since the North Pole is actually located on water, the only "proof" of arrival to the most northern point on Earth is the calculation and combination of time and distance it took Peary to reach it.
Porcelain	1900-1920 Craftsman/Arts & Crafts	This warm, peachy pink 1916 interior paint, could have been used in a bedroom, dining room, or stair hall. In the early 20th century, as colored porcelain plumbing fixtures were introduced, such pinks became a staple in stylish bathrooms.
Precious Stone	1900-1920 Craftsman/Arts & Crafts	This warm ivory color is dated from 1916. The color can be a useful interior trim for craftsman or mid-century modern houses or on the siding of a traditional colonial revival house. Semi-precious stones were popular in early 20 th -century jewelry featuring dragonflies and grass motifs.
Rambler	1900-1920 Craftsman/Arts & Crafts	This brown can be found in Beauport's North Gallery. Beauport is a rambling harbor-side summer house gradually expanded and enlarged over a 17 year period from 1907 to 1924. Built on rocks overlooking Massachusetts' Gloucester Harbor, a collection of color-coordinated rooms provides the setting for displaying artful collections.
Relative White	1900-1920 Craftsman/Arts & Crafts	A popular interior trim selection from the early 1900s, this shade of white emphasizes the hand-crafted and natural aspects that could be found in an arts and crafts style home and can be found in multiple Historic New England properties. Interior paint colors followed a rich palette of deep cream colors with dark stained woodwork and bright accents during this period.
Reviving White	1900-1920 Craftsman/Arts & Crafts	This 1900 interior off-white, found in Historic New England's Nickels-Sortwell property in Wiscasset, Maine, was a popular color of the rich palette that defined the Craftsman design movement. This design style remained strong until the 1930s, although the decorative arts continue to have several revivals to this day.
Rooftop	1900-1920 Craftsman/Arts & Crafts	A mid-toned warm gray, this color was used to accent the fanciful animal carvings found along the rooftops at Beauport, the 1907 summer home of early 20 th -century interior decorator Henry Davis Sleeper located in Gloucester, Massachusetts.

Color Name	Period	Color Story
Rosy Opal	1900-1920 Craftsman/Arts & Crafts	This rosy coral comes from a 1907 wallpaper border where accents of bright jewel colors appeared in patterns depicting everything from Aztec geometrics to tapestry-textured florals. Jewelry with enamel, opal and semi-precious stones was a popular fashion trend in the early 20 th century.
Rustic Green	1900-1920 Craftsman/Arts & Crafts	A darker version of Sea Oats, this shade from a 1916 exterior paint is a typical color of this period. Craftsman and Tudor revival homes used multiple exterior sheathing material, including stucco. This color, along with ochre, rust, or olive, could appropriately be used on the stucco or exterior trim of a bungalow.
Sea Oats	1900-1920 Craftsman/Arts & Crafts	Almost the color of a paper bag, this golden tan shade comes from a 1916 paint color. A typical color of the Craftsman period, the gold tones of oak furniture and woodwork carried over into all aspects of interior decoration.
Seascape Jade	1900-1920 Craftsman/Arts & Crafts	Soft blue-green on painted tables and Windsor chairs in Beauport's Golden Step Room ties this magical early 20 th -century dining room to the seascape of Gloucester Harbor. Guests of tastemaker Henry Davis Sleeper dined informally alongside a bank of windows that could be lowered into the wall to open the room to the summer breezes. A collection of jade-green majolica displayed around the room further conveyed the color theme.
Sleeper's Entry	1900-1920 Craftsman/Arts & Crafts	This yellow ochre shade from the entry at Beauport (1907-1934) provides a sunny welcome. Beauport's designer and owner, Henry Sleeper Davis had painted this shade of yellow on colonial paneling that he salvaged from the early 18 th century Cogswell House of Ipswich, Massachusetts. This yellow has been used both inside and outside for centuries and provides a timeless historic look for any traditional home.
South Gallery	1900-1920 Craftsman/Arts & Crafts	The South Gallery at Beauport is painted in this rich mocha brown. Shelves lined with books bound in cobalt blue leather create an unexpected accent to this room. Innovative interior designer, Henry Davis Sleeper, used similar color contrasts throughout his Gloucester summer home and was among the first to look to the 18 th century for color inspiration in the many fragments of colonial interior woodwork he salvaged and installed at Beauport.
Stickley Straw	1900-1920 Craftsman/Arts & Crafts	From a 1912 wallpaper, wheat shades emphasized the hand-crafted and natural aspects of arts and crafts style homes. Interior paint colors followed a rich palette of gold, olive, tan, and deep cream with dark or oak stained woodwork and bright accents in furnishings. Gustav Stickley, an architect and maker of hand-made wooden furniture, also founded The Craftsman magazine. This publication gave name to the most popular design style in the early 20 th century, the Craftsman or Arts and Crafts movement.
Stylized White	1900-1920 Craftsman/Arts & Crafts	This shade of white, from Historic New England's Nickels-Sortwell House, fits the arts and crafts design style and can be a useful interior trim for craftsman or mid-century modern houses or on the siding of a traditional Colonial revival house.

Color Name	Period	Color Story
Wheatgrass	1900-1920 Craftsman/Arts & Crafts 1940-1960 Mid-Century Modern	This light olive color was found in a 1907 wallpaper. Yellow and green shades ranging from pale olive to deep alligator green were popular in arts and crafts furnishings and made a comeback in the 1950s when tastes turned again to saturated colors.
Wicker Basket	1900-1920 Craftsman/Arts & Crafts	Found in the laundry room at Beauport (1907-1934), this warm neutral has the golden color characteristic of old-fashioned linseed oil paints, and would be useful in kitchens, pantries, and other service spaces in a traditional 20 th -century home. These rooms were almost always painted in a high-gloss enamel to allow for regular washing.



1920 -1940 – Art Deco/ Arte Moderne Signature Color Stories

Color Name	Period	Color Story
Art Deco	1920-1940 Art Deco/Art Moderne	This lavender, known as orchid, was one of the most popular shades of the 1930s and the Art Deco movement. The color was used in bedrooms, bathrooms, kitchens, and as an accent for painted furniture. It was often grouped with peach and sea foam green in interiors, where the ceiling might feature a light tint of one of those three colors. Plumbing fixtures in orchid were among the most fashionable trends of the 1930s bathroom.
Authentic Brown	1920-1940 Art Deco/Art Moderne	The deep iron-oxide red brown at Cogswell’s Grant created a colonial look with off-white walls. Iron oxide was the least expensive and one of the most commonly used pigments of the 18 th century. The use of this color at Cogswell’s Grant in the 1930s reflected Bert and Nina Little’s commitment to feature accurate historic colors in the restoration of their 1728 home in Essex, Massachusetts.
Bauhaus	1920-1940 Art Deco/Art Moderne	This light pearl-gray is used with dramatic effect on the ceiling of the master bedroom at Historic New England’s Gropius House in Lincoln, Massachusetts. Ceilings painted in light colors, rather than simply in white, were an innovation of the 1930s. Most were in pastels, rather than the sophisticated and elegantly modern gray used at the Gropius House, home of Bauhaus founder, Walter Gropius. Staatliches Bauhaus, a school in Germany that combined crafts and the fine arts, operated from 1919 to 1933.
Bold Backdrop	1920-1940 Art Deco/Art Moderne	This deep gray provides a stylish note in the master bedroom of the Gropius House where it works particularly well as the backdrop to the brilliant red of a 19 th -century Iraqi woven wall hanging. The wall hanging, acquired by a partner of Walter Gropius as partial payment for a project in Baghdad, is one of several textiles bartered for his firm’s design work when cash payments could not be taken out of that country. The color would work on an accent wall behind any bold and colorful artwork in a late 1930s or early 1940s interior.
Brown Sugar	1920-1940 Art Deco/Art Moderne	When indoor plumbing was first added to Cogswell’s Grant in 1937, this rich brown sugar color was painted on the walls of the master bathroom. Typical of the early restoration paint colors used throughout the interior at Cogswell’s Grant (built in 1728); this subdued and rustic color could also be used on the exterior siding on an arts and crafts home.
Crystalline	1920-1940 Art Deco/Art Moderne	Pale blue has been a favored interior color throughout the 20 th century and a restful blue like this might even have been used on the ceiling in a bedroom of the 1920s and 30s. Art Deco, a purely decorative movement, was highly accepted in the 1930s and featured design influences of crystalline and faceted forms.

Color Name	Period	Color Story
Dust Bowl	1920-1940 Art Deco/Art Moderne	<p>A warm, sandy beige was a popular choice on walls in the 1930s interior. It was also a useful trim or stucco color for the bungalow or Tudor revival house.</p> <p>The severe dust storms of the 1930s had a widespread negative impact on the agricultural stability of the United States. The giant dust clouds that blew from the great plains eastward to Washington, DC, and New York were called Black Blizzards.</p>
Earhart	1920-1940 Art Deco/Art Moderne	<p>Colors such as this grayed-down, light ashes of roses color from a 1939 interior paint were found in sophisticated Moderne interiors and were often paired with brushed silver and taupe shades.</p> <p>Amelia Earhart, the world's most famous female aviator, was declared legally dead 18 months after she disappeared in 1937 during a flight over the Pacific Ocean. Much more than an air pilot, Earhart was a Red Cross nurse's aide, a faculty member of Purdue University, and a member of the National Woman's Party.</p>
Electric Grid	1920-1940 Art Deco/Art Moderne	<p>Taken from a 1937 wallpaper, this silvery blue captures a sense of the sheen and gloss of burnished metals that were a hallmark of the light, sophisticated interiors of the 1930s and early 1940s.</p> <p>The availability and use of electricity boomed from the 20s to the 40s. New products designed to accommodate the use of electricity required an efficient way to provide all Americans with electricity -- later known as "power". The rapid industrialization in the 20th century made electrical grids a critical part of every day life.</p>
Emerald City	1920-1940 Art Deco/Art Moderne	<p>Based on a 1939 paint, deep spinachy-green colors, mainly intended for exterior use (a sash, door, or shutter color for example), also showed up in some of the "new" rooms of the 1930s and 40s. These dens, sunrooms or playrooms, and informal leisure spaces in basements featured casually furnished seating areas with a durable painted or linoleum floor in a neutral dark color.</p> <p>The classic 1939 film <i>The Wizard of Oz</i> is based on the 1900 children's novel <i>The Wonderful Wizard of Oz</i> by L. Frank Baum. En route to the Emerald City, Dorothy and her dog Toto meet an interesting cast of characters where they are reminded that "there's no place like home."</p>
Folk Art	1920-1940 Art Deco/Art Moderne	<p>As interest in restoration paint colors took off with the first historic paint cards produced at Colonial Williamsburg in the 1930s, other serious students of the colonial period sought to conduct their own research into historic colors. Folk art collectors, Bertram and Nina Fletcher Little, worked to restore the 18th century colors in their 1728 farmhouse, Cogswell's Grant. They favored rustic shades similar to the colors found in their extensive collection of redware pottery, painted 18th-century furniture, and primitive paintings and portraits. When paint colors were scraped down to identify the earlier layers on the fireplace paneling in the Little bedroom, a deep warm-brown used to paint the wood in imitation of cedar was discovered and replicated.</p>

Color Name	Period	Color Story
Gatsby Gold	1920-1940 Art Deco/Art Moderne	<p>This deep, yellow-brown from a 1939 paint was suitable for exterior use on craftsman, traditional or mid-century modern houses, or on the interior of an arts and crafts or ranch house.</p> <p>Published in April 1925, <i>The Great Gatsby</i> by F. Scott Fitzgerald follows high society characters living on the North Shore of Long Island, NY, and as they enjoyed the Roaring Twenties.</p>
Glove White	1920-1940 Art Deco/Art Moderne	<p>This white could be found as an interior color from a house of the 1930s. This shade shows the growing influence of modern architecture on interior design as taste shifted away from deep, saturated colors and toward a clean and uncluttered look.</p> <p>During the 1930s, ladies gloves were the popular fashion item to wear for both day and evening activities. Designers caught onto this trend and began to create matching gloves, scarves, and hats for these fashionable women.</p>
Golden Age	1920-1940 Art Deco/Art Moderne	<p>This exterior yellow comes from a 1939 paint and would work equally well on stucco or siding.</p> <p>During the Golden Age of Radio, several different forms of entertainment were featured, such as comedy, drama, horror, musical concerts, and quiz shows. Households grew to love their favorite radio shows and would gather as a family to listen, like they do today with TV shows.</p>
Grant's Guest	1920-1940 Art Deco/Art Moderne	<p>This red brown was used in the guest bedroom at Cogswell's Grant in Essex, Massachusetts, and was matched with off-white walls. By the 1930s, most residences took on a more neoclassical look with Colonial revival and Dutch colonial styles outnumbering craftsman houses, like the restoration of the 1728 Cogswell's Grant.</p>
Gropius White	1920-1940 Art Deco/Art Moderne	<p>The exterior siding on the Gropius House in Lincoln, Massachusetts, a landmark of modern architecture, is painted in this pure white. Though modest in scale, the house was revolutionary in impact. Every aspect of the house and its landscape was planned for maximum efficiency and simplicity in keeping with Bauhaus philosophy. The Gropius House recalls in its gleaming white paint, the thousands of other simple white houses across New England and beyond.</p>
Hot Tin Roof	1920-1940 Art Deco/Art Moderne 1940-1960 Mid-Century Modern	<p>This brilliant scarlet red is among the most favored colors of the modern style. Johannes Itten, the foremost color theorist of the 20th century and a teacher at the influential Bauhaus school of architecture, formulated his color wheel around the three primary colors. Red, used in striking contrast with bright white and black, became one of the modern movement's signature colors.</p> <p>Tennessee Williams' renowned play <i>Cat on a Hot Tin Roof</i> revolves around a southern family and the social conflicts found in southern culture. The play won the Pulitzer Prize for Drama in 1955 and was later turned into a major motion picture in 1958.</p>

Color Name	Period	Color Story
Inlaid Wood	1920-1940 Art Deco/Art Moderne	<p>This light taupe shade, taken from a 1939 interior paint, was often found as a ground color in wallpapers of the 1930s. The color was used in combination with other light, nuanced shades popular in Art Deco and Art Moderne interiors such as peach and ashes-of-roses.</p> <p>Inlaid wood was a popular material that helped characterize the Art Deco design movement.</p>
Jazz Age	1920-1940 Art Deco/Art Moderne	<p>This deep Spanish blue, used both inside and outside the home, comes from a 1939 paint. As the sunny California culture began to influence the national taste, elements of Mediterranean architecture appeared in houses across the country. Shutters and doors, traditionally painted dark green, might sport a lively dark blue instead; while the interior might add Spanish blue tile to the bathroom.</p> <p>The Jazz Age, coined by <i>The Great Gatsby</i> author F. Scott Fitzgerald, is described as an "anything goes" era that started after World War I and ended at the start of the Great Depression. Although the name was based on the popular music trend, this era symbolizes individualism.</p>
Lady's Glove	1920-1940 Art Deco/Art Moderne	<p>This pale yellow, from a 1937 wallpaper, would work well on bedroom walls, or even on the ceiling. A popular feature of bedrooms and baths of the 1920s and 30s was the use of a delicately tinted color on the ceiling, most often partnered with another light shade such as peach, jade, rose, or lavender on the walls.</p> <p>During the 1930s, ladies gloves were all the fashion and were a woman's most crucial accessory for both day and evening activities.</p>
Little's Landmark	1920-1940 Art Deco/Art Moderne	<p>This mid-toned, seal gray, based on a simple carbon black pigment, was used in the late 1930s in one of the bedrooms at Cogswell's Grant. When the rooms at Cogswell's Grant were being decorated by noted folk art collectors Bertram and Nina Fletcher Little, the landmark restoration of Colonial Williamsburg had just begun. Interest in historic 18th-century paint colors was strong, and knowledgeable experts like the Littles were determined to restore their 1728 house with colors appropriate to its age.</p>
Modern Elegance	1920-1940 Art Deco/Art Moderne	<p>Cool lavender, taken from a 1937 floral wallpaper, worked well with the silvery undertones of many Moderne styled interior decorative schemes.</p>

Color Name	Period	Color Story
New World	1920-1940 Art Deco/Art Moderne 1960-1980 Post Modern	<p>This dignified blue-gray is featured in a 1930 wallpaper and in an exterior paint of 1961. Earlier in the period, many of the popular interior colors included metallic undertones in gun-metal gray, bronze, or steel. Historically, blues were little used in exterior applications because the traditional blue pigments lacked color stability and faded badly. This propensity explains why houses were historically almost never painted blue, despite the color’s popularity and extensive use on interiors.</p> <p><i>Brave New World</i> by Aldous Huxley is a novel based on a futuristic London during the year 2540. Published in 1932, the novel focuses on a society controlled by technology as the state takes over the behaviors and actions of the people.</p>
Orange Revival	1920-1940 Art Deco/Art Moderne	Repainting a table or chair in a bright accent such as this 1939 red-orange, was often recommended by paint manufacturers as a cost-saving way to give new life to Depression-era interiors.
Parlor Shade	1920-1940 Art Deco/Art Moderne	This soft gray-green with undertones of blue was the color selected for the paneling in the parlor at Cogswell’s Grant. Similar to blues of the 18 th century which combined Prussian blue and yellow ochre pigments, the Cogswell parlor shade was matched to a color in the wallpaper, a reproduction of a 1798 French paper, Finistere, that antiquarian owners Bertram and Nina Fletcher Little chose in restoring their 1728 North Shore farmhouse.
Post and Beam	1920-1940 Art Deco/Art Moderne/ 1940-1960 Mid-Century Modern	<p>From a 1941 wallpaper, this ripe wheat shade was a favorite in interiors of the 1930s and 40s where light neutrals in straw, sand, and rose provided an air of Moderne sophistication.</p> <p>Mid-Century Modern design was known for its harmony of form and function and the architecture was defined by bringing the outdoors in. Post and beam architectural design helped eliminate bulking walls and allowed rooms to appear more open.</p>
Pristine Pink	1920-1940 Art Deco/Art Moderne	On the second floor deck of the Gropius House in Lincoln, Massachusetts, one wall was painted in this clear pink when noted architect Walter Gropius found that the sun’s reflection off the bright white siding proved too intense for the outdoor space. Hidden from public view, the pink wall is an unexpected and light-hearted field of color in the otherwise pristine and formal white exterior of this 1938 landmark of modern architecture.
Pure Restoration	1920-1940 Art Deco/Art Moderne	This deep brown comes from the 1937 pantry at Cogswell’s Grant. Another restoration color reflecting the strong interests of collectors Bert and Nina Little in 18 th century painted objects, this brown would work well in a colonial revival home of any period.
Sensible White	1920-1940 Art Deco/Art Moderne	<p>White painted walls epitomize the design sensibility of the Modern era, where neutral interiors could be continually modified and updated with a changing display of colorful artwork, posters, and objects. This white is taken from the north-facing study of a modern home where natural light provided an ideal setting for work and correspondence.</p>
Serene Scholar	1920-1940 Art Deco/Art Moderne	Folk art collector and scholar, Nina Fletcher Little, chose this warm gray color for her study to blend with the reproduction block-printed wallpaper called Chantung. The gray color plays well off the painted decoys and books that line the shelves in this intimate and serene room.

Color Name	Period	Color Story
Sharkskin	1920-1940 Art Deco/Art Moderne	<p>This 1930s pearly light gray-green interior paint color was used as a sophisticated neutral or paired with straw or mauve during the Art Deco era.</p> <p>Sharkskin, a type of untanned rough leather or rawhide, was an exotic material used during this popular design movement.</p>
Speakeasy	1920-1940 Art Deco/Art Moderne	<p>This clear light peach, taken from a 1930 wallpaper, was favored on bedroom and bathroom walls of the 1930s and 40s. The color was also utilized as an accent color on ceilings in rooms often painted with another popular color of the time, such as light jade or orchid.</p> <p>The Prohibition of the 1920s and 30s opened up the doors and popularity for speakeasies. Not only were these the secret spots to buy illegal alcoholic beverages, but most speakeasies were elaborate establishments that also offered food and live entertainment.</p>
Spiral Staircase	1920-1940 Art Deco/Art Moderne	<p>The 1938 Gropius House in Lincoln, Massachusetts, designed by a pioneer of modern architecture, Walter Gropius, combines a traditional New England wooden exterior with innovative features such as glass block and ribbon windows. The trim and spiral staircase of the Gropius House, in this blue tinged dark gray, exists in very thin bands of dark color against white vertical sheathing to heighten the contrasts of light and dark on this iconic masterpiece of modernism.</p>
Stainless Steel	1920-1940 Art Deco/Art Moderne	<p>This shade is a classic cool neutral from the 1930s and 40s when silvery metallics became popular. Metallic tones were a favorite in Art Déco and Art Moderne interior decorations that featured furniture and accents in brushed metals. Art Deco design's use of these metallic shades is epitomized in US train stations, the Empire State Building, and the Chrysler Building.</p>
Strong Punch	1900-1920 Craftsman/Arts & Crafts 1920-1940 Art Deco/Art Moderne	<p>Deep vermilion, such as this Chinese Red, found in a 1907 wallpaper was also popular as an accent in the 1930s. A painted table or shelf could brighten a tired interior, and could also be found in the bold interiors of a mid-century modern where a punch of strong color gave focus to an accent wall or room divider.</p>
Suntan	1920-1940 Art Deco/Art Moderne	<p>This classic yellow ochre, from a 1939 paint, has been a standard for traditional exteriors since the 1700s.</p> <p>During the 1930s, suntans became a popular trend for both men and women, which led to new popular colors in fashion that helped accentuate one's tan.</p>
Tangerine Burst	1920-1940 Art Deco/Art Moderne	<p>This bright tangerine color is taken from a 1930 wallpaper and also found in Moderne interior decorative finishes. Peach and orange shades were popular throughout the 1930s and well into the 1940s. These colors were often paired with warm beiges or contrasting gray in interior decoration.</p>

Color Name	Period	Color Story
Urban Brick	1920-1940 Art Deco/Art Moderne	The accent color in a 1937 wallpaper, this brick red has an earthy quality that would work well on a bungalow or mid-century ranch house. The 1920s were known for the rapid urbanization of Americans, as the majority of the population started to migrate and live in cities rather than rural areas.

1940 -1960 – Post Modern Signature Color Stories

Color Name	Period	Color Story
Automotive	1940-1960 Mid-Century Modern	A dark gray that might have been seen as an accent color in a 1950s wallpaper, this shade would be useful as a trim color on ironwork or other metal detailing, or as a shutter or sash color. As Americans moved to the suburbs, the 1950s marked a time of consumerism. Most middle class Americans were able to use their disposable income to buy what they wanted at this time, including new cars.
Baby Boom	1940-1960 Mid-Century Modern	<p>One of the iconic colors of the 1950s, this clear, strong pink was popular in all aspects of fashion and interior design. It had strong connections with the First Lady at the time Mamie Eisenhower, a foremost color trendsetter. During the era the color was commonly referred to as “Carnation Pink”.</p> <p>The post-World War II “baby boom” from 1946 to 1964 resulted in an estimated 78.3 million births in the United States. Sylvia Porter, a columnist with the New York Post, is often credited with coining the phrase in 1951.</p>
Beatnik	1940-1960 Mid-Century Modern	<p>A 1951 wallpaper was the inspiration for this color. The use of deep saturated colors was a hallmark of post-war interior decoration. In upholstery, flooring, drapes, and furnishings, as well as wall paints and coverings, dark jewel-toned colors appeared in bold and sophisticated patterns. Dark green was a favorite in hallways and living rooms, where lush, leafy jungle prints or splashy magnolia blooms might cover a sofa or picture window.</p> <p>Those of Jack Kerouac's "Beat Generation" were characterized as the anti-conformist youth of New York during the 1950s. Kerouac's beatniks are described in his own words as "down and out but full of intense conviction".</p>
Casablanca	1940-1960 Mid-Century Modern 1960-1980 Post Modern	<p>This deep cream, almost the color of cake batter, is ideal for both interior and exterior use and has remained a standard throughout the century. It is a classic in the 20th-century kitchen, where it was found on painted handles of kitchen utensils and mixing bowls as well as on the walls where, in a high gloss enamel, it provided a washable surface seen as more sanitary than some other finishes. The color also works well as a body color for a white-painted traditional home as pre-modern whites typically had a creamy appearance.</p> <p>The iconic 1942 film <i>Casablanca</i>, was not a box office hit when it was first released. After winning the Academy Award for Best Picture that same year, the film's popularity began to build.</p>

Color Name	Period	Color Story
Clare Rose	1940-1960 Mid-Century Modern	<p>Light rosy pink, from a 1957 wallpaper, provided a neutral background color. The post-World War II housing boom and popularization of modern architecture allowed interiors to feature sophisticated, modulated neutral shades like this soft pink.</p> <p>Clare Quilty is one of the many shocking characters within Vladimir Nabokov's <i>Lolita</i> (1955), a controversial novel that offers a skewed observation of American culture.</p>
Conservative	1940-1960 Mid-Century Modern	<p>A light peachy tan, from a 1957 wallpaper, provided a neutral background color for the bold, saturated chocolate brown, burgundy and evergreen shades that were a feature of the mid-century modern color palette. "Modern" interiors proclaimed their individuality through the widespread use of white or pale walls, "natural" wood paneling, and deeply-saturated contrasting accent colors.</p> <p>During the 1950s, the United States was considered socially conservative, due to fear of war and communism.</p>
Construction Boom	1940-1960 Mid-Century Modern/1960-1980 Post Modern	<p>Blues such as this, found in wallpapers of 1948 and 1965, were seen as an old-fashioned and somewhat patriotic color choice in traditional households throughout the mid 20th century. Colonial style decorative schemes of the 1940s might feature a living room with all of the woodwork, including built-in bookcases, painted in a uniform slate blue. In the 1960s, this color held a similar appeal for country kitchens and cozy bedrooms.</p> <p>The American construction boom of the 50s and early 60s was a prosperous way to recover from World War II. As Americans moved to the newly constructed homes of the suburbs, the American economy was on an upswing.</p>
Greenberg	1940-1960 Mid-Century Modern	<p>The post-World War II housing boom and the popularization of modern architecture brought bold colors in deep tones into popularity once again, like this deep green that was found in a 1951 wallpaper.</p> <p>The term "Mid-Century Modern" was coined by Cara Greenberg, author of <i>Mid-Century Modern: Furniture of the 1950s</i>. Mid-Century Modern style is based on architecture with organic simplicity and natural shapes.</p>
Hot Tin Roof	1920-1940 Art Deco/Art Moderne 1940-1960 Mid-Century Modern	<p>This brilliant scarlet red is among the most favored colors of the modern style. Johannes Itten, the foremost color theorist of the 20th century and a teacher at the influential Bauhaus school of architecture, formulated his color wheel around the three primary colors. Red, used in striking contrast with bright white and black, became one of the modern movement's signature colors.</p> <p>Tennessee Williams' renowned play <i>Cat on a Hot Tin Roof</i> revolves around a southern family and the social conflicts found in southern culture. The play won the Pulitzer Prize for Drama in 1955 and was later turned into a major motion picture in 1958.</p>

Color Name	Period	Color Story
Industrial Steel	1940-1960 Mid-Century Modern 1960-1980 Post Modern	Medium gray blue was used in the 1940s to add a "colonial" look to traditional interiors. The color remained a "tasteful" choice for conservative décor into the 1960s. Types of modern architecture were primarily driven by technological and engineering developments, and availability of materials such as iron, steel, and glass.
Modern White	1940-1960 Mid-Century Modern	In the 1920s, titanium dioxide was first used as a paint pigment. Its brightness and opacity have made titanium dioxide the most widely used white pigment in the coatings industry, but it has also changed the character of "white" house paint from a creamy tone to a brilliant, high contrast shade. This modern white is appropriate for houses from the 1940s onward, but for an older house, a more modulated white is preferred.
Organic White	1940-1960 Mid-Century Modern	This shade of white, from a 1948 wallpaper was a popular choice in a mid-century modern home. "Modern" interiors proclaimed their individuality through the widespread use of white or pale walls, "natural" wood paneling, and deeply-saturated contrasting accent colors.
Post and Beam	1920-1940 Art Deco/Art Moderne/ 1940-1960 Mid-Century Modern	From a 1941 wallpaper, this ripe wheat shade was a favorite in interiors of the 1930s and 40s where light neutrals in straw, sand, and rose provided an air of Moderne sophistication. Mid-Century Modern design was known for its harmony of form and function and the architecture was defined by bringing the outdoors in. Post and beam architectural design helped eliminate bulking walls and allowed rooms to appear more open.
Post War White	1940-1960 Mid-Century Modern	After World War II, Americans brought about a housing boom and were looking for a clean, fresh start. Earth tones were a popular exterior choice, while interiors featured sophisticated neutral shades like bone, pearl gray, and taupe, similar to this popular kitchen off-white.
Radio Wave	1940-1960 Mid-Century Modern	This cheerful yellow, at home in many rooms in the 20 th -century house, was often seen in 1940s kitchen wallpapers. This shade also works on the clapboards of any traditional home or as a welcoming accent color on the door of a mid-century modern. Radio was the lifeline for Americans in the 1940s and 50s providing news, music and entertainment. The Golden Age of Radio refers to a period between the 1920s and 50s, when the airwaves were filled with a variety of radio formats. According to a 1947 survey, 82 out of 100 Americans were said to be radio listeners. By the 1950s, television began replacing radios for entertainment in American households.
Science Fiction	1940-1960 Mid-Century Modern	The source of this hunter green is a 1954 wallpaper, proving that the color was not just used on doors and shutters, but also in interiors, especially in the bold and colorful 50s. Science Fiction exploded in the 1950s. Film and television series based on science fiction stories became a popular genre with American audiences, leading to an increase in film production.

Color Name	Period	Color Story
Social Norm	1940-1960 Mid-Century Modern	<p>A light peachy-tan, from a 1957 wallpaper, provided a neutral background color for the bold, saturated chocolate brown, burgundy and evergreen shades that were a feature of the usual mid-century modern palette.</p> <p>Toward the later part of the 1950s, Americans started to break away from social norms as they reached the decade of counterculture and social revolution.</p>
Sock Hop	1940-1960 Mid-Century Modern	<p>Taken from a 1936 modern house outside Boston, this vivid turquoise enlivens a lattice room divider added in 1955. The divider color carries through to the kitchen cabinets. This turquoise is a signature color used both inside and outside the mid-century modern house. Historic New England has in its permanent collection a set of 1957 enameled metal kitchen cabinets in the same turquoise, complete with a chartreuse laminate countertop.</p> <p>Sock hop was a term that was used for American high school dances that took place during the 1950s. The name was derived from the dance attendees wearing only socks while they danced, so they wouldn't scratch the gymnasium floor.</p>
Sunny Day	1940-1960 Mid-Century Modern	<p>Taken from a 1941 wallpaper color, this buttery yellow would be suitable in a kitchen, bedroom, or bath.</p>
Teal Accent	1940-1960 Mid-Century Modern	<p>Vibrant jewel tones were a hallmark of the interior decoration of the mid-century modern home. This brilliant teal originated in a 1957 wallpaper, but similar shades found their way onto many features in the home including exterior trim and cabinetry in kitchens and baths.</p>
War Weary	1940-1960 Mid-Century Modern/ 1960-1980 Post Modern	<p>A 1960s exterior paint color, this warm mousy gray was a typical neutral tone well suited for mid-century modern or traditional homes. This color also shows up in the wallpapers of the 1950s where saturated neutrals in nuanced colors were used in bold combinations with magenta, teal, and deep green jewel tones.</p> <p>By the 1970s, many Americans were war weary after struggling through multiple international conflicts during the 20th century.</p>
Wheatgrass	1900-1920 Craftsman/Arts & Crafts 1940-1960 Mid-Century Modern	<p>This light olive color was found in a 1907 wallpaper. Yellow and green shades ranging from pale olive to deep alligator green were popular in arts and crafts furnishings and made a comeback in the 1950s when tastes turned again to saturated colors.</p>

Color Name	Period	Color Story
Wonderful Life	1940-1960 Mid-Century Modern	<p>From a 1957 wallpaper, the bright undertone of this somewhat acid yellow reflects the bold optimism of the 50s.</p> <p><i>It's a Wonderful Life</i> is a 1946 American drama that shows the difference one person can make in other people's lives. The movie brought hopes that anyone can make a difference and is now a staple of Christmas television viewing.</p>

1960 -1980 – Post Modern Signature Color Stories

Color Name	Period	Color Story
Age of Youth	1960-1980 Post Modern	<p>This soft amber was seen as a popular 1980s exterior color. Harvest golds and colonial blues were suitable for traditional “colonial” versions of the modernist ranch or split-level.</p> <p>The 1960s opened a door for the youth of America. In the second half of the decade, young people began to revolt and question government and authority. Breaking away from the conservative 1950s, the youth of this time helped pave a way for future generations and minorities' rights.</p>
Aluminum Blue	1960-1980 Post Modern	<p>In the 1960s, pastel colors, such as this cool gray-blue, began to be used on the outside of the house. Early versions of aluminum siding picked up on this trend with pale tints of yellow, green and blue among some of the popular choices.</p>
Apollo White	1960-1980 Post Modern	<p>This creamy white was taken from a 1961 paint chart. Despite the introduction of modern bright white pigments, classic off-white house paint has always been an important product for traditional houses.</p> <p>The Apollo 11 mission of July 20, 1969, landed astronauts Neil Armstrong and Buzz Aldrin on the moon. The Apollo Program spanned 14 years from 1961-1975 as the United States was enamored with all things outer space.</p>
Casablanca	1940-1960 Mid-Century Modern 1960-1980 Post Modern	<p>This deep cream, almost the color of cake batter, is ideal for both interior and exterior use and has remained a standard throughout the century. It is a classic in the 20th-century kitchen, where it was found on painted handles of kitchen utensils and mixing bowls as well as on the walls where, in a high gloss enamel, it provided a washable surface seen as more sanitary than some other finishes. The color also works well as a body color for a white-painted traditional home as pre-modern whites typically had a creamy appearance.</p> <p>The iconic 1942 film <i>Casablanca</i>, was not a box office hit when it was first released. After winning the Academy Award for Best Picture that same year, the film's popularity began to build.</p>

Color Name	Period	Color Story
Construction Boom	1940-1960 Mid-Century Modern/1960-1980 Post Modern	<p>Blues such as this, found in wallpapers of 1948 and 1965, were seen as an old-fashioned and somewhat patriotic color choice in traditional households throughout the mid 20th century. Colonial style decorative schemes of the 1940s might feature a living room with all of the woodwork, including built-in bookcases, painted in a uniform slate blue. In the 1960s, this color held a similar appeal for country kitchens and cozy bedrooms.</p> <p>The American construction boom of the 50s and early 60s was a prosperous way to recover from World War II. As Americans moved to the newly constructed homes of the suburbs, the American economy was on an upswing.</p>
Counter Culture	1960-1980 Post Modern	<p>This deep orange brick color is from a 1968 wallpaper. Deep shades of gold, red-orange, and red-brown provided bursts of color in houses painted in warm beige, tan, or cinnamon tones.</p> <p>The 1960s brought about an era in which the youth of the nation would rise up and change the social order. A counter culture was formed that did away with the current societal rules and created a haven for non-conformists. These inspirational leaders started the foundation for the revolt against 'the Man.'</p>
Draft Card	1960-1980 Post Modern	<p>Neutral light tans became popular in the 1970s when “natural” colors such as almond made their way onto kitchen counters and appliances. This shade was used throughout the interior, and provided a contrasting background for the saturated browns, rusts, golds, and oranges of upholstery, rugs, bedspreads, and bold artwork of the period.</p> <p>Some political leaders felt the elimination of the draft in 1973 would ease anti war protests. It was hoped that those protesting the Vietnam War may lose their dedication to the cause if the possibility of being drafted was eliminated.</p>
Earth Day	1960-1980 Post Modern	<p>Mossy and olive greens were promoted in exterior house paints in the 1970s as interest in “natural” products began to develop. This color would work well on a modern house or on a craftsman style home of the early 20th century.</p> <p>The first Earth Day was April 22, 1970. It is a day to celebrate and promote awareness for the Earth's environment. Environmentalism began to gain ground in the 1970s as people became aware that what is depleted cannot always be restored.</p>

Color Name	Period	Color Story
Free Time	1960-1980 Post Modern	<p>A pastel aqua blue, this color was taken from a 1970s interior paint. Alongside the vibrant pop-art colors of the 60s and early 70s, more conservative pastel colors also thrived. Period fabrics and papers show that quieter color combinations in Wedgwood blue, periwinkle, and aqua had their place in the kitchen, bath or bedroom of the post-modern home.</p> <p>During the 70s, many people utilized their free time to support dedicated movements including anti-war protests, environmentalism, feminism, and civil rights.</p>
Graphic	1960-1980 Post Modern	<p>This purple, taken from a 1968 English wallpaper, epitomizes the pop art look that showed up in graphics, artwork and interior accessories in the late 1960s.</p>
Green Leisure	1960-1980 Post Modern	<p>Pastel shades were especially popular in the 1950s and early 1960s.</p> <p>As post-war optimism took hold and leisure time increased, these colors were seen on everything from automobiles to kitchen cabinets. For the first time outside of resort settings, houses began to be painted in light, cheerful tints like this 1961 exterior paint.</p>
Groovy Gold	1960-1980 Post Modern	<p>This yellow-gold, from 1976, was a standard of the 1960s and 70s. This harvest gold color appeared on everything from living room walls to refrigerators to the siding of the ranch house or split-level.</p> <p>The slang word "groovy" became a popular term among adolescents during the 1960s and 70s. The term could be synonymous with great, hip, trendy, or sensational and fit well with the laid back nature of this era.</p>
Industrial Steel	1940-1960 Mid-Century Modern 1960-1980 Post Modern	<p>Medium gray blue was used in the 1940s to add a "colonial" look to traditional interiors. The color remained a "tasteful" choice for conservative décor into the 1960s.</p> <p>Types of modern architecture were primarily driven by technological and engineering developments, and availability of materials such as iron, steel, and glass.</p>
Jukebox	1900-1920 Craftsman/Arts & Crafts 1960-1980 Post Modern	<p>This mid-olive color was originally formulated in 1916 as an exterior paint for stucco, siding, or trim. This color would suit a craftsman style house or a mid-century ranch or split level.</p> <p>The jukebox, invented just before 1900, played a significant part in the American culture trend during the 20th century. After inserting coins, anyone had the option to select the music that fit their personality and taste. The term 'jukebox' came to the United States in the early 1900s from the African word 'jook,' which means to dance.</p>

Color Name	Period	Color Story
Moon Landing	1960-1980 Post Modern	<p>Taken from a 1965 wallpaper, this bright "colonial" blue was a favorite in traditional interiors, where it conveyed a sense of history and good taste. Although some may disagree, July 20, 1969, marks the day that man first walked on the moon.</p> <p>As Neil Armstrong, Apollo 11 mission commander, took his first steps on the moon, an estimated 500 million people worldwide watched this historical event, the largest television audience for a live broadcast at that time.</p>
Mystique	1960-1980 Post Modern	<p>Beginning in the 1960s, strong earth tones, such as this coral taken from a 1965 wallpaper, made their way into interiors. These colors were often used as accents on a single wall or room divider. Outside, a door might be painted in this shade to contrast with natural stained redwood or cedar siding.</p> <p><i>The Feminine Mystique</i> by Betty Friedan has developed the reputation as the novel that set off the women's movement in the 1960s. Published in February, 1963, the novel caused many women to challenge their domestic situation and changed the future roles of women in society.</p>
New Wave	1960-1980 Post Modern	<p>Bright orange made a big impact in the interiors the 1960s, as this 1968 orange from a Mod English wallpaper demonstrates. In the artwork, upholstery, and accent furniture of the 1960s and 70s, saturated reds, yellows, and oranges provided colorful focal points in rooms that often featured paneling and modern furniture in teak and walnut.</p>
New World	1920-1940 Art Deco/Art Moderne 1960-1980 Post Modern	<p>This dignified blue-gray is featured in a 1930 wallpaper and in an exterior paint of 1961. Earlier in the period, many of the popular interior colors included metallic undertones in gun-metal gray, bronze, or steel. Historically, blues were little used in exterior applications because the traditional blue pigments lacked color stability and faded badly. This propensity explains why houses were historically almost never painted blue, despite the color's popularity and extensive use on interiors.</p> <p><i>Brave New World</i> by Aldous Huxley is a novel based on a futuristic London during the year 2540. Published in 1932, the novel focuses on a society controlled by technology as the state takes over the behaviors and actions of the people.</p>
Peace & Love	1960-1980 Post Modern	<p>Taken from a 1965 daisy-strewn wallpaper, vivid sunny yellows were used in bedrooms, bathrooms, and kitchens to give a bright pop of color to the modern interior. Strong contrasts in interior decoration of the 1960s and 70s used stained woods in combination with bright white and saturated colors in paneling, furniture, countertops or cabinetry.</p> <p>The hippie culture was a youth movement that is well known to be part of the 1960s. Believing in peace, love, and personal freedom, this subculture was known for the popular Woodstock Festival and the 1967 Summer of Love.</p>

Color Name	Period	Color Story
Peace Core	1960-1980 Post Modern	<p>This 1960s interior paint color in light olive yellow is an early version of custom paint color mixing, dating just before paint mixing machines became standard in paint stores. Custom colors were usually created by mixing together two standard ready-mixed colors from the company's line.</p> <p>In 1961, President John F. Kennedy established the Peace Corps, an American volunteer program that allows participants to help with international development.</p>
Peach Preference	1960-1980 Post Modern	<p>This slightly darker exterior yellow dates back to 1982 . Yellow ochre has been a popular color choice for traditional homes since the 1700s. This shade could also be used as a trim color on a craftsman house.</p> <p>The 1960s through the 80s was an era defined by personal preference and variety, a time for social revolution and individual freedom.</p>
Peyton Place	1960-1980 Post Modern	<p>A 1960s exterior paint color, this gray-green is suitable for houses of any style or period, from 1900 to 1982.</p> <p><i>Peyton Place</i>, the 1960s primetime soap opera series, based on Grace Metalious' 1956 novel was also adapted into a movie in 1957. The novel coined the term "Peyton Place" to describe a place whose occupants have hidden, dark secrets.</p>
Pop Art	1960-1980 Post Modern	<p>An iconic 1960s color, this brilliant chartreuse originated in a 1968 pop art wallpaper.</p>
Post Modern	1960-1980 Post Modern	<p>Along with new products like aluminum siding which debuted in similar pastel shades, exterior finishes such as this 1961 exterior paint in a vibrant aqua made their appearance on the ranch houses of suburban subdivisions across the country. Strong contrasts characterize the colors of the Post Modern era, like pale neutrals and pastel tints with bright, clear accent colors.</p>
Skyscraper	1960-1980 Post Modern	<p>This pale, baby blue comes from a 1960s interior paint. Originally offered only as a custom mix of two pre-mixed shades, this color (probably intended primarily for the bedroom, bath or kitchen) reflects the limited range of custom tints available to consumers before modern in-store custom paint mixing became standard.</p> <p>During the 1960s a new structural system for skyscrapers was developed by structural engineer Fazlur Khan. With greater economy efficiency, skyscrapers were appearing more frequently. During the early 1970s, every architect wanted to have the biggest and tallest building in the world. The most noteworthy buildings of the time were John Hancock Center in Boston, Sears Tower in Chicago, and the World Trade Center towers in New York City.</p>

Color Name	Period	Color Story
Soft Rock	1960-1980 Post Modern	<p>This classic 1980s off-white paint color was useful on interior walls. This shade also had universal appeal as a toned exterior trim color for traditional and arts and crafts houses, or on the stuccoed exteriors of a Tudor revival house.</p> <p>Soft and hard rock became popular music genres during the late 1960s. Soft rock uses the techniques of rock and roll, but it is more mellow, light, and easy. Popular soft rock artists of the era were Cat Stevens, Fleetwood Mac, and Elton John.</p>
Summer Haze	1960-1980 Post Modern	<p>This pale yellow-green 1961 interior paint color became popular when custom color mixing became more common in the 1960s. Wider variations on the traditional yellows became feasible and stylish with a wide range of greenish yellows from chartreuse to this delicate light shade.</p> <p>The Summer of Love occurred during the summer of 1967 in San Francisco. 100,000 people took part in this cultural phenomenon where the counterculture of hippies continued to rebel against conformists.</p>
Time Honored	1960-1980 Post Modern	<p>Originally found in a 1960s interior paint, this yellow-green was offered as a custom color that would add style and distinction to the space. A favorite in post modern interiors, this shade conveyed a sense of style and time-honored good taste.</p>
University Square	1960-1980 Post Modern	<p>Rustic browns were a favored siding color for mid-century modern houses and ranches. This golden brown, a 1980s exterior color, would also suit the arts and crafts-style home.</p> <p>As the war in Vietnam progressed in the 1960s, students gained power through their anti-war protests. The centralized gathering place for student activism in the Post Modern era was the university campus.</p>
Urban Prosperity	1960-1980 Post Modern	<p>A deeper version of Summer Haze, also a 1961 interior color, shows the continued taste for clear, bright tones in post modern homes.</p> <p>With the cost of rural land and urban prosperity on the rise, fewer Americans lived in rural areas during the 1970s and began to migrate to cities.</p>
War Weary	1940-1960 Mid-Century Modern/ 1960-1980 Post Modern	<p>A 1960s exterior paint color, this warm mousy gray was a typical neutral tone well suited for mid-century modern or traditional homes. This color also shows up in the wallpapers of the 1950s where saturated neutrals in nuanced colors were used in bold combinations with magenta, teal, and deep green jewel tones.</p> <p>By the 1970s, many Americans were war weary after struggling through multiple international conflicts during the 20th century.</p>

Color Name	Period	Color Story
World Peace	1960-1980 Post Modern	<p>Green pigments that retained their bright color were not commercially available until the late 1800s. Prior to the introduction of viridian (a chrome oxide), most green pigments included copper compounds that darkened over time. The traditional black-green shutter colors used through the 1800s may have started off much more like this park-bench green, which like its historical ancestor, is perfect for use on shutters, doors and window sashes and was very popular for homes during the Post Modern era.</p> <p>From the beginning of World War II in 1942 to the end of the second Korean War in 1976, American took part in five major wars. By the late 1970s most of the population, not just the hippie culture, was hoping for world peace and change.</p>