

Nest Building

by KATE BRIDGER

'HONEYSUCKLE' - 2011 'Colour of the Year'

January 2011

This time last year I was so excited to discover Pantone's Colour of the Year was going to be Turquoise. It's one of my favourites, an energetic uplifting jewel tone. This year, however, I am decidedly disappointed with Pantone's 2011 selection: 'Honeysuckle' (Pantone 18-2120).

The Pantone pundits claim Honeysuckle is an energy-infused tone, vigorous, powerful and stimulating, "perfect to ward off the blues". I find it to be a sickly sweet, slightly 'Pepto Bismol' shade prone to unattractive flushed fleshiness in certain light. It is not even a hue that is readily identifiable or definable—a bit red, a bit pink and nothing like the subtle whisper-pink shades of its *bona fide* namesake, the honeysuckle blossom.

I'm not sure where Honeysuckle will fit into domestic décor, or even if it should. Perhaps it will couple well with muted greens—somewhat reminiscent of the 1980s. Or, if you remember the 1950s and have hung on to your poodle skirts, it might work well alongside dark charcoal greys and glossy blacks. If nothing else, it will have to nudge the browns and taupes of recent decades aside, unless Neopolitan ice cream is a personal favourite.

Overall, I think it will work well in brothels, bubblegum factories, public bathrooms and certain institutions. To limit its impact on our aesthetic environment, I think it should be available in very small cans only and banned from exterior use entirely. If it's any consolation, the colour industry is not united in their decision. Dulux Paint has chosen a light and airy yellow for the New Year; Benjamin Moore has named 'Vintage Wine' as their choice for 2011.

The fact is none of these colour proclamations mean anything. Ignore the hype and choose your own 'Colour of the Moment' and change it as often as you wish.