

# Artistry in White

Stay cool in summer with haute whites



By Cheryl Chenault, ASID, RID



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**WHITE. THE COLOR OF PERFECTION.** In some cultures it's synonymous with marriage, in others, mourning and death. In interior design, white stands for purity, innocence, brilliance and sincerity. Always fashionable, white finds a place in every style from traditional to contemporary and provides a wonderful backdrop for staging your rooms' furnishings.

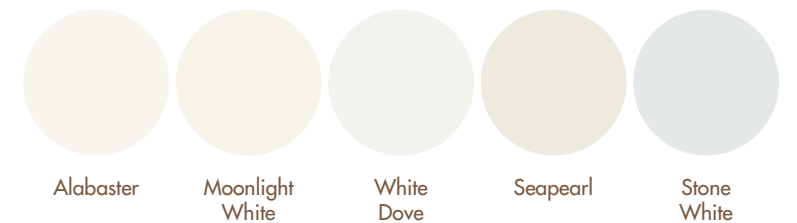
Often considered "not really a color," or "the absence of color," white exists when the entire spectrum of light is seen together.

### Whites keep you cool when the sun starts to sizzle!

A key concept in minimalist interiors, summer whites take on a different mood when used outdoors delivering an air of simplicity and relaxation. Easily paired with any color, whites are a popular choice for outdoor palettes and often seen in large stripes or patterns. Keep in mind, whites bear the innate property of contrast and brings other forms and colors into sharp focus.

### Which white is right?

Benjamin Moore has more than two hundred shades of white to choose from, so it's no wonder selecting a white is not as easy as it sounds. Decide on a warm white or cool white to reduce the options by half. Look closely at the undertones and view the ones you like at different times of day. Get a few small quarts as you narrow your decision, and then paint swatches on poster board so the color can be carried from wall to wall. The undertones will change dramatically depending on the amount of light your room receives and when. If you're really stuck, call a professional.



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