



International Copper Promotion Council (India)

Color Trends of the Year: Copper, Brass, Bronze

- Copper presents an attractive value proposition in Home Interiors -

Most of us like to keep up with trends in materials, colors, fabrics and finishes, and we generally take our styling cues from the experts — the colorists, designers and marketers who make it their business to know what is “in” and what is not. Metallic colors have surfaced as this year’s most important interior design direction, with copper, bronze and brass hues high on the list, according to these reliable color trend indicators.

The rich metal earth tones are gracing new products available now to interior designers and their clients at the high end of the market.

Ms. Kruti Garg, Conservation Architect says, “Copper as a colour tone has also become a rage; primarily because of the metal mania raging in the world of design— a dash of copper/bronze is a recurring theme in modern palettes. Copper as a finish and material has carved its niche in the field of interior designing for more than one reason. It not only adds to the modern touch to the space, but also allows the feeling of warmth because of its shade”.

“The copper finish is finding its way into faux finish walls, lighting fixtures and decorative accessories for the home. Copper and the varied colors of copper alloys such as brass and bronze invite a nurturing feeling, and in the stressful times we’re living in, the need to embody warmth resonates with a lot of people”, explains **Ms. Garg**.

Metallic colors are also popular in paints this year. It’s really about the hard textures of that type of surface, coupled with consumers’ love of naturally occurring materials incorporated into their living space, including marbles, quartz and a glimmer of copper. “Metallic finishes on the walls are a fabulous complement to an interior design”, adds **Ms. Garg**.

“Within the theme of minimalism, where the color palette adheres to white, greys & blacks predominantly, a dash of copper in the form of an accent wall or a cove in the ceiling adds to the serenity of the space. Brass tones are so warm and homey; they invite people in, as well as glamorize a setting. Brassy colors are strong and do not need to be on all four walls in a room, but can be effective as an accent even on one wall”, says **Ms. Garg**. She has seen sensational use of copper colors on dining room ceilings, and notes that these colors are also now being used as a highlight on moldings and other trim.

Furthermore, light fixtures are available in copper from extremely contemporary designs to the more traditional variants reminiscent of country cottages. Hammered copper is being used extensively for photo-frames and decorative lamp bases. Copper insets are being used in flooring design as well. It is absolutely everywhere in some form. In all likelihood, the use of metal in interiors will shift from steel and nickel to copper and bronze in the next few years.

The use of copper as a material in interiors goes back to the historic times in kitchen utensils, wiring, decorative bronzes, brass artefacts, etc. A more customized use of coppery colors is also on the scene. Copper has revived its uses in the post modern era and seems to definitely fit itself being the most ‘in thing’ as a finish, right from textiles to artifacts, to cook ware, etc., exhibiting its functional beauty; Now, that functional beauty is establishing a strong foothold in the most luxurious living rooms nationwide.

Well-known amongst architects, copper is increasingly captivating designers who are rediscovering the properties of this precious material and are using it in a wide range of applications. From Florence to Milan and now In India, countless designers are showing that copper blends seamlessly with design, performance and concerns for the environment. Copper finds universal appeal.

About International Copper Promotion Council (India):

The **International Copper Promotion Council (India)**, (ICPCI) is the Indian centre of the International Copper Association, Limited, the leading organization for the promotion and defense of copper worldwide. ICPCI is driven by the same objective as its parent organization, which is to promote the beneficial usage of copper for safety, health, environment and energy savings. ICPCI's activities focus on helping end-users to better understand and appreciate the positive attributes of Copper. ICPCI actively promotes copper through seminars, workshops and training programs throughout India, in collaboration with other organizations, institutions and trade bodies.

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