

# NKBA Webinar

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During the cold months of last winter I attended a seminar that originated in Florida. I say originated because I didn't exactly go there. I attended a web based seminar, online, through the NKBA.

They set up a fabulous presentation called Designing with Colour by Ann Morris CMKBD; a certified master kitchen and bath designer. It was totally interactive. Anyone who had a microphone on their computer was able to ask questions and have conversations with the presenter and the other designers. Some took part in the conversation with their keyboard.

Imagine yourself conversing with other designers from across North America. We had a conversation about the sun and the different undertone colours it produces in interior spaces in California, New York, Florida and Toronto.

So what did we learn? We talked about: the importance of colour, the fear of colour, the use of colour, and colour theory.

Colour plays such a big part in the purchasing decision. Did you know that our visual focus accounts for eighty percent of the five senses? Also, when it comes to the purchasing decision, 92% of the time it is based on colour.

You undoubtedly have had clients who are afraid of making the wrong colour choice.

We can help our clients choose the right colour scheme for their project by making colour recommendations with confidence. First, Ann tells us, we must listen to the client. A few simple questions like asking their favorite colour and where has colour inspired them in the house already? You can also pull the colour scheme from a pattern; a painting or a vase.

Does your customer want to be bold? Use the primaries: blue, red or yellow. Is he or she calmer? The secondaries are better; oranges, greens or violets. Much calmer? Better go with the tertiaries: these are mixtures of primaries and secondaries; blueish-greens or redish violets for example. And of course there are the neutrals: greys, whites and browns. Be a little brave and keep in mind how much contrast is appropriate. Ask yourself how does the colour scheme tie in with the dominant colours in the adjacent rooms? Finally, if budget allows, get the right lighting in there, it makes a huge difference.

Part of a confident colour recommendation is professional terminology. Simply put: hue is the colour, saturation is the intensity, tint is a colour plus white, shade is a colour plus black and tone is a colour plus grey.

One note on trend from the webinar; Ann tells us that Espresso will be staying around, it adds warmth to any design.

If you would like to reach out and connect with your industry, you can read about upcoming events on the "kitchendesigner" email or visit [NKBA.org](http://NKBA.org).