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Front Lines

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Pantone’s Color of the Year is …

Ellen C. Wells



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Cloud Dancer, also known to most anyone who sees it as white. Pantone is calling this particular shade of white a “symbol of calming influence in a society rediscovering the value of quiet reflection.”

Pantone Color Institute’s Executive Director Leatrice Eiseman said of the choice: “At this time of transformation, when we are re-imagining our future and our place in the world, PANTONE 11-4201 Cloud Dancer is a discrete white hue offering a promise of clarity. The cacophony that surrounds us has become overwhelming, making it harder to hear the voices of our inner selves. A conscious statement of simplification, Cloud Dancer enhances our focus, providing release from the distraction of external influences.”

The internet is doing its best job at slinging mud on Pantone’s pick, however. Google the comments if you wish, as I’m staying away from the discord. My particular thoughts on Cloud Dancer are these: It’s the same color as my bathroom wall. You know what looks great on my bathroom wall? Some beautiful tiles I picked up on a trip to Costa Rica. Also, a stained glass-framed mirror and a Picasso-esque print.

See what I’m saying? White makes your colorful flowers pop all the more beautifully. Stock up on white containers. Pop some bright red twig dogwood branches in them. Or in spring put them near your benches of multi-colored annuals. You’ll sell more of both.

What are your thoughts on Cloud Dancer (other than it’s a wonderful name for a horse)? Drop me a line about it at ewells@ballpublishing.com. **GP**