



ARANTA

CRAFTSMAN PAINTERS

Wallpaper Trends & Solutions 2022



Image credit: Future



What We'll Be Covering

- Wallpaper Trends & Solutions 2022
 - Scenic Wall Murals
 - Maximalism
 - Florals
 - Botanicals
 - Archival
 - Wall Panels
 - Texturals
 - Chinoiserie
- Arana Wallpaper Installation Services
- PANTONE home + interiors 2022
- Benjamin Moore Color of the Year 2022
- Benjamin Moore Color Trends 2022 Palette
- Arana Designer Solutions
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Wallpaper Trends and Solutions

Trends

Wallpaper trends for 2022 reveal:

- As new printing techniques and finishes constantly push boundaries, 2022 is full of possibilities
- The availability of new substrates makes available options even more exciting
- Scenic and mural wallpapers continue to be a popular trend for 2022
- Aside from architectural nuances and major renovations, wallpaper is one of the best ways to personalize a room. Its sole purpose is to breathe life into a space and make it feel like your own

Wallpaper Trends and Solutions

Trends

SCENIC WALL MURALS

- choose colors similar to the design but don't let them take over - the wall mural is always the star of the show
- by choosing a nature-inspired design, the boundaries between indoors and out can become intentionally blurred
- wonderfully atmospheric and evocative, a stunning wall mural will transform and capture the imagination



Image credit: Black Edition

Wallpaper Trends and Solutions

Trends

MAXIMALISM

- Maximalism continues in a big way for 2022, it's predicted that this daring look is here to stay
- in bold contrast to the understated, this scheme reveals the design world's wild side
- an arresting mix of leopard prints, pleating and patchworks, together with stars, stripes and metallic hides, demonstrates that more can be more



Credit: Homes & Gardens

Wallpaper Trends and Solutions

Trends

FLORALS

- florals are big news in 2022 for interiors and can be adapted to suit any space, whether it's vintage, retro or contemporary
- the new season's designs have upped the style stakes and make it easy to work beautiful flowers into your décor
- when working floral prints into your home, think about the scale of the flowers in the patterns. Large prints can make small rooms appear even smaller so stick to daintier designs to create an illusion of space



Electric Poppies 02, Natasha Coverdale for Lick
(Image credit: Emma Lewis / Soane)

Wallpaper Trends and Solutions

Trends

BOTANICALS

- Sustainability and peace are at the forefront of our minds for 2022, and this will continue
- supported by a plant and greenery trend that just keeps on growing, we acknowledge that bringing the outside in has a beneficial impact on wellbeing
- durable, natural, and woven materials are championed and bolder greens are also taking over from midnight blues bringing in the biophilic trend of wellness through plants and foliage



Image credit: Future / Polly Wreford

Wallpaper Trends and Solutions

Trends

ARCHIVAL

- a turbulent environment of political and social unrest has led to a yearning for designs which reflect values of authenticity, humanity and trustworthiness
- craftsmanship and heritage designs are celebrated and familiar natural motifs are favored
- we are more willing to invest in designs that have meaning and have been lovingly created than mass produced products



Credit: Homes & Gardens

Wallpaper Trends and Solutions

Trends

WALL PANELS

- panels are big when it comes to bedroom wallpaper ideas for 2022
- adding a statement paper in slices allows you to go bold with color and pattern without overwhelming the room
- choosing a natural inspired scheme and color keeps things calming



Image credit: James Merrell

Wallpaper Trends and Solutions

Trends

TEXTURALS

- one of the most comforting wallpaper trends is introducing texture to the walls
- a hessian wallcovering provides the ultimate cossetting effect, let the coziness commence
- embossed textures and sumptuous flock radiates contemporary elegance



Image credit: Paul Massey / Paolo Moschino for Nicholas Haslam

Wallpaper Trends and Solutions

Trends

CHINOISERIE

- another wallpaper trend which has been in and out of fashion for many years, this technique has been modernized and updated
- characterized by fantastical Asian scenes and sinuous, stylized flower and bird motifs, the Chinoiserie trend has witnessed a surge in popularity in recent years



Credit: Homes & Gardens



Wallpaper Trends and Solutions

Arana Wallpaper Solutions

- We create a One Stop Shop for all your wallpaper needs
- We do all measurements
- Installer part of Arana team, Arana handles everything from scheduling an initial consultation, to installation and all invoicing
- Measurement consultation fee stand alone to provide measurements or bundled into job cost



Latest Color Design Trends

PANTONE home + interiors 2022

Pantone Color and Design Trends for 2022 reveal:

- a design vision that is simultaneously anchored by what we want to keep and foster and inspired by what we want to invent, create and experiment with
- healthier living and the comforts of simpler pleasures take center stage as does a desire for clarity and a less-is-more approach to design
- shared origins connect to humanity in new ways as we transform the narratives of the past into modern tales
- a soothing, bucolic way of living appeals as do the colors and patterns of pristine wildwoods

Source: Pantone

Latest Color Design Trends

PANTONE 2022 Color of the Year 17-3938 Very Peri

“

As we move into a world of unprecedented change, the selection of PANTONE 17-3938 Very Peri brings a novel perspective and vision of the trusted and beloved blue color family, encompassing the qualities of the blues, yet at the same time with its violet red undertone, PANTONE 17-3938 Very Peri displays a spritely, joyous attitude and dynamic presence that encourages courageous creativity and imaginative expressions.

— LEATRICE EISEMAN, EXECUTIVE DIRECTOR OF THE PANTONE COLOR INSTITUTE

”



Credit: Pantone

PANTONE® Cotton Passport



PANTONE® Cotton Passport



Credit: Pantone





Credit: Pantone





WILDWOOD PANTONE® VIEW home+interiors 2022

PANTONE 13-0640 Acacia CMYK: 19 8 70 2
PANTONE 15-4012 Green Milleu 44 24 37 9
PANTONE 17-4429 Navagio Bay 76 24 18 13
PANTONE 17-1927 Desert Rose 0 67 36 5
PANTONE 15-1020 Ginger Root 17 28 44 6
PANTONE 14-1316 Dusty Pink 4 34 34 1
PANTONE 16-1332 Phoenix 6 48 59 1
PANTONE 15-0437 Grass Green 53 1 72 8
PANTONE 17-1422 Raw Umber 25 47 55 25

*NEW PANTONE: Michelle Simmons
pantone.com



KEY COLOR COMBINATIONS

Acacia
Navagio Bay
Raw Umber
Acacia
Ginger Root
Grass Green
Green Milleu
Dusty Pink
Raw Umber
Desert Storm
Raw Umber
Phoenix
Green Milleu
Acacia
Green Milleu
Raw Umber
Dusty Pink
Desert Storm
Green Milleu

Credit: Pantone

Latest Color Design Trends



Credit: Benjamin Moore



Latest Color Design Trends

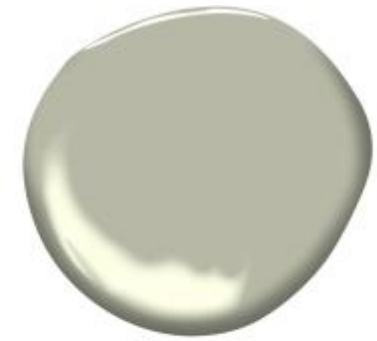


2022 Color of the Year
October Mist 1495

Benjamin Moore Color Trends for 2022 suggest:

- **Make room for play.** Luminous pales invigorate the senses
- **Make room for nurturing.** Botanical hues ground us in warm reassurance
- **Make room for expression.** Refreshed primaries give root to personal style
- **Make room for creativity.** Evoking the silver-green stem of a flower, Benjamin Moore Color of the Year 2022 **October Mist 1495** creates a canvas for other colors -and your imagination - to blossom

Source: Benjamin Moore



OCTOBER MIST 1495



Credit: Benjamin Moore

Credit: Benjamin Moore



Benjamin Moore
COLOR TRENDS 2022

Latest Color Design Trends



Color Trends 2022 Palette



Wild Flower
2090-40



Pale Moon
OC-108



Steam
AF-15



Morning Dew
OC-140



High Park
467



Gloucester Sage
HC-100



Collector's Item
AF-45



Hint of Violet
2114-60



Mysterious
AF-565



Quiet Moments
1563



Fernwood Green
2145-40



October Mist
1495



Natural Linen
966



Venetian Portico
AF-185

Credit: Benjamin Moore



Conclusion

Arana Designer Solutions – 2022 promises to be an exciting year!

What special things does Arana Craftsman Painters do to support our Interior Design Partners?

- **We Make it Easy:** When you collaborate with Arana Craftsman Painters, our number one goal is to make your life easier
- **Designer Retreats:** for high level referral design partners, we provide annual staff retreat resources. Retreat or spa stays so that you can regenerate your creativity
- **Onsite or phone painting technical support** on complex project challenges such as: color design, composition and trends; best products for cabinet finishing; woodwork stripping and refinishing. Just ask us! Arana company principles have over 100 years of combined experience
- **Designer Interactive Presentations:** Our Design Partners love this kind of support because our presentations translate “all things painting and wallpaper” into an enhanced client experience, stronger communication and more efficient decision making from your clients
- **Topics** can tailored around painting and wallpaper related subjects such as:
 - A specific challenge you've experienced
 - Latest Color Design, Composition and Trends in Painting
 - Cabinet Refinishing Best Practices: Durability and Beauty
 - Navigating the Complexities of Woodwork Stripping and Refinishing
 - Eco Friendly Products and Trends
 - Wallpaper Trends
 - If you have a need for specific topic you would like your staff to learn more about, contact us today to schedule an appointment



Lmb

LAURA MARTIN BOVARD
INTERIORS

“Arana holds the vision for our projects - a quality that is paramount to our success. We are only as good as the vendors we work with and Arana is one of our most trusted allies.”

LAURA MARTIN BOVARD,
INTERIOR DESIGNER



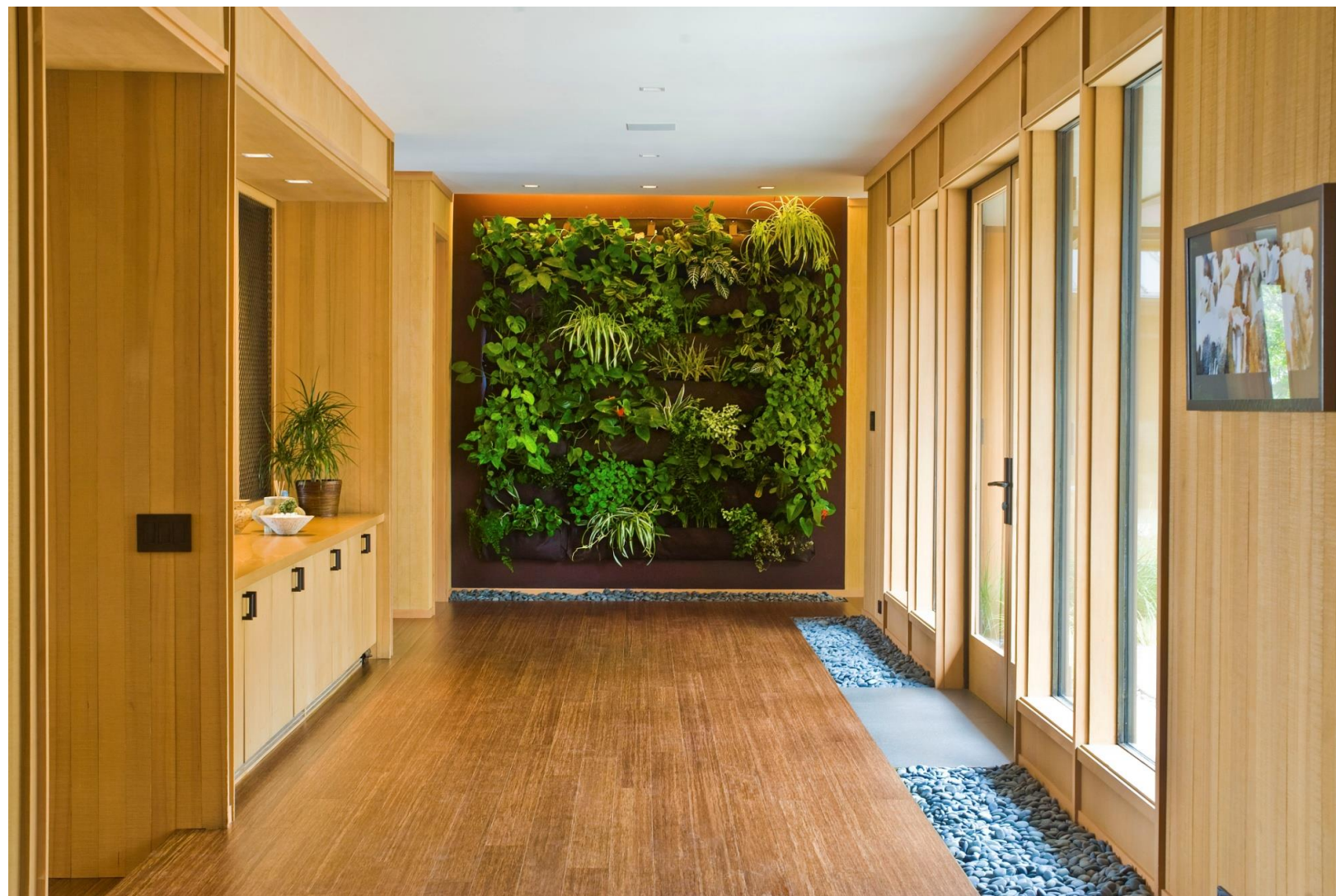
Lmb INTERIORS

ARANA
CRAFTSMAN PAINTERS



“ Arana has been painting for our general contracting company for several years. They provide excellent work with personal service. Whether interior or exterior, residential or commercial, they are highly recommended. I used them to paint my own house, which, as a contractor, is my highest praise. ”

MICHAEL MCCUTCHEON,
MCCUTCHEON CONSTRUCTION



Conclusion

Arana Designer Solutions

Arana Craftsman Painters promotes our Interior Design Partners at every opportunity

- Arana has a **well managed marketing presence**
- We constantly promote our design partners through our mailed newsletter, social media, and our website blog. ***We love Instagram!*** We've also developed publishing channels in several high-profile magazines such as Oakland Magazine, with a primary intent of promoting our high-level referral design partners
- **Strong community presence:** Oakland Magazine Best Bay Area Painting Contractor 2019, nominated in 2020, 2019, 2018, 2017, 2016
- **Piedmont Heart of the Home Tour** project participant 2015, 2016, 2017, 2018, 2019

Arana Craftsman Painters Contact Information

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Catherine Baldi

PRINCIPAL AND COMPANY MANAGER



Ernesto Perez Arana

PRINCIPAL AND FIELD SUPERVISOR



Steve Rubenstein

PRODUCTION MANAGER & LEAD ESTIMATOR

