



why be *blue?*

So you thought blue was just for the boys? Think again. Apparently it's the least gender-specific colour around. It's also one that inspires a feeling of trustworthiness, sincerity and peacefulness. It stands proudly for moderation and dependability (no excesses here, please), which is why many uniforms are blue and why more conservative institutions often choose it as their branding colour.

Too cool?

Blue's not the most common colour seen in interiors, unless you're talking bathrooms or boys' bedrooms, although it has been popping up in deep inky tones in living rooms of late. It often gets a bad rap as a cold colour but depending on the shade, blue can be very welcoming and soothing – try Resene Takaka, a mid-tone blue, or Resene Waikawa Grey with its touch of grey-violet. The deep, jewel-like blues that border on navy can be very cocooning and warm, such as Resene True Blue.

That aside, blue is predominantly a cool colour so it can stand being used in sunny, north-facing rooms. It's a classic choice for bathrooms because of its feeling of cleanliness (there's a reason most packaging for cleaning products is blue).



Resene
Waikawa Grey

Resene
Takaka

Resene
Blumine


Resene
Time Out

Resene
Escape 

Combinations to try:

- Pale blue and white for a classic Cape Cod look, or for a crisp, clean kitchen.
- Blue-greens such as Resene Escape used with palest sand tones for a bachy, seaside feel.
- Retro teals such as Resene Blumine with other zingy brights against a background of cleanest white or deepest black. Unapologetic and fun.
- Deep blue for a rich and sophisticated living room, teamed with soft metallic golds or pewter, or even pops of pink and yellow.
- Pretty vintage blues, like Resene Time Out, tied with antique white and pretty sorbet shades.

 Resene
Jordy Blue

 Resene
Zephyr

 Resene
True Blue

 Resene
Wavelength

 Resene
Smalt Blue

 Resene
El Nino

Clockwise from top left: Resene Smalt Blue; renovation designed by architect John Mills. Resene Wavelength wall. Resene Jordy Blue bathroom with Resene Alabaster trims; by interior designer Anna Cuthbert. **Right:** Resene True Blue walls, Resene Zephyr lamp base, Resene El Nino side table.

