

Celebrity chef helps debut 2022 Color of the Year

And the color of the year is ... a salad?

Well, no, it's actually a field of greens, which we'll get to in a minute. But first this: When Behr Paint's marketing team emailed to say the company would announce its Color of the Year (known in design circles as the COTY), and its associated palette via a virtual cooking class with a celebrity chef, I was intrigued. (Palette, palate, get it?)

Food and design — talk about a perfect pairing.

Like most big paint companies, Behr annually announces its COTY after its color mavens predict what will be the "in" hue for the coming year. As contrived as these announcements are, I always look, the way I read my horoscope.

The chef angle, though a bit of a stretch, did put a fresh spin on a yawn-of-a story. Celebrity chef Curtis Stone would virtually guide a group of design reporters on how to make a salad while talking about color.

I dashed to the grocery store for the ingredients. A few I had never heard of (watermelon radish, pickled mustard seed). A few I had never bought before (fennel bulb, edible arugula flowers).

As Stone whisked the group through a demo of how to make a 15-ingredient salad, which included basil-pistachio vinaigrette dressing and grilled stecca-bread croutons, it quickly became evident why we're not food reporters. I can't speak for the others on the call because I was too busy not keeping up.

While I was slicing a watermelon radish into potato-chip-thin rounds, Stone was three steps ahead, heating olive oil in a saucepan to 295 degrees. Long after he'd finished straining the basil oil, I was still upending my kitchen looking for cheesecloth.



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But I did hear him say: "As chefs, we think constantly about color. When we see a variety of color on a plate, it screams, 'fresh!'"

By the end of the demo, Chef Stone's artful salad was colorfully

tossed into one camera-ready masterpiece, while my ingredients weren't even in the same bowl.

All so I could experience the Color of the Year. So what is it? Well, it's a bunch of mixed greens. Several companies announced their 2022 COTY over the past few weeks, and while their picks are unique, cool, soft greens headline in every case.

Behr, a brand sold exclusively at The Home Depot, picked Breezeway (MQ3-21), "a silvery green shade with cool undertones," according to the press materials. "Breezeway evokes feelings of coolness and peace while representing a desire to move forward and discover newfound passions. Leading you from one place to the next, the color catches your attention and is an open in-

itation to experience the world with a fresh perspective ..."

Sounds more like a cruise ship than a paint chip.

PPG, a leading, Pittsburgh-based paint company, named Olive Sprig (PPG1125-4) — "an elegant, grounded, versatile and highly adaptable grey-green, this color represents re-growth in a post-pandemic world, mimicking nature's resiliency," said PPG spokeswoman Amy Donato in a statement. "With our so-

ciety in a state of reflection, hope and optimism, consumers are gravitating toward more colorful selections, like Olive Sprig."

In its 2022 forecast, Farrow & Ball, a pricier British paint brand, tagged Breakfast Room Green (No.81), which is actually close to the color of my basil-pistachio vinaigrette.

Of note: Each of these brands is pairing its chosen green alongside

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