



News

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PPG PAINTS brand launches ‘Soulitude’ Color Collection with Vicente Wolf

Combining soul and solitude, colors in new collection reflect sense of silence and space needed in today’s hectic world

CRANBERRY TOWNSHIP, Pa., May 17, 2016 – Beautiful whites, grayed-off neutrals and nuanced pastels make up the new “Soulitude” color collection from the PPG PAINTS™ brand and acclaimed interior designer Vicente Wolf. The collection, which reflects the colors of silence and space, features 63 whites, off-whites and tinted whites, a range of neutrals, and a robust collection of muffled accent colors, all of which are Wolf’s favorites. Soulitude provides designers, architects and homeowners beautiful opportunities to open up and transform spaces, and it is available in a new fan deck that will be launched during NeoCon 2016.

“I wanted Soulitude to include my favorite colors, like blue and shades of white, of course,” Wolf said. “But what I am really looking for in interior design is emotion, and the colors in this collection all evoke certain feelings. Soft, neutral colors, for example, conjure a sense of calm and peacefulness. Whatever emotions clients are seeking, color is one of the best ways to capture them in a space.”

Wolf will be at the *PPG Paints* brand’s NeoCon booth, #7-1019, on June 13 to unveil Soulitude and to discuss development of the collaborative color collection with designers and architects in attendance. Wolf also will sign complimentary copies of his new book, “The Four Elements of Design.” The book, which was released in April, features interior design themes reflecting Wolf’s belief that the four classical elements – earth, wind, air and fire – form the building blocks of interior design. “The Four Elements of Design” helped inspire the color selection for Soulitude.

“Our always-on, connected society today makes it difficult to escape to a place of silence and space,” explained Dee Schlotter, PPG senior color marketing manager. “We worked with Vicente to organize the Soulitude fan deck into three categories – whites, neutrals and accents – to offer our customers, professionals and consumers alike, specific colors that create a feeling of solitude in their unique spaces, whether they find this through one particular color group or a combination of the three. Vicente’s interior design and color visions to transform spaces are always meaningful and inspire us to showcase them to our customers.”

In addition to hosting Wolf in the *PPG Paints* brand booth at NeoCon 2016, the brand is sponsoring a Twitter chat with NeoCon on Friday, May 20, and a sponsored Instagram takeover Thursday through Friday, May 19 to 20, to introduce the Soulitude fan deck. Designers, architects and homeowners can follow and participate in the Twitter chat using #NeoCon2016, and they can follow @NeoCon on Twitter and Instagram for more information about the new color collection and Wolf’s new book.

Colors in the Soulitude color collection, along with 2,000 additional colors in the PPG THE VOICE OF COLOR® program, are available in any of the *PPG Paints*, PPG PITTSBURGH PAINTS® and PPG PORTER PAINTS® lines.

Wolf's eye for detail has created a reputation for quality appreciated by his discerning client list, the creative industry as a whole, and his international partnerships with some of the world's top luxury brands. Award-winning designer, international speaker, book publisher, lauded retailer and celebrated business partner, the designer now heads two companies: VW Home by Vicente Wolf and Vicente Wolf Associates.

PPG's architectural coatings business in the U.S. and Canada is an industry leader in residential and commercial coatings, delivering the latest technologies and operational advancements through its strong portfolio of brands. It manufactures and sells interior and exterior paints, stains, caulks, repair products, adhesives and sealants for homeowners and professionals. Its distribution network includes more than 15,000 touchpoints through company-owned stores, independent dealer locations and all major home improvement centers across the U.S. and Canada. For more information, visit PPGAC.com.

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