

November 2007

New York Editorial Director Pamela Bloom chose to feature Nora's colorful designs for the initial kick-off of two newly redesigned Benjamin Moore Paint store websites in Chicago (JCLicht.com) and Virginia (VirginiaPaintCompany.com).

The screenshot shows the homepage of the Virginia Paint & Design Center website. At the top left is the Benjamin Moore logo with the tagline "Virginia Paint & Design Center". To the right is the site title "Virginia Paint & Design Center" and the tagline "Virginia's home for paint, window fashions and floor coverings". Navigation links include "Register Now", "LOGIN", and "FIND YOUR STORE". A main menu features "HOME", "PRODUCTS", "GET INSPIRED", "RESOURCES", and "CLUB VIRGINIA PAINT". A search bar is located on the right. The main content area features a large image of a living room with orange walls and a white sofa. To the right of this image is a green call-to-action box for "JOIN CLUB VIRGINIA PAINT" with a list of benefits and a "SIGN ME UP!" button. Below the main image is a section titled "CHEER YOUR HOME WITH FALL COLORS" with three featured articles: "AUTUMN GLOW MAKEOVERS", "GETTING STARTED", and "IMPROVE YOUR VIEW". A "Helpful Links" sidebar is on the right.

**Benjamin Moore**  
Virginia Paint & Design Center

**Virginia Paint & Design Center**  
Virginia's home for paint, window fashions and floor coverings

Register Now LOGIN FIND YOUR STORE

HOME PRODUCTS GET INSPIRED RESOURCES CLUB VIRGINIA PAINT

SEARCH

**JOIN CLUB VIRGINIA PAINT**

AND ENJOY EXCLUSIVE ACCESS TO:

- Your own online portfolio
- Special offers
- E-newsletter: how-to's & tips

**IT'S FREE!** SIGN ME UP!

**CHEER YOUR HOME WITH FALL COLORS**

**AUTUMN GLOW MAKEOVERS**  
Go Spiced Pumpkin! See how designer Nora Ramsdell brings fall's rich colors indoors with Benjamin Moore paints.

**GETTING STARTED**  
Calculate the amount of paint you need. Use our Color View to find the perfect hue. Ask Our Experts any question.

**IMPROVE YOUR VIEW**  
Discover how to change the character of any room with the warm tones of Hunter Douglas Country Wood® blinds.

**Helpful Links**

- ▶ Prep and Painting Tips
- ▶ 3 Stunning Living Rooms: Exotic to Airy
- ▶ Hot Colors 2008: Six trendy designers reveal their new palettes
- ▶ Kid Bedrooms That Pop
- ▶ NEW & REVOLUTIONARY! Benjamin Moore AURA® Paint. Find out why everyone loves it!

VirginiaPaintCompany.com Home Page



### Autumn Glow Makeover Dining Room - After

Ramsdell carries the same Spice Pumpkin color under the chair rails in the adjacent dining room and then wallpapers the remaining walls. Brushed onto the foyer wall that divides the two rooms is a beautiful autumn gold.

#### Color info:

Ramsdell uses Spice Pumpkin (BM 034) in the dining room and Adam's Gold (BM #HC-18) in the foyer.

#### Autumn Glow Makeover

See how designer Nora Ramsdell brings the burnished glow of autumn to some tired and dreary rooms.

#### Kid Bedrooms That Pop

Give kids a little color and they'll remember it for life. Two "wowee" bedrooms that are sure to make them smile

Autumn Glow Makeover



### Autumn Glow Makeover Family Room - After

For a faux-finished effect with Old-West overtones, Ramsdell colors the mantel wall in Pueblo Brown (BM #2102-30). The depth of color, along with well-placed greenery, makes the porthole windows pop. A roaring fireplace will intensify the colors.

**Autumn Glow Makeover**  
See how designer Nora Ramsdell brings the burnished glow of autumn to some tired and dreary rooms.

**Kid Bedrooms That Pop**  
Give kids a little color and they'll remember it for life. Two "wowee" bedrooms that are sure to make them smile

Autumn Glow Makeover

[Print](#) [Email](#) [Save](#)

[Close](#)



### **Kid Bedrooms That Pop** **Girl's Bedroom - Wakeup Call!**

Designer [Nora Ramsdell](#) gave a young girl her dream; a bedroom to wake up to! A bold-striped rug, multicolored drawers, a chain-link window treatment, and orange-and-pink bedspread create a nearly musical flow.

#### **Color Info:**

For the watery blue walls, try Faded Denim (BM 795) or Fresh Water (BM 1675) and trim in White (BM 01).

[SEARCH](#)

[Print](#) [Email](#) [Save](#)

**Autumn Glow Makeover**  
See how designer Nora Ramsdell brings the burnished glow of autumn to some tired and dreary rooms.

**Kid Bedrooms That Pop**  
Give kids a little color and they'll remember it for life. Two "wowee" bedrooms that are sure to make them smile.

**Kid Bedrooms That Pop**

### Designer Amy Lau of New York City

"I'm seeing purple everywhere."

Jewel tones are huge this season. I'm seeing purple everywhere. Benjamin Moore's **Dark Lilac** (2070-30) reminds me of the runways during fashion week and looks fabulous when paired with neutrals. It's easily integrated into any color palette and always looks chic.

**Black Forest Green** (EXT.RM) is a hue of black that's incredibly sexy. It has a lot of depth with silvery flourishes of chrome or nickel, floors painted in high gloss or mirrored walls. It just demands glamor.

**Autumn Cover** (2170-30) is a great color that works best in low doses. This color can be quite stunning when used as an accent color for a bed or on a wall in a beach house à la Barragán.

**Dew** (2146-50 1B) is just a classic color. I love pairing this with a vintage 60s and 70s wallpaper. It's a soothing accent to those sharp retro patterns.

### Designer Nora Ramsdell of Goochland, Virginia

"Green is my new neutral."

If "personality" was the name of a color, that's what I'd say will be the new trend for 2008. Clients want their space to be a reflection of themselves. They don't always see how to make it work but that's when I come in. For a new neutral that fits any style, I'll have to say green is the best. No more butter yellow. I've used Benjamin Moore's **Dill Weed** and **Danville Tan** in many living spaces.



#### MORE INSPIRATION

Check out what these designers are doing in our Design Gallery.

Amy Lau and Nora Ramsdell colorize [kid's bedrooms](#).

Jack Kreitingner creates [3 living rooms: exotic to airy](#).

Amy Lau takes a "[painterly](#)" approach to walls.

Nora Ramsdell brings autumn indoors with a [lavish pumpkin glow](#).