

FOR IMMEDIATE RELEASE



**Contact:**

**A Bright Future: How Color Trends are Reaching Teenagers**  
*2006 trends in design and color reflect the teenage personality*

**PITTSBURGH, February 1, 2006** – Whether punished for sneaking out of the house or looking for an escape from an annoying sibling, teenagers spend a lot of time in their bedrooms. In fact, a recent European study announced that by the time teenagers hit age 16, they spend at least half of their waking time in the bedroom, as they seek a retreat from the stresses of school and their home environment. In their bedroom, teenagers usually enjoy creating a unique style that often features multiple shapes, colors and accessories.

Contemporary teenage bedrooms complete with multi-media centers housing computers, televisions, video games and stereos, along with trendy accents, can say a lot about a teenager's personality. Whether fashion icons, Extreme Sports celebrities or the latest heart-throb band, the atmosphere of the bedroom is personal and reflective of individual characteristics. With the population of teenagers on the rise and immense spending power in their hands, Pittsburgh Paints' Artistic Director, Josette Buisson, has embraced this youth-like movement towards mixing technology and creativity by making it one of the design trends of 2006.

Categorized as "Color Delight," Buisson says this trend – one of four in 2006 – reflects a teenager's youthful, colorful look on life. This trend reflects the joy of discovery and feelings of optimism. The colors in the trend feature a fresh look and search of new experience. The environment flourishes with technology and advanced products that evoke emotion. The colors embrace bright pinks and greens, like the colors of candy and the lights of a carnival.

- more -

“Color Delight brings out the happiness and carefree spirit we see in our youth,” said Buisson. “A futuristic attitude and optimistic outlook really come through the colors in the Color Delight palette. They create the playful and creative environment that all teenagers seek in their cherished space of the house.”

Decorating with the Color Delight trend is also easy. Two Pittsburgh Paints’ color palettes, Shaker and Poppy Love, comprise the Color Delight trend and can help coordinate additional paint colors and accessories for the room. Fun plastic objects, translucent materials, and bubbly accents all complement these color palettes. Simple accessories such as large, round overhead light fixtures, curvy vases and bold pastel pillow covers are easy to find in any home decorating store. Pittsburgh Paints’ 2-ounce paint samples (\$4.00) are a great way to test colors in a bedroom without spending a lot of money.

For more decorating tips, information on the Color Delight trend and Pittsburgh Paints’ dealer locations, please visit [www.voiceofcolor.com](http://www.voiceofcolor.com).

### **2006 Color Trends**

In “The Light Years” Pittsburgh Paints’ (manufactured by PPG Industries) Emerging Color Trends for 2006, color expert Josette Buisson forecasts a movement in design towards decorating with meaning and purpose. The Light Years represent light and use the color white as a common denominator that connects the four unique trends. The new 2006 trends include Color Delight, Modern Artisan, Prana, and Strategy.

### **PPG Color Leadership**

PPG employs more than 20 color stylists from around the world in different markets, collaborating to determine styles and trend colors for the home, electronics and automobiles. From consumer goods, to automotive color, from residential to commercial to industrial design, PPG offers color leadership in multiple markets. For example, two-thirds of all automobiles around the world are painted with PPG colors. PPG’s unique position as a color leader in all markets allows them to observe and translate emerging global color trends.

### **Company Information**

Pittsburgh Paints is a manufacturer of quality paints for more than 100 years, covering the consumer, commercial, and industrial markets. Consumer brands include Manor Hall, SunProof and Pure Performance. Pittsburgh Paints are manufactured by PPG Industries, one of the world's largest paint producers, serving the architectural, automotive, aerospace, industrial and packaging industries. In addition, PPG manufactures glass, fiber glass and chemicals. Sales in 2004 were US\$9.5 billion.