

*Like all
true visionaries,
Frank Lloyd Wright
listened to his inner voice.*

"I go to nature every day for inspiration," he said. In 1936, the apricot-tinged ochre of the native falling laurel leaves, called sere, was the color that called out to him for Fallingwater.

Appropriate that, more than 70 years later, the Voice of Color from Pittsburgh Paints recreated Wright's original tint. And, we tested more than 110 different paint systems to develop a low-odor, zero-VOC formulation that could withstand not only his dramatic sweeps of horizontal space but also the rushing stream that runs beneath his masterwork.

Please enjoy reading about Pittsburgh Paint's role in the preservation of the only modern building on the Smithsonian list of "28 places people should visit before they die"—and our ongoing commitment to preserving the voice of visionaries the world over.