

CENTURY



PRESS CLIP BOOK

Since its launch, CENTURY has been featured in top publications across North America more than 100 times. Continue inside to view highlights:

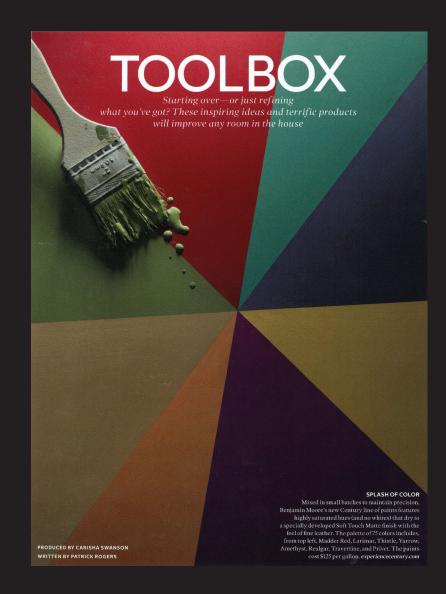
THE OPRAH MAGAZINE



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Benjamin Moore's latest collection is premixed in small batches at its plant, promising luminous saturated—and consistent—color with a soft-touch matte finish that spreads on walls like sweet butter on rye toast.

EDECOR



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Mixed in small batches to maintain precision, Benjamin Moore's new Century line of paints features highly saturated hues (and no whites) that dry to a specially developed Soft Touch Matte finish with the feel of fine leather.





WHAT'S IN A (PAINT) NAME? BENJAMIN MOORE FILLS US IN

While perusing the 75 colors in Benjamin With that in mind, it makes sense that Moore's new soft-touch matte paint line, Century, I noticed handfuls of colors smooth, charcoal gray in the collection) named after foods.

There's Acai, a deep purple comparable to the base of those colorful smoothie bowls all over Instagram; Saffron, a yellow-orange that recalls colors of the harvest; Allspice Berry, a light brown reminiscent of the rich, peppery flavors of hands-down – is the touch of the finish. the seasoning—and that's just for starters. Other colors, such as Golden Currant, Wild Caraway, Chia Seed and Anise, also make up the small-batch interior paint collection, which has been rolling out across the country this spring.

As an editor who's happy to spend weekends experimenting in the kitchen, I began wondering about the origin of these cuisine-inspired monikers—and what the naming process must be like for a paint behemoth that has designated

"It's more involved, I think, than people realize," explains Andrea Magno, a Benjamin Moore color and design expert.

In the case of a newly developed palette line, a core team of six people is assigned to researching and proposing a list of options that fit each collection's aesthetic vibe. Those names are then presented to several other teams involved and tans prevalent throughout my home, in giving the final okay. The whole process takes about two months.

For Century, the team started by thinking about Renaissance artists and craftsmen and what they would've used to create natural pigments for their works. "What's something that could be ground up with a mortar and pestle?" Magno says. "Everything is intended to come back to that idea."

minerals like magnetite (imagined as a and flowering plants like sumac (a deep crimson red) are also represented in the collection.

While the names of the colors are certainly entertaining on their own, the real wow-factor in this line -

Skeptical of press materials that compared the feel of a wall painted with Century to that of a soft leather glove, I made it my first order of business to march up to the displays during the launch reception at The Breakers Palm Beach and run my fingers across the swatches.

A South Florida paint distributor must've noticed my child-like fascination and approached me to say he shared my thousands of colors since its start in 1883. admiration. I, too, watched as groups of designers put down their wine glasses to get an up-close experience with the mid-tone blues, emeralds, crimsons and other rich colors.

> "We don't have any whites that are included, and that's really to set the focus on those deeper hues," Magno says.

Determined to stray away from the grays I'm definitely considering adding some Celeste Fig on my kitchen walls.

SPACES



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With the launch of Benajmin Moore's new, tech-savvy paint line, Century, colors are reimagined and larger than life.

VERANDA



SATURATED STYLE

Benjamin Moore's luxurious new paint line, Century, marries the beauty of rich, old-world hues (75, to be exact) with 21st-century technology: The collection's first-to-market soft matte finish feels as good as it looks. \$125 per gallon; experiencecentury.com.

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BENJAMIN MOORE'S NEW PAINT LINE IS 75 SHADES OF FALL

The company just launched Century, an autumnal-inspired collection sure to warm up your home this season.

'Tis the season of new paint colors and trends: Benjamin Moore just introduced the Century palette, a brand new line of 75 colors made in small batches with a luxe feel. Literally: The paint was created in collaboration with craftsmen and chemists to form a one-of-a-kind "Soft Touch Matte" finish that actually feels like soft leather.

"The new finish is quite unique in that it can be perceived visually, especially in the deepest colors," says Andrea Magno, Benjamin Moore's color and design expert. "The softness of the finish may be mirrored in fabric and other design elements in the room, which all combine

"There is a desire to know what each material feels like in your hand to best appreciate the texture, with the wall finish enhancing the overall effect," continues Magno.

And don't restrict yourself to walls, either: Test out one of the rich new colors in your smaller pieces, too. Try giving your window frames a colorful facelift, or updating a boring dresser with one of the season's hottest shades.

For color that brings the drama, choose from deep purples like Amethyst or Acaí, bold reds like Sumac and Carmine Red, and vibrant blues and greens like Viridian, Seraphinite, and Delft—the latter three of which Magno says work particularly well in the living and dining rooms for holiday styling.

holiday entertaining.

"The colors of the Century collection make this a selection reserved for rooms in the home that may be treated as special, or more elegantly than other parts of the home," says Magno. "The depth and richness of color that is a hallmark of Century lends itself very well to living rooms, dining rooms, formal entryways, and perhaps master bedrooms."

Learn more about the new collection at experiencecentury.com, and head to your local Benjamin Moore store to pick up samples and pre-mixed gallons of your favorite Century shade.



A NEW PAINT FORUMLA **BOASTS THE SOFT HAND** OF LEATHER

A brand-new development is turning the paint can on its head: Leading American paint company Benjamin Moore has unveiled a new product that adds the dimension of soft, leather-like touch. Called Century, the paint debuted in New from blues and purples to reds and York City yesterday with wall displays coated in the product to demonstrate this amazing tactility, the result of input and knowledge from both craftsman and chemists. So why the touchable finish? Benjamin Moore cites that there's a growing interest in the residential market and sold premixed in gallons and 4-ounce dimension in paint unlike anything the for soft comforting qualities that help provide respite in the home.

The specially formulated paint line, geared out the new product, along with a particularly toward high-end designers, not only boasts a durable and scratchresistant touchable matte finish, but also the next few months with an MSRP of

deep rich color. In fact, because of the science involved to create this formula, a palette of 75 colors that are completely new to Benjamin Moore was developed. These new hues – in every color family yellows and from dark to mid tones – are exclusive to the Century line and take inspiration from natural elements such as minerals, gems and plants. Due to the "The unmatched richness and color intricately balanced formula, Century paints are made in small batches at a time experience of Century, delivers a new

The manufacturer is planning to roll new Century-specific brush for optimal application, in retail stores by region over

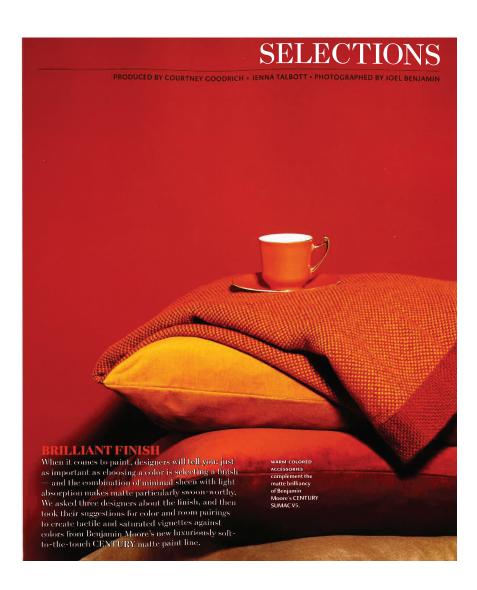
\$10 for 4-ounce samples and \$125 for the gallon, though prices will of course vary depending on the retailer. Design and architecture professionals can request the professional set, which contains the palette booklet and accordion deck displaying all 75 colors made with actual paint smears for touching.

saturation, coupled with the tactile design world has seen," commented Harriette Martins, senior brand manager for Benjamin Moore. "With Century, color becomes an experience."

For more information, visit experiencecentury.com.



DESIGN NEW ENGLAND



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When it comes to paint, designers will tell you: just as important as choosing a color is selecting a finish – and the combination of minimal sheen with light absorption makes matte particularly swoon-worthy.

HouseBeautiful



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Paint isn't usually a disrupter, but with the just-launched Century line of 75 artisanal colors, Benjamin Moore is going rogue.

CENTURY

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