


Benjamin Moore®

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 *O* List

MADE IN AMERICA



Paint the Town
Say goodbye to paint mixed at the hardware store, where results may vary from gallon to gallon. 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. (Century interior paint, \$10 for four-ounce sample and \$125 for gallon; experiencecentury.com for stores)

PHOTOGRAPH BY
Gregor Halenda

OPRAH.COM | 41 | JULY 2017

“
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.”

ELLE DECOR

TOOLBOX

Starting over—or just refining what you've got? These inspiring ideas and terrific products will improve any room in the house



“
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.”

SPLASH OF COLOR
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. The palette of 75 colors includes, from top left, Madder Red, Larimar, Thistle, Yarrow, Amethyst, Realgar, Travertine, and Privet. The paints cost \$125 per gallon. experiencecentury.com

PRODUCED BY CARISHA SWANSON
WRITTEN BY PATRICK ROGERS



WHY DESIGNERS LOVE BENJAMIN MOORE'S NEWEST PAINT

Century is the paint company's play to the artisanal market. Here's why it's worth it.

Will our unrelenting craze for the handcrafted artisanal object leave any corner of home decor untouched? It seems unlikely. The latest to hop on the bandwagon: paint. While decorator favorites like Eddy Dankers (Axel Vervoordt's guy), Donald Kaufman, and even the slightly more mass Farrow & Ball have long taken an artful approach to their pitch-perfect hues, the concept hit a vast new audience this week as Benjamin Moore launched Century, a new line of premixed, small-batch paint in a soft-touch matte finish engineered by master craftsmen and chemists in a section of the company's Newark, New Jersey, paint plant.

"We needed something for the architects and the designers—something more elevated and more studied," says Benjamin Moore creative director Ellen O'Neill, who has been working on the collection for more than five years. "So we really went back to the hand of the artists." It started with texture or, as O'Neill puts it, making "more of a covering than a coating." She explains: "You can almost see a nap in it when you turn a certain way or see it in profile. It beckons you to touch."

"I have never considered paint to be so tactile," says Caleb Anderson, whose

partner, Jamie Drake agrees: "The 'touch me' samples [even the decks are hand-painted] really made me interact and think about the paint differently. It feels truly sensual."

"Depth of color, depth of color, depth of color!" exclaims Billy Cotton about what he's constantly seeking in paint—and found in the Century line.

"The market is always in need of products that bring further depth and interest to the tyranny of drywall in America." For the collection of 75 colors, Benjamin Moore went for impact—notably, there are no shades of white—sticking to nuanced hues that serve to pump up a room. To get some of the more difficult hues just right, shading experts will pour in precise amounts of pigment by hand.

"They have introduced colors that I haven't seen anywhere else, and there isn't one gloomy shade in the collection," says Alex Papachristidis. "It really holds up to the European paint companies."

While the line and its concept might not be altogether new for the market, it's certainly new for Benjamin Moore—a brand that designers point out is both easy to get and preferred by many of the professional painters they use. And at \$125/gallon, it's pricey but not wildly unaffordable.

Designers are already coming up with uses for the new line. "It was real serendipity," says designer Patrick Mele. "I just returned from Paris, where I found an English paint company called Little Greene that blew my mind but was sadly not available in the U.S. Less than a week later I find myself at the launch of Century, which precisely fills this void." He's hoping to use a Century paint on the cabinets of a project in Bedford, New York. "I'm hoping it will make them appear as if they've been there for a hundred years."

Jesse Carrier of Carrier & Co. expressed a similar sentiment, explaining that he'd love to try the paint on trim and doors, which are more likely to be touched. "We've always liked the idea of flat paint on trims, but that has been impractical until now because flat finishes are normally not easily cleaned, and often chalky. The smooth feel of this paint is both attractive and practical."

Also attractive and practical? Century's packaging. Poured into a stark white can printed with blocky black text, the paint itself is the only color doing the talking. And for the finishing artisanal touch: Each one is signed by Benjamin Moore's VP of manufacturing, Ken Marino, the guy who mixed it.

ARCHITECTURAL DIGEST

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

While perusing the 75 colors in Benjamin Moore's new soft-touch matte paint line, Century, I noticed handfuls of colors 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 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 thousands of colors since its start in 1883.

"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 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."

With that in mind, it makes sense that minerals like magnetite (imagined as a smooth, charcoal gray in the collection) 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 — hands-down — is the touch of the finish.

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 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 and tans prevalent throughout my home, I'm definitely considering adding some Celeste Fig on my kitchen walls.

NEW YORK SPACES



“

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

VERANDA



“
Benjamin Moore's
luxurious new paint
line, Century, marries
the beauty of rich,
old-world hues (75,
to be exact) with 21st
century technology.

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 to create a story of layered textures."

For example, offsetting your new wall color with velvet, cashmere, and wool materials throughout the home for a look that's definitely seasonally appropriate.

"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 Açai, 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.

Not sure about going bold? Century also has a plethora of more subtle, earthy shades. From terracotta browns to sleek grays, you have every possible color you could want to transform a room into an elegant space just in time for

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.

domino



A NEW PAINT FORMULA 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 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 for soft comforting qualities that help provide respite in the home.

The specially formulated paint line, geared particularly toward high-end designers, not only boasts a durable and scratch-resistant touchable matte finish, but also

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 from blues and purples to reds and 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 intricately balanced formula, Century paints are made in small batches at a time and sold premixed in gallons and 4-ounce sample sizes.

The manufacturer is planning to roll out the new product, along with a new Century-specific brush for optimal application, in retail stores by region over the next few months with an MSRP of

\$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.

"The unmatched richness and color saturation, coupled with the tactile experience of Century, delivers a new dimension in paint unlike anything the 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.

Architizer



DESIGN

NEW ENGLAND

SELECTIONS

PRODUCED BY COURTNEY GOODRICH + JENNA TALBOTT • PHOTOGRAPHED BY JOEL BENJAMIN



BRILLIANT FINISH
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. We asked three designers about the finish, and then took their suggestions for color and room pairings to create tactile and saturated vignettes against colors from Benjamin Moore's new luxuriously soft-to-the-touch CENTURY matte paint line.

WARM COLORED ACCESSORIES complement the matte brilliancy of Benjamin Moore's CENTURY SUMAC V5.

“
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.

House Beautiful

COLOR

COLOR NEWS

Rolling in the Deep
Rooms gain depth of color and touchable texture with an innovative new paint.



The \$10 sample pots are glass—so chic!

Paint isn't usually a disrupter, but with the just-launched Century line of 75 artisanal colors, Benjamin Moore is going rogue. Shipped premixed to ensure precision, each gallon is blended with up to seven pigments, rather than the standard two or three, creating super-saturated hues. Also radical is the paint's finish—a flat matte with a truly soft feel—courtesy of a state-of-the-art resin. But it's Century's palette, with colors such as Cobalt U8 and Terra Rosa V1, that could be the real game changer: There's not a single white to be seen. \$125 per gallon. experience.century.com

CASA BLANCA
Chromophobics, rejoice: The White Company, the British home decor and fashion retailer that stocks only neutral hues, hits U.S. shores next month. Opening in Manhattan, the 22-year-old brand's first stateside outpost will boast 3,000 square feet of wares in non-vivid colors like stone, porcelain, and putty, with prices ranging from \$5 for a cotton washcloth to \$2,000 for a down comforter. Store founder Chrissie Rucker says there are no worries about launching in a city notorious for its love of black: "If any color goes with black, it's white." thewhitecompany.com



True to its name, the shop will carry, from left, dishware, bed linens, and stoneware vases in muted hues.

34 HOUSE BEAUTIFUL

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

CENTURY

WAS ALSO FEATURED IN THE
FOLLOWING PUBLICATIONS...

PRODUCTS
FOR RESIDENTIAL CONSTRUCTION PROFESSIONALS

DURABILITY+DESIGN ARCHITECTURAL COATINGS
FOR THE BUILT ENVIRONMENT

TRADITIONAL
HOME®

so
design
so

THE
EDITOR
AT
LARGE

**COATINGS
WORLD**
The Resource for the
Global Coatings Industry

HARDWARE + BUILDING SUPPLY
HBSDEALER

interiors+sources®

NEW YORK
SPACES

CURBED

Lonny

apartment
therapy

Qualified
Remodeler®



CENTURY[®]