

Atlanta
MAGAZINE'S

STYLE
&
SUBSTANCE

HOME

black

TAKE THIS CLASSIC
COMBO FROM BASIC
TO BRILLIANT

&
white





DESIGNING WITH WHITE

This serene palette is really many colors in one

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PHOTOGRAPHS BY EMILY FOLLOWILL



4 **BETH WEBB'S** Buckhead firm never scrimps on sophistication, with a portfolio of calming spaces where white frequently reigns supreme. Next fall, her new Rizzoli tome will share secrets to creating rooms with a bright outlook. For now, here's some of her wisdom about the ultimate neutral:

1 **CRISP AND CLEAN** I am constantly exploring new whites. I recently went into the Muriel Grateau gallery in Paris and thought, *What is this white?* It was the cleanest, purest white I'd ever seen. So crisp, so full of light. I literally became obsessed with it. It turned out to be a lime paint—the base for all colors. A similar white can be seen at the High Museum. It's basically pigment-free.

2 **TIMELESS CLASSIC** There is a reason white has historically been the number one bestselling paint color. Year after year, it never goes out of style. If you look back over the centuries at iconic cities—Puglia, Santorini, Ibiza—you *think* about them being in color. That's because white is the perfect foil for everything else, such as the blue of the sky and sea.

3 **MASK IMPERFECTIONS** You can hide a lot of bad things with a good coat of white paint. And if you have an incredibly dark space with few windows, white can instantly make it light and uplifting. We've been known to paint whole houses the same color—like one we recently did in a warm “China White.”

4 **ACCENT ON ARCHITECTURE** When you coat molding details in a basic white paint, you reveal so much interplay between the shadows and the crevices. It almost becomes a multicolor surface, creating many shades of gray according to the shadows.

5 **TOY WITH TEXTURE** Employ different surfaces and details to make the same shade of white look diverse; all of the lights and darks appear as a multitude of different hues. There are many ways to use whites: a lime-washed wood, a creamy dimensional plaster, a cashmere blanket, a wool boucle on upholstery, a white lacquer for gleam and gloss, or a really thick flokati rug.

6 **A WORLD OF WHITES** There are crisp whites, warm whites, pink whites, apricot whites, blue whites. All whites aren't the same.

7 **CONSIDER CONTEXT** In truth, white is quite chameleonesque. Even the same color can look different depending on the location, because of how much white reflects light. We've had clients walk in and ask if we painted a different shade on every wall, yet it's all the same; it only appears different according to the light. I painted my own living room Pratt & Lambert's “Seed Pearl.” It appears different throughout the day. At times it can be very warm, and apricot if the sun is coming in from the west window. But in the morning, it reflects a lot of blue.

8 **TRIED AND TRUE** In the design community, we spend a ginormous amount of time discussing the search for the perfect white. There are two in particular that everyone seems to gravitate toward: Benjamin Moore's “White Dove” and Sherwin-Williams's “Alabaster.” The former goes with everything, especially as a trim or cabinet color, and the other is a beautiful soft color for walls.