

Introducing the
2024 Color of the Year



Van Gogh Yellow

The Chroma-verse is shining big on Fine Paints' 2024 Color of the Year, Van Gogh Yellow, a zesty lemon, named in honor of the brilliant Dutch painter. Inspired by the golden rays of sunshine that kindled his soul, Van Gogh often used this euphoric hue to electrify his canvases. Through Van Gogh Yellow we hope to bring the same sense of wellbeing and vitality to your decor.

Van Gogh Yellow will define any space with its daring, artful vibe. Combine this sunny shade with black, indigo, violet, or teal for a dynamic palette that will ignite your creativity. Or, mellow this yellow and pair it with white, cream, tan, pink, sage, aqua, rust or gray. Feel free to paint your front door this welcoming sunflower and take full advantage of its contrasty curb appeal.

Only real Dutch paints can capture the true essence of a Van Gogh. Fine Paints' Master Certified Painter Shoreline Painting & Drywall delivered the Gouda on this jaunty staircase. Shoreline's peerless application of this gob-smacking gold showcases the titanic pigmentation and impossible shine of our Hollandlac Brilliant 98.

So, if the Chroma-verse gives you a zesty lemon in 2024, shine big on your décor with Van Gogh Yellow.

Emmett Fiore



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