

The Chromologist



FARROW&BALL ×  NATURAL HISTORY MUSEUM



INTRODUCING COLOUR BY NATURE

— 16 new paint colours —

Welcome to this very special issue of *The Chromologist*. In turning the first page, you'll unveil our exciting collaboration with the Natural History Museum, whose rare book library holds *Werner's Nomenclature of Colours*.

The collection features 16 colours drawn directly from the natural world, all created in our eco-friendly water based paints to help you bring the true colours of nature into your home. As you leaf through, you'll discover each shade and the story behind the collaboration.

*Order sample pots of your favourite colours to test at home –
buy online or step in store.*



SNOW WHITE No.W1

A fresh, delicate white



Snow White No.W1 Modern Emulsion, Dutch Orange No.W76 Modern Emulsion

Suggested scheme:



Sap Green



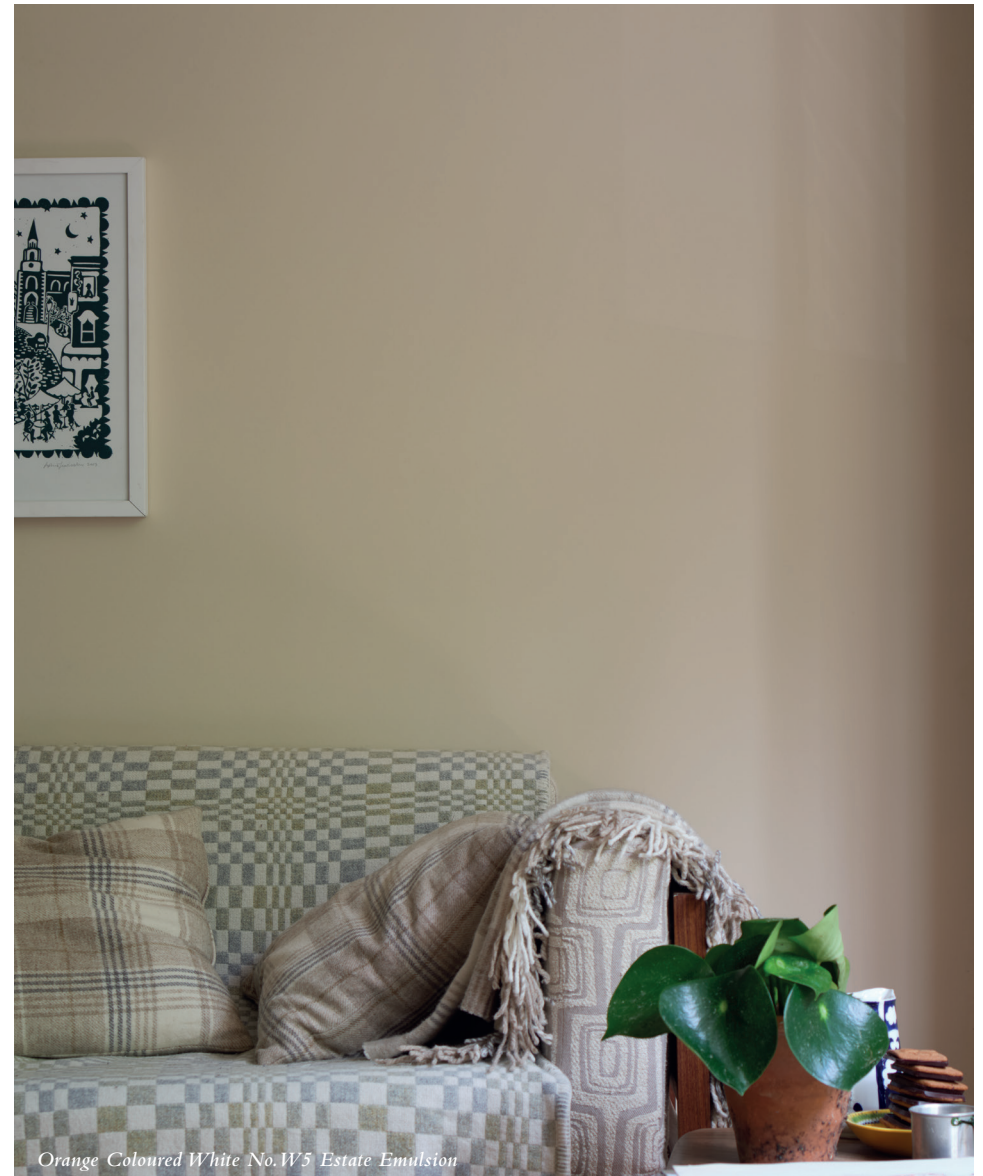
Snow White



Broccoli Brown

ORANGE COLOURED WHITE No.W5

A warm cream with a hint of orange



Orange Coloured White No.W5 Estate Emulsion

Suggested scheme:



Dutch Orange



Orange Coloured White



Verdigris Green

SKIMMED MILK WHITE No.W7

A mid-tone off white



Skimmed Milk White No.W7 Estate Emulsion, Scotch Blue No.W24 Estate Emulsion

Suggested scheme:



Dutch Orange



Skimmed Milk White



Scotch Blue

ASH GREY No.W9

A relaxed green-grey



Ash Grey No.W9 Estate Emulsion, Snow White No.W1 Estate Emulsion

Suggested scheme:



Snow White



Ash Grey



Crimson Red

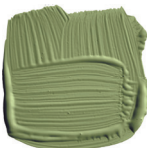
BROCCOLI BROWN No.W108

A quiet dark stone



Broccoli Brown No.W108 Modern Eggshell

Suggested scheme:



Sap Green



Broccoli Brown



Duck Green

ULTRA MARINE BLUE No.W29

A clean mid-toned blue



Ultra Marine Blue No.W29 Modern Emulsion, Orange Coloured White No.W5 Modern Eggshell

Suggested scheme:



Lake Red



Ultra Marine Blue



Emerald Green

IMPERIAL PURPLE No.W40

A rich deep purple



Imperial Purple No.W40 Modern Eggshell

Suggested scheme:



Lake Red



Imperial Purple



Ash Grey

SCOTCH BLUE No.W24

A deep, intense blue



Scotch Blue No.W24 Estate Emulsion, Snow White No.W1 Estate Eggshell

Suggested scheme:



Snow White



Scotch Blue



Emerald Green

BEHIND THE COLLABORATION

The Natural History Museum in London isn't just an architectural masterpiece, but a global authority on nature, conservation, and scientific discovery, creating wonder in all who visit. Who better, then, to help us capture the true colours of the world around us?

We sat down with Andrea Hart, Head of Special Collections in the Museum Library, to talk about the one remarkable book that started it all.

Q: Tell us about Werner's Nomenclature of Colours – what is it that makes it so special?

The story of *Werner's Nomenclature* starts in 1774 with a publication by influential German mineralogist Abraham Gottlob Werner, who sought to establish a classification system for the colours of minerals. Scottish painter Patrick Syme built off this original work, adding animal and vegetable examples and creating the text that's still loved by scientists and artists today.

Previous colour charts had been designed for artists, while Syme's publication established a standardised and common colour terminology that was designed to be portable for scientific fieldwork. It was most famously used by Charles Darwin on the 1831–36 voyage of HMS Beagle.

It's also the charm of *Werner's Nomenclature* that makes it so special, from its poetic names to the care taken in its preparation. Syme committed much time to ensuring his colour mixtures were stable, with each painted onto a sheet which was then cut up and the individual swatches pasted into every book for consistency.

Q: Take us through a day in the life of a curator – what's it like working with the Special Collections?

During the considerable time I've worked with the Special Collections, it's been very rare for any two days to be the same. The Museum Library contains some of the Museum's most treasured items, from rare books, manuscripts and artwork to the official archives that document its history. My primary responsibility is the preservation and care of

the collections, as well as their management, access, promotion and development.

Ultimately, it's about sharing and interpreting what is held within the collections so that everyone can be inspired about the natural world. Even though I've worked with the collections for such a long time, I remain in awe of them and their continued relevance to the world. I can open up volumes and still have my breath taken away.

Q: We're encouraging others to head outdoors and find their favourite examples of colour in nature. Do you have any tips for them?

My daughter arrived home from school the other day with a rose petal, which she'd collected because of the incredible gradation of colour from hot pink through to dark red – sometimes it's just a question of taking a closer look, and once you start looking, you find the sheer diversity of colour everywhere.

You could set yourself a challenge to see how many shades of a particular colour you can find – famed natural history artists the Bauer brothers had 200 shades of green in their palette. Another challenge might be to find something that is naturally blue (not including the sky or water!) as it's one of the rarest colours in nature. For a real challenge, take a copy of *Werner's book* and see how many colour matches you can make from the pages – perhaps even have a go at making up some new colour names!



EMERALD GREEN No.W53

A bright, uncomplicated green



Emerald Green No.W53 Modern Emulsion, Imperial Purple No.W40 Modern Eggshell

Suggested scheme:



Snow White



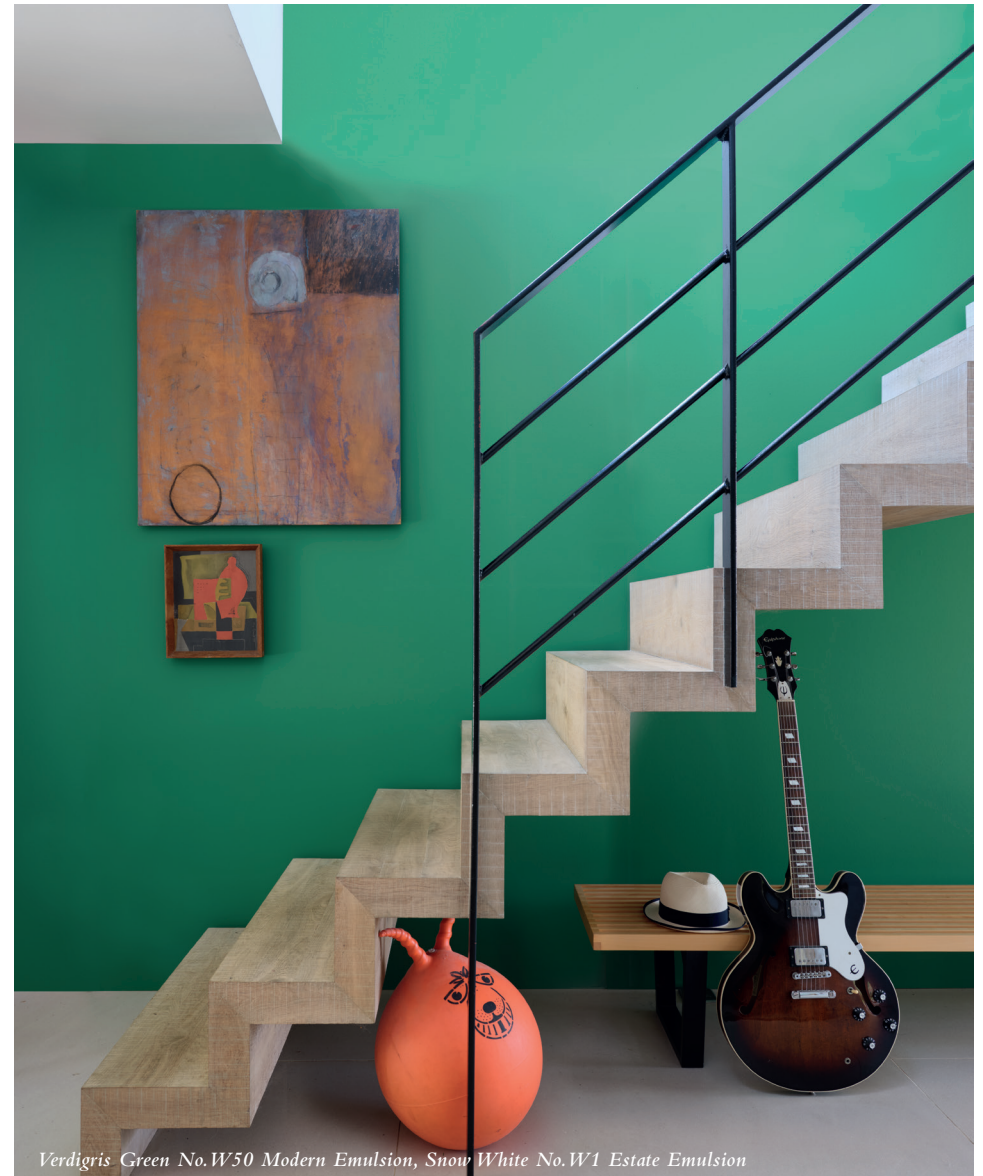
Emerald Green



Imperial Purple

VERDIGRIS GREEN No.W50

An elegant copper green



Verdigris Green No.W50 Modern Emulsion, Snow White No.W1 Estate Emulsion

Suggested scheme:



Orange Coloured White



Verdigris Green



Lake Red

SAP GREEN No.W56

A true earthy green

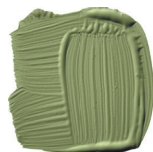


Sap Green No.W56 Estate Emulsion, Snow White No.W1 Estate Eggshell

Suggested scheme:



Broccoli Brown



Sap Green



Deep Reddish Brown

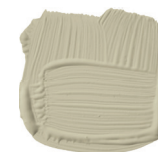
DUCK GREEN No.W55

A smart deep green



Duck Green No.W55 Estate Emulsion, Snow White No.W1 Estate Eggshell, Dutch Orange No.W76 Modern Emulsion

Suggested scheme:



Ash Grey



Duck Green



Crimson Red

DUTCH ORANGE No.W76

A clean bright orange



*Dutch Orange No.W76 Modern Eggshell, Broccoli Brown No.W108 Modern Emulsion,
Orange Coloured White No.W5 Modern Emulsion*

Suggested scheme:



Orange Coloured White



Dutch Orange



Verdigris Green

LAKE RED No.W92

An adventurous cool red



Lake Red No.W92 Estate Emulsion, Snow White No.W1 Estate Emulsion

Suggested scheme:



Imperial Purple



Lake Red



Snow White

CRIMSON RED No.W93

A deep, warm pink



Crimson Red No.W93 Estate Emulsion

Suggested scheme:



Scotch Blue



Crimson Red



Sap Green

DEEP REDDISH BROWN No.W101

A deep, earthy brown



Deep Reddish Brown No.W101 Modern Emulsion, Snow White No.W1 Modern Emulsion

Suggested scheme:



Snow White



Deep Reddish Brown



Dutch Orange

BY NATURE, FOR NATURE

From our responsibly sourced ingredients to our fully recyclable tins, our dedication to the environment informs everything we do.

WATER BASED

All of our paints are crafted from responsibly sourced ingredients and an eco-friendly water base. Virtually odorless with low levels of VOCs – which means no nasty fumes – they're comfortable to apply and live with, without compromising on our richness and depth of colour.

SAFE FOR ALL

As well as being kinder to the environment, our gentle formulas are certified child-safe. All of our finishes in the *Colour by Nature* collection can be safely used on everything from nursery furniture to toys, and are easy to clean from brushes with just water, without the need for polluting solvents.

RECYCLABLE PACKAGING

Our iconic metal tins help us dramatically reduce the amount of waste going to landfill. Because metal packaging is infinitely recyclable, your empty tins can be transformed again and again into useful items, long after your project has ended.

CHILD SAFE



ECO-FRIENDLY



WATER BASED



QUICK DRYING



FIND OUT MORE

Visit farrow-ball.com/eco to discover what we're doing to make your projects greener.

Cover: Lake Red No.W92 Estate Emulsion, Snow White No.W1 Estate Emulsion

Deep Reddish Brown No.W101 Estate Emulsion, Crimson Red No.W93 Estate Emulsion, Snow White No.W1 Estate Emulsion



HERE TO HELP

www.farrow-ball.com

1 888 511 1121

nasales@farrow-ball.com



#ColourByNature



September 2019 – North American

© The Trustees of the Natural History Museum, London 2019. All Rights Reserved.



MIX
Paper from
responsible sources
FSC® C002762