

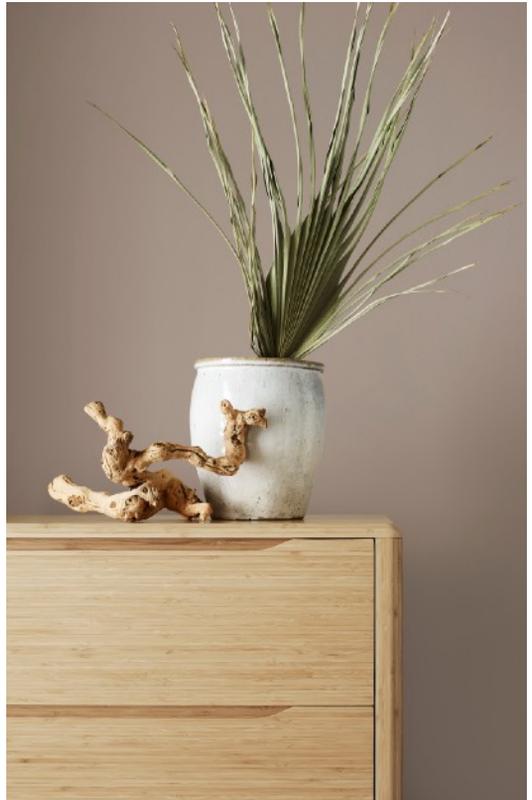
Painting among top 3 household activities that help homeowners unwind most

Sherwin-Williams surveyed more than 700 homeowners about how they unwind at home. For more information about these results, images or commentary, reach out to Sherwin-Williams@clynch.com.

The art and evolution of self-care

More than a third of homeowners say that painting is the most therapeutic aspect of home design— even more so than shopping for furniture or hanging art. More than 700 homeowners across the country were surveyed this August and revealed how they use home decor and design as self-care, among other activities at home, as well as revealed how these projects make them feel.

Painting, gardening and reading help homeowners feel accomplished (73%), happy (48%) and inspired (40%), the survey revealed. Survey respondents also said their preferred activities to unwind are gardening (25%) and reading (21%). “Finding peace in outdoor spaces is common because we get drawn in by the beauty of nature,” says Sue Wadden, director of color marketing at Sherwin-Williams. “For those who love to garden, it’s ideal to have a beautiful exterior space that complements a green and floral landscape.”



Chatura Gray SW 9169

Going green

To balance shades of green, Wadden recommends a warmer color in a design. Bringing in warm-toned beiges, browns and warm grays like [Chatura Gray SW 9169](#) or [Likeable Sand SW 6058](#) creates visual harmony. The 2023 Sherwin-Williams Color of the Year [Redend Point SW 9081](#) also acts as the perfect terracotta tone to bring balance to an interior or exterior garden.

Creating a book nook

When it comes to reading at home, Wadden recommends a dedicated reading nook to both display literature and make it easy for readers to get lost in a book. According to Wadden, “A reading space doesn’t need to be an entire library. Take a nook or small office and create visual interest with architecture. Create a framework with floor-to-ceiling bookshelves flanking your seating or a built-in bench to really anchor the space. A rich, warm color brings in an enveloping, nurturing feel that makes reading even more therapeutic.”

Wadden recommends a darker hue like [Carmelian SW 7580](#) or [Homburg Gray SW 7622](#) to create contrast with a lighter or more neutral adjacent space, helping to build out a cozy haven.



Homburg Gray SW 7622

Preparing for Zen

The key to achieving this kind of Zen is the prep work, says Alex Sinclair, director of product information at Sherwin-Williams. “Have everything in order before you get going. Look at the bigger picture for your project and go step-by-step. Do you have enough paint? Adequate brushes and rollers? Have you paint-proofed your project area? Dedicating time and energy to the preliminary work will allow you to get into a flow and take advantage of that therapeutic aspect once you start painting.”

Homeowners have employed a number of tools to make the painting process more enjoyable at home—including new brushes (70%), new paint rollers (69%) and color chips for color selection (62%), according to the new survey. Homeowners looking to get the most out of their color chip experience can select 2x3-inch color chips and 8x8-inch peel & stick paint samples at samples.sherwin-williams.com to easily envision the color in any condition, without the mess or drying time of painting a test spot. For those ready to dive in, a Sherwin-Williams paint expert in-store can help homeowners understand the best tools and coatings for the project.

When kicking off a new painting project, think about it as an opportunity to relax and be creative. “Put the things together that you love to do while you’re unwinding. Find an audiobook or a podcast—it’s my favorite thing in the world. I just lose myself in the process, and that to me is very relaxing,” Wadden says. “Other people find great energy in music. Use the time to call a loved one you’ve been meaning to catch up with. Just find something to do in that block of time that brings you joy.”



Carmelian SW 7580