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The Schimberg Group Inc.

ARCHITECTURE · INTERIOR DESIGN  
OWNER REPRESENTATION · LEED CONSULTING

February 2013

COLLABORATIVE METHODS  
A MONTHLY NEWSLETTER

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Dear [member\_name\_first],

Welcome to the February 2013 edition. This month's newsletter showcases design solutions that The Schimberg Group provides to its clients. The Schimberg Group understands that collaboration is fundamental towards achieving best practices, sustainable success and **Extraordinary Results**.

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## TOPIC OF THE MONTH: PURPLE, PINK OR NEUTRAL?

*“Patience, he thought. So much of this was patience - waiting, and thinking and doing things right. So much of all this, so much of all living was patience and thinking.”*

— Gary Paulsen, Hatchet



Above: Color swatches on interior walls for review.



**Above: Experimentation with light and dark gray paint on various features of a renovated home.**

Selecting paint colors, whether interior or exterior, commercial or residential, is always a difficult exercise for our clients. Technology provides rendering programs to help our clients visualize different color options, but the most important advice we give- *Don't be afraid to venture outside of your comfort zone*. Color is good and not only adds interest but makes it fun. Take your time selecting. Contractors should anticipate this process and owners should embrace the process. Place 2-3 different colors in 4-foot wide swatches on the walls. Paint stores can match any color and sometimes, adjusting tints and hues by mere percentages is all it takes to get it right.

*-Barron Schimberg, AIA  
LEED AP*



**Above: Utilizing a 3D model and modifying colors and materials helped this client visualize the exterior color palette of their new home.**

### **DESIGN TIP OF THE MONTH:**

Exterior paint colors can be very deceptive when not being looked at in natural light and on the correct wall surface. It is tempting to choose colors from swatches in the store, but before buying a can of paint to test, take those color swatches to the site. It will be easier to narrow down paint colors to test once you see them in the actual environment.

### **WHAT'S NEW ON OUR BLOG...**

Check out our new blog at our web address: <http://blog.tsg-fl.com>

[Everyone Makes Mistakes](#)

### **RECOMMENDED READING:**

We get asked the question all the time: "What type of light should I use?" I thought this was a good post about the future of the incandescent bulb:

[3 Tips to Easily Phase-Out the Incandescent Bulb](#)

We could always use more exercise and drive less. In Florida, we tend to forget how conducive the weather is for being outside. Enjoy this post:

[How Bicycling is Transforming Business](#)

## UPCOMING EVENTS:

### [Phases of Identity at Selby Gallery](#)

Carol Mickett and Robert Stackhouse's work is still on exhibit through Feb 16th.

## LET US KNOW WHAT YOU THINK...

If you have any questions about any of the articles in this newsletter or suggestions for future articles or blog posts, please don't hesitate to contact us at [info@tsg-fl.com](mailto:info@tsg-fl.com). We encourage you to add comments on our [blog](#), or connect with us on [Facebook](#), [LinkedIn](#), or [Twitter](#).

We look forward to working with you to create architectural solutions that exceed your expectations.

Sincerely,

A handwritten signature in black ink, appearing to read 'B. Schimberg', with a stylized flourish at the end.

Barron Schimberg, AIA

LEED AP

**The Schimberg Group, Inc.**

**Collaborative Methods. Extraordinary Results.**

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