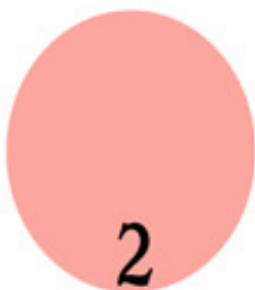


1
Peach connotes soft, restrained elegance



2
Shades of salmon are sensual, hinting of blossoming, fragrant roses, or skin.



3
Terra cotta, which means "cooked earth," is a color of substance, solid and enduring.



4
Opaque, deep earth oranges evoke rock formations of the American Southwest, or carpets in a Marrakech marketplace.

Warm Up to Orange

by Margie Deeb

November 2007

The chill outside escorts autumn, so I naturally turn to the orange, the warmest hue on the color wheel, to get cozy. We find it all around us now, in Halloween decorations, pumpkins, fall leaves and flowers.

Orange: hearty, lively, and warm. A pat on the back, an arm around our shoulders, a gregarious and social beckoning: "Come on in and sit by the fire!" From the softest peach and coral tints, to deep siennas and brawny umbers, orange's personality is friendly and welcoming. Throughout the world, rich, tawny, red-orange conveys the earthy comfort of hearth and home: terra cotta clay earthenware, Moorish tiles, adobe homes of the Southwest, and kilim rugs of Turkey.

I've found it perplexing that so many people have an intense dislike of orange in our culture. Its the friendliest of hues. Maybe its a bit frightening with its sensual nature: dancing flames of fire; flamboyant autumn leaves; shimmering, slippery goldfish. Ambika Wauters describes it as "a laughing color... which stimulates appetite for the good things in life and increases an interest in sexuality as well as a desire for abundance. It can also stimulate a sense of creativity, playfulness, and fun."

Orange is a food color—think of all the orange colored fruits, vegetables, and spices, cooked on an orange hearth over orange flames. It nourishes. It stimulates our appetite and aids our digestion.

Its outgoing nature can be functional as well as fun. Strident, highly visible orange, glowing like neon, is used internationally to designate areas of danger. Advertising takes advantage of orange's attention-grabbing nature. In her book *Color Harmony*, Bride Whelan writes "Orange along with its color wheel neighbors is frequently used in fast-food restaurants because it projects an inviting message of good food at a friendly price."

Want to draw instant attention to your latest creation? A deft and robust splash of orange declares "Look at me!"

Orange also represents strength and endurance. Yet with reduced intensity, it relaxes into resonant earth tones. Orange darkened with touches of black or blue becomes brown.



“Fire Dragon Purse” by Margie Deeb. Pattern available in *The Beader’s Guide to Color*.

On the spectrum between bright yellow and hot red, orange draws warmth from both. It simmers as the hottest color on the wheel. Balance orange’s warmth with shades of cool blue. Combine vigorous vermilion with blue-green to suggest an exotic, Middle-eastern flavor. This balance of warmth and coolness abounds in Native American jewelry, so abundant in turquoise, coral and carnelian.

Orange tints, which suggest a quiet luxury laced with romance, flatter skin tones. Elegant apricot, salmon, and peach are slightly restrained and less zealous in their warmth than bright orange. Sprinkle one of these lighter tints with pearl and dark gold metallic accents for an upscale and sensuous palette.

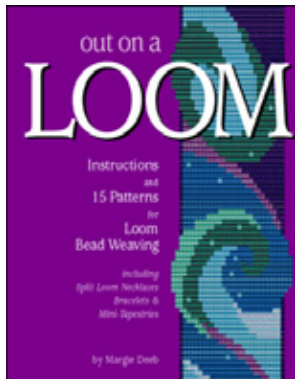
To keep pastel palettes from being overly sweet, use pale orange rather than pink, as a dominant color. Blazing, sun-bright, pure orange conveys youthful vitality. Accents of these bright shades pack a lively punch.

If you’ve shunned orange its time to get to know a new friend. Answer its invitation—sit by the fire!



Friendly, warm, and robust, orange compels you to pay attention.

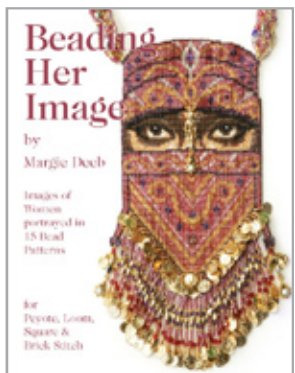
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Out On A Loom is a creative journey through color, design, and form for the beginning to intermediate level seed bead artist.

The softcover book features 32 full-color pages of detailed instructions, patterns, illustrations, and diagrams for creating loom woven bracelets, mini-tapestries and split loom necklaces. Professional and creative finishing techniques are provided so each finished project can be a work of art.

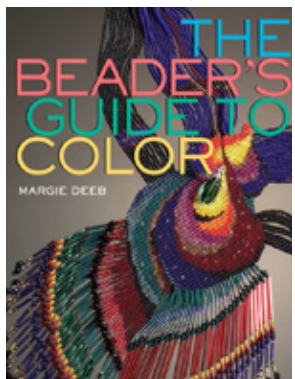
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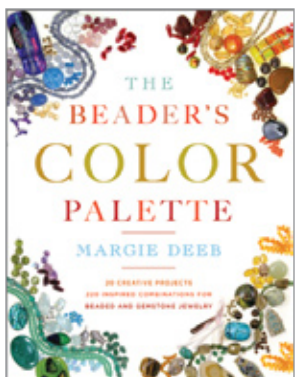
Includes loom building instructions, finishing split loom necklace instructions, and peyote, brick, and looming instructions. (Paperback, 44 pages)

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The only book of its kind written specifically for bead artists, *The Beader's Guide to Color* teaches bead artists of all levels everything they need to know about color to create unique and vibrant beadwork designs. Margie discusses psychological and symbolic color associations, and ways in which color can be used to create and accentuate pattern, rhythm, and movement. 21 color schemes are described and illustrated in detail with accompanying projects for all skill levels. (Paperback, 144 pages)

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The Beader's Color Palette: 20 Creative Projects and 220 Inspired Combinations for Beaded and Gemstone Jewelry opens the door to worlds of color inspiration. Gather colors from around the planet to create stunning color schemes for beaded creations. Gorgeous beaded jewelry illustrating 220 specific palettes for glass and gemstone beads make *The Beader's Color Palette* a coffee table book of inspiration for color lovers working in every medium. Includes detailed instructions for stringing, finishing, looming, and off-loom stitches. (Paperback, 192 pages)

\$24.95 US Dollars

Artist, designer, musician, and color expert

Margie Deeb is the author of several beading books, including the popular *The Beader's Guide to Color* and *The Beader's Color Palette* (Watson-Guptill, 2008).

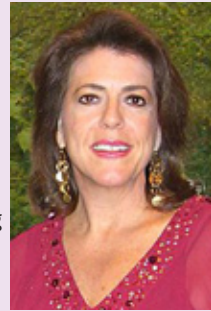


photo by Marcia Abrams

She teaches color courses for artists, interior designers, and bead artists and her free monthly color column, "Margie's Muse," is available on her website. She produces a free graphically enhanced podcast, "Margie Deeb's Color Celebration," available on iTunes.

Her articles have appeared in *Bead & Button* and *Beadwork* magazines, and she writes a regular color column in *Step-by-Step Beads*. Visit Margie's website for her books, patterns, jewelry, inspiration, and more:

www.MargieDeeb.com

Also available at MargieDeeb.com:

- Exquisite **seed bead patterns** in peyote, brick, square stitch, and loom available as downloadable PDFs or hardcopies
- **CMY Color Wheels** (the ones that Margie uses for herself and in her classes)
- **Accessories** for beading, such as tapestry rods, and unusual findings
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