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DEVINE COLOR PARTNERS WITH ASID TO OFFER DESIGNERS EXCLUSIVE ACCESS

Dwell on Design Attendees Invited to Experience a Unique Paint Color Journey at Booth 859

Los Angeles (June 21, 2013) – [Devine Color](#), a premium paint brand that became nationally available in April 2013, is rolling out a new partnership with the [American Society of Interior Designers](#) (ASID) at Dwell on Design in Los Angeles on June 21-23. A new [Designer Access Program](#) grants professionals wholesale pricing with a 35 percent ongoing discount. Also offered is complimentary Devine Color Deluxe Swatches, personal service from the Devine Color Support Team and opportunities for future rewards and recognition.

[Dwell on Design](#) is America's largest modern design event and is reimagining the trade show experience. With more than 400 exhibitors, 200 speakers, 2,000 products and an expected 30,000 attendees, Dwell on Design has become the largest design event in the US, showing-off how influential design is in every aspect of our modern world. ASID is the industry partner for Dwell Media at this show.

Fourteen years ago, founder [Gretchen Schaufler](#) created Devine Color in her home studio because there was no paint worthy of the colors she imagined – a personal yet bold move that caused major paint brands to take note. Schaufler will be at the Devine Color booth (#859) to share her personal story and color journey with attendees. As the brand's creative director, she also will be speaking on the ["Bringing Color into Your Home" panel](#) on Sunday, June 23 at 3:30 p.m.

At the show, Devine Color will showcase the reformulation of Devine Color Creamy Wall Coatings – a Zero VOC interior paint that is easy to apply and boasts a fabric-like finish with light-enhancing pigments. Each of the [19 Devine Color collections](#) tells a spirited story of art and nature that will inspire users to think outside the swatch and create their own color story. Devine Color embraces light to let richer, truer color shine through and its ultra-creamy texture covers most surfaces in just one coat, leaving a smooth, lush finish that stands up to everyday living. The creamy wall coatings also offer a better application process with no dripping or spattering.

"At our interactive exhibition booth, attendees can explore how our color discovery process works and learn why Devine Color Creamy Wall Coatings are more than just paint," said Joel Wasserman, Devine Color general manager. "We are excited to demonstrate how Devine Color offers a totally unique paint experience that is different from anything else in the industry."

Visitors to the Devine Color booth will be introduced to the following:

- **Discovery Cards:** Unlike standard paint chips, exclusive [Devine Color Discovery Cards](#) allow people to visualize color options holistically in the context of the light, architectural features, fabrics and furnishings in the space being painted.
- **Devine Color Promise:** To further boost color selection confidence, the brand created the [Devine Color Promise](#) – if you are not completely satisfied with the color selected, it will be replaced with another for free.



- **Refreshed DevineColor.com:** Capitalizing on the ever-growing appetite to shop online, the new website is designed to remove the barriers and fear behind ordering paint online. A unique user experience guides site visitors through a color discovery process towards a guaranteed-to-be-successful paint purchase. The site also features a paint coverage calculator to easily determine how much paint is needed based on the dimensions of the space.

Devine Color is available for purchase at DevineColor.com and through e-tail giant Amazon.com. For more information and inspiration, visit the website or find us on [Facebook](https://www.facebook.com/devinecolor) and [Twitter](https://twitter.com/devinecolor).

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About Devine Color

Devine Color is dedicated to empowering designers and homeowners to create the story of light and color the way they imagined it. Pioneering a new concept in paint with exclusive light-enhancing pigments, artist Gretchen Schaufler used her background in art therapy and graphic design to found the company out of her own home in 1998. As part of the Valspar Corporation, Devine Color benefits from the global footprint as well as research and development capabilities of one of the world's leading coating manufacturers. Visit www.devinecolor.com for more information.

About ASID

The American Society of Interior Designers (ASID) is a community of people—designers, industry representatives, educators and students—committed to interior design. Through education, knowledge sharing, advocacy, community building and outreach, the Society strives to advance the interior design profession and, in the process, to demonstrate and celebrate the power of design to positively change people's lives. Its more than 30,000 members engage in a variety of professional programs and activities through a network of 48 chapters throughout the United States and Canada. Learn more at www.asid.org.

About Dwell on Design

Dwell on Design (DOD), June 21-23, 2013, is America's largest modern design event attracting more than 30,000 attendees in Los Angeles, CA. The event, held at the Los Angeles Convention Center and produced by Dwell magazine, showcases new design ideas, products and services in conjunction with world-class design speakers, exhibitions and home tours. More than 400 national and international exhibitors across all home design categories participate and more than 200 design leaders will present this year including distinguished keynote speaker Michael Graves. Participating organizations include the Getty Conservation Institute, MOCA, A+D Museum, Hammer Museum, & Architecture for Humanity. Dwell on Design's partner this year is The American Society of Interior Designers (ASID). The Presenting Auto sponsor is The Lincoln Motor Company, and the Dwell Design Partner is jcpenny.