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# Meet Hues by Turf

BY GEORGINA MCWHIRTER

**“We wanted to give designers sophisticated, desaturated tones that won’t overpower a space”**

Chicago-based acoustic solutions company Turf explores nuanced color in Hues, a new palette of 32 colors comprising 23 brand-new shades and nine best-sellers. Subtle, desaturated tones and a variety of warm and cool neutrals color the company’s recyclable 9mm-thick PET felt, which is used for products from ceiling baffles to wall tiles.

The subtle, balanced palette explores the interplay between color and sound, redefining how the two work together and contribute to wellbeing. Longtime collaborator and CMF expert Carolyn Ames Noble served as consultant. “The sensorial harmony between color and sound has been our guidepost for Hues,” she notes. “The palette welcomes a neurodiverse and inclusive population. We considered how color combined with tactility and acoustics in an eco-conscientious material can foster spaces conducive to living, learning, playing, healing, and working.”

Science played a key role in the creation process, too, with specialized equipment used to accurately measure hue, saturation, and lightness. The result? A well-rounded, intensively researched and practical collection of proprietary hues, from Tonal Taupe to Celadon, that has been developed with specifiers top of mind.

