

1970s colours and styles

1970s events

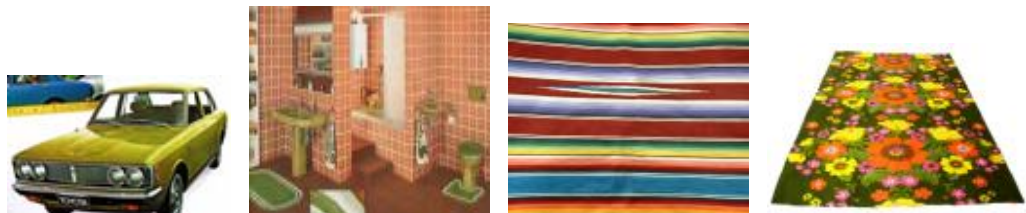
- 1971 - IBM creates first floppy disk.
- 1972 - CT scanner introduced.
- 1973 - Barcodes used in USA.
- 1976 - VHS videotape developed.
- 1977 - Unisex fashion rebellion.
- 1978 - Test-tube baby born.
- 1979 - Nuclear accident pollutes environment.
- 1979 - First female prime minister in Britain.



oil crisis

The oil crisis resulted in restrictions on petrol and “car less days” were introduced in New Zealand. One day a week you were not allowed to use your vehicle to save on fuel consumption. There were power cuts in Britain and the economic crisis led to three day working weeks. People became interested in “saving the planet” and Greenpeace was actively protesting against pollution.

The colours of cars were also popular in fashion and interiors



Avocado green was frequently seen in 1970s bathroomware, textiles, wallpaper and motor cars. Recreate the look with Resene Highball, Resene Crail, Resene Ming and Resene Dynamite.

Resene

the paint the professionals use

This decade between the swinging sixties and the shockwaves of the eighties brought rebellion against all design rules. Eclecticism reigned, mixing of old styles with new colours and materials. There were no boundaries in interior decorating - wood panelling, cork tiles, shagpile carpets, boldly patterned wallpapers, timber veneers, laminates and tiles. Homes were constructed with clinker brick and brown aluminium joinery, and coloured/patterned glass featured in windows, doors and balustrades. Sometimes the brown brick was seen as a feature inside, as in the kitchen below.



The 70s were about excess - more colour, more materials, more freedom. Cars and central heating brought about lighter weight clothing, and more travel influenced the self-styled clothes from every corner of the global village that crept into mainstream fashion. Easier travel meant that people bought ideas from abroad and others looked to designers to provide styles that fitted the mood of an era that had returned to nature. From the mid to late 70s caftans, kimonos and ethnic crafts from India and Africa were translated into fashion styles and interior design. Wallhangings, macramé, weaving, pottery and tiles - natural materials and colours.



Trevira, a less bulky version of polyester than Crimplene, was developed. By the late 70s new technology enabled polyester to be combined with other fibres to produce textiles that looked like silk. Cotton jersey and lycra emerged as a mainstay fabric for casual wear and sportswear.

Fashion got physical with aerobics and jogging increasing in popularity. The sporty colours were seen in bathrooms and furniture as seen below. Recreate the look with Resene Lemoncello.



Red, white and black sports clothing was in fashion and the colours transferred to buildings and interiors. Recreate the look with Resene Havoc or Resene Roadster teamed with Resene Nero and Resene Alabaster.



Fake uniforms and military styles emerged as fashion. Oversized parkas, cartridge belts, olive green and khaki colours, camouflage fabrics and army buttons and badges - war by the youth cultures whose anti-establishment protests demonstrated a readiness for combat.



Combat colours moved into interiors - textiles, wallcoverings, floorcoverings - a typical 1970s office in olive and tan. Recreate the look with Resene Awol, Resene Putty and Resene Plantation.



faster life

Life got faster... automated appliances, coffee makers and pop-up toasters. Barcodes were born leading to faster shopping. The platform shoe was created.



green + green + green

Green was in. Recreate the look with Resene Lima, Resene Avocado and Resene Patina.

Resene

the paint the professionals use

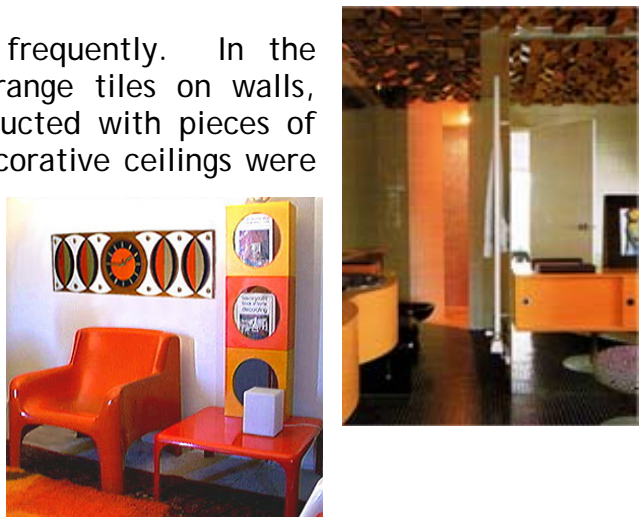


Blue bellbottoms, beanbag, chair. Blue + green are seen together. Recreate the look with Resene Magik and Resene Lima.



Yellow was widely used in the 70s in interior decorating - bright yellow laminates, vinyl, plastic and paint. This kitchen is typical of this period - tile flooring, brown timber cabinetry with yellow accessories. The children's playroom shows how "happy" bright yellow and green look together. Recreate the look with Resene Turbo and Resene Wham.

Orange and brown were used together frequently. In the bathroom below the shower has small orange tiles on walls, orange cabinetry and the ceiling is constructed with pieces of parquet flooring placed at odd angles. Decorative ceilings were common in both homes and commercial buildings.



Resene

the paint the professionals use



These styles are typical of this decade - beamed timber ceilings, panelling on walls, tiled floors, mixture of colonial and cane furniture, hanging centre lights and boldly patterned textiles.



Textured paint - this picture is from a 1970s advertisement for Resene. The furnishings are very indicative of the time - orange drapes, olive upholstery, timber, sliding louvre doors and of course the paint effects...

Recreate the look with **Resene Colonial White** and **Resene Fireball**.



Another example of a decorative ceiling features in this pool area, and a play of light created with mirrors and water.



Cost-effective plastics and acrylics, metal wire and mirrors were new modern materials adopted to create anything from walls and floors to seats and cabinets. The yellow vinyl upholstered chairs are offset with shagpile cushions to add more drama in this sitting room.

Resene

the paint the professionals use



Red, orange and yellow were used together...

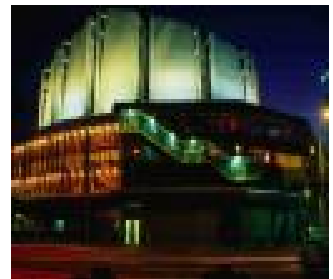
Recreate the look with Resene Roadster, Resene Fireball and Resene Supernova.



United Colours of Benetton

A new lifestyle and world view - controversial broad range of colours.

Commercial architects in New Zealand worked with concrete, steel and glass on public buildings, being challenged not to produce designs that sacrificed utilitarian considerations for structural ones. An example is the Michael Fowler Centre in Wellington.



To the left is part of the Orewa shopping centre north of Auckland. It was designed to accommodate retail and office accommodation. This modern architecture was fun.

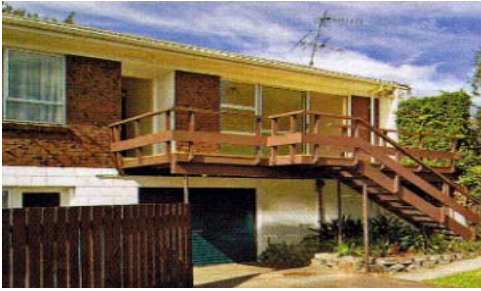


This boardroom was designed in 1978 for Feltex, to reflect their corporate image.



Resene

the paint the professionals use



There was growth in group housing as companies offered design and build packages to potential homeowners. They “decorated” the exteriors to suit the desire of the purchaser using styles such as Colonial, Tudor or Spanish - anything goes and the consumer could pick from a kit of parts - a dormer window, ranchslider or finial no matter what style they were wishing to acquire. Lockwood developed a system of locking timber panels as an alternative to timber frames, the exteriors covered with painted aluminium. By the mid 70s the pole house was designed for steep bush-clad sites.



high-tech, industrial, exposed...

Recreate the look with Resene White Metal, Resene Lochmara and Resene Supernova.



High-tech arrived in the late 70s - exposed structural beams, metal stairs, corrugated steel walls, heavy duty rubber flooring and neon lighting.

Resene

the paint the professionals use

flower power

clashing colours



disco rock music punk



Entertainment and television shows included Bionic Woman, \$6Million Man, Grease, Ironside, Dr Marcus Welby, Mash, Wonder Woman, The Waltons, My 3 Sons and Hawaii Five-O.



Disco launched a mass use of silver glitter and bright colours, while the punk movement introduced in 1979 was black with silver studs, body piercing and safety pins.



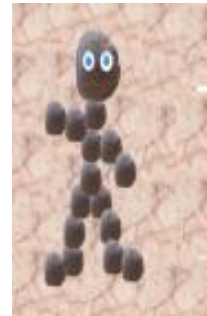
Sony Walkman, 1979



Apple II 1977



new gadgets for big kids + new rules about safety...



little kid's stuff + pet rocks...



The energy crisis made everyone more energy-conscious and brown and cream became the new colour scheme, with soft toned neutrals in wool, cotton, linen, leather, pottery and other natural materials.



Recreate the look with Resene Bracken and Resene Spanish White.

Resene

the paint the professionals use

key colours of the 1970s

- Resene Supernova, Resene Fireball and Resene Roadster.
- Resene Lima, Resene Bracken and Resene Spanish White.
- Resene Lochmara, Resene Awol and Resene Putty.
- Resene Avocado, Resene Colonial White and Resene Dynamite.

key design elements of the 1970s

- Avocado green
- Beanbags
- Bold fabrics
- Bronze joinery
- Brown
- Cane furniture
- Clashing colours
- Clinker brick
- Controversial
- Cork tiles
- Cream
- Decorative hardware
- Floor tiles
- Floral textiles
- Lamps
- Macramé
- Mixture of styles
- Natural fibres
- Patterned glass
- Peach
- Pottery
- Radical chic
- Shagpile carpet
- Textured ceilings
- Timber wall panelling
- Waterbeds

references

- New Zealand Home & Building 1970 to 1979
- Fashion of the 20th Century
- The Car in New Zealand
- Events Changed the World
- Looks of the Century
- Resene Archives
- Designers Institute of NZ Library