

[Plus, new color collections.](#)

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stir[®] by **SHERWIN-WILLIAMS.**



Color Factory NYC: A Dream Museum for Exploring Color

From baby-blue ball pits to a rosy-hued dance floor, the Color Factory NYC offers immersive color experiences. *STIR*[®] talked to the museum's director to learn how the interactive installations can change clients', designers' and architects' perceptions of color.

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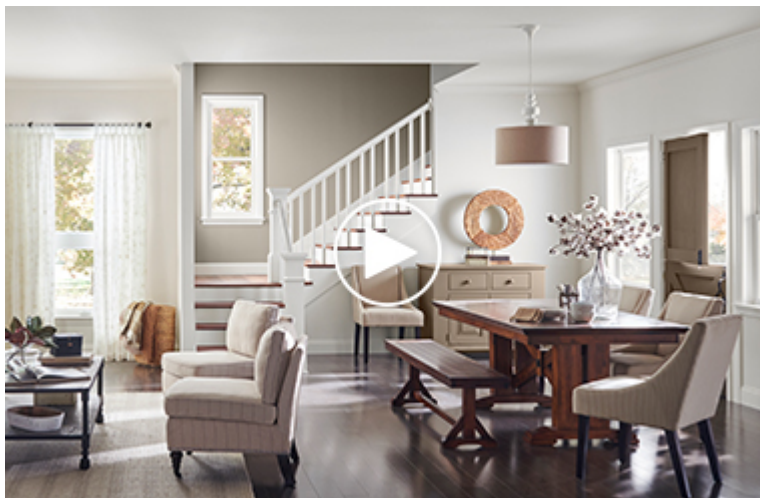
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