



Eighteenth-century home design celebrated amazing color. Paint research in Williamsburg began in the 20th century with the first wave of archeological exploration and the effort to restore the 88 original buildings that remained in the town. Painstakingly peeling back hundreds of years and layers of paint, grime, and dirt, our curators' research ultimately helped shape the interior and exterior colors of the 500 authentic reproduction buildings that are part of Colonial Williamsburg's 400-acre Historic Area.

WILLIAMSBURG colors are timeless, rich, and saturated, lending themselves to even the most contemporary décor. It's no wonder WILLIAMSBURG is a design leader in transforming the rich traditions of the past into the way we live today.

Sales of WILLIAMSBURG products support the preservation, research, and educational programs of The Colonial Williamsburg Foundation, the not-for-profit organization that oversees the restored colonial capital in Williamsburg, Virginia.

Williamsburg

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Williamsburg

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MARKET SQUARE
Tavern

Taverns were a central part of 18th-century public life—where cards, dice, and conversation were as important as food and drink. Part gentlemen’s club and part business office, taverns of the 1700s were often bustling centers for political outspokenness. In Williamsburg’s taverns, Washington dined, Jefferson danced, and the revolutionary ideas of the early patriots were born.



Blair
GARDEN

Whether a formal display of roses and boxwood or a casual explosion of perennial favorites, the garden creates an oasis of peace, joy, and great reward. A stroll through Colonial Williamsburg’s Historic Area is an experience of the senses—gardens grand and humble bursting forth with color, texture, and fragrance. Today, as in the 18th century, Williamsburg is a place where gardening is a tradition and an art.



Historic
HOMES

When Governor Francis Nicholson drew the plan of Williamsburg in 1699, he arranged its streets and spaces with attention to the relationships of purpose and power in the colony’s new capital. Thus the city’s main north-south axis commands twice the breadth of its central east-west thoroughfare and rolls imperiously 900 feet to the gates of the Governor’s Palace.



American
SPIRIT

Brick red checks, whitewashed clapboards, and indigo blue toile paint the spirit of 18th-century America. From an up-and-coming nation’s desire for independence grew a sophisticated blend of function and style—a style that’s as comfortable today as it’s been for more than 200 years, inspired by the simple beauty of the 18th century.



Palace
GREEN

The Palace Green was intended to focus the eye as well as the mind on the source of executive authority in colonial Virginia. The governor’s residence shared the Green with formal homes that bespoke education and civility—setting their “gentle” owners apart from the “simple” tradesman. Today the Green stands as it was described in the 18th century—“a big lawn that forms a pretty avenue.”

