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A voyage of discovery

The latest innovations in marine coatings

ADDITIVES • COLOUR FORECASTING • ADHESIVES

Montaha Hidefi, Color Marketing Group, describes the process behind colour forecasting, focusing on upcoming trends for the Asia Pacific region in 2022

Colour forecasting in the time of COVID

Globally-experienced events such as the COVID-19 pandemic are known to have massive impacts on the colour and design landscapes, on more than one level. The pandemic affected our lifestyles and changed education and business models in unthinkable ways. The implication of lockdowns over extended periods of time intensified our awareness of our surroundings and increased our need for eco-living inside our confinement bubbles. Staring at digital screens for elongated periods of time made us realise the importance of colour in our spaces and the significance of colour for our wellbeing. Colour activates emotional dimensions with the power to trigger feelings of happiness or sadness; wellbeing or ailment; and welfare or threat.

We have been accustomed to seeing products with long life cycles offered in conventional, unnuanced, achromatic neutrals, such as white, beige, grey and black. This tendency, shifting even pre-pandemic, has been accentuated post-pandemic as more consumers are demanding long-lasting products in stylish, chromatic colours to match other contemporary items in the house to make them create the environment they seek at home.

But how do companies know what colours consumers would demand to create welcoming and energised interiors? Product designers and marketers do not gaze into a crystal ball to predict colours. Well informed companies get the data through the process of colour forecasting.

While multinationals tend to have in-house teams working on colour design and colour forecasting, most companies and interior designers get the data from third party, reliable sources such as the Color Marketing Group® (CMG). CMG is a US-based, not-for-profit, international association that has been providing colour forecasts to its members since 1962.

CMG members come together at in-person and virtual, local and international ChromaZone® forecasting workshops, to interpret, create,

forecast and select colours, with the goal of boosting manufactured goods to meet consumers' colour demand.

Each November, during its International Summit, CMG announces the World Color Forecast™, an aggregate of 64 colours carefully chosen during the forecasting events in four regions: North America, Latin America, Europe and Asia Pacific. The colours are curated by an international colour forecasting committee. The colour forecast is then applied by the members of the organisation in their market sectors, such as consumer goods, automotive, textiles, wall coverings, floorings, paints and coatings, visual communications and many others.

CMG World Color Forecast™ is launched 24 months in advance. For 2022, the forecast was established in 2020. The Colour Forecast is not to be confused with colour trends announced by consumer goods' companies. CMG Colour Forecast is a directional, long-term overview into the future of colour to help designers and marketers make a sound decision, based on credible information, about the colours of their new products. Being directional, the forecast does not define a specific colour that will trend in a specific market, but rather demonstrates the path colours will take. The forecast predicts colour shifts based on societal trends and culture developments, scientific and technological advancements and economic and political changes.

■ THE PANDEMIC ELEVATED THE SIGNIFICANCE OF COLOUR

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The Asia Pacific region has been far more in tune than other regions with epidemics and the ways to curb infections. Wearing a face covering and following hygiene protocols have been the norm for many years. However, the new tendency of working from home and e-learning have changed business models, office environment and home design. The restrictions on business commuting



and business travel are decreasing the need for an extensive business wardrobe, while open spaces at home with fresh circulating air is now considered more important than ever.

The global lockdowns demonstrated the human impact on the planet and what can be done to heal it. Like a hand-crafted blanket where tiny fragments are combined to merge into a complete piece, when we collaborate, we can emerge together into wellness, with more empathy, justice, clarity and a better sense of purpose for 2022. The design of our interiors will place our wellbeing on top of the list to boost open communication and serve as havens where we find serenity and seek refuge from the difficulties we went through and are still experiencing.

Beyond furniture, accessories, walls, doors and windows that provide context to our ordinary lives, the kitchen has become an essential part of daily living, serving as a multi-purpose area for the many activities we now perform from home. Homes, offices and personal items are set to embrace colour with various degrees of saturation, gloss levels or special effects to imply familiarity, genderless and ageless, all the while creating new aesthetics to make us feel recovered.

■ CMG 2022+ ASIA PACIFIC COLOUR FORECAST

Any CMG Colour Forecast is based on three Colour Stories that summarise and describe the rationale behind the forecast. The stories reflect societal, economic, environmental, scientific and technological macro trends. They interpret the social mindset for the forecast period. Each Colour Story deals with specific topics affecting the design and colour landscapes. And while the Asia Pacific region includes many countries and diverse backgrounds,

for 2022 the Colour Stories illustrate the most important concerns of the hour in the region, as reported by the workshops' participants. The culture differences and products' nature must be considered when applying the colour forecast to the specific market segments. This consideration is achieved by adapting the colour values to meet local cultures.

For 2022, CMG Colour Stories for the Asia Pacific region examined the new importance accorded to our personal environment and the use of natural colours to transform the home into a safe, warm ecosystem. People want to distance themselves from the commotion to find their own source of natural atmospheres and create personal instances of inspiration. By bringing nature into the home, or adding mementos collected from remote sites during previous travels, consumers will be able to reproduce travel experiences without the need to take a trip. With less confidence in mass gatherings, personal space and privacy will become the new luxury. For these new, personal environments, CMG Colour Forecast introduces low intensity, beach wood and

buttery yellows, misty pinks and pale blue hues, with pastel aesthetics. These colours are motivated by the desire to find respite at home. Natural colours will replicate the hues of an early sunrise, or a lakeside walk, yet in the safety of the house. These colours are restorative and promote hope, recovery and comfort. The blue tones help to clear the minds and see the skies inside our personal nests.

The Colour Forecast also explored the positive aspects of digitalisation in daily functions and how technology and online communication tools will continue to enrich personal and business lives. This Colour Story also considered the prominent expansion of robotics application for human tasks and healthcare. However, this positive dimension is also accompanied by a counter positive aspect, such as the proliferation of tracking and monitoring of individuals' movements, raising concerns regarding privacy. The colours associated with this perspective illustrate the duality of the physical and digital worlds. The colour direction includes pale and achromatic neutrals, symbol of technology and the screens of our digitalised realities. These are counterbalanced by bold greens, purples and dark blues that can be used as accent colours. They communicate the desire and pursuit for new beginnings in a cloudy world.

And lastly, the Colour Forecast delved into the growing awareness about the environment and the need to continue the discussion on environmental protection, and how the younger generations are focused on political responsibility, standing up for what they believe is right. They are environmental and human rights activists. They speak up against injustice. They will continue to pursue zero-waste lifestyles and try to reduce their carbon footprint. This tendency will reflect on the rising of veganism. The colour direction connected to this topic reveals reddish beige, symbol





North America specified New Day as the Key Colour. A low chroma, fresh, red-influenced blue with a light purple appearance, New Day conveys a classic connotation of hope and new beginnings. It suggests confidence and familiarity to greet the year with a sense of comfort and embrace a new day. ■

of natural fibres, peachy orange to represent communication and terracotta, denoting people's passion for world events. The direction also introduces saturated, powerful, forward-looking dark purples, expressing the search for new beginnings as new generations continue to engage in the quest for fairness to protect the future of the planet.

In summary, the Colour Forecast foresees a departure from traditional saturated colours and the emergence of unsaturated, tinted neutrals as a frontrunning new trend in many countries of the region. These tinted neutrals will interpret old-style traditions in new styles and highlight the emphasis on a future expected to bring healing and wellbeing to all. The Colour Forecast also predicts yellow-influenced reds with orange aesthetics. Purple will develop into a forward hue to express the search for new beginnings, as new generations continue to engage in the quest for fairness to protect the future of the planet.

■ CMG 2022+ KEY COLOURS

CMG identifies a Key Colour for each forecasting region. The Key Colour must not be considered as the "colour of the year" announced by corporate companies. It is, rather, indicative of the colour direction of the forecast and the importance of the colour family to the forecast. It represents the general mood of the Colour Stories.

For 2022, the Asia Pacific region selected the colour Hope as Key Colour. Hope is a low intensity, clear yellow that conveys optimism and restoration as we slowly emerge from the pandemic. Visually related to nature and growth, Hope is anticipated as a multipurpose colour for goods related to residential and commercial spaces, such as paints and coatings, accessories, appliances, tableware,

textiles, upholstery, window treatments, underfoot rugs and broadloom designs, to create a potential aura of welcoming and cosiness.

Well-being is an important element of life for the Asia Pacific region. Outdoor access and recreation are key to physical and mental health. Hope is anticipated for outdoor spaces to add a visual touch of warmth. Hope will stand as a hue to characterise the optimism and confidence of the region moving forward. New ways of living and working, new appreciation for the planet's environment and a deeper sense of concern for others will underscore the meaning of Hope's hue.

Europe defined Sunny Side Up as the Key Colour, A soft, medium chroma yellow that shines with light, Sunny Side Up characterises the empathetic and kind sides of humanity.

Latin America selected Despertar, Spanish and Portuguese for "Awakening", as the Key Colour. An intense, high chroma orange, Despertar represents the power of the sun and nature's strength and symbolises the emergent spirit of change and growth for the region.



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