

PRIMARY JOURNAL FOR THE COATINGS MARKET IN ASIA & THE PACIFIC RIM

# APCJ

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## APCS CATALOGUE

THE FUTURE IS HERE!

ARCHITECTURAL COATINGS • ANTIBACTERIALS • INDONESIA • AUSTRALIA & NEW ZEALAND

*Montaha Hidefi*, Vice President for Colour Forecasting at Color Marketing Group, enlightens APCJ readers with colour forecasts for Asia Pacific and beyond for 2023

# Colour and the environment of accountability

The rich parallels and latitudes among the fabric of societies that make up the Asia Pacific region are as intriguing as they are diversified. However, this diversity does not create boundaries when it comes to the consumption of colour and design, but rather enhances local, regional, and individual experiences. While we could argue that discomfort levels resulting from the many aspects of the “new” daily lives, may linger post-pandemic before they can get under control, the region seems to share a common sense of positivity as we move forward into the near future.

Admittedly, the Asia Pacific region has lived through several epidemics and endured their adverse effects, but the most recent pandemic may have inferred a clearer notion of what is considered most important in people’s lives. This is palpable in the positions taken by individuals, communities, corporations, and governments that are developing a higher sense of responsibility and accountability for the safety and wellbeing of humans, animals, and the planet.

Colour Marketing Group® (CMG) members and colour professionals that contributed to the 2023+ Asia Pacific Colour Forecast, acknowledged and discussed matters with major impacts on colour and design preferences as we approach 2023. They identified the “environment of accountability” as a crucial influence on the colour and aesthetics landscape as we evolve into a new season

of colour, materials and finishes. The issues of long-lasting mental health challenges, financial insecurity, institutional controls, video tracking and digital tracing topped the list of concerns for the region.

## ■ WHAT IS INFLUENCING COLOUR AND DESIGN FOR 2023?

Convinced that the impact of lockdowns will be felt for years, CMG 2023+ Colour Forecast explores the growing need for personal awareness and self-care, women’s safety issues, new methods required for combatting stress arising from uncertainty, and how critical these topics are for society to fall back into normality.

Along with the escalating concerns about natural disasters and catastrophic events affecting the fauna and wildlife, climate change and sustainability will continue to strongly impact colour and shape product design preferences. CMG Colour Forecast’s trend stories highlighted the practicality of adopting electric vehicles beyond urban areas. Since this is intimately connected to the availability of green power, the source of the green power remains questionable. There is an extreme urgency for experts, engineers, and industrial designers to adopt technologies that will find environmentally sound solutions for the future of electric vehicles, battery storage, and recyclability, which will have a direct impact on vehicle design, and the choice of more sustainable materials, finishes and colours.

The shift in population concentration is expected to increase the demand for housing beyond the cities, green spaces around the home, and areas to expand people’s horizons and embrace what nature can offer. People will seek changes to interior design and architecture that allow them to breathe fresh air, rest well, and have a deeper understanding of inner peace and self-appreciation. Society will continue to heal and slowly clear the mist of uncertainty cast upon regular lives.

## ■ HOW IS THE COLOUR DIRECTION EVOLVING FOR 2023?

CMG’s 2023+ Asia Pacific Colour Forecast predicts that while cool hues will remain essential, they will manifest a slight retraction allowing warm colours to be dominant for interior and exterior applications alike. Tinted neutrals will retain their position in all market segments as they imply a sense of equilibrium to our daily routines.

CMG’s Colour Forecast highlights two aspects attached to colour: colour cyclicity and the globalisation of colour consumption. Many colours are making a comeback from the early 2000s and 2010s, although with a refreshed symbolism, and others are transitioning to Asia Pacific from other regions.

Colour cyclicity is produced by many reasons, including the similarity of societal, economic, political, and environmental factors between the past and the present,

CMG 2023+ KEY COLOR  
ASIA PACIFIC



E.V.

A LUMINOUS BLUE REPRESENTING  
**MOBILITY**  
AND THE DETERMINATION TO  
MOVE FORWARD  
WITH CLEAN ENERGY  
TECHNOLOGIES



CMG 2023+ KEY COLOR  
EUROPE



REVIVAL GREEN

LIVING IN SYNC WITH  
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THIS GREYISH GREEN  
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AND OUR NEED TO  
PROTECT HER





the nostalgia for better time periods, and the enthusiasm of new generations entering the markets and their disposition to discover and consume colours with which they are less familiar. The globalisation of colour is due to increased, shared content available online.

- CMG Colour Forecast foresees the warm, yellow family will be prevalent. Yellows are expected to follow three main paths. The first is for higher saturation, red-based yellows with floral inspired abundance, mirroring more positivity. The second is for muted yellows with green aesthetics, casting a glow of light on repurposed food waste and adding a zest for life. The third is for rich yellows with orange allures, drawing insights from natural fibres and wood finishes.
- Browns with unrefined qualities will remain crucial for design and material favourites. They represent the soil and our appreciation for Mother Earth.
- Red is anticipated to follow more than one direction as well. Traditional, bright, and chromatic reds, suggesting the enthusiasm and determination to keep driving forward the awareness about saving the planet are projected to make a strong comeback. Blue-based, blushed pinks will be leading to cheerfully emphasise a positive desire for wellbeing and recovery. Deep, earthy, red tones will also be prominent to imply frustration and annoyance.
- Purple is estimated to be toned down to convey a tranquil, greyed look, which promotes harmony and supports our wellbeing journey in and out.
- Cool blues will continue to display red influences, but will shift toward either soft, pale tones that restore the desire for transparency and trust, or deep, bright hues with electric qualities and purple appeal that typically characterise technology influences on colour.
- Green is predicted to manifest in muted, hushed shades which are balanced with small doses of yellow, symbolising the shift in society living

standards, moving from dense urban living to more rural, simplified lifestyles.

- Tinted neutrals, a necessity for moderating any space settings, will prevail in various qualities, from warm, clean, natural, and red-based yellows to blue-based, serene greys with purple looks, to classic, dark, red-based, charcoal blue, also with purple and grey aesthetics.

■ CMG 2023+ KEY COLOURS

The Key Colour connected to CMG's Colour Forecast symbolises the importance of the colour family to the forecast and represents the general mood of the colour stories that are at the base composition of the forecast.

To raise awareness about the importance of clean energy, CMG's Asia Pacific Steering Committee adopted E.V. as the 2023+ Key Colour for the region.

An allusion to electric vehicles, E.V. is a luminous, neon-like blue with whispers of natural green notes. This colour telegraphs the enthusiasm around the topic of clean energy and new methods of sustainability, and the associated issues yet to be resolved. It represents mobility, not only in the sense of transportation, but also in the determination to move forward with new revolutionary technologies for clean energy. The foliage green colour, commonly used as symbol of the environment, gives ground to a vibrant blue to communicate environmentally related matters.

For the European Region, CMG Forecasting Committee opted for Revival Green, a delicate, natural, blue-based green as the 2023+ Key Colour. Revival Green is a symbol of our love for nature and represents the need to protect her. Revival Green incarnates the necessity for further sustainable lifestyles and caring for ourselves. But to be able to do so, we first need to care for our planet. Living in sync with Mother Earth is a requirement articulated by the subtle, greyish, blue influences of this green shade. It does not scream for change nor optimism, but

it carefully pushes us towards the right direction. Natural colours will enhance consumer's choices in selecting more environmentally friendly products.

For its 2023+ Key Colour, the Latin America CMG Steering Committee selected a creamy, soft orange with a sense of balance between yellow and red. Mirada Alegre, Spanish for "Joyful Look", personifies the light our hearts diffuse to the outside world. It represents the energy drawn to allow us to recuperate the lost moments of our lives as the pandemic ravaged our existence. With this orange tone, and within this orange space, we are allowed to celebrate life and regain that joy we once had in another time before the pandemic.

To highlight the importance of diversity and inclusion, the CMG North American Forecasting Committee carefully chosen Bohld as the 2023+ Key Colour. A genuine, unnuanced black, Bohld represents power and strength as we move to new days. Its darkness is not sad nor subdued, but contemplative and expressive, exciting, and courageous. The reckoning of race, gender identity, age, accessibility, financial inequity, and prejudice will usher in a culture that overpowers fear with mindful dialogue, deeply inspiring and embracing the changes underway. Bohld is a colour of positive transformation and celebration of the self and others.

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