

LEADING JOURNAL FOR THE COATINGS INDUSTRY IN EUROPE AND THE MIDDLE EAST

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# PPCJ

POLYMERS PAINT COLOUR JOURNAL

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*Montaha Hidefi*, Vice President for Colour Forecasting at the Color Marketing Group, discusses how the annual World Color Forecast is produced and reveals the path colours will take this year

# What direction will colour follow in Europe for 2022?

The outlook of colour is seldom a clean slate, but Color Marketing Group's® (CMG) sound methodology to predict the colour forecast is a recognised process backed by 60 years of experience in the field. Founded in 1962, this year CMG celebrates its 60th anniversary in the colour forecasting sector.

CMG publishes its World Color Forecast™ (WCF) each year in November. The Colour Forecast results from the collective research of its members and colour enthusiasts who participate in local and international, virtual and in-person ChromaZone® Colour Forecasting Workshops. The Colour Forecast is a member-benefit, the details and colour notations of which are not shared with the wider public. Announced 24 months ahead of its application, the Colour Forecast allows designers and marketers to plan their new product launches in advance to meet consumer demands for colour trends.



Montaha Hidefi

CMG's WCF includes 64 colours associated to 12 Colour Stories representing four regions: Europe, North America, Latin America and Asia Pacific. The Colour Stories spring from macro trends influencing 16 colours per region.

CMG Colour Forecast is not to be confused with colour trends announced by consumer goods and paint 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 to trend in a specific segment or for a specific product, 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.

## ■ A DIFFERENT COLOUR DIRECTION TRIGGERED BY THE PANDEMIC

The Colour Stories attached to the European Colour Forecast examined the physical and psychological effects of the lockdowns, what individuals and organisations learned, the uncertainties that surround us, and the challenges to foresee the future through a dimmed perspective. However, as we look forward with empathy and resilience, the gloomy times will not cloud our minds and colour design will support our transition to reach safe destinations. We realised that while connecting and communicating through virtual means, our cravings for human contact increased the value and essence of our survival as humans.

Starting a new path, different from previous forecast years, the colour direction for 2022 anticipates the rise of

low to medium chroma yellows that will cautiously establish a presence to signal optimism and confidence in a region keen for transparency and consistency. While the attractiveness of the colour yellow may be regarded as restrained by some or deeply embraced by others, yellow is a symbol of optimism. In his 2019 book *Yellow: The History of a Color*, Michel Pastoureau contemplated if yellow could become "the color of the future".

Next to yellow and drawing inspiration from virtual reality, soft mauves and strong purples make a strong comeback into the 2022 colour landscape in Europe. Even though purple is a hesitant colour that may evoke ambiguity because it combines the stability of blue and the passion of red, it has a stimulating effect on the part of the brain related to creativity and is considered both exciting and soothing to the mind and nerves.

Because of their uplifting and calming effects, yellow and purple usually emerge at the same time during or following difficult times.

This emerging trend will prompt an adieu with traditional, high intensity reds and oranges, and dark browns and blues. However blue colours with purple aesthetics will join the purple hues to represent clean water, clear skies and space travel.

## ■ CMG 2022+ EUROPEAN COLOUR FORECAST

Established in 2020, in the peak of the pandemic, during lockdowns and virtual communications, CMG Colour Forecast for the European Region addressed societal concerns connected to a region still struggling with COVID and its effects.

Sensory deprivation and the importance of the biological, human need for touch to support our wellbeing, was at the centre of one of the Colour Stories. The rise of augmented reality, virtual reality, ASMR (autonomous sensory meridian response), and smart sleep technologies, and the deprivation of physical touch during lockdowns, especially among those living alone, puffed our sense of empathy for others. The sense of touch grew into an expression of kindness. A hug developed to become a vital gesture of humanity. This topic is connected to colours striving to find solutions to satisfy our biological need for human contact. This Colour Story includes a mix of soft tones and strong shades. Soft, pale yellows, referencing familiar things from the past, and clean mauves, almost holographic in nature, will serve for digital purification, recalibration and restorative trust. In contrast, mid chroma, deep, reddish, and iridescent purples, inspired by virtual reality, will expand to combine with other colours as an accent. In addition, rich, chocolate browns are included in the forecast to ease anxiety and satisfy a need for self-indulgence.

The environment and sustainability were at the heart of the Colour Forecast. The tendency for sharing our spaces with nature and create environments where both can thrive has evolved. Although this trend is not new in Europe, the pandemic crisis has accentuated it. The need for smart cities, sustainable production, consumption reduction, physical and mental decluttering will be at the forefront of design and colour for 2022. Vegetarianism and veganism are progressively embraced by more people, and vertical farming may help produce more local food supplies in urban areas. This Colour Story echoes the essential necessities we must consider in urban and natural environments alike. The Colour Story is supported by warm, mustard-like yellows and deep, sober reds symbol of our passion for the basics. Furthermore, this Colour Story calls for cool blues, and green tones that range between low chroma, tinted neutrals symbolic of vegetarianism and harmony with Earth, to deep, dark, and mysterious shades that illustrate the real and virtual zones as essential basics in our daily lives.

The topic of resilience, as the ability to cope with the pandemic crisis, was considered as an incentive to fuel self-development. Spending long hours alone, we embarked on unexpected self-discovery journeys to reorganise and reinvent ourselves. This Colour Story is linked to colours that depict the bright and dark aspects of the situation. The bright aspect is supported by low chroma, pale and cheerful yellows signalling optimism and trust, and peachy or terracotta orange, allowing us to follow our desires and connect to the land. The dark aspect of nostalgia to the past, and the need to escape from the COVID reality are characterised by eclipsed, bronzed colours with metallic finish for comfort and warmth, and greenish blues to focus on inner relaxation and deliver visual comfort.

## ■ CMG 2022+ KEY COLOURS

CMG identifies a Key Colour for each forecasting region. The Key Colour must not be confused with the “colour of the year” announced by 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, CMG Key Colors convey a message of hope and renewal.

Sunny Side Up was defined as the Key Colour for the European region. As we step into 2022, we anticipate the year to be a journey of self-discovery, consideration and determination. Sunny Side Up will emerge as the expression of the journey, as it represents the light that lies ahead at the end of the voyage. A soft, medium chroma yellow that shines with light, this colour characterises the empathetic and kind aspects of humanity. It is considered a colour that delivers optimism, energy and forward-thinking qualities.

Having spent so much time indoors owing to the pandemic, the residential and commercial space design has come under much scrutiny. Whether we continue working from home or journey back to the office, the need for light, a connection to nature and a feeling of freshness will be front of mind. Sunny Side Up exudes light and freshness and communicates power in interior design. Sunny Side Up is envisaged for applications such as upholstered furnishings, accessories, cabinetry, tablecloths, wall paints, ceilings, floorings and other home applications designed to enhance wellbeing and open communication while serving as a breather during difficult times.

Sunny Side Up is not relegated to interiors; its relatively simple colour values,

suggesting a basic element of nature, may transition into fashion and fashion accessories to express optimism with its perceived vitality. Sunny Side Up delivers a key colour for a refreshed environment.



The Key Colour for Asia Pacific is Hope, a low chroma, clear yellow that expresses optimism and restoration as we emerge from the pandemic.



For Latin America, the Key Colour is Despertar, Spanish and Portuguese for “Awakening”. A high chroma orange, this colour represents the power of the sun and nature’s strength and symbolises the emergent spirit of change and growth for the region.



The Key Colour for North America is New Day, a low chroma, fresh, red-influenced blue, with a light purple appearance. This colour 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.

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