

Door Security + Safety

DHI'S PUBLICATION FOR DOOR SECURITY + SAFETY PROFESSIONALS

JANUARY/FEBRUARY 2022

2022 Forecast, Codes and Specifications



INSIDE:

- + DODGE CONSTRUCTION NETWORK PROJECTS MODERATE GROWTH FOR 2022
- + WHAT'S NEXT: APPROVED CHANGES TO THE 2024 INTERNATIONAL BUILDING CODE
- + THE VALUE OF A CREDENTIALLED EXPERT
- + MORE



The Multiple Aesthetics of Color for 2022

Learn how the pandemic and other global events are influencing color trends.

BY MONTAHA HIDEFI

As we delightedly open our doors to welcome 2022, we cannot help but take a moment to reminisce about the last two years of global pandemic turmoil. While the memories of our society's wounds are still fresh, we have big hopes to leave them behind and embrace a new day.



Globally experienced events such as the COVID-19 pandemic have a massive impact on the direction that color follows and the color landscape on more than one level.

Over the course of this year, our room-scapes design will place our well-being at the top of the list. They will boost open communication and serve as harbors of serenity and refuge from the difficulties we went through and are still experiencing.

More than individual objects, such as furniture and accessories, and beyond the walls, doors and windows that provide a framework to our regular lives, the kitchen has become an essential part of daily living. It serves as a multipurpose area for the many activities we now perform from home.

Consumer products ranging from tableware to appliances and accessories to building products will demand colors that will trend in two different paths. While they may seem opposed, these paths complement and balance each other.

The first path is a warm and soothing definition of color to create a continuous flow of energy supporting our emotional healing process. The second path is a nonchalant, vibrant surge of color to express hope and mark our transition from a state of separation to one of reconciliation with ourselves and others.

The imposed lockdowns and the mandated wearing of a face covering at one extreme, and the exponential growth of technology consumption at the other, commanded an amplified use of cosmetics as we started socializing again. These extreme situations encouraged the emergence of excessive style statements. They increased online interactions and virtual gaming, heightened the insertion of loud and vibrant colors in graphic design, cinematography settings and all types of visual communications. They allowed color to have a more expressive voice.

Whether in person, on screen or in the street, color is set to make a bold statement in 2022.

Homes, offices and personal items are set to embrace color. There will be various degrees of saturation, gloss levels or special effects to imply familiarity, genderless and ageless, all while creating new aesthetics to make us feel recovered.

Globally experienced events such as the COVID-19 pandemic have a massive impact on the direction that color follows and the color landscape on more than one level.

Pandemic and Color

The pandemic not only affected our lives; it changed our lifestyles and business models. Many of us are still trying to find a definition of a current or future “normal.” The implication of the lockdowns over extended periods of time increased our awareness about our surrounding colors, or lack of, and heightened our need for eco-living in interior spaces.

Not surprisingly, we started thinking about changing our everyday settings to create welcoming and energized interiors with a dash or two of color. We began thinking of designing with nature-inspired colors to convert our spaces into safe nests and warm shelters.

CMG 2022+ ASIA PACIFIC KEY COLOR



Hope

A CLEAR YELLOW
WITH LOW
CHROMATICITY
HOPE IS A HUE
DESTINED TO DEFINE
COMFORT



CMG

CMG 2022+ EUROPE KEY COLOR



Sunny Side Up

SUNNY SIDE UP
APPEARS TO RADIATE
SHIMMERING LIGHT AND IS
DESTINED TO
REPRESENT THE EMPATHETIC
AND KIND SIDE OF
HUMANITY



CMG

CMG 2022+ NORTH AMERICA KEY COLOR



New Day

NEW DAY IS THE COLOR
RESPONSE
FOR A TIME STILL IN
TRANSITION
CONFIDENT
AND FAMILIAR
WITH A SENSE OF
COMFORT



CMG

CMG 2022+ LATIN AMERICA KEY COLOR



Despertar

SAVOR THE MOMENT
DESPERTAR'S
INTENSE, SATURATED
ORANGE HUE
REPRESENTS THE POWER
OF THE SUN AND
NATURE'S STRENGTH



CMG

Forecasting the Colors for 2022

The ChromaZone® workshops leading to the 2022+ World Color Forecast™, announced by Color Marketing Group® (CMG) in November of 2020, took place virtually in the first six months of 2020 when the COVID-19 virus was at its peak.

The participants and contributors at these workshops found it enormously difficult to disconnect from the present and think about the future. When CMG regional color steering committees examined more than 1,000 colors submitted by participants globally, it was not unexpected that more than one-third of them were dull and subdued. The fear of the unknown was clouding the future vision. However, these muted versions of colors were contrasted by many saturated and vibrant blue, green and yellow hues that balanced the depressive, gloomy outlook.

After curating the proposed colors to obtain the regional forecasts comprised of 64 colors, 16 per region, it was evident that the Color Forecast telegraphed two broad directions. One included soft and delicate, low intensity, hushed hues. The other involved pure and vivid, saturated colors, depending on the region. These two tracks mirrored the trend predictions for a future defined by many unknowns.

Leading Colors for 2022

As we inaugurate the current year, we are already witnessing that some colors predicted by CMG are already trending in many market segments. That is a normal occurrence because color trends do not abide to deadlines or calendars. Colors emerge in any market when consumers start adopting them. Sometimes they appear earlier than expected, and other times they continue to trend for longer than predicted.

For 2022, CMG anticipated the importance of green and blue families in a broader range. Green symbolizes balance, and blue embodies stability and a clearer vision into the future. These are two states of mind much needed during the healing process as we slowly step outside of the mental and physical effects of the pandemic.

Green will trend in different values and symbolize various concepts. At one end of the color spectrum is a stream of soft, muted sage, aqua and grayish greens, connecting to nature and representing the acceptance of the new dual coexistence of the digital and the real worlds.

A quick look at the color trends announced by the major paint companies for 2022 confirms

they seem to agree the colors of the year will be a nuance of soft green. Sherwin-Williams selected Evergreen Fog, PPG chose Olive Sprig, Glidden decided on Guacamole and Behr preferred Breezeway.

At the other end of the color spectrum are the bold, bright, saturated, yellow-influenced and blue-influenced greens. They balance the softness and represent environmental concerns while embracing change and transformation.

Green is expected to emerge in many market segments and countless settings. It will make a comeback in the kitchen, bathroom, living room and other unexpected spaces.

Blue is predicted to trend in various saturation levels with an intensified green or red influence, creating an almost purple appearance. Traditionally, blue is representative of clean water and the sky. Going forward, blue will also symbolize virtual and space travels as well as new beginnings.

Yellow will continue to be important for 2022 because it represents optimism, hope and energy.

The surprise for 2022 is the rise of purple. Purple is a complex color, as it embodies the passion of red and the stability of blue. Many avoid using purple because of its dual connotations. The upward direction of purple, whether in vibrant or dusty aesthetics, is a testimony to the duality of the post-pandemic world. Purple is a color that emerges at the same time as yellow during difficult times because of its uplifting and calming effects.

Traditionally, purple has been a symbol of spirituality. But for 2022 and beyond, it will mark a fascinating evolution from being associated with spirituality, royalty and wealth to becoming a symbol of technology, virtual reality and space exploration. This is remarkable because it emphasizes two extremes.

The color trend direction for 2022 relates to the color stories that describe the rationale behind CMG Color Forecast. These stories reflect societal, economic, environmental, scientific and technological macro trends. They include the dual existence of the digital and real worlds, change and transformation, truth and science, personal growth and resilience. The environment, climate change and finding our voices also surfaced as important drivers for the forecast.



Purple is a color that emerges at the same time as yellow during difficult times because of its uplifting and calming effects.

Key Colors for 2022

For each forecasting region, CMG identifies a Key Color. The Key Color is indicative of the color direction of the forecast, the importance of the color family to the forecast, the significance of the specific color to the color direction, and how the color best represents the general mood of the color stories.

CMG Key Colors for 2022 carry a message of hope and renewal. Yellow, although with varying appearances, was selected in two regions as the Key Color.

Asia Pacific nominated “Hope.” Hope is a low chroma, clear yellow that conveys optimism and restoration as we emerge from the pandemic.

Europe designated “Sunny Side Up.” A soft, medium chroma yellow, Sunny Side Up shines with light. It characterizes the empathetic and kind sides of humanity.

Latin America elected “Despertar,” which is Spanish and Portuguese for “awakening.” An intense, high chroma orange, Despertar represents the power of the sun and nature’s strength. It is a symbol of the emergent spirit of change and growth for the region.

North America defined “New Day.” 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 2022 with a sense of comfort and embrace a new day. +



MONTAHA HIDEFI, MIB, CMG,

is a color archeologist, writer, public speaker and Vice President, Color Forecasting at Color Marketing Group. Email: montaha.hidefi@yahoo.com. Website: www.colormarketing.org.