

As The Colours Turn

2011 North American Colour Trends

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Color Turners

At the Colour Marketing Group (CMG) international meeting in New York in the spring of 2010, colour forecasters from all over the world forecasted the colours for 2011.

WHAT IS CMG AND WHY FORECAST TRENDS? HERE'S WHY!

Colour Sells...and the Right Colours Sell Bett - Color Marketing Group

Have you ever wondered why some colours magically appear in the market place and in a blink of an eye these colours are gone?

While you are still deciding where to go for next year's vacation, colour forecasters have already predicted what colour bathing suit you will be wearing on the beach. Denise Turner, along with her fellow CMG colour design professionals forecast colours 1 to 3 years in advance for all industries, manufactured products and services.



Many things affect a colour's staying power or demise, such as environmental issues, elections, wars, natural disasters and even the economy. All of these impact the consumers' mood.

Maria Killam, a colour designer from Vancouver, Canada, is placing her proposed colours on the workshop's colour board.

Colour forecasters are part visionary, part designer and part sociologist. They draw information from auto manufacturers, fashion runways and the home furnishing industry; they scour trade shows, showrooms and magazines for trends. They consider what is happening culturally and how it impacts people's mood. Then they compile all these information and translate it into future colours so that manufacturers can confidently produce their products and turn it into sellable goods.

Colour Is Not Just Another Pretty Face

Colour Affects Your Bottom Line

Consider These Powerful Facts:

- Colour increases brand recognition by up to 80%
- Colour improves readership by 40%
- Colour accelerates learning from 55% to 78%
- Colour increases comprehension by 73%
- Colour ads are read up to 42% more often than similar ads in black and white.
- Colour can be up to 85% of the reason people decide to buy



2011 Colours & Trends

Colours for 2011 are swinging in 2 directions. While consumers continue to embrace earth influenced hues that support the green movement, they are equally gravitating to jewel tones and fresh tropical hues. Consumers may be widely spinning the colour wheel on inexpensive, disposable items such as paint and accessories. However, they are not going for long term investments in interior décor products. Today, colours need to have a staying power and be versatile. The neutral colour family remains the number one favourite. These timeless classics are the top sellers in most industries.

The 2011 colours are not shaded in recession pessimism. They are fresh and optimistic 'safe colours' inspired by nature that range from berries to minerals. They have brightened up; they are playful yet useable. Retro-nostalgia colours have emerged as consumers yearn for yesteryear, when life was simpler and their wallet was thicker.



Key Influences

Economy

The economic situation has nudged everyone to rethink and reinvent themselves. We are searching for a simpler approach in life by embracing traditions and core values. We are also thinking differently in terms of how we view ourselves and our role in the world.

We are sensitive to the fact that every minute decision that we make can and will impact our family, community and let us not forget our favourite green.

Home Retreat

The troubled economy is forcing all of us to discover ways to cut back. Instead of entreating out, we are staying in, making our home our retreat. But just because we are hunkering down, that does not mean we have to sacrifice. Products are in whimsical, playful colours; like these Mini Rose Colanders by www.kitchencritic.co.uk.



Consumers are doing more at-home activities in a comfortable and appealing way. They are cooking more and spending quality time with the family. Children are putting down their cell phones (briefly) to learn traditional handmade crafts and basic cooking skills.

Home Spun Design

As part of getting back to basics and embracing core values and culture, indigenous designs are gaining in popularity. Handcrafts have returned with a contemporary edge, resulting in a customised Bohemian look. Handmade, folk motifs, chunky knits, crocheted jewellery and authentic designs continue to grow in popularity.



There is a global fusion: designers are borrowing elements from other cultures and blending them with their own, resulting in an international palette that is appropriate for the entire world. Colours have no permanent boundaries. Emerging into the market place are heritage arts and crafts in various forms, motifs and patterns. Designers are taking old ideas and fleshing them up by putting an edgy spin on them. Retro-colours and designs continue to gain in popularity.

Living Green

Living green is no longer a choice; it is the norm. Green design and the use of authentic natural materials are having a great impact on colours as well as repurposing materials. Urban roof top gardens and farmer's markets have us continuously focusing on satiability.

The abundance of fresh produce is influencing our colour choice. Although environmental concerns are on everyone's mind, there still remains a considerable amount of confusion whether a product is truly 'green'.

Natural disasters have made us aware of our personal vulnerability and the overdue dire necessity to respect Mother Nature. Unforeseen events help us appreciate clean, crisp, uncluttered spaces and vibrant nonthreatening colours.

Colour influences for this trend are not restricted to the green colour family. It includes colours and textures that communicate 'natural', such as colours inspired by nature. Fresh optimistic organic vegetable hues from farmer's markets influence these colours. They display the need for happy colours in a downturn economy and the realistic desire to continue moving forward.

Water

Water is comforting, peaceful and our most precious commodity. The new blues are inspired directly by nature. Their inspiration came from preserving our natural resources and a heightened awareness of our global impact on the planet. In the United States' south western region where water has become a scarcity, consumers are rethinking landscaping design which is affecting exterior colours.



As part of the green movement combined with energy saving costs, water-gulping lawns are being replaced with drought tolerant plants, stone and recycled materials. The new landscaping materials, in authentic colours, mimic the indigenous environment. Olive greens, rusty browns and neutrals are timeless classics.

Mind-Body-Connection

The lines between traditional and holistic medicine are blurred. The spa trend continues to gain momentum as our stressed out souls crave clear, relaxing interior colours. Soothing neutrals, blues and greens have become quintessential stress reducers. There is a major influence of hotels and spas on healthcare design. Taking personal responsibility of our own mental, physical and emotional wellbeing is a driving force.



2011 COLOURS



Neutrals, we just love them. They are the ubiquitous colour family and the top sellers in practically every industry. By no means are these new neutrals noncommittal colours; they can stand alone or complement virtually any colour family. Whether being used to balance vibrant hues or alone, these chameleon colours keep us grounded.

For the past few years, browns led the way as the favourite go to colour. No more. Now grey is the new black. Grey has emerged internationally for home décor and fashion. Neutrals are timeless classics and will continue to be among our favourites beyond 2012.

Smokey Wings, 4244T is a versatile warm organic grey-olive with wood undertones. It is a soothing backdrop to vibrant colours.

Outpost Gray, 4194T is a serene, light post-dark chocolate. The morphing of lighter brown-grey provides a neutral that pairs with any colour family.

Pecan Smell, 4043D is a green influenced brown. This authentic, burnished brass is inspired by the California coastal kelp beds.

Gatepost, 4035P is a soft beige, inspired by the beautiful rock formations in California's Anza-Borrego Desert.

Country Maple, 4063D is influenced by nature and is reminiscent of weathered vintage leather.

Smithy Tool, 4232T is a mysterious mid grey-green; it grounds vibrant hues or happily plays solo.



Reds & Pinks

continue to be an important part of everyday life and are increasingly being used for their stopping power. They are gaining acceptance in household objects, where in recent years would have been in neutrals. Reds are going warmer and cooler.

Carriage Red, 191A is an earthy, sophisticated, genderless red violet, with an international appeal.

Fascination, 272A is a juicy plum with blue undertones. It is spunky and optimistic, and is inspired by cosmetics and fashion.

Sashay Red, 262A is an orange influenced red that borders coral. It is playful and has Latin influences.



Yellows

are moving in 2 directions; a soft retro-50s with a drop of green, and vibrant, optimistic, clear yellow. These playful yellows are primarily being used for accents for consumer goods.

Filtered Light, 7011P is a soft optimistic retro-50s yellow with a hint of green.

Sassy Yellow, 7013D is a hopeful clear yellow. It is not the star of the show, but the bright supportive ally to other colours and the companion to chameleon neutrals.



Oranges

have lost their bite; they have shifted from highly saturated and vibrant to more liveable organic earth-based hues. These new oranges pair easily with any colour family.

Aztec, 5083D is sophisticated yet organic. It has broad appeal and is reminiscent of vintage tapestries and fall harvests.

Paprika Sprinkle, 5062T has sweetened-up; it is a juicy summer peach with international appeal.

Blues

are North America's favourite colour. They range from a de-saturated sky, energising precious stones to classic navy. Blues have lost their green cast in recent years. They are inspired by environmental concerns of preserving our water resources.

Blue Escape, OW12 1P is a de-saturated sky, with a softer approach to the blue.

Liberty Blue, 281A is an energising, refreshing playful blue; it is an Avatar inspired hue.

Blue Thunder, 202A returns us to America's favourite colour; classic navy. It is versatile, dependable and pairs with any colour family.



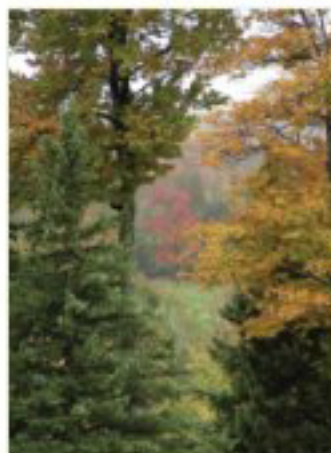
Greens

continue to be favoured by consumers and are influenced by environmental issues. They are moving in 2 directions. Two are earth influenced, liveable greens, while the rest swings to the other side of the spectrum; they are vibrant and playful.

Golden Sage, 3033D is an earthy olive green. As an eco-green, this chameleon colour adapts well to practically any environment and supports most colour family.

Country Club, 111A is a deep green with a hint of turquoise. It is a 50 retro, classical green.

Chartreuse, 1043D is a high-energy, acid yellow-green. It is not bashful; it adds excitement to any colour scheme.



Purples

are an emerging colour family. They range from a deep red-violet wine to mauve. They have a strong presence in commercial and residential interiors. They are genderless and sophisticated with an international appeal.

Full Wine, 192A is a deep wine colour inspired by the fine wines of California and fresh organic vegetables.

Crushed Heather 5182T is not Grandma's mauve of the past; this genderless grey-mauve evokes the feeling of sophistication and refined luxury.

Note: This trend report is based on Denise Turner's individual research combined with her interpretation of the CMG 2011 forecast. This is NOT the actual CMG forecast. It is a rough guide of where colours are going in 2011. Colour names correspond to Nippon Paint's Ambiance.

