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What's Hot

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Dreaming and Living in Colour

Designs excite, enrich and enliven in the

NPYDA Nippon Paint Young Designer Award 2008

Colours Tell Tale!

The 1st Book in Malaysia to Talk About Colour Trends 2009/2010

As The Colour Turn: The Colour Trend 2009/2010 and scintillating colour knowledge by Denise Turner; published by idS, 64pp, hard cover, RM49.90.

The international Colour Marketing Group (CMG, USA) makes colour forecast every year. This year, we bring the forecast to Malaysia through one of the members of the CMG Expert Speaker's Bureau, Denise Turner, who is the editor for idS and the author of the book. The book discusses the trends for 2009/2010 and also some colour knowledge. Among them, the Chroma Therapy and Aroma Therapy, colour symbolism and society, and finally the colour association.



Colours throughout history have had deep-seated symbolic associations that feed into our response to art, clothing, nature, and the built environment.

Some colours' meanings cross the boundaries of culture and language, representing a shared bank of memories that go back to our distant ancestors, while others are specific to cultures, locations and time. In ancient times, colour was used to denote one's status in society and only the wealthiest were able to afford the brightest and most beautiful colours. In China, yellow was the Imperial colour; the doorway of the emperor's palace called the "Yellow Door". For the less esteemed members of society, they were restricted to using only drab colours. Fortunately today beautiful colours are readily available to everyone.

This book offers useful insights for those who look to colours for its hidden treasure and it is also a useful guidance for those who wish to follow the trends for the next two years. The book is on sales in major book store and it can also be acquired online at www.98home.com. For more information, please contact idS media manager at +603-5630 1906/+016-2078967.



It was suggested that Chroma Therapy and Aroma Therapy have been recognized for centuries as having profound healing effects. The colours we surround ourselves with and the essential oils we anoint ourselves can help stimulate, relax, empower or even waken us. As a recognized authority in this field, Turner gives a different insights on how to harness the holistic power from the rainbow (7 colours in the rainbow represent different healing powers).



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