

# ids

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What's Hot

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## Lights, Camera, Action!

A behind-the-scenes look at the art of lighting spaces  
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these interiors inspired by the  
Venus de Milo

+ LIFE, enriched in novel ways:  
Insights from the ReD Reinventing with Design 2008 Review



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denise on COLOUR

# Denise Live in Malaysia!

## Announcing The 2009/2010 Colour & Trend Forecast



Have you ever wondered how certain colours magically appear everywhere in the marketplace, and then, in the blink of an eye, they're gone? Denise Turner, along with 1,000 CMG (Colour Marketing Group) Colour Design professionals forecast colours one to three years in advance for all industries, manufactured products and services.

Who are these colourful people? Colour forecasters are visionaries who are part designer, 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's happening culturally and globally, and how this impacts consumers' moods.

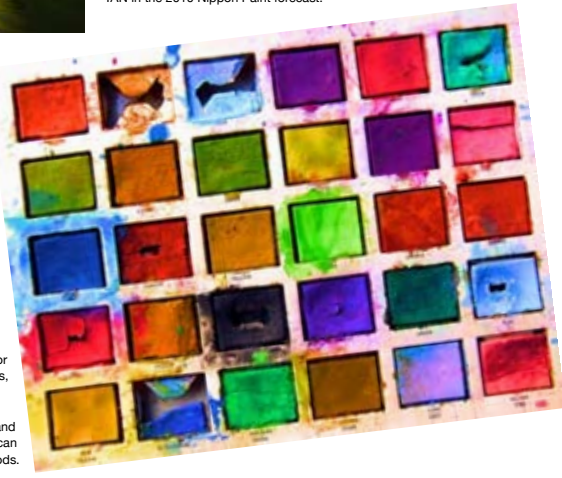
Many things can affect a colour's staying power or demise, such as environmental issues, elections, wars, natural disasters and the economy.

Colour forecasters then take all that information and translate it into colours, so that manufacturers can confidently produce their products into sellable goods.



Catch Denise live in Malaysia on the 29th of November 2008! Specially invited by idS and sponsored by Nippon Paint Malaysia, Denise Turner who is our contributing editor and a renowned colour strategist and consultant will fly more than 3,000 miles to colour-off with our readers HERE! Denise will be in town to announce the colour trends for the years 2009 and 2010.

Why a colour and trend forecast? As in Chinese Astrology, colours change from year to year. Colours may not necessarily repeat every 12 years, but when they do, they wear fresh looks. For instance, there is a direct correlation between 1970's Avocado Green and SANDLE TAN in the 2010 Nippon Paint forecast.



Colour forecasting is not about a specific hue; it's a direction it might be taking or expected to take. Is it getting lighter, darker, warmer, cooler or cleaner?

The human eye distinguishes approximately 10 million different hues. This creates a challenge since we all see colour differently. Lighting, colours and finishes in our surroundings also greatly affect our perception of colour.

When communicating the language of colour, forecasters use a colour system such as NCS, RAL, CMYK, Pantone and Munsell in order to pin point a specific hue.



The MOST Exciting Event of the YEAR!

## Seminar: As the Colours Turn The 2009/2010 Colour & Trend Forecast

Date: 29th November 2008 (Saturday)

Venue: Plenary Hall, Kuala Lumpur Convention Centre (KLCC)

Time: 8.30 am – 12.00 pm

Admission: FREE (Interior Designers and Architects ONLY)

Seminar Highlights:

Session 1: The 2009-2010 Colour & Design Trend Forecast

Session 2: HUE ARE WHAT YOU PAINT  
Emotional & Physical Wellbeing Through Colour

Speaker: Denise Turner ASID, CID, CMG



Denise Turner is an internationally recognized Colour Expert, Colour & Design Trend Forecaster and founder of the Colour Turners. She helps companies make the best decisions where colour choices are critical. Denise's colourful personality and marketability make her a highly sought after colourist. Her effective communication skills and coaching techniques enable her clients to quickly grasp the importance of colour and turn that knowledge into increased sales and customer satisfaction. Her boundless passion for colour and strong design industry experience has turned her into an unmistakable leader in her field. Denise is a CMG Chair Holder (Colour Marketing Group), Certified Interior Designer, and past ASID chapter president (American Society of Interior Designers). She is also Contributing Editor with idS, the magazine.

Seats are limited. To reserve, please call +603-33420900 or email [tsexim@ts-exim.com](mailto:tsexim@ts-exim.com). Due to the content of the seminar, it is only open to interior designers and architects.

This seminar is exclusively brought to you by Nippon Paint (Malaysia).

