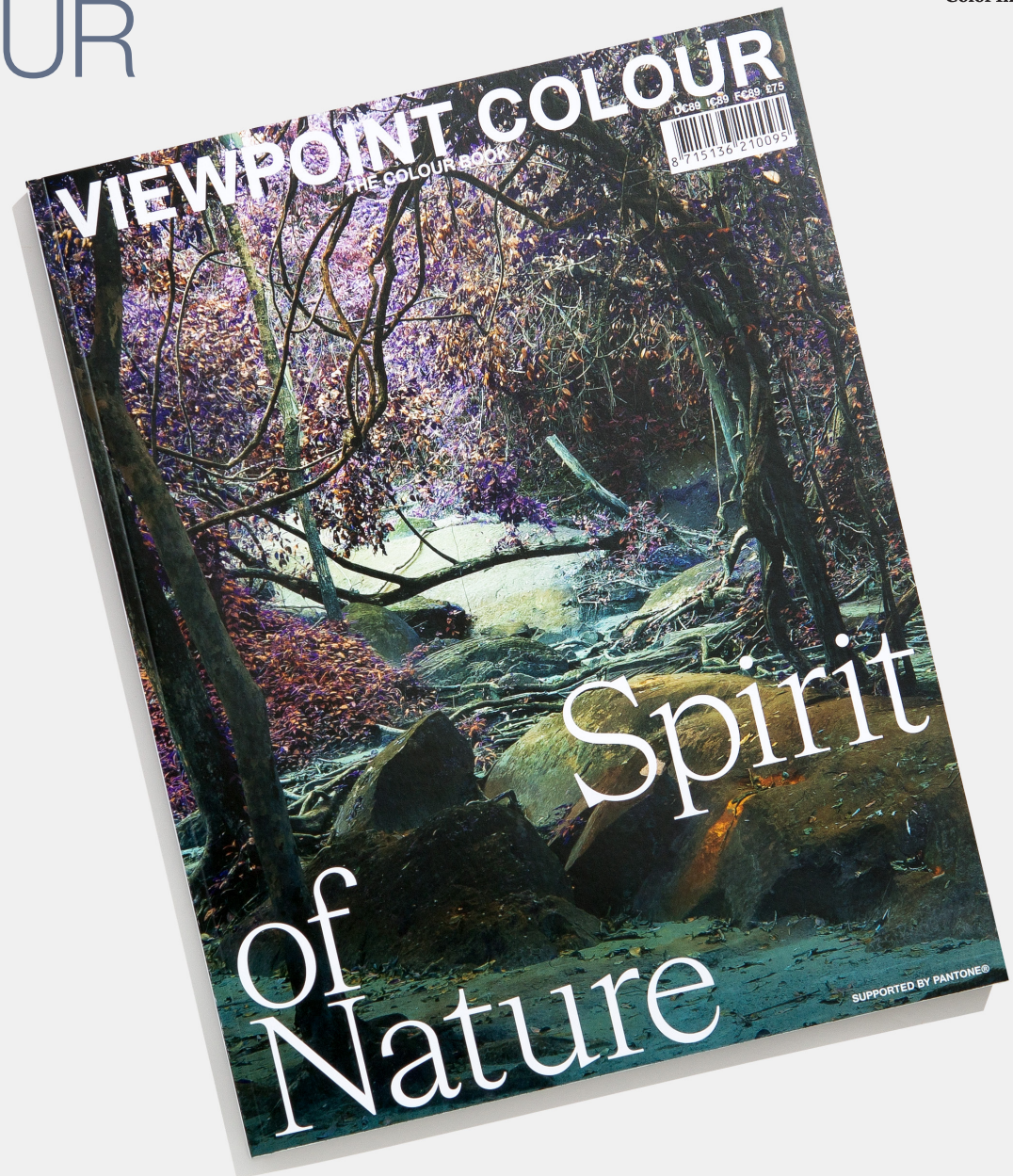


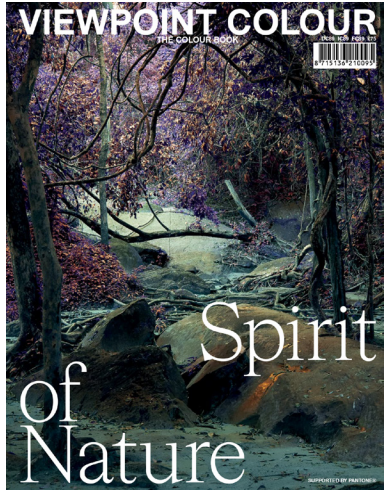
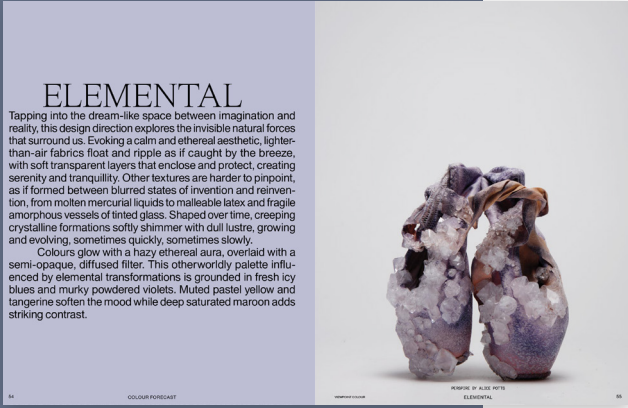
Introducing  
**VIEWPOINT  
COLOUR**

Issue 09



Theme: **Spirit of Nature**

Edited by Franklin Till, VIEWPOINT COLOUR takes a lifestyle approach to color providing a global perspective across design. Combining inspiration with context, VIEWPOINT COLOUR highlights in-depth analysis of the personality traits of emerging color stories, explaining why they are relevant and their design application. Each issue highlights one overarching theme supported by visual imagery, material direction, and trend forecasts in Pantone Colors. The latest color news, color psychology research, designer and artists spotlights, and future design influences are also featured. VIEWPOINT COLOUR – celebrating the poetic qualities of color and the inspiring, artistic, and aesthetic power of color in design.



As the greatest influence in consumer purchasing decisions, **color** is pivotal to an effective design strategy and should be a conscious part of every level of decision-making, from the raw materials that go into the product to the packaging it leaves the store in.



**Inside VIEWPOINT COLOUR Issue 09:**

- **SPRIT OF NATURE:** The Context; Nature's Wisdom, Variation, Regeneration
- **Spring/Summer 22 Color Forecast:** Four Key Color Palettes – Material Legacy, Deep Nature, Elemental, Unseen Color, and Key Color Family Direction
- **CONSTRUCTED LANDSCAPES:** The Connection Between Humans and the Environment
- **ALL CREATURES GREAT AND SMALL:** Planet Inhabitants
- **EPHEMERAL COLOUR:** Gothic Botanical
- **MARSHMALLOW LASER FEAST:** Immersive Art Underpinned by Science and VR Technology
- **COLOR OF TIME:** Slow Process of Natural Color Fading Impact on Material Finish and Appearance
- **PATTERN CONSCIOUSNESS:** Understanding the Patterns of Nature
- **MATERIAL AGES:** The Next Materials Revolution
- **EXPANDING HORIZONS:** A Long-Term Design Manifesto
- **UNSEEN COLOR:** A Glimpse into Nature's Colors Indiscernible to the Human Eye



**Theme: SPIRIT OF NATURE**

The Spirit of Nature focuses on our reconnection to nature, urging us to consider the influence of nature on design as the effects of our betrayal of the natural environment has been thrown into sharp relief by the global pandemic. Highlighting three key color directions we explore color with Material Legacy, color from Deep Nature and color influenced by Elemental forces. While our focus is on enduring, long-lasting classic shades – blacks, beiges and grays, directional color such as zesty shades of striking green, yellow and orange still have relevance. Above all considered color application is key. Far removed from fast-changing seasonal colors intended for quick wins and short-lived relevance, the palettes emerging from Spirit of Nature are slowly-evolving from our current and necessary paradigm – one that places us within the natural world, rather than above it.

