

2017+ Latin American Report

As Determined in São Paulo, Brazil, September 2015



INTRODUCTION

We had very good quality presentations in our workshop. 25 attendees with 21 presentations, describing the different segments of the attendees, such as interior designers, pigments for plastics, pigments for paints, paint companies, architects, trend hunters and graphic designers. These photos were taken in the first day, during the workshop.

The second day was an open day, so that we could promote CMG for students and other people. We had 67 attendees for the second day and our keynote speakers were:

- **Prof. Dra. Paula Csillag** – the president of Pro-Cor Association (Color Association of Brazil and our partner in this event) and also Professor of Graphic Design in São Paulo Marketing and Advertising College: she explained about Pro-Cor works and after the presentation we had her book “Communication with Color” being launched in the event. All the participants received the book as a gift.
- **John West** – President of CMG and the second speaker made a presentation about the Profit of Color.
- **Fabiane Mandarino**: she founded the Color and Design Academy in Rio de Janeiro, where she give courses focused in color design, fashion and related topics. She has a master in Fashion by Marangoni Institute in Milan and her presentation was Color Forecasting and the Media.
- **Prof. Dr. João Carlos de Oliveira César**: PHD in Architecture and Professor at USP University of São Paulo, also AIC member, was our last speaker and his presentation was focused on Color Identity – from the Product to the City – Exploring the Colors of São Paulo City.



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THE COLOR STORIES

1. *SIMPLICIDADE/SIMPLICITY*

During the workshop we defined 3 trends. The first trend is called **SIMPLICITY** and is related to the search for simplicity in our daily lives. The year of 2017 will be a period of pause and reflection on the arrival of the new decade. People will reflect on technological advances and the possible impacts that these advances will generate within the rhythm of life of human beings.

In a world where we're continually running against time, and constantly being bombarded with information, we have begun to question this frenetic pace. People are rethinking a number of variables and possibilities: working at home to avoid the traffic, changing careers to something that provides a quieter and healthier life, mothers who question the education and the time dedicated to their children. Simplicity speaks of welcome, concern about human beings, people who are real and transparent- not fake – where just “being” is more important than “having”. Today, many still value the quantity rather than the quality, but this is beginning to change through conscious consumption - through the exchange sites, such as "desacumulo", "OLX," "detach" (new sharing). (websites for changing things, or selling used things, things that you do not need anymore but it can be very useful for others)

Increasingly, time will become a luxury currency. We need to be mindful of ‘right now’, and stop thinking continually of tomorrow.... More and more people will value the quality of life they have today. Accordingly, the priority will be enjoying the present time - the here and now while enjoying the simpler things in life. We no longer need to take a trip abroad to be happy, we can contemplate the sundown, sunlight and experience the beauty around us within the simple details of life. It is to have the sensitivity to see the simplicity in nature.



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THIS TREND IS RELATED TO THE FOLLOWING COLORS

BRILHO INTERIOR/INNER SHINING – KEY COLOR (METALLIC)

A metallic pinkish copper hue with a gentle warmth that brings people together, inspired by the nuance of skin tones - it is not about luxury or ostentation, but contemplation and rejuvenation. Its intensity may vary depending on the viewing angle. A reflection of happiness: the pursuit of the simple, a contemplation of your inner self.

ORVALHO/DEW

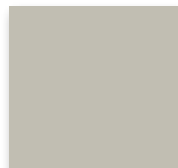
When dew falls on leaves or even on a glass window. This color represents the simplicity of a tree dressed in muted leaves. Wake up early and contemplate the garden landscape fresh with morning dew – a simple, but wonderful part of life! A soft shade of green gray, “**ORVALHO**” is a calming color that combines easily with other colors of the SIMPLICITY trend.

NÉVOA/MIST

“**NÉVOA**” Refers to the sense and feeling in the air; the veiling of the landscape. It is our surroundings that we observe when we wake up early. A warm neutral shade of gray-greenish, a peaceful color.

CAPIM SANTO/LEMON GRASS

A light leafy plant, perhaps bending in the wind. Their leaves make a calming tea, which also helps to calm and "internalize". In the acid-green family, it has a yellowish tone that works perfectly as a highlight for the other soft colors of the SIMPLICITY trend palette.



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2.SEM FRONTEIRAS/NO BOUNDARIES

The second trend identified is **NO BOUNDARIES** and it is related to the desire to belong to a place, to have a space to call our own. It is our reference point, where our roots have grown and a deep connection has been established. Not only in Europe today, but in Latin America too, this immigration continues. Brazil has seen a great movement of people from Haiti, since the hurricane destroyed the country. And this movement is reflected globally. Now there is a need for people to no longer close their eyes to the needs of these people. We need to help others. We are not alone in this world.

We will have an enormous miscegenation due to these conflicts, and we will have to deal with the consequences in the future. On one hand there are the people who are seeking to escape this situation for safety, for a better life, who dream of a better future, but always hoping to come back someday to their homeland. On the other side people are feeling threatened with the immigrants coming to their country, seeing them as competitors for jobs; The government will be "spending" money on the immigrants rather than investing in its people or the country. But in the end we are all humans... and no human being is illegal...

There are those who are helping refugees such as non governmental organizations or the natives of the country themselves, who are sympathetic to the situation of immigrants, and are donating food, shelter, transportation, etc. The movement of nomadism, creating more and more citizens in the world with a meeting of cultures and contrasts, generating a new concept of collective intelligence and blend of cultures.

THIS TREND IS RELATED TO THE FOLLOWING COLORS

CORAGEM/BRAVERY

A color that represents determination, strength, vitality, facing the challenges, the love for life, survival, blood flowing in the veins generating a collective DNA. A deep, rich shade of red that is seen in various combinations of the flags of the countries whose population is migrating to other places.

TRAVESSIA/CROSSING

It is connected with the earth, with the passage, with walking, with the movement. The crossing by the Earth, crossing borders in search of new paths. A saturated shade of orange, reminiscent of the dusty paths that refugees may pass down.



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SORTE/LUCK

A path of new opportunities, the desires that those who leave their countries hold tight. Hope to change their lives for the better. Expectation of good luck in this new trajectory. A halftone refreshing and deep green, also associated with the green flags of Syria, Afghanistan and Pakistan and the green used in Middle-eastern cuisine – mint.

CAMINHO/PATH

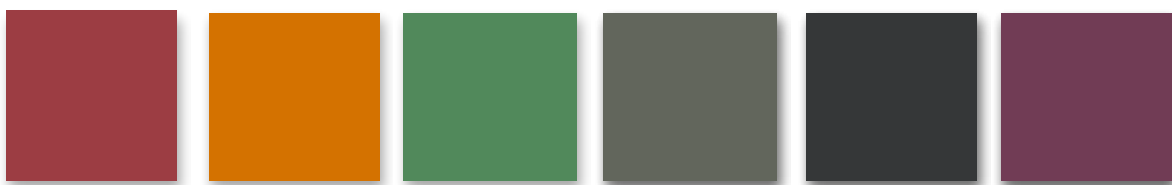
Because the most important thing in a journey is the path that journey takes! A neutral shade of green, which refers to the rails, helping to balance and anchor the other tones of the NO BOUNDARIES palette.

PENUMBRA/PENUMBRA

In the quiet of the night, refugees cross borders, making sure they won't be seen. They walk in penumbra hidden between the dark shadows. A deep black that adds balance to memorable shades of red and orange present in the palette.

NÔMADE/NOMADIC

Geographic transience in search of better living conditions. Escape the war and religious persecution. A rich wine tone with touches of blue, almost purple.



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3.MEU MUNDO/MY WORLD

My world is focused on self knowledge, self reflection, knowing how to use the present, being rational and emotional at the same time. All this aligned with our values. Being spiritual and caring about people around you.

It is the search for peace of mind, being good to yourself. The spiritual side of our daily lives, what each one believes, our "I" inside. The trend that we call MY WORLD

THIS TREND IS RELATED TO THE FOLLOWING COLORS

HOLÍSTICO/HOLISTIC

A color that represents fertility. A vibrant shade of yellow that refers to our inner light, sunlight, life and happiness.

REFÚGIO/SHELTER

Given the contrasts and external insecurities, our home becomes the place where we are welcome, it is where we find shelter and refuel ourselves. A khaki tone, warm neutral, which is well accepted in interior decoration. A wonderful neutral color.

SINTONIA/TUNE

You tune-in with your "I" inside, connecting with yourself. This blue-green tone is the influence of water on the functioning of our bodies, generating self-reflection.

ENCONTRO/ENCOUNTER

A color that represents a space in time between the end of the day and early evening. A perfect time for a deep and intense encounter with yourself. A shade of blue that brings an atmosphere of peace and serenity, transporting us to a journey inside this universe.



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INTUIÇÃO/INTUITON

It is connected to the mystical, spiritual, to the uncertain and immaterial. It is a grayish purple tone, which leads us to reflection, intuition to discern or sense things, regardless of reasoning or analysis.

PIÇARRAS/PIÇARRAS

It is related to protection and support around us. A kind of stone cut into layers to make roofs. A land of Brazilian soil of high clay composition, providing the individual protective housing. A support base where you step. A stone brownish gray tone that can be used in floors.

