

**CMG**



Colores  
naturales

2011 Latin America Meeting  
July 20 - 22, Medellin, Colombia

A banner with a green background. On the left side, there is a photograph of several purple orchid flowers with yellow and white centers. On the right side, the text "Colores naturales" is written in a large, white, sans-serif font. Below it, in a smaller white font, is the text "2011 Latin America Meeting July 20 - 22, Medellin, Colombia".



## Attendee countries

Colombia  
Ecuador  
México  
United States  
Venezuela



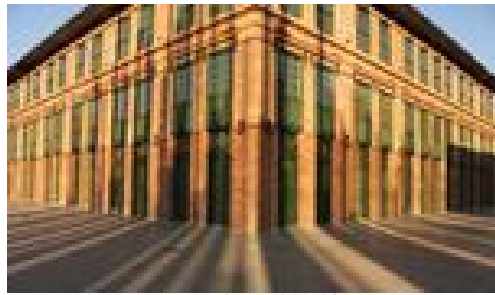




# Medellín







# Attendee Industries

- Plastics
- Paper
- Food
- Architecture
- Fashion
- Ceramics
- Printed media
- Paints
- Wood laminates
- Magazines
- Textiles
- Academic
- Advertising
- Interior Design
- Pigments
- Retail sellers
- Packaging
- Cosmetics
- Chemical supplies



# Influences

- Water and nature: awareness for environmental care and resources conservation.
- People are looking for places that transmit tranquility, peace, relaxation and harmony feelings, to find a space out of the stressfull life.
- Technology: everybody is connected. More homes as offices and e-gadgets are present everyday in our life. Blue, gray and purple are associated to this.
- Self-creation: people have became their own designers.



**PAINTS INDUSTRIES**





- Culture as expression of the human, cultural interchange and large networks.
- Nature: resources, when abundant or scarce, tell secrets about shapes and colors based in the nature.
- Technology: it influences everything what we do, transforms the human behaviors.



**RETAILERS**

## **INTERIOR DESIGN**



- The influence comes from signals that the people make and the patterns of their times, the environment and the weather.
- Culture: a strong influence, looking for people feel more vital.
- Look for calm and peace.

- Necessity of discover, develop and change their spirituality and to be solidary
- Go back to past times, inspired by the Mayan Gods and take it to the past: vintage and retro elements.
- The people wants new things, this feeling involves every sense; so we can find soft textures and new marketing answers as “neuro-marketing”.



PIGMENTS

## TEXTIL

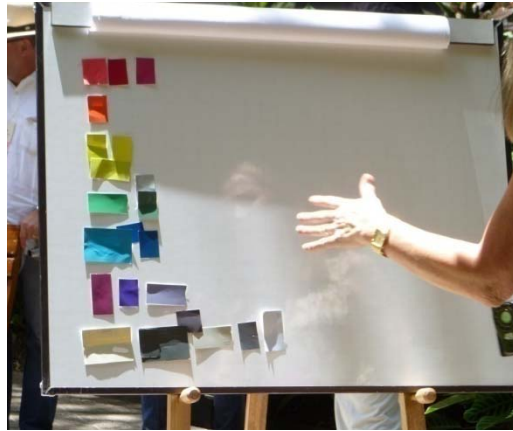


- Always seeing it as 2 seasons: spring-summer and autumn-winter.
- Young consumers that create their own collections and identity.
  - Art and music
  - The constant search for sensations
  - To renew as way of obtain new things
  - Latin America is everyday stronger in fashion matters, so the bright colors are becoming more popular.



# Forecasting process







# “Next” Palette



Axiote



Zapote



Mangobiche



Andino



Esmeralda



Gorgona



Agua Ardiente



Chiquinquirá



Catleya



Yarumo



Salinas



Galeras

# Axiote



**Munsell: 6.25R 3/12**  
**Pantone TPX: 19-1761**  
**NCS: S 1580-R**

Is a warm vintage red, inspired in a Mexican bean used to give color on recipes and with many medicinal purposes.



# Zapote



Munsell: 7.5R 5/14  
Pantone TPX: 17-1562  
NCS: S 0580-Y80R



Is a bright intense orange, with a name given by a tropical sweet fruit from the north side of South America

# Mango Biche



Munsell: 2.5GY 7/8  
Pantone TPX: 14-0445  
NCS: S 2050-G70Y



Is an electric green, technology and youth inspired with a name from a tropical fruit with an adjective that means the fruit is still not ripe. Because of that, the fruit flavor is not sweet but strongly sour.



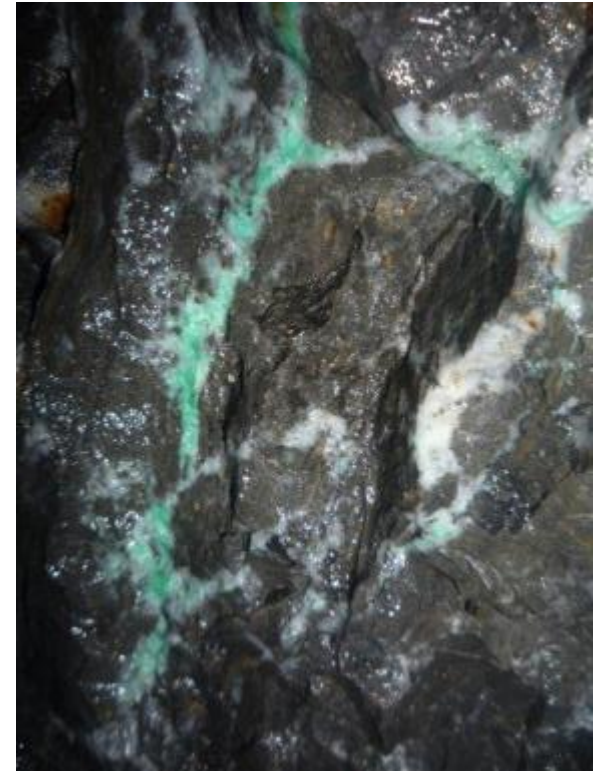
# Andino



**Munsell: 5G 4/4**  
**Pantone TPX: 19-5511**  
**NCS: S 6020-G**

Is a deep dark green, a very earth tone, reminding the andinean landscape, with the darkest green in nature.

# Esmeralda



Munsell: 5G 5/8  
Pantone TPX: 18-6022  
NCS: S 3050-G

Is a pure intense green, taking its name from the Colombian purest jewelry stone: Emerald.

# Gorgona



Munsell: 10B 3/8  
Pantone TPX: 19-4241  
NCS: S 4550-B



Is a green-blue with a turquoise touch, inspired in the pacific deep blue sea, where Colombian's Island Gorgona is located.

★ Color of the year



# Agua Ardiente



Munsell: 10BG 4/8  
Pantone TPX: 18-4733  
NCS: S 3060-B30G



Is an accent blue, with a few greened tones. It has the whole idea about water importance in the next years. As a strong color, took the name from the Colombian national liquor.

# Chiquinquirá



**Munsell: 10PB 3/10**  
**Pantone TPX: 19-3737**  
**NCS: S 4050-R60B**

Is a clean purple looking back in luxury and royalty colors. As a strong catholic country, Chiquinquirá is a little town in Colombia with several Virgin Mary devotes and believers.

# Catleya



Munsell: 5RP 2/8  
Pantone TPX: 19-2430  
NCS: S 5040-R30B



Is an earthed deep purple, surrounded by technology trends. Its name comes from Colombian national flower, the Catleya Orchid



# Salinas



Munsell: 10Y 7/1  
Pantone TPX: 15-6307  
NCS: S 3005-G80Y



Is a gray white, neutral and a little warm, which comes of the sea salt, and it is a perfect color to reduce the bright of the other tones. “Salinas” is the name given to the large deposits of sea salt.

# Yarumo



Munsell: 5G7/1  
Pantone TPX: 15-5205  
NCS: S 3005-G20Y

Is a bright pastel gray, clean and neutral. Comes from a classical trend remembering heritage and tradition. Its name comes from a tree which grows in the forest zones. It can find on latin America long and is popular in Venezuela

# Galeras



**Munsell: 10B 3/1**  
**Pantone TPX: 19-5004**  
**NCS: S 7005-B20G**



Is a deep earth gray tone, connecting past and future, matching with both trends, the one that looks the past and the one that look up to the future. This color was inspired in the ashes of the most famous Colombian volcano, is a strong color related to the usual activation that it has.