

# key colors

Asia/Pacific key color for 2016+



## “Naturban”

Color Marketing Group announces “Naturban” as the Asia/Pacific key color for 2016+

“Naturban” will emerge as a hue to blend natural and urban living.

This yellow hue captures the best of both worlds. It reminds us of the beauty of nature and its warm caress, however, it is also energized and buzzes with the energy of a vibrant city. The duality of the color’s inspirations make it an essential future hue in terms of urban life, so teeming with energy and, yet, desiring the escape of the great outdoors.

Nature expeditions are fine, for a while, but we remain urban dwellers at heart. The importance of a touch of nature in our lives will remain important, as long as it’s comfortable and does not bite, sting or itch!

