

colors
india 2009



Trend & Color Conference
21st Aug - 22nd Aug 2009, Mumbai

HOPE
is the
color
of the
FUTURE



Color Primaries:



NOKIA
Connecting People



The **objective** of
this collective is to create
a **platform for Trend and Color**

...sharing information on

color research & advancement
education and training
color forecasting direction
design and application

for the Indian marketplace...

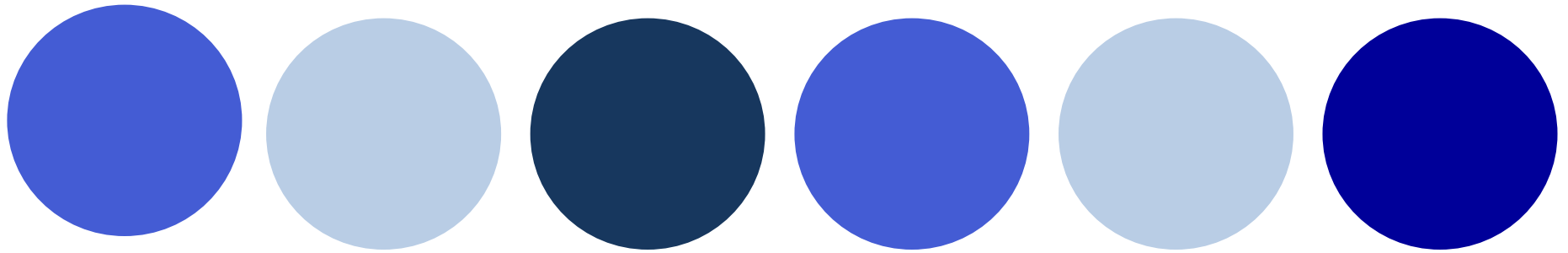




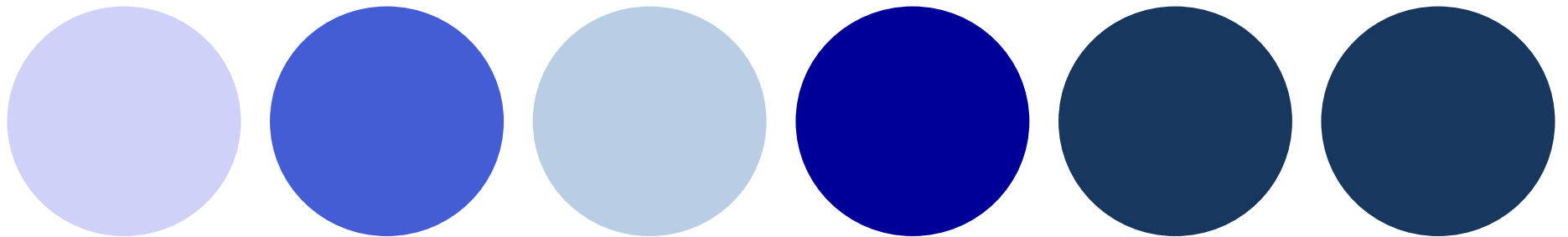
The Color Marketing Group –World’s Leading International Association for Color Design Professionals.

- International Meeting twice a year in the US.
- European, Latin America and Asia meetings once a year.
- Country Specific meeting INDIA.

Colors India is held in association with the **Color Marketing Group**



Color Primaries



Two workshops are held at Colors India.

Color Workshop - Training in NCS System for professionals: NCS, the Natural Color System, is a perceptual tool for color design and communication. The session, which included presentations and practical exercises, emphasizes the need for color theory and its practical usage and application in color communication and research.

Colors India CMG 2009 Directions Workshop: The trend workshops offer the opportunity to explore influences and their impact on future color through discussion and visual media. In an interactive session participants across industries, share ideas, technologies and products enabling us to arrive at the key drivers of design change and color for the Indian market in the short and long term.

At **2009** Trend and Color directions workshop, professionals from diverse industries were present. Color Technologies like dyestuff, paint and special effect pigments; architecture and industrial design; PR firms and brand consultancies; automotive and appliances; bespoke and modular furniture; textile and lifestyle retailers. Together they arrived at the most significant influences and colors for the Indian marketplace for 2011. The workshops were facilitated by CMG Asia Pacific Chair and CMG incoming board member, **Latika Khosla**, Director Freedom Tree Design.



Background:

- 1) The overall discussion was around the impact of recession. Fighting the recession and the unknown of pandemics. A state of opportunity for many industries to innovate and experiment. Largely a positive outlook echoed a desire translated as 'Happy Monday', a sense of optimism and getting on with work! Florescence and tech infusing our environments with saturation making experience chageant. Circus like, break the monotony and escape the grays!**

- 2) 'Green has many colors'. A refreshing look at inspiration from the diversity of the natural as green. The discussion around Green continued this year. However 'green' will no longer be a superficial story, but more, an underlying process which the companies will have to work within. Norms and Mandates around Green will be built by the government. Every product will have a carbon footprint meter. Every company will have its own CO2 usage parameter which will lead to many companies looking to do business in their local surroundings. Citizens will have to be more aware and take individual responsibility. Use less, go local. Green products will be the new status symbols. Rising awareness in all aspects of Industrial production, building design and retail marketing.**

- 3) A confident and contemporary young India feels it offers a lot more to the global market today. There is a demographic change. A young country needs to touch base with its historic culture and roots. Young Indians are getting the best of both worlds. New interpretations of the old are being made. There is a resurgence of traditional icons and India symbolism is recreated in modern graphics and color renditions. Amarchitra and publications, mythological stories are represented in newer media. Sanskrit names that are Indian and have a global appeal are becoming popular for naming brands, products and services. Popular icons like Niladri Kumar associate with the global audience because they have contemporarized the sitar and made it relevant for today. Slumdog going to Oscars has brought India back to limelight.**

The world abroad is not so much attractive as the world at home.

During the workshops 3 important influences were identified that will have an impact on the Indian consumer over the next two years.

Influence 1

Effortless Luxury

Definition of luxury moves to 'something you have had for a while.' In the recession people are not spending as much but are valuing what they have. Associated practicality. Not only about recession, but learnings.

- **Cannot just buy it, hold onto it.** The economic slowdown makes us value what we have today. It's the Luxury of owning something you have had for a while __since you cannot think of buying new now. Story telling of self is narrated thru objects with precious associations. Story telling about myself thru real use of the object throws up, my use, my profile, how I have grown and used something.
- **Flaunting Luxury in a restrained way.** It is not the time for pompous display of money but understated. High end showrooms are using materials that are cost effective and eco friendly. Vintage Theatricality. Effortless Luxury is the new respect of the old. Imperfection is good and acceptable.
- **Industrialization of spaces** is a new movement. More and more untouched and unfinished surfaces and spaces have memories that are layered. These spaces are an artist's luxury. They become canvases left to paint on! Bare and Functional with no opulence.
- The trend for this largely **expresses itself in material surfaces.** Design will seek to preserve what exists; modernity is added thru layering. Contemporary interpretation of Patina Surfaces, Distressed Finishes, Scraped out and Worn out look, tie and dye. **Colors we can expect to see are** Mossy Greens, Rusted Copper, Aged Firozi (turquoise), Old Blues, Silvery Grey, Stormy Skies.

Influence 2

Smart Folks

Smart Folks is about the young and their fascination with indigenous cultures, fair trade and green movement working hand in hand to deliver products that are authentic.

- **Travel to exotic destinations.** Metros worldwide are turning into clones. So much so that it is claustrophobic. It's a time of change. People now want to travel to explore and experience the **authenticity of a place**. To indulge themselves into a new culture for a time being. The smell, taste, landscape, art, craft, language. Choosing exotic destinations against touriscities, the choice is not Cape town but maybe Mozambique, distant pacific islands not Bali; deeper into Latin America than just across the border . Travel is going to open newer arenas of inspirations.
- **Connected and Collide thru cultures.** Exposure to different ethnicities. Internet is making it easy for people to get exposed to newer communities and ways of living. The accessibility to their information and visual world.
- **Fair trade Revolution.** We need a more human aspect into what we are buying today. Today brands will have to be more transparent about the root of the products. Artisans and Craftsmen will get their due. Brands will work with these artisans to produce craft in large quantities. There is going to be a fair trade-techno craftsmanship revolution. This idea will be used by brands in design, marketing and usage.
- **Eco-Human Context.** Use a direct innovation from indigenous cultures, to come into the product design. The whole folkloric idea in design or marketing the product and usage. Special processes that allow the handcrafted items to be ecologically effective. People are buying into this idea appreciate eco-human harmonious existence.
- **Interpretation.** Folk will be interpreted in newer colors, newer materials. An impressionistic folk. Like cross stitch look alike printed fabric. A double take on the designs. Unexpected, intelligent. Strong contrasts. Bright colourful, active, intense and blazing reds and pinks.

Influence 3

Pocket Size Aspirations

Gone are the days when customization was for people who had the luxury of paying up extra. Brands have to seize the opportunity and make stuff that someone wants. People want to fulfill pocket sized aspiration, which they can afford one purchase at a time.

- **Plug in with customization.** People want to be different. They like to indulge and get pampered. Brands need to respond to this 'I, me, myself' and come up with applications and services that are personalized and make one feel that you have thought for them. Customer needs "The brands need to understand 'me' and make 'me' feel that I am cared for."
- **'I want and I can get' customization.** What I like. It's my own. I stand out. Managing people's perception about oneself. Heads should turn. Newer processes will need to be explored by brands, where each piece could be unique and deliver this promise.
- **Defined customization.** The mass customization can never be on an individual level, however make one feel that it is an added level of support/care that the company is working towards. An added 'WOW' factor.
- **Democratization of Customization:** Companies need to build external associates who could help them deliver customization 'as an added service' to the end consumer. Lot of new business opportunities will branch from this. Forms, Surfaces, Colors being lent by adjacent industries. I-pod continues to set the biggest example. A small company has made gloves with finger tip sensor, so that one could use i-phone even in winter with comfort. Automotive in India expects a lot of added value product and service customization.
- Smart Services, Innovative Thinking. **Instead of customizing the product, customize service.** Marry services to the product. Allow people to engage in a deeper way. Virtually possible to promote customization as it doesn't need shelf space in dealer stores.

Colors India CMG 2009 Report Back

Colors India CMG 2009 Color Direction: We have 14 new colors to unveil as decided at this conference.

Color name	NCS Notation
Gypsy	S 2060-B50G
Jumpy	S 1080-G30Y
Bounce	S 0580 Y
Electro'cute'	S 0560-G50Y
Leh	S 1515-R40B
Pom-pom	S 0570-Y80R
Maati (soil of the motherland)	S 3060-Y60R
Drunken Scarlet	S 1580R
Wonderland	S 4050-R40B
Gateway	S 5010-Y30R
Araby	S 4030-B50G
Aire	S 1010-B30G
Dark knight	S 7010-R90B
Baaz (a soaring hawk)	S 0300N





As the name suggests **Gypsy**, a free spirited persona, is a high energy color. Psychedelic, and glowing, clean and clinical.

Color application as either glossy or powdery and matt.
Industry: Sportswear/ Graphics/ Textile/ Smaller Appliance/
Glassware/ instrument clusters



Jumpy has extreme qualities of lush maturity contrasted with being loud and techie. The color has a wet liquid texture to it.

One can use it as loud accent color or a fresh chirpy color.
Industry: Kids products/ Technology products/ Sports



Bounce along ,all day long. An extremely happy and a sunny day color. It is warm, engaging and positive.

Application in High Gloss / Shine finishes.
Industry Type: Sportswear/ Graphics/ Retail/ Home/ Glassware/
Accessories/ PDA



Electro'cute' is demanding of attention. A highly optimistic color with an edge of fluorescence. It's sparky and has an element of surprise.

Application is Plastic/ Transparent or powdery
Industry Type: Sportswear/ Apparel/ Graphics/ PDA



Inspired from the receding colors of Himalayas, **Leh** is as elegantly shy . It has a mystic play of shadows and layering. The color endures even seen in finishes powdered or peeling off.

Application is powdery. Also distressed with a little metallic shimmer.
Industry Type: Textile/ Home/ Appliance/ Ceramics/ Paint



Pom - Pom is surprisingly vibrant and intriguing. Highly folkloric, a tribute to the quality craftsmanship. It is as unexpectedly traditional as it is energetic.

Application in Gloss/ Powder/ Matt/ Lacquer/ Embroidery
Industry Type: Home/ Cosmetics/ Paint/ Ceramic/ Appliances



Maati, (earth of the motherland) is a beautiful spice color. Sundried, baked, hot. It is, raw yet edible, robust and grounded.

Application in, Texture, Matt, Two-tone, Unfinished, Cracked
Industry Type: Automotive/ Surfaces/ Paint/ Retail environments



Drunken Scarlet is sensual, indulgent, luxurious and blatant ly spoilt. Every industry loves this sinful color !

Application in Gloss, Velvet, Metallic, Satin Matt
Industry Type: Home/ Paint/ Apparel/ Retail/ Cosmetic/ Kitchens/ Homes/ Accessories/ Garden



Dramatic and theatrical, **Wonderland** is brash, and in your face. Confident yet graceful, expensive and costumey hinting at staged romance?!

Application in Soft, Satin, Luster, High gloss, Patent Leather, Distressed
Industry Type: PDA/ Small products/ Automotive/ Personal Accessories



Elegantly ageing into history standing there awaiting its glory is **Gateway**. It is a color of depths, unending. Worn out and layered in memories. It epitomizes Bombay; graceful, unyielding and concrete.

Application Brushed, Metallic sheen, Unfinished, Imperfect,
Industry: Surfaces/ Retail/ Automotive/ Appliances



Araby has industrial strength and power. A brushed metallic sheen, unfinished and imperfect. A deep density underwater color of stealth and royal diplomacy.

Application: Matt, Metallic, Peeled off, Royal with gold
Industry: Interiors/ Wallpaper/ Appliances/Automotive/ Fashion/ Cosmetics/ Graphic



Aire is frosted in time. It is delicate and illuminating, expensive and smoky.

Application: Smoky frosty, Flaky, Powdery, Gold Undertones, transparent, warm, metallic
Industries: Home/ Appliances/ Automotive/ Retail



Dark Knight is a color of midnight magic. The greenish blue undertone makes it virtual and secretive. Of passage of time and distinct demarcation.

Application: Metallic, Gunmetal distressed, Patina
Industry: Home/Surfaces /Hospitality /
Accessories/Kitchenware/Packaging



Seemingly ladylike and pure, **Baaz** is also a mirage. Misleading and illusionary it is a little sinister; the word means hawk!

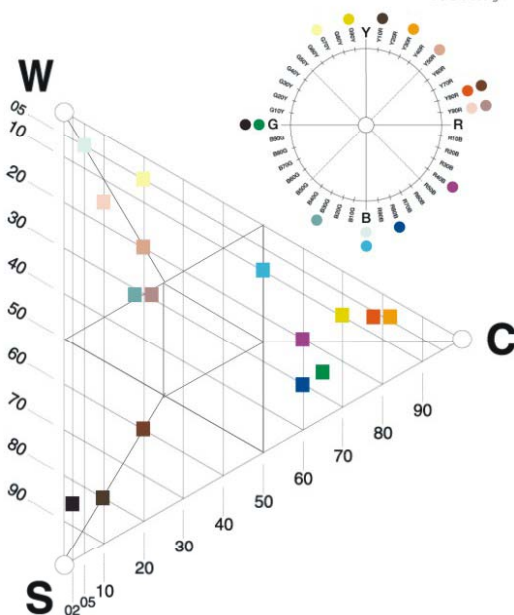
Application : Gloss/ Reflective / Radiant in Industrial shapes
Industry : PDA/Fashion/Home/Automotive



COLORS INDIA 2008
Color Mapping

Trend Color Directions 2010

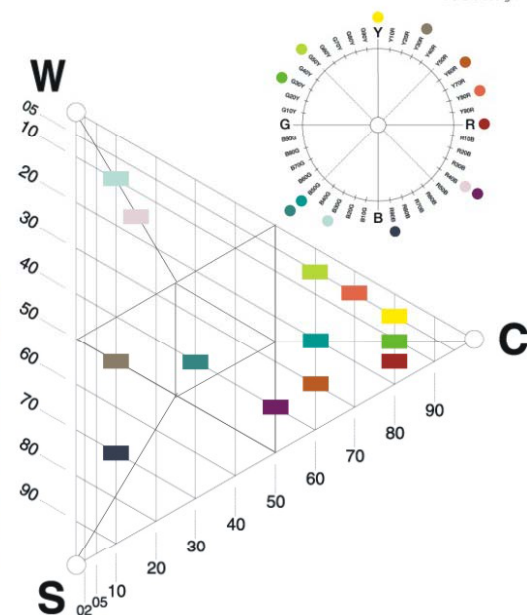
WEED	8010 Y10R	
JOEISH	0580 Y30R	
NUDE	2020 Y50R	
RUSH	0580 Y80R	
CAUSEWAY	6020 Y80R	
MULTANI	1510 Y90R	
ROSEGOLD	3020 Y90R	
DUALITY	2060 R40B	
SCREEN SAVER	3060 R80B	
LUNAR WHITE	0505 B	
AA SMAN	1050 B	
PEBBLE	3020 B30G	
SPYRO	2565 G	
MYSTRIX	8502 G	
THERAPY	0520 G70Y	
NEHAHA	1070 G90Y	



COLORS INDIA 2009
Color Mapping

Trend Color Directions 2011

Bounce	0580 Y	
Gateway	5010 Y30R	
Maati	3060 Y60R	
Pomp - Pomp	0570 Y80R	
Drunken Scarlet	1580 R	
Leh	1515 R40B	
Wonderland	4050 R40B	
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Jumpy	1080 G30Y	
Electro'cute'	0560 G50Y	
Baaz	0300 N	



Color Mapping and analysis.

On the whole, the colors are clearly optimistic which is represented in their high and clear chromatic value! Near fluorescence. There is a shift of yellows to hues with greener undertones. Many blue influenced reds from 2008 have given way to a frank yellow reds in 2009. Very balanced red blue colors (lavender and mauve) appear in pale and blackish tone. Anticipating a saturation with reddish blues (cobalt), there is again a swing back to blue greens, (teal and turquoise.) Colors are less polarized in value, with fewer darks and less pastels too.



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Our thanks:

All conceivable and the most beautiful colors can only be made when we have the Color Primaries in place.

Thanks again go out to Color Primaries NCS, BP Ergo and Nokia who have supported this event year after year.

Thanks to all our participants, who came from all over India to be a part of the workshops and share their work and ideas. The companies were:

AR Intertect Design, Asian Paints Ltd., BP Ergo, Century Ply, Desmania Design, DMA BRANDING, Dovetail furniture, DyStar India, Freedom Tree Design, General Motors, Godrej Interio, LG Electronics India Pvt Ltd., Madison, Mahindra and Mahindra, Nippon Paints, Portico NY, Priyanka C, Spaces Within, Sudarshan Chemical, Titan Industries, Titan Industries Ltd., TVS Motors, Wipro

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Thanks to Nidhi, Yuti, Aanchal and Umesh.

Color Primaries

Founding Organizer

