



Colors India CMG 2008 Trend and Color Directions Report Back



29th August, Speaker Day session



Speaker Day Session

A full day of Color Inspiration, Tools Trends and Taking Color to the market

Color Workshop - Training in NCS System:

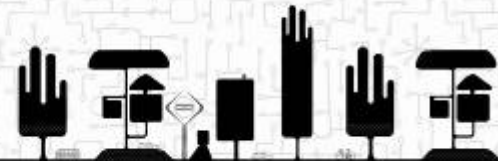
NCS, the Natural Color System, is a perceptual tool for color design and communication.

Or

2009 / 2010 Color Directions Workshop

Colors India combined with CMG in the first ever country specific forecast.



29 Aug – 31st Aug 2008



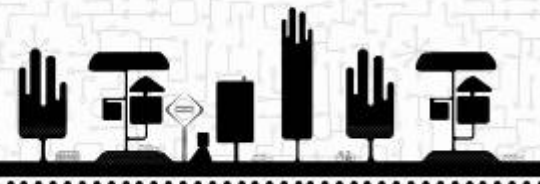
	<p>architect</p> <p>Mitch Gelber TR Hamzah and Yeang, Malaysia</p>		<p>industrial designer</p> <p>Tsai Yuan Yulon Automotive, Taiwan</p>
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	<p>trend & color designer</p> <p>Jane Stocke CMG Sincere Creates</p>		<p>trend & color designer</p> <p>Sunny Maffeo CMG BASF</p>		<p>trend & color designer</p> <p>Latika Khosla CMG Freedom Tree Design</p>
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	<p>marketer</p> <p>S. Srinivas TVS Motors</p>		<p>marketer</p> <p>Richa Puranesh Lakme Unilever</p>		<p>professor</p> <p>nift</p>		<p>marketer</p> <p>Ruchi Adige Fitch Group</p>
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	<p>corporate chronicler</p> <p>Dr. Gita Piramal CEO BP Ergo</p>		<p>boundry blurrer</p> <p>Ankur Choksi Lotus Link</p>		<p>visual jockey</p> <p>Soham Sarkar & Then</p>		<p>story teller</p> <p>Uttam Pal Singh</p>
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Trend and Influences Report Back

Background to the influences:

Green is the underlying technology. Green will be price competitive & the mass will be using it.

Not exclusive anymore. Marketing strategies will be transparent regards green technologies.

Karma meter, and an Eco Humanitarian culture gives encourages a **Conscious shopping bag**.

Nature in its birth form : Look at surreal nature. Design will take inspiration from natural - technology.

Rural India. Significant market for many industries as 50% growth will come from the rural area. An interesting number to share : Net penetration is 3% in the rural area but 70% of web travel bookings come from the rural India!

Influence 1

// GENERATION. The urban youth in India.

Everyone has two or three proficiencies that they call themselves by. Eg A computer engineer/ a visual jockey / guitar

player. Thus the Back Slash Back-Slash. **Their introduction is multiple.**

- They lead multiple lives:** when they are away at work or with friends, blogging or on the face book; and when back with the parents.
- Youth is a big market.** But there are different aspects Indian youth. They want low cost products. **Not brand loyal.**
- Youth – socially conscious.** Believe in hands on causes.. But **allegiance to the cause is not real** or straight from heart.
- Digital morphing – They are Color wise, Graphic wise in a Positive way.** Thru social networking they leverage connections to make informed decisions. Spend hours looking at other people's lives making voyeurs of themselves.



Influence 2

SPORTY by association.

Achievement on your own terms will reflect style and personality. The gold won by Bindra in Beijing. National pride rubbing off on us.

- It is a **New Austerity** thing.
- This is a **Fake sporty**. People will want to **associate with sportiness as triumph**.
- Boldness and Achievement on your own terms**. The games linked with this are **niche sports individual sports** like cycling, surf boarding, etc.
- Performance and experimentation are the design expression** of this influence. A balance of sporty attitude and will to win. **Sporty as a theme will be big** especially for product design and automotive. This attitude will replicate on garments experimental gear and performance fabrics in ready to wear.



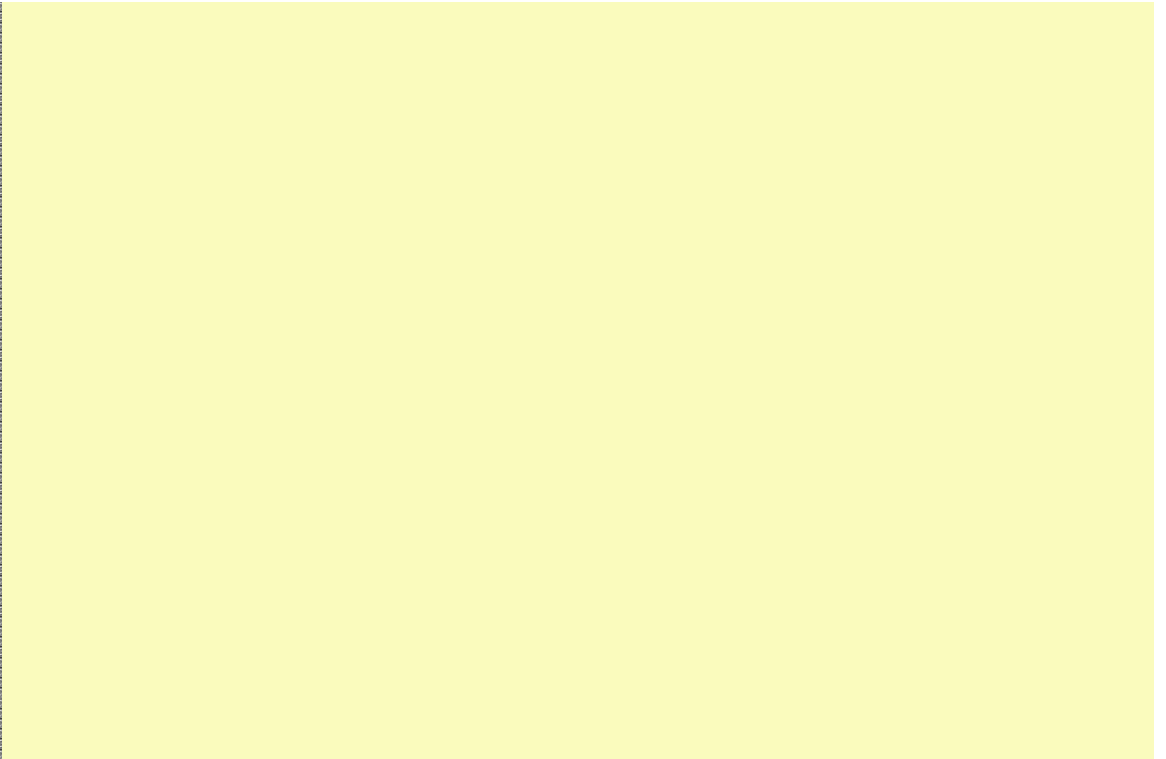
Influence 3

NEW INDIA Next

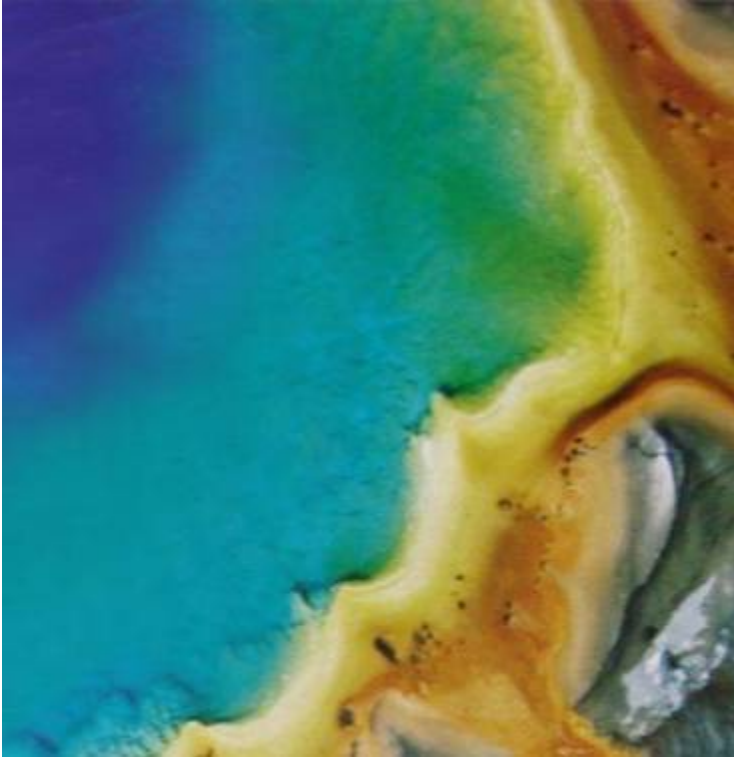
Good Design Exposure will make us look at India with new eyes. Not the street kitsch but a belief that a new high design can make India Cool. It may be the time for **design inspiration from Asia to move westwards.**

- With **Global Aspirations there is a demand for an aesthetically correct product.** Fashion inspiration may be taken from west, **but a little something happens on the way and design is modified with an Indian touch.**
- Aesthetic taste has till now been represented by economic status. **Emerges now a Modern Maharaja, a new luxury.** Heritage, Pattern, Oriental and Folkloric ethnic forms will be influences, hybridized in a modern context. **Make something modern out of items and details taken from old times.**
- Color will have a deeper meaning. An Aesthetic not superficial,** which will give a definition of Indian design beyond paisley.





A soft pastel yellow green, **Therapy** an airy, fluffy color with Hybrid qualities.



Nehaha is middle tone yellow green. This color not only is an exotic traditional Indian yellow, it is also a fashionable eco green as well.



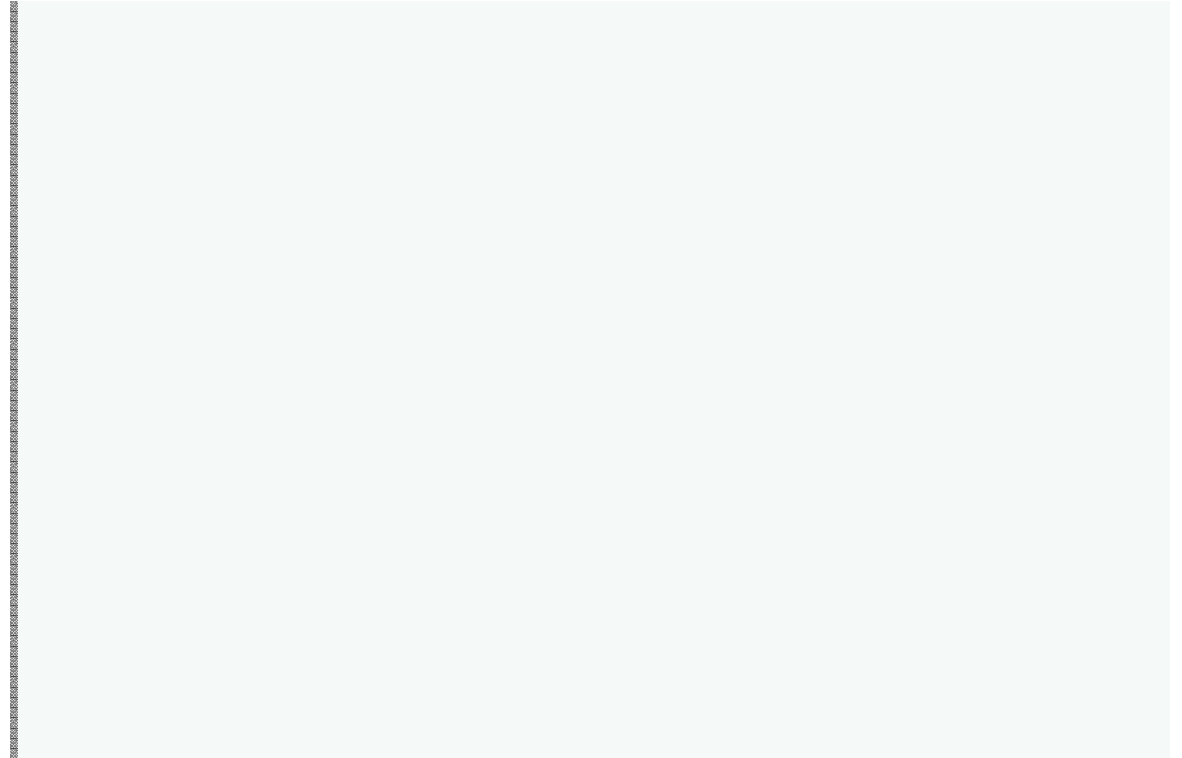
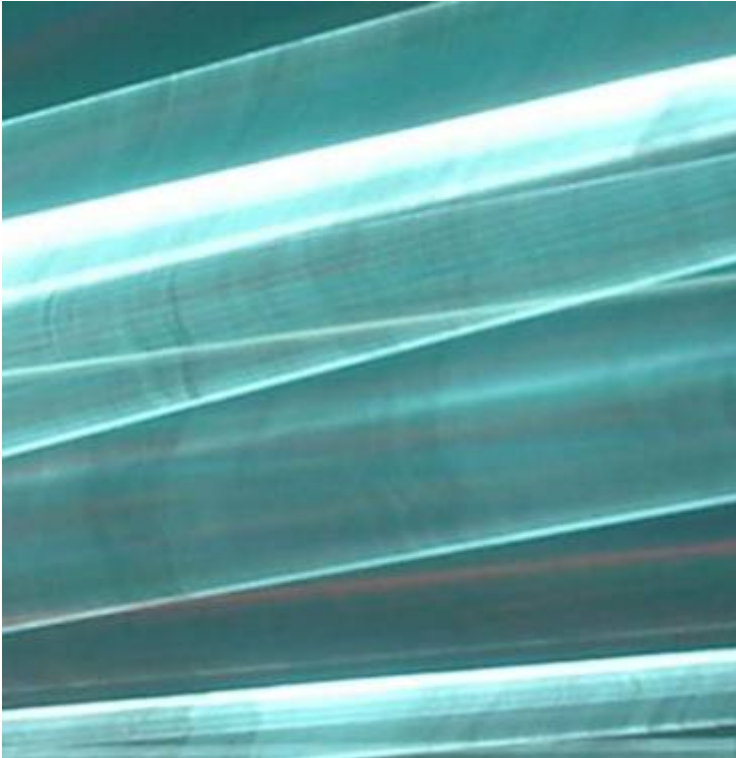
A luminous orange , **Joeish** is a accent color for sports. Would work well in metallic finishes too.



Rush as the name depicts is a powerful red suggesting a sense of motion and speed. Good color for details in sports and automotive sector. Seen in glossy or powdery finishes.



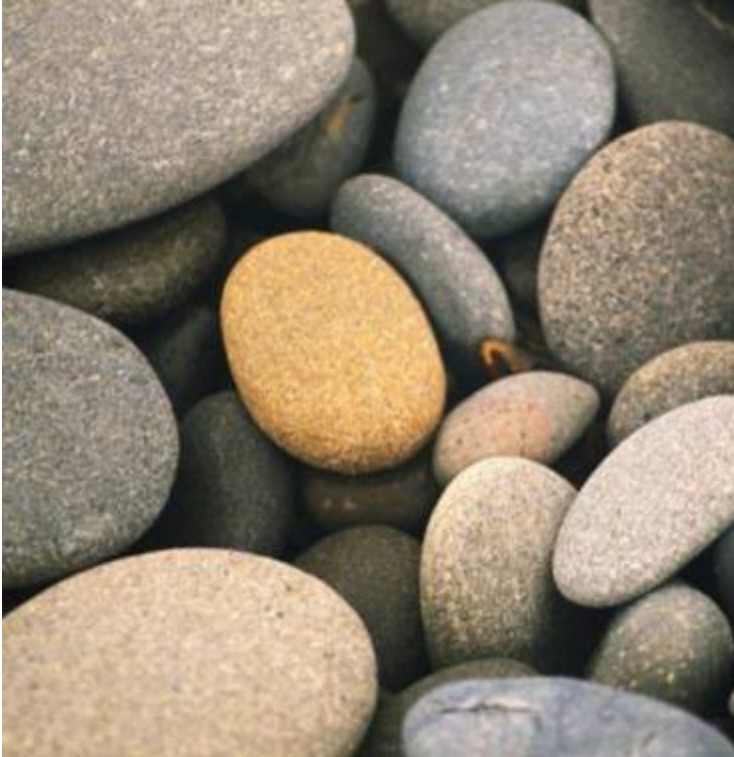
A purple with red undertones, **Duality** is an iridescent texture. It is a flip flop deep pink or red with black.



Lunar white, a cleansing color. Inspired from tinted glass, a pearlised white that can be used in interior and fashion.



Aasman a frank and fearless fresh blue, gives a feeling of endless sky. Great for textiles and denim.



A glassy middle tone blue with green undertones, **Pebble** is a very calm color. Balanced qualities make it fit back into nature and environment very easily. Pebble would look great in ceramic ware, satin finishes and translucent layers.



Screensaver is a blue with red undertones. A vivid color depicting energy connectivity and technology.



A chromatic green **Spyro** will lend itself to from diverse areas like green movement, technology, sport and plastic industry. A very progressive and trendy color.



As the name suggests **Multani** is a soothing color. Borrowed from flesh and skin tones, color application could be crème based or totally translucent and see through. Color is very neutral and flat.



Once again borrowed from the Asian skin tone, **Nu Nude** is a middle tone flesh. Texture is powdery and matte. Shimmer adds glamour to the color. This color would make a great base for metallic surfaces.



Rose Gold is a neutral with reddish undertones. It has a sense of luxury and richness. This pearlized gold would be perfect for the cosmetic industry and also could be seen in expensive textures like leather. Good color for interior as well as fashion.



A brown with red undertones depicting stability, **Causeway** has been inspired by surrounding and environment. Can be seen in a shimmery finish.



A Khakhi green, **Weed** could be seen in rough wool and felted finishes. Since it is a two toned color it could also be present in patinated metallic finishes.



Deep black with green undertones, **Mystrix** seen in liquid form and also as a 3D finish. Big metallic sparkles gives this color depth and dimension. Could be used for automotive and appliance industry.

Colors Report Back

Colors India CMG Color Direction : We have 16 new colors to unveil for Colors India CMG 2010.

Color name	NCS Notation
Multani (cosmetic clay)	S 1510-Y90R
Nu Nude	S 2020-Y50R
Rose Gold	S 3020-Y90R
Causeway	S 6020-Y80R
Weed	S 8010-Y10R
Mystrix	S 8502-G
Therapy	S 0520-G70Y
Ne haha	S 1070-G90Y
Joeish (enthusiasm)	S 0580-Y30R
Rush	S 0580-Y80R
Duality	S 2060-R40B
Lunar white	S 0505-B
Aasman	S 1050-B
Pebble	S 3020-B30G
Screensaver	S 3060-R80B
Spyro	S 2565-G



Colors from green technologies and sport and digital youth. Supported by all indu

Colors for sport and youth. Supported by fashion and visual communication and l

Colors for New India Next. Supported by Interior and fashion.
Last two colors reference auto motive and appliances.





Our thanks

Color Primaries

Participants

Speakers and sponsor presenters. All Twenty of them!

Jane Stockel CMG of Sincere Creates Hong Kong

Sherbanu Badliwala of Landor for note taking during the workshops.

Thanks due to **NCS** for the quick and quality production of the Trend Colors Swatch.

Team at Freedom Tree Design

Alesha, Nidhi, Amit, Yuti, Aanchal and Umesh.

Color Primaries



Founding Organizer





PARTICIPANTS

- Bates India
- BMDL
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- Fab India
- Freedom Tree Design
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- Portico NY
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- Sincere Creates
- Titan Industries
- Trent Tata
- TVS Motors
- Whirlpool of India
- Wipro

See you at Colors India in 2009 !



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