

## The future of color Ecology is the trendsetter.

*by Eva Höfli, color designer at BASF Coatings*

Heightened environmental awareness and the growing debate on climate protection are impacting the color worlds that surround us. The new palette of colors is mainly inspired by ecological developments. But that's not all. As the modern, digital world gets more and more complex each minute, color trends come from all possible directions and origins. They range from rich blues and greens to new blacks, white in its multifaceted variations, all the way to pastel colors. And the new silver is nothing like the silver of yesterday. Its frosty and cool or highly reflective surfaces, as well as its ethereally tinted nuances, are absolutely inspiring.

Ecology has become the trendsetter of the future, and in a number of areas has brought about a complete shift in thinking. Whether it's buying habits, research, or driving, sustainability is the name of the game. The triangle of tensions involving individualism, ecology, and technological progress is leading to new worlds of color that exploit their potential down to the last nuance. It's not just about green washing – and it's not about looking back at the “good old times”. Ecology nowadays integrates state-of-the-art technology.

### The new worlds of color in Europe at a glance



**Silver and grey** is seeing huge changes. The sheen of the up-and-coming eco-efficient technologies is nothing like the technical silver of yesterday. The colors range from ethereal tinted silver nuances, in some cases with frosty and cool surfaces, to highly reflective effects. These colors visualize new technologies of the future that we can only begin to dream of at the moment.



**Blues and Greens:** The color blue stands for nature and is considered to be a soothing element. Blue is safe, serene, and spiritual. Blue continues to ascend in popularity in all hues and depths. Some of the most popular blues for 2008 include ice blues, spa blues, and navy blues. Green speaks of life and nature. Green evokes the environment and sustainability. Today's green has staying power by reinventing itself. And when paired with blue to create the effect of a stormy sea, green may be unstoppable.



**Pastel colors:** Seductive softness makes these light colors, which have a high percentage of white, irresistible. Linked to all aspects of physicality, haptics, and wellness, these colors call up a sensation of luxury. They're colors for the senses!



**Neutral colors:** The percentage of neutral colors is likely to increase in the next few years. Warm, earth-based neutrals with hue movement will also increase in popularity as they are influenced by the environmental movement and Hollywood trends. They reflect the matte gold of fashion and jewelry. Richer mahogany colors are influenced by dark wood furnishings. The warmest of earth-toned neutrals range from vibrant orange to smooth copper and brilliant bronze.

**New effects:** In contrast to black, a countertrend is sending the message "Colors should be fun." New effects, aluminum flakes, and extreme sparkles seem to need no more than a smidgeon of light to unfold their full radiance. The flakes and pigments practically set off fireworks on the surface.