



## Design and Lifestyle Trends Influencing Consumer/Commercial Products & Colors 2012-2013

### Watch for these Influences in Design:

**Reshaping our Heritage** – Consumers are digging deep and realizing that they hold the key to their own economic recovery. These consumers are resourceful and have adopted an 'I can take care of myself' attitude as they brace for a possible extended period of economic uncertainty. There is a real emotional connection to products made in the USA and by local artisans. They are realizing the strengths of our culture, and take comfort in that which looks to be handmade, vintage or reclaimed. Authentic products that are home-grown, home-made or home-preserved are cherished.

**Color Inspiration:** Reinterpreted colors of Old Glory, colors from farmers' markets and nature that are fresh and nurturing. Colors that make us feel comfortable at home and confident about our ability to provide for ourselves.

**Cloud Appeal** – Cloud computing and communications are poised to go through another evolution. This liberation gives us a feeling of lightness, flexibility and freedom. Products with transparency, luminosity or layers of illusion create the feeling of freedom we want in our everyday life.

**Color Inspiration:** Multi-dimensional, translucent and clear colors have a clean and limitless quality. Colors that relate to clouds, rain or water are relaxing and therapeutic. Layering of colors and textures to create dimension and expand the experience of the space.

**The Cause!** - Color is increasingly being used to brand a political or social cause. Clash mobs and partisans are using color in contentious ways to communicate strong messages. Color is energizing, emotional and creates a rallying point. This is evident as conservatives claim red and liberals are loyal to blue. It's the 21<sup>st</sup> century equivalent of war paint.

**Color Inspiration:** Contrasting moods leave our colors edgy, off-center and can cause changes in how we associate and define color.

**Full Circle** – The "new familiar", nostalgic products associated with fond memories. We are re-inventing iconic products that transport us into a different reality. Re-creating significance of those items we hold close.

**Color Inspiration:** Imagery created to look old and allude to a different time. The beauty that surrounds decay (accentuates it, hide it). Color is evolutionary versus revolutionary.

### General Color Directions:

**Red/ Orange:** Reds continue to be influenced by orange, with rusty reds gaining strength. Consumer products are influenced by bright red, showy fuchsias and feminine pinks. Orange has taken on new role as a neutral, as it works well in combination and offers an edgy, youthful feel.

**Green/Yellow:** True green has taken a step forward, replacing many of the yellow-greens of the past. Yellows have softened and are being influenced by green; these soft yellows can also serve as a neutral, pairing well with many colors.

**Purple/Blue:** Purple is the color to watch in 2012! It is influencing many colors, from blues to reds...making its presences felt. Purple's playful and mystical power adds a youthful vibe and returns us back to another time. Blue, both in aqua and teal, finds its influence from water and highlights its cleansing and healing power.

**Neutral/ Gray/Beige** Mineral colors continue strong as grays and blacks lead the way. The influence of ethereal color will elevate these foggy, dreamlike "barely whites" to the next generation of must have neutrals.

### FutureTrends....Look for..

- Material Honesty (imperfection is now celebrated and desired, colors of bare metal)
- Surreality (Escapism with dreamlike quality; simple, sparse, natural)
- Maximinimal (Simplicity with impact)
- Squares, Rectangles and Grids
- Buildings become the farm (layered process- grow, mix, preserve)
- Deeply embossed texture (creates new colors with value changes)
- Candied colors
- Reusing painted hardwood for new flooring
- Bold primary color blocking
- Faux-reality (digital imaging brings realistic design to faux products, materials that mimic nature)
- Combine manufactured and natural materials (example wood and chome, mixing metal, rubber and plastic)

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### About Diamond Vogel® Paint

Diamond Vogel® is a manufacturer of paint coatings based in Orange City, IA. Founded in 1926, it supplies coatings to the architectural, heavy-duty protective, industrial, traffic and powder coatings markets. Diamond Vogel® is a member of Color Guild, a global paint and color authority. Color Guild is comprised of more than 55 independent paint manufacturers from 14 countries. The organization's combined expertise and experience in the paint industry make it uniquely qualified to serve as the definitive resource for coatings and color. More information on Diamond Vogel® can be found at [www.diamondvogel.com](http://www.diamondvogel.com).