



GEORGIA

INDESIGN

FALL WINTER 2010

CONNECTING, COLLABORATING AND CREATING WITH COLOR

By Susan Currie, Allied Member ASID, CAPS

Color is everywhere and it's one way we can communicate our outlook, experiences, and emotions. If we're connecting with others through the use of color, what economic, political, environmental events impact color trends? Doty Horn, Benjamin Moore's director of future trends and design, studies world events and trends to forecast color. When we spoke recently about Benjamin Moore's Color Pulse 2011 and 2012, our conversation focused around connecting, collaborating and creating with others through the use of color.

Our Need for Community

Trends show that we want to connect with others. Horn says, "It's the basic human condition to be one with each other." With Facebook, Tweeter and email, we are wired closely to our community. Ubiquitous these days, technology makes it easy to reach out through on-line networks. Perhaps this gives us a

false sense of community. As if technology itself were sufficient but indeed because of it, we can find ourselves disconnected from others, isolated at home and in cubicles at work, as if personal contact weren't important. Horn says for these reasons, there's a trend "to return to a local way of living, dependent upon people at home."

From Rural Influences to Urban Application

Urban farming is strengthening. We see architects and designers working in partnership to design urban communities with rural influences. Locally we've seen developments being built focused on balancing land preservation, green building, arts, culture and community living. The farm is inspiration for 2011 color trends. From the farm come neutrals reminiscent of hay, milk and bark mixed with rich hues inspired by grassy fields, sunny valleys and fires.



As we look at the 2012 color forecast, trends move toward knowing more about heritage. Color Pulse trends indicate “connecting links to successive generations ensures that the future is born of tradition.” Influenced by the desire to connect with local culture, roots, and ‘close-to-home’ heritage, we’ll see homespun textures and patterns with saturated red, yellow, blue - a kin to tribal dress - in design and fashion.



Enlightenment

How will we become more enlightened by learning about our heritage, process and sharing with others? How will we shape our community through color, texture and design to truly make a difference? 2012 Color Pulse trends predict, “the ‘new normal’ is spurred on by the ‘big picture’ view...daring us to envision an entire universe, greater than ourselves. The collective whole is a new clan mindset based on sharing and caring for one another.” Ponder how we, as designers, will connect, collaborate and create innovation in design and living to positively change people’s lives in our communities.



Learning from the Process

Farmer’s markets bring forth face-to-face interaction - conversations between growers and consumers as fresh produce and flowers exchange hands. People desire canning food – knowing that ingredients are part of a natural growing process. “Rooting ourselves more in the process allows for preservation,” says Horn. “Younger designers who are accustomed to pushing a button are learning more about the steps involved to make goods – placing value on the process.”

Living between Isolation and Belonging

As we experienced extreme challenges and rare opportunities over the last few years, we move toward protecting what’s precious. Benjamin Moore identifies the trend Protection as “the space between living in isolation and belonging. Black, Steeled Grays, Crimson Red, Dramatic Plum preserve the veil of feminine undertones. Pearlized layers bring luster and a protective finish to smooth out hard edges.”

It’s easy to fall into a ‘protectionist’ mode when we face difficulties. In today’s world, ‘Lady Gaga style’ veils our vulnerable side. This trend shows that we are willing to take off our masks and armor – letting our guard down. Horn says, “vulnerability isn’t a weakness; rather it’s a softness, getting back to face-to-face.”

