

Special Report
SHOWTIME - January 2003

Let's

talk

color

EDITOR'S NOTE:

FOR FOUR DECADES, PANTONE, INC., HAS BEEN A LEADER IN COLOR COMMUNICATION. AS A KEY RESOURCE FOR A WIDE RANGE OF INDUSTRIES, THE COMPANY HAS POSITIONED ITSELF PERFECTLY TO OBSERVE COLOR TRENDS IN FASHION, MEDIA, ARCHITECTURE AND INTERIORS AND HOME DÉCOR.

THE FOLLOWING REPORT COMES FROM THE WINTER EDITION OF THE SEMI-ANNUAL SHOWTIME FAIR, AT WHICH SUPPLIERS OF UPHOLSTERY FABRICS SELL TO THE FURNITURE INDUSTRY. SHOWTIME OFFERS ONE OF THE EARLIEST LOOKS AT STYLES SOON TO APPEAR IN SHOWROOMS AND STORES ACROSS THE NATION.

It used to be said that fashion comes first and everything else follows. Today, that's no longer necessarily true, when you consider what the home textiles market has to offer. Over the last few years, colors, trends and attitudes have become incredibly synergistic, with new looks moving freely in both directions.

Color is particularly relevant in these times of economic insecurity, when customers are careful about making new purchases. Colors are one of the easiest elements you can change in order to update almost anything... from shoes to sofa fabrics. The home environment is one of the primary places where these changes are made. And as long as colors are balanced, palettes for the home can develop into quite distinct looks. Think of switching a room from atmospheric hues to cold, pure shades, or moving from bright colors to bleached tones.

In the coming months, Pantone believes palettes for the home will move toward balanced colors that will be monochromatic, tonal or analogous, always focusing on simplicity. Throughout 2004, diversity and individuality will dictate the color direction, while seeking to evoke feelings of beauty, honesty, familiarity, constancy and balance.

Based on what Pantone observed at Showtime, color directions for the home will include the following:

Color Specifics

Neutrals will play a key role, but will place new emphasis on pale, clear, fresh tints such as:

PANTONE® 11-4201 Cloud Dancer
PANTONE 13-4103 Illusion Blue
PANTONE 16-0110 Desert Sage
PANTONE 14-1110 Boulder

These colors will be layered over deeper shades to create a veiled effect.

Deep, dry and primal shades from Windsor Wine and Brown Sugar to Adobe will be offset by Molten Lava in dry handed natural fabrics such as linen, hemp and raffia.

PANTONE 19-1528 Windsor Wine
PANTONE 17-1134 Brown Sugar
PANTONE 17-1340 Adobe
PANTONE 18-1555 Molten Lava

Blues will continue to appear, but will now move toward the grayer side. As an example, Cashmere Blue will now be juxtaposed against Pumice, Zinc and Vapor.

PANTONE 14-4115 Cashmere Blue
PANTONE 14-0002 Pumice
PANTONE 17-2601 Zinc
PANTONE 12-4302 Vapor

Vintage inspirations and blanched shades will continue to reflect memories of old wallpaper prints. Prominent colors will include:

PANTONE 16-1340 Branded Melon
PANTONE 15-3909 Cosmic Sky
PANTONE 15-5205 Aqua Gray
PANTONE 18-1421 Cognac

Bright colors will now be used in more monochromatic ways. Look for fun 60s shades such as pink, red, mauve and purple, all set against accents of ecru and bright white to create fun contemporary styles.

PANTONE 17-2033 Fandango Pink
PANTONE 18-1663 Chinese Red
PANTONE 16-2111 Mauve Orchid
PANTONE 19-2428 Magenta Purple
PANTONE 11-0809 Ecru
PANTONE 11-0601 Bright White

Maison & Objet January 2003

With 3,000 exhibitors from 50 countries and approximately 64,000 visitors including interior designers, architects, retailers and journalists, Maison & Objet is one of the largest trade fairs for the home furnishings industry. In addition to showcasing six areas of exhibitors' products, Maison also provides interesting visual arrangements of design trends and motifs. There were several displays exploring the ongoing trends for 2003.

TREND Tracker!

Touch Me!

The "Touch Me" display from Francois Bernard promised groupings of what was called a sensorial and sensual experience, stating that: "our fingers become eyes as we touch objects in much the same way they touch us. Both technical and natural materials create a generation of design."

Many of the fabrics were indeed very tactile: fuzzy, furry, soft padded plastics not unlike bubble wrap, textural paper, resilient cork, big broad knits and casement treatments large enough to poke your fingers through. There were organic embellishments of nuts, grains, stones and the like, and although seemingly devoid of blatant color, there was the play of contrast in both texture and color; light versus dark, smooth versus pebbly, happy versus contemplative. Neutrals and basics abounded in beiges, off-whites, cream, taupe, coffee and black.

- w **Tasteful:** With the credo of "Presentation is essential to make every moment a celebration full of taste, a display of culinary suggestions was used to tempt the eye," and designer Elizabeth Leriche, explored the following:
- w **Milky:** An appropriate title for the color of white food and/or presentation
- w **Sweetly:** A grouping of deliciously sugary tastes in a pastiche of pink, peach, lavender and aqua-green as in the color of birthday cake frosting
- w **Fruity:** Juicy citrus shades in orange and yellow
- w **Spicy:** Hues of warm exotic spice colors
- w **Roasty:** The toasted colors of roasted food including coffee, chestnut and various shades of brown
- w **Aromatic greens:** Tasty, mouth tingling, piquant greens

Another exhibit, created by the Nelli Rodi Agency was all about EX's, a particular view of four different themes. This exhibit was more form and texture-related than color specific.

EXtreme: A passion for maximal rather than minimal

EXaggerated and Excessive texture with the intensity of "too much is not enough"

EXcellence: This grouping called for the exaltation of Extreme luxury limited to a select group "who are in the know." (Editor's note: This runs counter to the "democratization of luxury," a concept of luxury looks for the masses so widely disseminated today in the U.S.)

EXotic: Absorbing and experimenting with sensory objects from other countries

EXcentrique: The esthetics of extravagance, seeking the extraordinary and exploring the parameters of every day life, modern mixed with traditional

COLOR WATCH!

Yellow looking fresher than orange, especially as an accent:
PANTONE 15-1054 Cadmium Yellow

Oranges more subtle than strident, especially in peach, terra cotta, apricot:
PANTONE 16-1430 Brandied Melon

Brown is less of a presence in fabric, but used extensively in furniture finishes, coiled rope treatments, basketry and "ethnic" looks:
PANTONE 18-1421 Cognac

Reds in beautiful mixes of complex tones like:
PANTONE 18-1741 Raspberry Wine
PANTONE 18-1555 Molten Lava

All shades of green, especially in glassware and ceramics:
PANTONE 18-0135 Treetop
PANTONE 16-0110 Desert Sage

Blues, always a classic in tabletop and French-inspired fabrics;
PANTONE 14-4115 Cashmere Blue
PANTONE 15-5218 Pool Blue

Purples, either deep and plum like, or lavenders that are sweet or sophisticated:
PANTONE 19-1627 Port Royale
PANTONE 16-2111 Mauve Orchid

Pink is now leaning toward mauve or peach: PANTONE 14-1907 Peachskin

Neutrals are extremes of organic and natural or sleek and modern:
PANTONE 17-4402 Neutral Gray
PANTONE 16-1105 Plaza Taupe
PANTONE 19-3915 Graystone
PANTONE 14-1305 Mushroom

Whites represent looks that are both simple and sleek
PANTONE 11-4201 Cloud Dancer

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