VIEWPOINT COLOUR is a seasonal color forecast that delivers visual inspiration, color palette and design direction for all color-conscious industries around the globe. At a time when the rules are being rewritten, certainties are being challenged and approaches to color are in constant flux, VIEWPOINT COLOUR focuses on what’s really important, giving you a macro and local view on major trends and key color stories, both short-term and long-term, to ensure your color stories are relevant and resonate with your target audience.
As the focus on organic materials and authenticity grows increasingly important, colors from nature are coming to the forefront of design. Neo-Nature explores the redefinition of nature and the natural world, highlighting colors and color stories that reflect our planet today and into the future. Designers and material scientists are converging old skills with new materials and old materials with new skills.

The emerging color landscape is nature engineered, in which resources are reconsidered and future raw material is composed of today’s waste.

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