

INTRODUCING:

VIEWPOINT COLOUR

ISSUE 12



Mind, Body and Soul delves into new realms of self-empowerment, self-care and self-esteem, highlighting how the use of color in art, design and creativity can play a leading role in connecting and uplifting us. Discover featured designers and creatives whose work highlights the many ways in which color can heal and nourish, stimulate and soothe, cheer and calm, from calming ethereal pastels and surreal ultra-charged brights that boost well-being by their sheer exuberance, to rich, nature inspired shades, both natural and hyperreal, that evoke our planet at its most beautiful. We invite you to explore these colors and create your own connections to effect positive change for yourself and the world around you.



Conscious

Growing awareness around mental and physical wellbeing means we are consciously – and subconsciously – creating more emotional, mindful, protective environments. Innovation in biotech technology enables healing via immersive, sensory, digital-first experiences, while futuristic materials offer restorative and protective benefits to the wearer, via nourishing ingredients or by signalling stress.

Moving away from the slick, cold, harsh colours usually associated with technology, this collective quest for calm is achieved through the use of soft, soothing and calming colour palettes. Cool clean mint is teamed with warmer peachy pastels, while deep orange represents a more welcoming, nurturing digital environment. Colour is ethereal, ephemeral, always moving – seen with gradients, ombrés and soft colour blends, as if visualising auras and inner energies.

This feeling of fleeting transience is echoed in material choices, with bioplastics grown to order and designed to disappear and degrade. Lightweight, translucent and impermanent, this is a fresh take on colour, with bio-materials composed in cool blues and pinks.

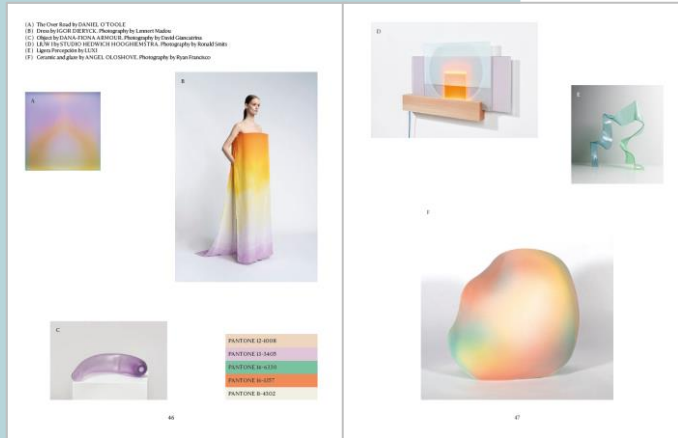
Calm

2024 by STEPHEN KING GARD
Photographs by Maude Aronsson

Inside VIEWPOINT COLOUR Issue 12:

Mind, Body, and Soul Issue: Explore self-empowerment, self-care, and healing practices at the core of creative work.

- Color Forecast 2024+: 4 Key Color Palettes – Conscious Calm, Higher States, Earth Healing, Hyper Nature
- Key Color Focus: Long Term and Directional Color Groupings
- Color Essay: Mind, Body, Intertwined
- Color/Material/Finish: The Healing Home collage series explores how material, color, texture can impact wellbeing.
- Industry Insight: All Embracing - Inclusive Approach to Wellness Spaces
- Blue Healing: Blue hues harnessed by Fam social innovation studio, help designers alleviate anxiety
- Redefining Nude: Desire for authenticity and inclusivity
- The Talent: profile of creatives across every corner of art and design who hold a special place for healing at the heart of their work



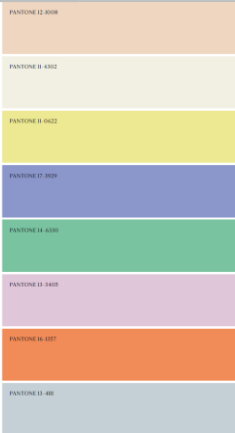
VIEWPOINT COLOUR Perspective

The Mind, Body and Soul Issue edited by Franklin Till, VIEWPOINT COLOUR takes a lifestyle approach to color providing a global perspective across design. Combining evocative visual inspiration with context VIEWPOINT COLOUR highlights in-depth analysis of the personality traits of emerging color stories, explaining why they are relevant, their color implementation and design application. Each issue highlights one overarching theme supported by visual imagery, material direction, and trend forecasts in Pantone colors. The latest color news, color psychology research, designer and artists spotlights and future design influences are also featured. VIEWPOINT COLOUR - celebrating the poetic qualities of color, and the inspiring, artistic, and aesthetic power of color in design.



Conscious Calm

Color Forecast 2024



Feel-Good Oranges

(Directional)

Brimming with positivity, orange evades the feel-good factor. The embodiment of dopamine dressing, luscious shades of poppy and persimmon make a bold fashion statement in gleaming satin, silky jersey, and delicate mesh. Associated with health, happiness, and total wellbeing, orange's healing vibes bring warmth to ethereal pastel colour blends and vibrant hand-painted watercolour effects that evoke glowing sunsets and tropical coral seas. An exciting directional colour that brightens up longer term neutrals, oranges also work brilliantly with browns, greys, and black, bringing spicy depth to variegated wood and mortared rock formations.



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Dirky Lilacs & Purples

(Long Term and Directional)

Enjoying its status as the millennial colour of choice, lilac isn't going anywhere. Adorning silky jerseys, textured knits, and milky bioplastics, pastel purple offers huge scope for styling as an unexpected neutral that complements everything. Formerly a bright, synthetic shade, the latest lilacs move into a grayer, "drier" space – slightly muted but quietly sophisticated, like stormy twilight skies after the rain or crushed wild lavender petals. And rich deep purples re-emerge as directional colour, adding inky, midwest depth to sunset ombrés and glitchy digital prints.



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VIEWPOINT-12