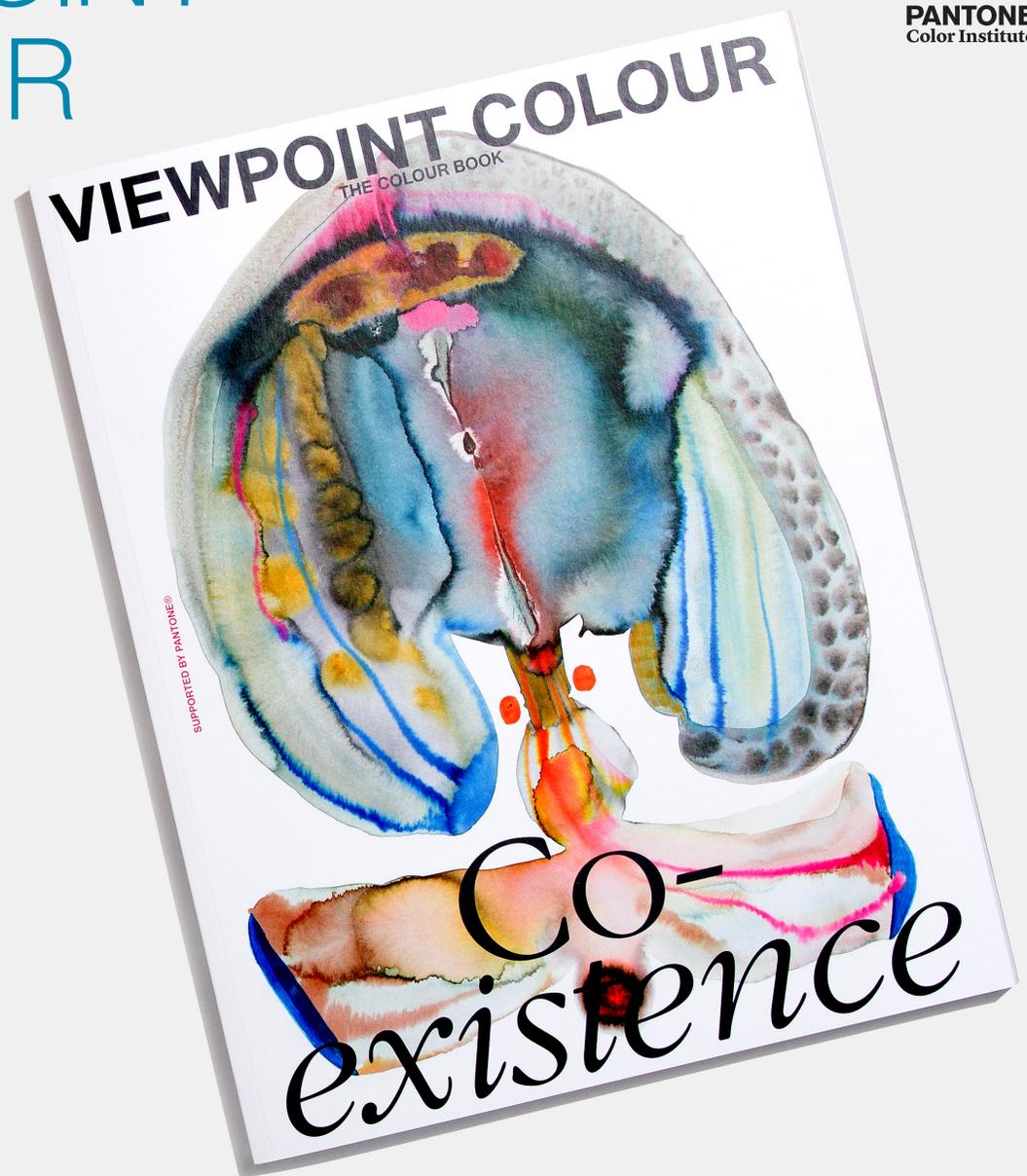


Introducing
**VIEWPOINT
COLOUR**

Issue 10



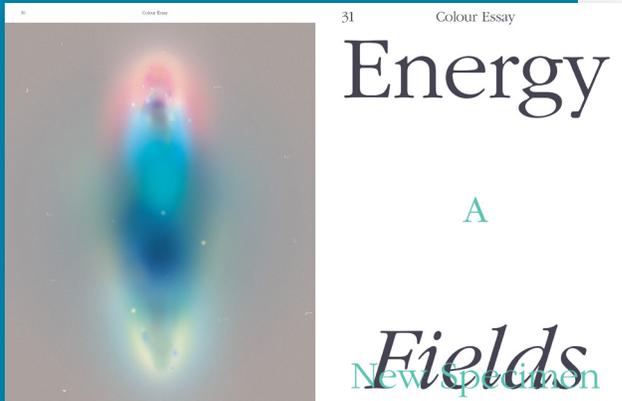
Theme: **Co-existence**

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.

VIEWPOINT COLOUR

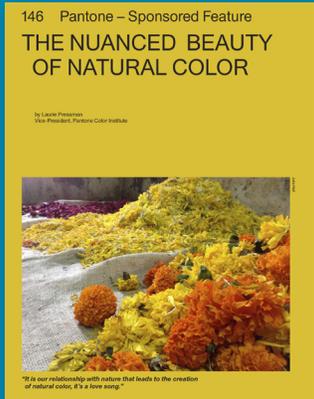
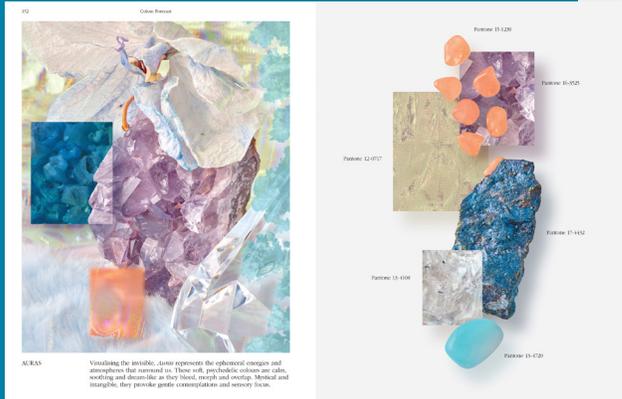


As the greatest influence in consumer purchasing decisions, **color** is pivotal to an effective design strategy and should be a conscious part of every level of decision-making, from the raw materials that go into the product to the packaging it leaves the store in.



Inside VIEWPOINT COLOUR Issue 10:

- **Co-existence:** The Design Context; Re-examining our Connection to Nature
- **The Language of Dreams:** A Subtle Take on Psychedelia Visual Essay
- **Energy Fields:** A Fresh Emphasis on Spiritual Emanation and Well-Being Visual Essay
- **Changing States:** Artist Raquel Quevedo's Organism Series
- **That Which Connects:** Inspirational artworks and profile of Emma Larsson profile
- **Forces of Nature:** Artists and Creative Technologists Tin & Ed Studio Profile
- **Macro & Micro:** A Visual Exploration of Our Delicately Balanced Eco-System
- **Beyond Human:** Spotighting Fashion Designers Collina Strada, Beate Karlsson, Ruby Mellish
- **Multispecies Dining:** A Fantastical Banquet
- **A Sea of Potential:** The Influence of Regenerative Materials on Color/Material/Finish
- **Rewilding Color:** The Nuanced Beauty of Natural Color
- **Autumn/Winter 22/23 Color Forecast:** Five Key Color Palettes – Auras, Algal, Earthborn, Multispecies, Superstructures
- **Key Color Focus:** Directional Color Family Overview



"It's time for us to deepen our exploration of color, fibers, and ways of making, and to evolve our consuming habits around clothing and home goods. Embracing some color, the fiber habits even as we forge new ideas about sustainability will necessitate some aesthetic changes in our consumer decisions."

Throughout his life, author, publisher and textile innovator **Keith Becker** has always been mesmerized by color. As a child, Keith Becker experienced the world of color in his own way. He would take color swatches to him in his car, which, when he would get to his destination, he would take out the color swatches and look at them. He would take them to his room and look at them. He would take them to his room and look at them. He would take them to his room and look at them.

Theme: CO-EXISTENCE

In **Co-existence**, we look at our partnership with nature: focusing on the inspiration of biocentric design; highlighting designers, creatives, writers, thinkers, and activists whose encouraging new perspectives show how we can coexist with the natural world; highlighting a new mindset and visualization of how life on Earth could be; inspiring our own personal and spiritual relationship to something far bigger than ourselves.

Emphasizing our respect and acknowledgment of the power and beauty of nature's organic patterns, systems, and networks, we continue our shift away from fast-moving, trend-led color changes towards a more considered, slower color ethos, one whose gradual evolution fosters color longevity, endurance, and sustainability.

Available Now **VIEWPOINT-10**