

PANTONE View Winter 2006/07

”ART and SCIENCE”



The influence of art and science can be seen as the catalyst of how color will evolve for Winter 2006/07. On the art side we see the importance of experimentation, expression and the need to create new things that entice us while the directness of science teaches us things that are absolute and conclusive. From a color standpoint this discipline emphasizes the importance of light and the reality of how it inter-reacts with color.

While the last several seasons have emphasized a bold use of color especially in the ways individual shades have been combined there is a movement being touted towards toning things down and using calmer variations or more singular color usage.

While multi-color continues there will be a more comfortable approach that emphasizes like and complimentary colors rather than extreme or garish opposites.

For Winter 2006/07 we see nine ranges of color that represent different personalities and approaches in how to apply color to an end use product.

Binary

A purist attitude is reflected here as we emphasize the importance of white and how it is combined with different shades ranging from pale yellow to a dark mood indigo. The key here is too creating products that reflect a clean, simple laboratory like story that's fresh and new, not antiseptic.

Alkaline

Imagine an atmosphere where color is melted, molded, poured or fused together. The look here is a monochrome representation of yellow, gold and brown used for diversified materials that are fluid, similar to liquid or dense and molten like.

Sublimation

A palette influenced by gaseous liquid or ceramic shades the colors here are sensibly grounded by petrol green and are seen heavily used in industrial or structured products.

Catalyst Cooling

The first of two single color statements, which after seasons of multi-color we choose a blue/violet story although not new, still has the validity and vitality added to any product it's applied to.

Catalyst Warming

Our second story here emphasizes orange; desirable, welcoming and luxurious. While never a leader when used head-to-toe it never hides.

Powders

The look here combines both mystery and an earthly quality. A modern approach to how traditional things can be updated the newness here is to use combinations of brown, gold, bordeaux and mauve that add warmth to any product.

Umber & Sienna

A palette carefully composed to achieve a perfect balance between the quiet tones of art gallery woods, the flashes of demureness of marble and the gold guild of extravagant picture frames, the application of color should move from dark to light rather than the traditions of light to dark.

Pigments

Chaotic and colorful describe this evenly balanced range of winter bright hues that use color interchangeably for art based applications as well as technical ones.