

Letting Colorful Space “Work”

by Margery Schwartz

The Color Marketing Group, an international, non-profit organization of color designers who identify and forecast color design trends, has announced influences on the contract and commercial industries for 2002. Industries represented in the forecast include product manufacturers for Office, Health Care, Retail, and Hospitality/ Entertainment environments.

According to CMG, a more spiritual, meditative feeling will prevail. Lighter colors inspired by emotions, dreams, and the senses will bring a calm to the workplace. “Land-based” hues will continue to have a presence, but more colors will emerge that are reflected by the air and sea. In addition, the effects of technology and the need for customization both professionally and privately drive a new integrity of color and material.

The Contract Color Directions

The Contract Color Directions are: Calm Springs, the perfect blue influenced by sea and sky; Satin Sheet, a luminous lighter neutral, complex but not hue specific; Desert Night, a deep purple that transitions from warm to cold; Bali, a brighter, clear water color of green-blue to counterbalance red; Astro Green, a clean, clear soothing green; Ready for Red, a pure primary red; Mazenta, a new twist on magenta, a fun retro to futuristic color; Berry Good, orchid with a mauve retro flare; Bashful, a cosmetic fashion-based neutral; Tangy, a fashion influenced orange,

a daring color; and Mineralite, the combination of wood, mineral, and metal, elements of design that color merge into a brown bronze.

Color Directions will also be impacted by several emerging trends. Layering and Special Effects continue to drive product design. Color reaches depth with “translayering”

which results when translucent and transparent colors are layered. Special finishes and lusters add even more dimension for a sense of the ethereal. Cosmetic, holographic, and chameleon colors



Photo Credit: Color Marketing Group and Marrington Mills Commercial

Glass Block, another Emerging 2002 Color, is used in the flooring of this veterinary clinic. Pearlized green gives a feeling of translucence and reflectance, a frosted look. The color and finish are of equal importance.



Photo credit: Color Marketing Group and Valiant Design Force

Ground Spice is a 2002 Emerging Color, meaning it will appear in 2001 and its popularity will continue in 2002. It is used liberally in the flooring and furniture of this sophisticated hotel suite. A natural pigmented earthy red rust, it's expected to be a global bonder that crosses ethnic boundaries.



Photo credit: Color Marketing Group and Valiant Design Force

are increasing in use, appearing retro and futuristic simultaneously.

Technology is creating undertones that are reinventing colors and textures. Colors will gain depth and become more visually interesting. Technology will allow the consumer to “experience” color.

Social, cultural, and economic trends help to identify future color trends. The brighter, cleaner accents on the Palette reflect the Baby Boomers embracing the younger generation’s optimism. Consumers are more willing to experiment with color. The lively, cleaner hues also echo the increasing impact from other cultures, especially the Latin and Asian countries and the European market.

Overall, the colors of 2002 should bring us to “infinity and beyond” and strengthen the workplace with enthusiasm and inspiration. Spiritual and emotional colors will prove to be a calming factor, providing the workplace with a friendly environment.

Tangy, seen in the bedspread of this hotel suite is a 2002 Contract Color Direction described as a daring, fashion-influenced orange.