

Fantastic Fusion

by Margery Schwartz

Courtesy of Color Marketing Group and Marfilite Commercial Division



Wisper is a fashion-inspired color that serves as the basic neutral in this food court, providing an ethereal mood.

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The walls of this V.I.P. airport lounge represent Squash, a warm and comfortable shade of orange, pleasing to people of all ages.

Nothing is more important than looking and feeling good. Your attitude about life, work, and play are greatly influenced by how you feel. What better way to feel good than to bring some color into your life? That is exactly what the Color Marketing Group (CMG) aims to do by fusing fashion with technology with the new Contract/Commercial Colors for 2003. "Fashion Fusion" is described as a human connection to various daily environments. According to the CMG, an international non-profit association, these colors will reflect a return to elegance and sophistication.

Over 700 CMG members gathered to discuss the Contract/Commercial Colors for 2003 back in October 2000. CMG members representing product manufacturers from the office, health care, retail, and hospitality/entertainment industries attended. CMG members for these markets determine the short- and long-range color forecasts for manufactured products.

CMG President, Jay de Sibour, stated the direction colors would take. "Color is no longer uni-dimensional. New technologies in color design, materials, and manufacturing have opened an exciting world of color expression for creators and users of color in all industries. Pearlescence, metallics, iridescence, texture, layering, and even colors that change with lighting conditions have given designers the ability to create fresh approaches to their products and materials."

The colors chosen for 2003 will have a great impact on fashion and technology. "Fashion's influence of luxurious fabrics in warm, comfortable color combinations, complemented with fine handcrafted

of Color: 2003

detail, will be instrumental in creating a personal connection to our surroundings,” according to CMG Contract Color Directions Co-Chair, Karen Martin.

Technology will renew the metallic and special finishes. Colors, patterns, and texture will all be connected. Instead of flat surfaces, the feeling will be three-dimensional.

Colors for 2003 are vibrant and exciting. Silk Road, is reminiscent of spun gold, adding warmth and luminescence to the environment and complements all the colors of the palette. Squash brings the warm and comfortable non-gender specific natural evolution of orange, bridging the gap between young and old. The life force color is multicultural, dramatic Red Lacquer. Slightly browned, it is polished, layered, and hand-rubbed. The atmospheric and ethereal Wisper is a pale purple, fashion-inspired and color-infused neutral. A liquid, flexible tectonic color is found in Basalt. The cool balance of Chill, an icy splash of pale blue-green gives much needed balance to the other warm, spicy colors. Lily Pad green leaps from outside to indoors. The olive Tapenade from fashion acts as a backdrop for the bright colors. It is an eco-tone, connecting forests and wetlands. A musical yet regal balance between rich reds and majestic blues is discovered with Deep Purple.

Look for metallics, pearlized, holographic, lacquered and sueded effects of the Colors for 2003. These textures will influence the look and feel of the environment whether it is at home or at the office. Colors have an influence on how we work and play so it is important for the balance to work. The color trends for 2003 are sure to bring harmony and inner peace to all by fusing fashion and technology. ■



This office environment is awash in shades of Basalt, the liquid, gray, neutral tectonic color.



Tapenade, an eco-tone color, brings a soothing atmosphere to this hospital's corridors, walls, and flooring.

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