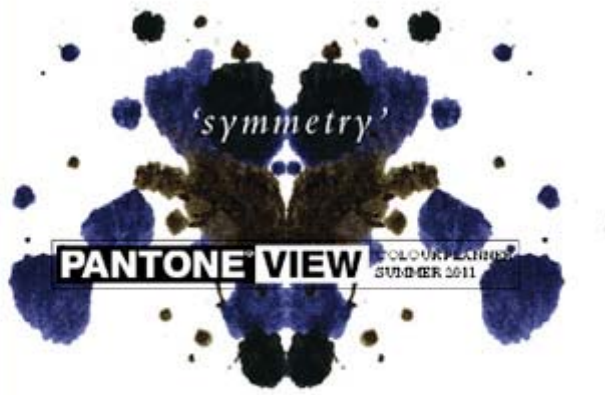


PANTONE VIEW

COLOR PLANNER 2011



WIGGENTPARK • ROBBPARK • ACT PEAR PARK • COSMETICS • INTERIOR • INDUSTRY • GRAPHIC

PANTONEVIEW COLOUR PLANNER

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THE RULES OF SYMMETRY

- Emphasise beauty through use of colour
- Strive for perfect harmonies
- Tune into the vibrancy of colour
- Concentrate on colour families and harmonious partnerships
- Heighten impact by organising products into colour collections
Make the point of focus clear
- Reject the discordant and the uneven
- Search out balance and beautiful proportions
- Get away from the flat, boring and obvious
- Work on a beautiful equation that always delivers
- Get rid of the unecessary: question every detail
- Minimise decoration to heighten sophistication
- Go for simple, basic shapes in complex final products
- Remember the impact of monochrome colour effects
- Aim at the core of luxury and glamour
- Think pure and intense
- Study nature, but rethink it with a fresh flourish
- Find inspiration in the world of flowers
- Focus on the nature of newness
- Exaggerate the natural, exaggerate the artificial
- Love gold, bronze and all warm metallics
- Make modern technology look ancient: make the organic look technical
- Revist Darwin's concept of natural selection

CONTENTS

sublime form

A new floral still life. This high-energy portrait concentrates our gaze to admire the beauty of their form and wonder at their confidence of hue: profuse, intense, luminous: amplified colour that astonishes.

programmed

Tones, which can take shape in weighty, matt and textured, material visions or in smooth, perfect, opaque or translucent surfaces. A journey between the material and the immaterial, the real and the unreal.

branching

Branching has the most natural searching quality. Lines and other shapes are permitted complete freedom to roam around in space. The colours are muted, understated and natural.

balance

Our love of gold is balanced by our need for something more sober like the natural tones of clays and ceramics. We love the full impact monochromes of fuchsias and glazed reds, but need the appeasing qualities of warm skin tones.

focus

Focus is the way-finding system of colour. It rests on monochrome greys with flashes of light like the evening sun on a windy day - each flash a revelation and a brighter colour.

division

A range of six fundamental dark colours that branch into simple and provocative fruiting bodies. Decorative inkblot abstractions mix near-blacks in patterns that play with the strong physicality of mirrored symmetry.

complementary

In this chromatic concept, our aim is to work with colour and achieve balance and symmetry. We want to modulate bright colours so they pacify rather than impact or stand out, by coordinating them with black, white or tertiary and neutral colours.