

# COLOURS: PERCEPTIONS AND MEANINGS FOR CREATIVE DESIGN INTENT – BEYOND THE CONSTRUCTION INDUSTRY

What do colours say about us? Colours influence sentiments, perceptions and determine our lives as a whole. The Pantone Colour Institute's selection of the „Colour of the Year“ illustrates what significance they also have for current social conditions. This choice of colour in turn, has a significant influence on the development of new products and collections for the coming year – starting with the fashion and furniture industry, through to trends in interior design, packaging designs and within advertising, corporate identities, and websites.



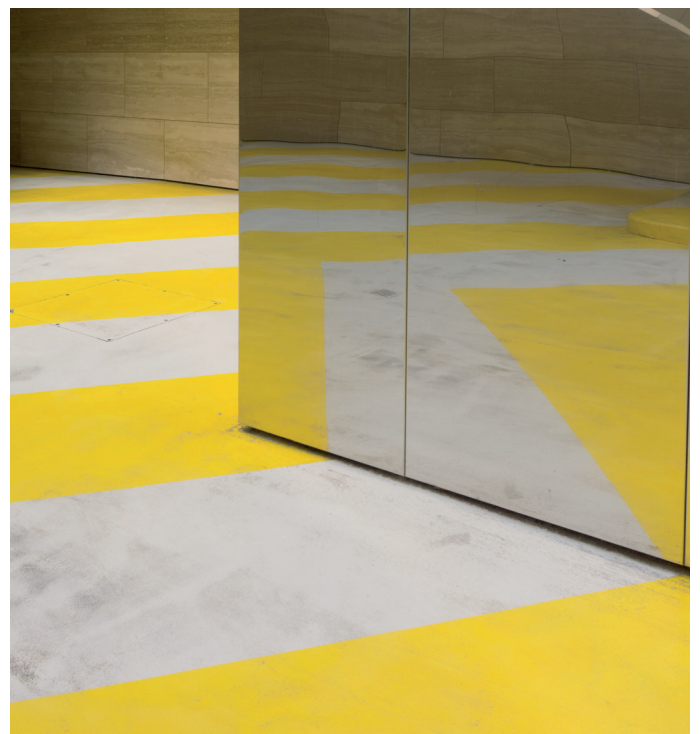
## **An institute with prestigious influence**

For more than 20 years, recognised colour experts at the Pantone Colour Institute have used comprehensive trend research to determine the most striking and simultaneously influential colour at the end of each year, for the following year. To do so, the colour experts scrutinise and discuss new colour influences – in the socio-economic environment as well – and draw on very different and diverse analyses: starting with popular travel destinations, new technologies, materials and surface structures. Ultimate Grey and Illuminating are the current colours of 2021. The fact that two colours simultaneously embody the prevailing spirit of the time, reveals the current ambivalence within society. Uncertainty and creativity determine our current life. This year, society needs both consistency and energy. Basically, the combination of grey and yellow impresses with strong contrasts, which in turn can be adapted flexibly. In multimedia design especially, clear and easily readable messages are created in this way. By regulating the individual colour components, the respective tendency can also be underlined and the statement of the desired message, reinforced.



**Exciting and harmonious – a pair with potential**

Apart from 2016, this is only the second time that more than one colour was chosen as “Colour of the Year”. Five years ago, it was the colour combination of Rose Quartz and Serenity. At that time, the aim was to create a balance between a warmer rose colour and a cool calming blue. The focus here was on conveying order, peace and well-being and bringing them into a harmonious balance. Every colour and every colour combination offers a wide range of options, but the interaction of grey and yellow nuances in particular, offers real potential for the architecture and design scene in 2021.



Within these two colour fields, there are many different materials that can be combined in exciting ways. The combination of grey, exposed concrete and yellow coloured glass elements, for example, looks elegant and modern at the same time. Roughness with open pores meets smooth, cool surfaces. At the same time, this fusion is striking for its minimalism, clear, authentic lines and high degree of naturalness. Façade panels in grey with yellow lacquered sheet steel, on the other hand, create different patterns with exciting light effects.



A variety of combinations are also possible with wood – lacquered or in its natural state. The yellow colour nuances, for example, emphasise the naturalness of wood, especially in the furniture sector, while the comprehensive grey spectrum highlights the exquisite character of different types of wood. Horizontal or vertical, linear or curved – thanks to new production techniques, there are almost no limits to individually designed installations. Moreover, concrete is often used within building projects for load-bearing elements and fundamentals such as strip foundations, floor slabs or supporting structures, which increases associations such as stability and steadfastness with this colour palette. Yellow, on the other hand, is associated with solar power, which is why it is often used for glass elements and façade surfaces.



### **Always appropriate while being more than just a trend**

The determination of the colour of the year together with its influence in very different areas, shows the importance of colours in our everyday life. Alongside materials and surface textures, they determine our entire lives. For this reason, colours and finishes also play a decisive role at SIMONSWERK. They are the focus when it comes to the development and quality of all products and so contribute to their holistic nature and diversity. All hinges – from TECTUS to VARIANT – offer maximum design freedom thanks to numerous finish options. From fresh silver grey to warm French grey, grey shades are fascinating depending on the application – as is the case with SIMONSWERK. However, in addition to the trend colour of 2021, other metallic finishes such as rose gold also have an elegant and timeless effect, while classic accents can be set with matte black. A sophisticated design concept is required to achieve a convincing room effect. Whether harmoniously tone-in-tone or with contrasts – entrance and passageway situations need to be visually coordinated. White, black and matte black are available as standard in the SIMONSWERK range for all common hinge systems. SIMONSWERK also manufactures each hinge in individually desired finishes for larger quantities – whether green, blue or a trendy illuminating yellow. They have a wide range of finishes and colours – perfect for individual wishes and upcoming trend colours for the year.