

SPECIAL: COLOR AND DESIGN

[VEHICLE ENGINEERING] [MEDICAL TECHNOLOGY] [PACKAGING] [ELECTRICAL & ELECTRONICS] [CONSTRUCTION] [CONSUMER GOODS] [LEISURE & SPORTS] [OPTICS]

If Colors Were my Words

The Colors of 2018 Are Characterized by Naturalness, Harmony and Pastel Shades

The shades of Color Preview 2018 are mainly blue or natural. A large number of dark hues, some of them appearing almost black, add a mysterious touch. Brilliant pastel shades elicit a strong contrast. Together with slam poet Aida, Grafe-Design-Center presents the latest trend colors in a fantastic story taking the reader on an interactive voyage around the world.

Literature loves colors. They serve as important tools to describe things and situations and to arouse emotion. But colors can do even more than that. They cause reaction and association, because they are connected to particular experiences. Generally speaking, colors have various effects. Sometimes they are even connected to notions that do not actually have a real color. And writers often use this fact. For example, in his novel fragment "Heinrich von Ofterdingen" published in 1802, Romantic Novalis mentions a "blue flower" he sees in his dream. Here, blue is a symbol of the title character's deep yearning.

"All theory, dear friend, is grey, but the golden tree of life springs ever green", are the much-cited words of Johann Wolfgang von Goethe from his masterpiece "Faust" [1]. Since the times of Goethe, the unloved sciences have been dismissed with this color that he considered anemic and dull. Green and gold, on the other hand, represent the things alive and valuable [1, 2]. Writer Alice Walker even put the color in the title of her 1982 novel, "The Color Purple". The author uses purple as a symbol of emancipation, and thus of the way the first-person narrator goes from op-

pressed to autonomous life [3]. Purple is neutral, uniting both sexes. This is why early feminists preferred it, with the color representing "free love", a critical aspect of emancipation then [2].

Interactive Voyage to the Colors

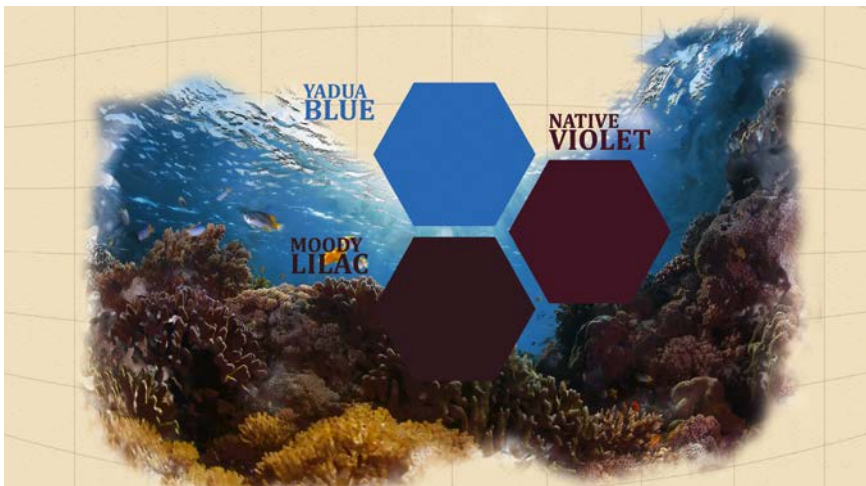
In its latest Color Preview 2018, Grafe-Design-Center, too, uses the effect and meaning of color in literature. Together with slam poet Andreas in der Au, Aida for short, they developed a story dedicated to next season's colors. A poetry slam is a competition, where slam poets pres- »



Published every year, Grafe's calendar pictures the trend colors and visualizes a colorful story. At Lake Baikal, the deepest lake on earth, the story for 2018 begins with the pastel hues Unexpected Blue and Liquid Jade © Grafe



The September calendar sheet displays the color shades of Iceland Green, Blooming Orange and Descended Magenta to represent naturalness and joy of life (© Grafe)



Moody Lilac, Native Violet und Yadua Blue are color hues designed to symbolize a new underwater world of colors (© Grafe)

ent their own lyric texts within a limited period of time and are then evaluated by a jury. However, the judges are not literature professionals. The master of Ceremony rather chooses people from the audience before the contest starts. These persons then act as judges [4]. Aida, who lives in Thuringia in the East of Germany, discovered the art of poetry slam in 2010 and was state champion of Thuringia as early as in 2012. By now, he has been on-stage as a slam poet, master of ceremonies or as a feature more than 1000 times, and has qualified for six years in a row for the German championship. In 2013, he received the federal tolerance award.

For the Color Preview 2018, he wrote an adventurous story all around the world. "The Pursuit of Colors" is a thrilling story of protagonist Ben and his friend Kara hunting for beautiful color shades. If they fail in collecting these extraordi-

nary colors and defeat their selfish fellow-campaigners, colors will disappear from the world forever. The special thing about the story is that readers can interactively take part in the story by solving little riddles. At the end a treasure awaits them. The different tasks must be fulfilled online every month starting July 2017, while also the respective chapters of the story are published at the same intervals (see **Info box**). Their chase not only leads the two heroes to fascinating places, but also to the color hues for 2018.

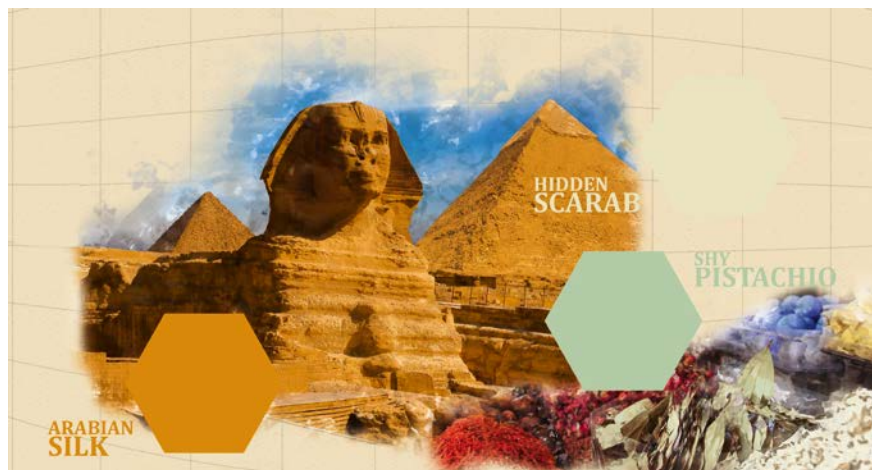
The first chapter puts the reader in the mood for a spectacular voyage that starts at the deepest lake in the world, namely Lake Baikal in Siberia. On a small boat, right in the middle of the lake, Ben learns about Baikal oilfish. Coming to Iceland, geysers and the most beautiful colors wait to be discovered. In this landscape, the team is hard-pressed for time.

They have no more than 600 seconds to reach their aim. They see the underwater world of the Fiji islands. Even though this is one of the most fantastic holiday destinations in the world, they find themselves in a life-threatening situation and have to face a bad surprise (**Fig. 2**). Finally they end up at the largest bazaar in Africa, in the capital of Egypt. In the blazing heat of the city and in the rave of oriental spices and odors, they meet their antagonists again.

In Vogue with all Shades of Blue and Matte Surfaces

While Ben's fight against boredom is interesting and surprising, the same is true for the trend colors for 2018. Blue is a major color this year, including its most diverse variants. Some hues are relaxing, others are cool and modern. The outstanding position of blue is not so unusual at all and there are several reasons for that. In general, blue is one of the favorite colors virtually all over the world. Moreover, blue is the color of creativity, taking our ideas in a new direction. It is a symbol of freedom, and radiates peace and harmony [5] – just those things today's society is looking for. Green and brown remain an important part of the 2018 range of colors, mainly because of their natural effect. Generally speaking, what is striking is the large number of pristine shades. They adapt various substances from nature, such as honey, olives, wool, earth or sandalwood. Another focus is on deep and dark colors, as mysterious as the night. While there is no pure black, the shades are very close, still.

Furthermore, the contrasting colors purple and orange will be more important. All in all, opposing colors once again play a major part in 2018. Accordingly, metal colors as well as pastel hues, which almost appear artificial, act as counterparts of nature. However, in addition to these strong types of pastel colors, there are tender and delicate variations as well. Transparency and translucence support this soft touch. Considering surface conditions, dullness is obviously at the focus. The colors are meant to appear soft and like velvet, while also a slight shimmer may cause this mat effect. Generally speaking, the key message for the coming year is "imperfection". It is about seeing the beautiful and interesting aspects



The Author

Julia Canzler is Head of Design & Packaging at Grafe-Group in Blankenhain, Germany; design@grafe.com

Riddle and Join the Ride

From July on, participants will have the chance to win a treasure, i.e. a voyage, if they solve different tasks on the company's website. This is also where the individual chapters of the story will be published as an exclusive content. To access the story, take this way:

➤ www.pursuit-of-colors.com

Service

References & Digital Version

➤ You can find the list of references and a PDF file of the article at www.kunststoffe-international.com/3695170

German Version

➤ Read the German version of the article in our magazine *Kunststoffe* or at www.kunststoffe.de

The colors Arabian Silk, Hidden Scarab and Shy Pistachio invite the observer to come on a voyage to the orient. The overall concept of this year's „Pursuit of Colors“ presentation takes interested parties on an interactive trip around the world (© Grafe)

of imperfection. The constant search for immaculacy steps up pressure, and always yields the same boring results. Some colors reflect this point of view: Certain shades do not appear very attractive, at first sight. Taking a closer look, the observer realizes the special allure inherent to the hues.

Next Year Will Bring a Mystery

Colors serve to arouse emotion in literature and bring a book to life. Words can

even be connected to colors – words that do not in fact have a color. In the Color Preview 2018, named “The Pursuit of Colors”, author and slam poet Aida uses the power of colors. Naturalness and harmony are major characteristics of the shades to be found. Pastel shades with a synthetic touch make a strong contrast. What is more, the preview includes numerous shades that are extremely dark. All in all, the year 2018 will be optimistic, deeply mysterious and attached to nature. ■

Microcrystalline Biopolymer

Unbreakable Drink Bottle

Taiwanese company Sungo introduces the Ludavi drink bottle which is made of the transparent Trogamid Terra biopolymer by **Evonik Industries AG**, Essen, Germany, and stands out for its trendy look and high-quality material that makes it virtually indestructible.

Sungo's intention was to create a lightweight, practical sports drink bottle in high-quality design with convenient features and an innovative material concept. Ken Lu, General Manager at Sungo, explains: “Philosophically we want to create a drink bottle with a soul of love, which means the material needs to be not just healthful to people but also to the earth. In Asia for example, many people drink hot beverage, thus the material



Trogamid Terra was ultimately the material of choice for the new Ludavi drink bottle (© Evonik)

should be also good in boiling-hot condition, and quite chemically stable for all kinds of beverages.” Trogamid Terra by

Evonik was ultimately the material of choice for the Ludavi drink bottle. The plastic is lightweight and abrasion-proof as well as resistant to heat and chemicals. That makes Ludavi equally suitable to hold hot tea, carbonated sodas, and spritzers and helps the product withstand the mechanical stresses a drink bottle typically encounters in its life cycle.

Evonik kept its focus on environmental properties from the start of the development: Trogamid Terra is a transparent microcrystalline polyamide made with more than 50 % renewable raw materials such as palm kernel and coconut oil.

To the manufacturer's product presentation:
www.kunststoffe-international.com/3772280