

Simply...

Welcome to Simply 2014, a color and design trends report from Dunn-Edwards.

2014

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Color Marketing Manager, Dunn-Edwards Corporation*



THE #1 CHOICE OF
DESIGN PROFESSIONALS.™

Simply...

Enlightenment

2014



THE #1 CHOICE OF
DESIGN PROFESSIONALS.™

Enlightenment

Historically, a cultural movement of intellectuals whose purpose was to reform society using reason, rather than tradition, faith and revelation, and advanced knowledge through science. Also, politically, an emphasis on liberty, democracy, and religious tolerance.

Enlightenment...
rebirth of the age of reason.

Enlightenment

EN-lightenment 2014, a movement brought by a period of reflection and a need for reform using reason and scientific knowledge. A new period of redefining American lifestyles, promotion of scientific discoveries and intellectual revelations, and a rejection of old ideas.

2014

Enlightenment

2014 COLOR has a focus on Earth coloring – *from* mineral elements, calcified tones, fossilization, smoky, frozen, otherworldly warm and textural *to* the watery blues of the ocean and skies and the synthetic bright coloring of high-tech jungle.

Also inspired by math, science and technology and man's impact on the Earth.

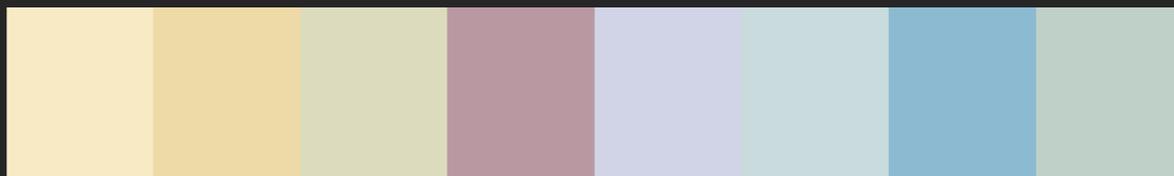
2014

Color Palette Overview

- **Tinted Whites**



- **Pastels**



- **Mid Tones**



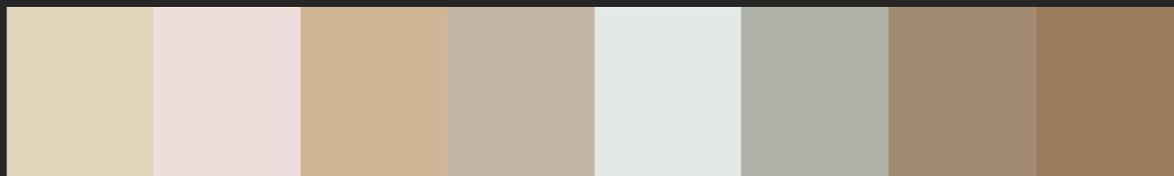
- **Deep Tones**



- **Brights**



- **Neutrals**



Simply...

In 2014, color continues its influence on design and society. Here are four key color and design trends.

2014

A photograph of concrete steps leading up to a building, with several green plants in the foreground.

EN - energy

A close-up photograph of a mosaic pattern made of various shades of green stones and tiles.

EN - joy

A photograph of a colorful, textured fabric with wavy patterns in shades of purple, yellow, and red.

EN - chanting

A photograph of water droplets on a leaf, with sunlight filtering through the background.

EN - endeavor

EN-ergy disciplined



EN-ergy



THE INSPIRATION

Inspired by the need to seek order out of chaos, a search for the absolute and pure. At the same time, respecting the rawness of nature and displaying the latest in neutral trends.

EN-ergy



THE INSPIRATION

**Next chapter to
Simply 2013's story,
Simply RE-invented,
which captured the
harder edge of industry
and more colorful
displays of man's impact
on the landscape.**

EN-ergy



THE INSPIRATION

The Anthropocene Age – defined by man’s impact on the planet – provides further proof of significant changes to the landscape.



THE INSPIRATION

The forces of nature decide shapes and textures with earthly reactions such as pressure, compression, erosion and pulverization.



WHAT WE FOUND...

- **Scientifically, interest and studies on fractals and fractal geometry**
- **Architecturally, a renewed interest in geometry and Fibonacci's Golden Ratio**
- **Math is cool again proving the need of society to seek order**
- **Sociologically, the world is in chaos. Shadow cities are uprising in the midst of natural and man-made disasters**





DESIGN RATIONALE

For those designers seeking minimalistic, orderly, clean-lined design.

For architects seeking a return to precision, ancient geometry-based structure design.

Precision based in nature and texture, therefore, a focus on sustainable design.



DESIGN CHECK LIST

- **Postmodern design combined with Neanderthal and ancient elements**
- **Strong design shapes balanced with fluid and delicate**
- **Monumental wow factor in nature transposed to design**
- **Focus on Strata-mimicking Earth's layers with sculptured, engraved, scratched and porous textures**



DESIGN CHECK LIST

- **Keep shapes simple through measured decor, mathematically precise patterns**
- **Layering mineral and stone**
- **A new stone age: high-tech and ancient**
- **Design lifecycle: re-use multiple times, not just once**
- **Circular and natural graining wood patterns, sandwiched and upcycled materials**



COLOR PALETTE

- Inspired by mineral elements and a focus on the absolute of architecture
- Natural, mineralized, calcified tones, fossilized beiges, stone and sand, smokey, metallic, frozen
- Post-industrial neutrals: plastics, worn by nature; industrial foams, metal patinas, pinks and browns, terracotta, lichen



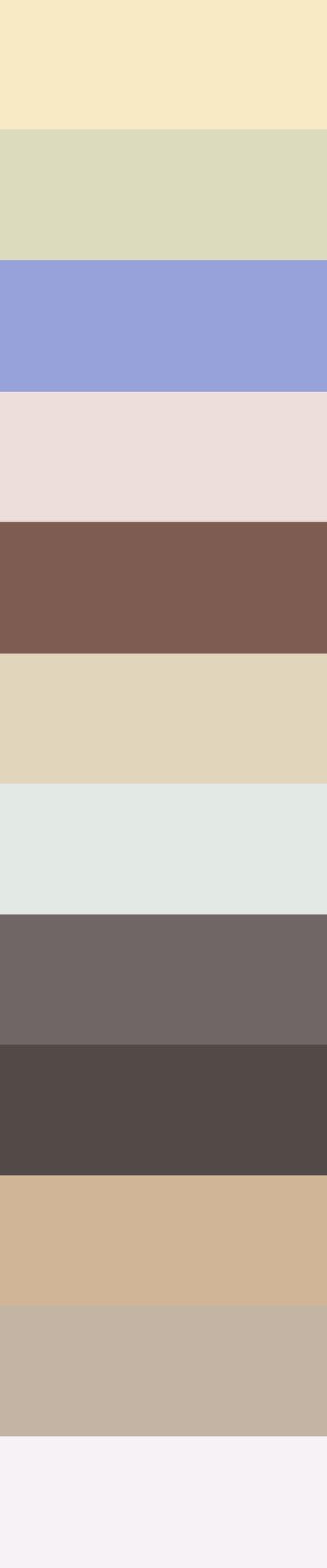


COLOR PALETTE

- **Soft powdery coloring in light blues and lime-green lights**
- **Warm stone coloring such as the color of ancient ruins made of clay and sand**



EN-ergy





EN-ergy



deceit phereo

Cookie Dough DE5435

Woven Reed DE5527

Periwinkle DE5906

Mannequin DE6043

Wild West DE6055

Sand Dollar DE6171

Mist Spirit DE6302

Chocolate Pudding DE6390

Mink DE6392

Slopes DEC721

Steveareno Beige DEC766

Abalone DEW398



Woven Reed DE5527

COLOR SCHEME

Color Application in the Home

Sand Dollar DE6171



Mink DE6392

COLOR SCHEME

Color Application for Exteriors



Slopes DEC721

Chocolate Pudding DE6390

Woven Reed DE5527



Wild West DE6055

Mist Spirit DE6302

Steveareno Beige DEC766

COLOR SCHEME

Commercial Color Application



ENJOY.

the memories



THE INSPIRATION

Inspired by the pre-tech era of the 1960s and 1970s, capturing what was the last true or “real” era prior to technology overtaking our lives, drawing on the past while in a modern era.

ENJOY





THE INSPIRATION

Next chapter to 2013 trend story, **Simply RE-vival**, which showcased the mid-century modern and resort lifestyle trends in the Southwest.





THE INSPIRATION

Revival of a feel-good factor to life, light feeling in attitude and naïve, joyful and playful.





THE INSPIRATION

Transition of trending towards California as Paris couture becomes less meaningful to Americans, what's real and "cool" is what's here in our own backyard.





WHAT WE FOUND...

- **With the invention of Instagram and Cinemagram, Polaroid-era styled imagery is uptrending, the soft-lense focus, not everything is tech-perfect**
- **The iconic Chevy turns 100 years old**
- **The James Bond series turned 50 years old in fall 2012, epitomy of 60s-70s cool**



WHAT WE FOUND...

- Revival of bohemian chic continues with fashion and interiors becoming ever-more eclectic, relaxed and “cool”
- The “tourist” look is showing up in European fashion shows – black socks, Hawaiian shirts, hip bags; along with 70s safari jackets
- We, Not Me society upswing – importance of community outreach



WHAT WE FOUND...

- **Gifting economy – philanthropy, “You are Lucky” project**
- **Non-career approach to life. As careers stall or transition, society seeking other non-traditional support systems and “go-with-the-flow” lifestyles. A throw-back to the hippie lifestyle?**
- **Physical networks rising as Facebook backlash begins – we seek “real” social connectivity**



DESIGN RATIONALE

For design professionals seeking a “cool” factor, with hip and funky customer base.

A love of retro, a remembrance of our youth intertwined in designs of today.

A love of relaxed design, taking the design rules and breaking them.

Hand-crafted design combined with digital effects.



DESIGN CHECK LIST

- 60s and 70s allure and curated vintage
- Ashtrays are back
- Wood on wood
- California eccentric
- Macramé, tortoiseshell
- Textures linked with color-oily darks, dry charcoals, waxy whites and updated with water color techniques, cross-stitch, embroidery, pixel patterns



DESIGN CHECK LIST

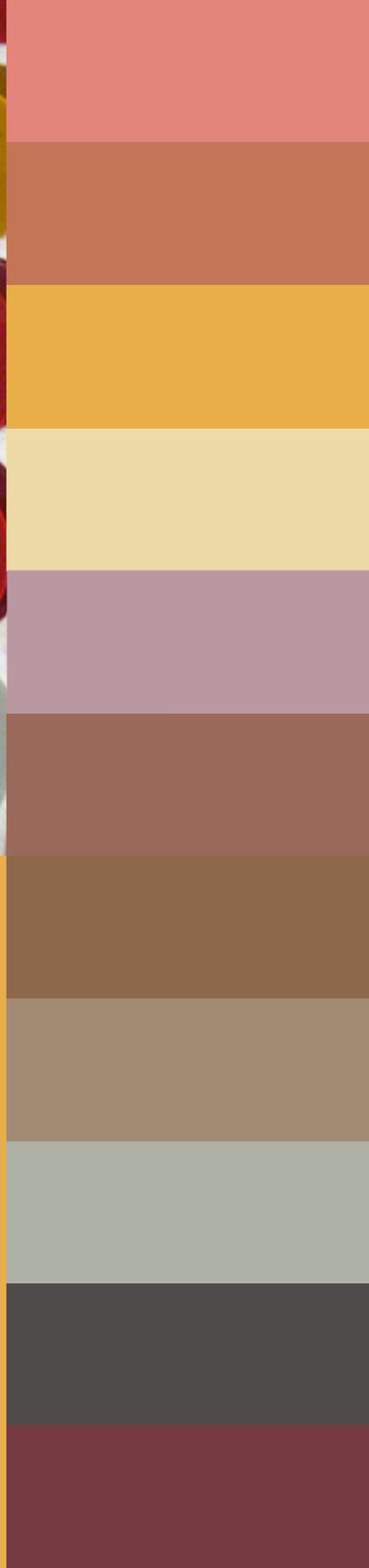
- Modern abstracts mixed with multi-layered exposures creating mixed media design effects
- Using digital technologies interwoven with historical craftwork
- Prints and graphics are 60s and 70s patterns and desert iconic patterns with trend-forward colors
- Kilim-rug designs morph into Navajo-inspired geometrics



COLOR PALETTE

- Color is vintage 60s and 70s inspired with yellows, rusts and tangerines
- Filtered light palettes showcasing nostalgia for California cool including cinnamon, blush and mauve touches
- Rich sepia tones include antique whites, black and ochre yellow
- Color and texture combine in multi-color stripes, jagged ikat patterns and geometrics





ENJOY



Cultured Rose DE5123

Spanish Peanut DE5180

Lion's Mane DE5319

Tortilla DE5436

Playful Plum DE6018

Western Red DE6090

Cedar Chest DE6112

Whole Wheat DE6124

Pebble Walk DE6277

Black Bean DE6385

Garnet Evening DEA147

Coy DEW300

ENJOY the memories





Western Red DE6090

Lion's Mane DE5319

COLOR SCHEME

Color Application in the Home

Pebble Walk DE6277

COLOR SCHEME

Color Application for Exteriors



Cedar Chest DE6112

Western Red DE6090

Pebble Walk DE6277



Cultured Rose DE5123

COLOR SCHEME

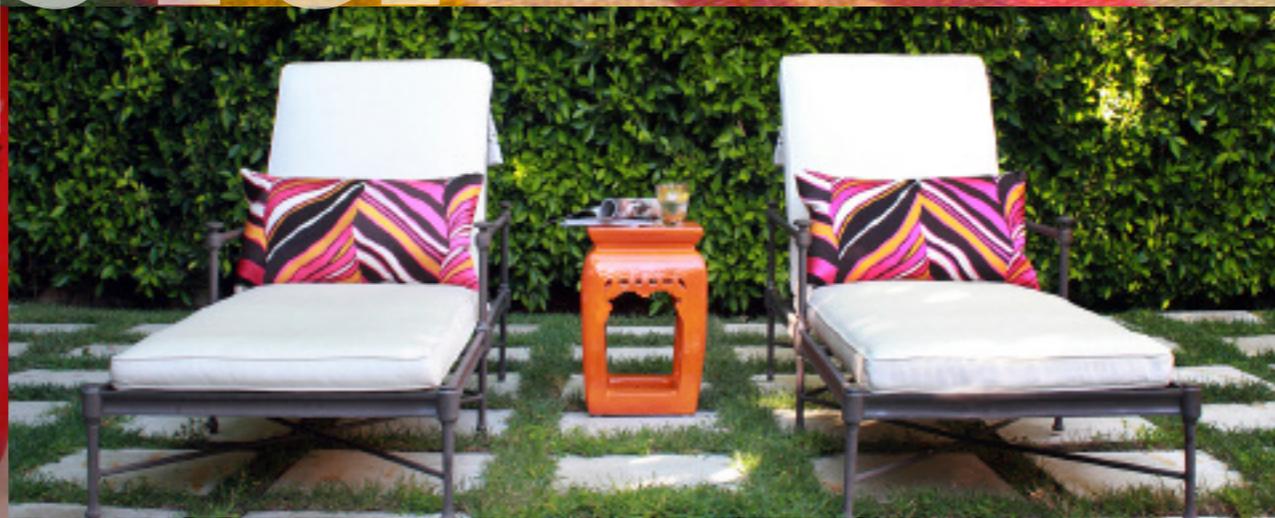
Commercial Color Application

Lion's Mane DE5319



Pebble Walk DE6277

EN-CHANTING UTOPIA

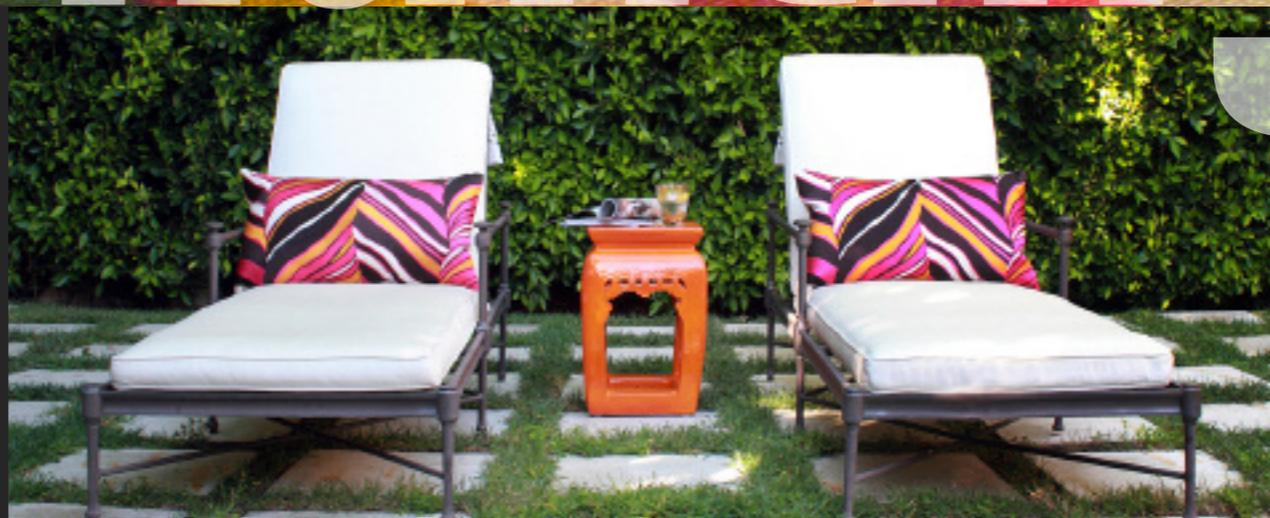


ENV - chanting

THE INSPIRATION

Inspired by an uptrend in extravagant and over-the-top lifestyles as well as world travels.

Showcasing the best in beauty and an abundance of color.



THE INSPIRATION

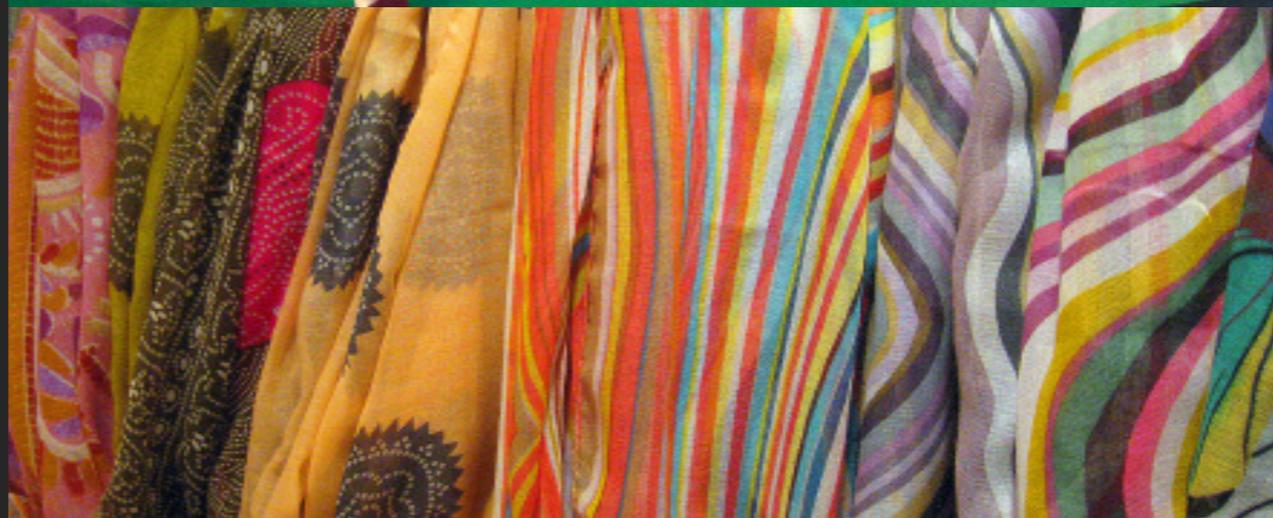
Next chapter to
2013 trend,
Simply RE-imagined,
which displayed a
circus-like, intensely
colorful atmosphere.

Intense coloring
provides backdrops to
major events in Brazil –
2014 FIFA World Cup
and 2016 Olympics;
as well as in Russia –
2014 Winter Olympics
in Sochi.



WHAT WE FOUND

- The Secret Garden installation by Zaha Hadid Architects and Paola Navone for Salon Del Mobile 2012
- Recent fashion shows forecasting exotic bohemian prints and caftan-style dresses worn by celebrities of the 60s such as Liz Taylor
- Brazil is on fire: FIFA World Cup, Carnivale, 2016 Summer Olympics in Rio de Janeiro



WHAT WE FOUND

- Russia is ready for the world in Sochi for the 2014 Winter Olympics
- With the wild popularity of the movie *Avatar*, the sequel is due out in 2015 showcasing more of the wildly vivid 3/D landscapes audiences enjoyed



DESIGN RATIONALE

Design professionals seeking the beauty in color and extravagance.

Nature plays an increasing theme in urban and rural environments, immersing viewers in techno-nature environments full of color.

Architectural surfaces becoming reflective through mica, metallics or pearled finishes as technology catches up to architectural ideals.



DESIGN CHECKLIST

- Full rainbow of color with citrus touches for South American designs
- Deeper, oily hues for Russian flare
- Prismatic coloring with nature-based tech and synthetic color
- Plumage, exotic, fringe, jungle prints such as snow leopards, sparkle, sequins and shine
- Tropical and psychedelic with dark colonial touches



DESIGN CHECKLIST

- Russian design elements include large over-scaled flowers, paisleys, hand-drawn patterns, and marble accents
- Russian influences on materials and textiles – saturated, overdyed colors, pattern overlay, aged gold, cut and crushed velvet
- Brazilian design influences include over-the-top graphics, birds of paradise, surreal collages, vividly floral details



COLOR PALETTE

Color intermixes within one palette, yet diverges into two personalities:

- South American – Color is tropical, exotic, extravagant, sensual and vivid
- Russian – Color is exotic, tribal, floral, saturated and deep with cool tones
- Over-the-top layers of color in mixes of synthetic and natural shades



EN - chanting





EN-chanting

utopia

Fuchsia Blush DE5025

Pink Punch DE5048

Papaya Whip DE5164

Sweet Potato DE5201

Summer Sun DE5405

Jungle DE5677

Silver Storm DE5822

Red Power DEA108

Nautical DEA139

Passionate Plum DEA144

Spiced Berry DEA149

Black Bay DEA188

COLOR SCHEME

Color Application in the Home



Silver Storm DE5822

Passionate Plum DEA144

Spiced Berry DEA149



Nautical DEA139

Summer Sun DE5405

Spiced Berry DEA149

COLOR SCHEME

Color Application for Exteriors



COLOR SCHEME

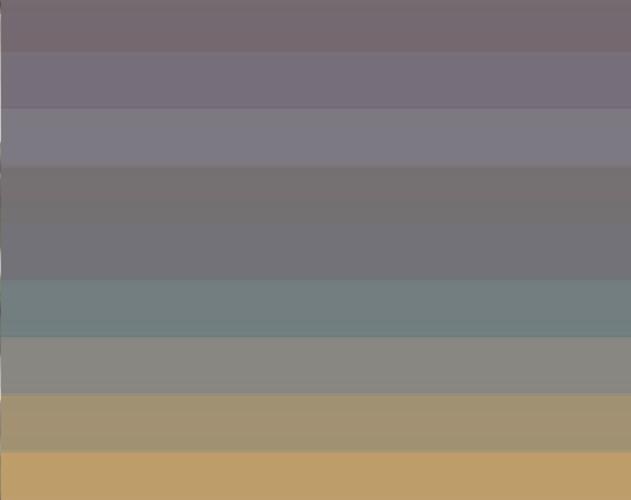
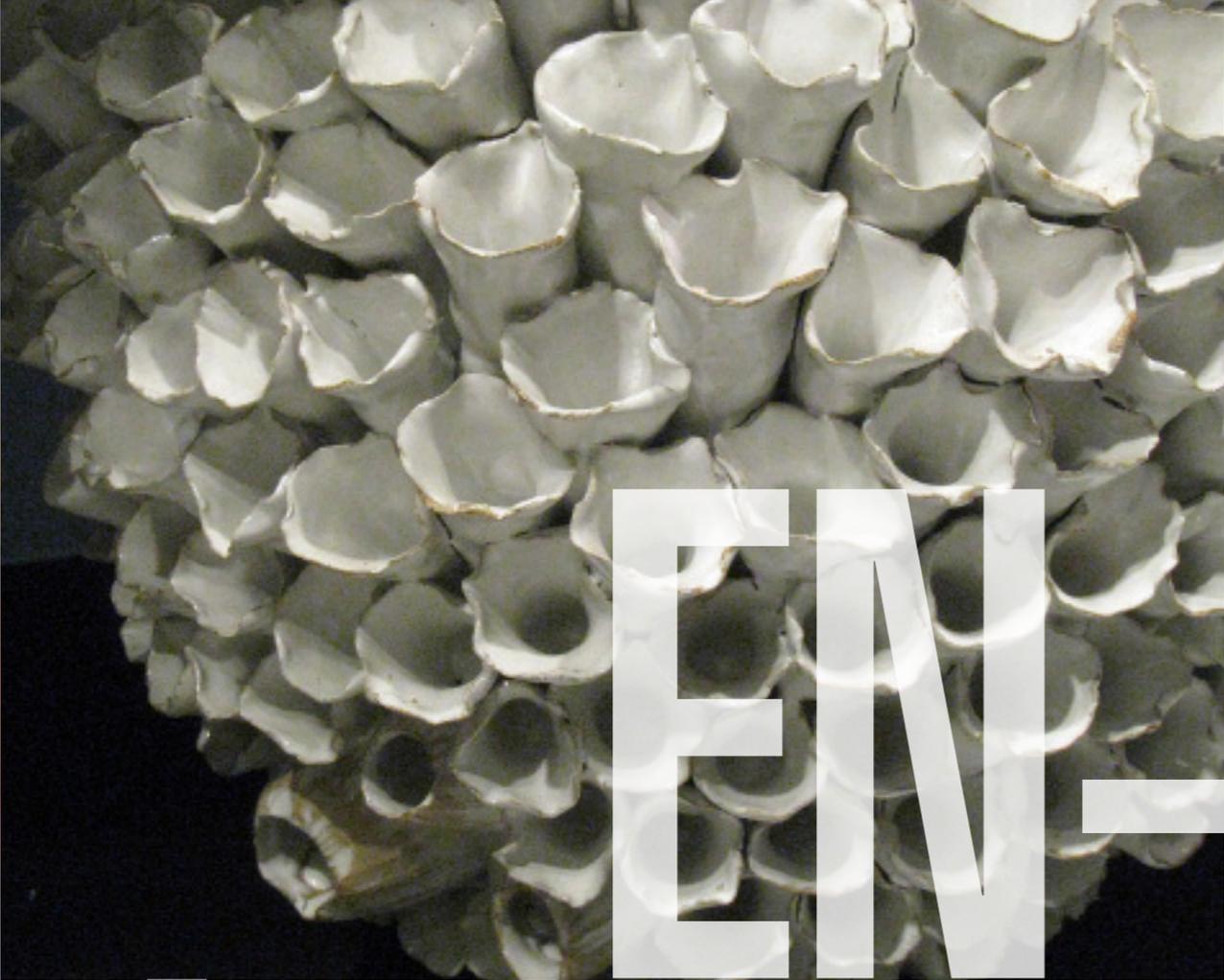
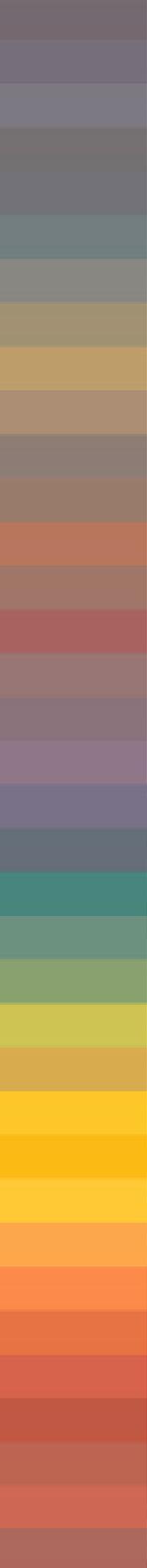
Commercial Color Application

Red Power DEA108



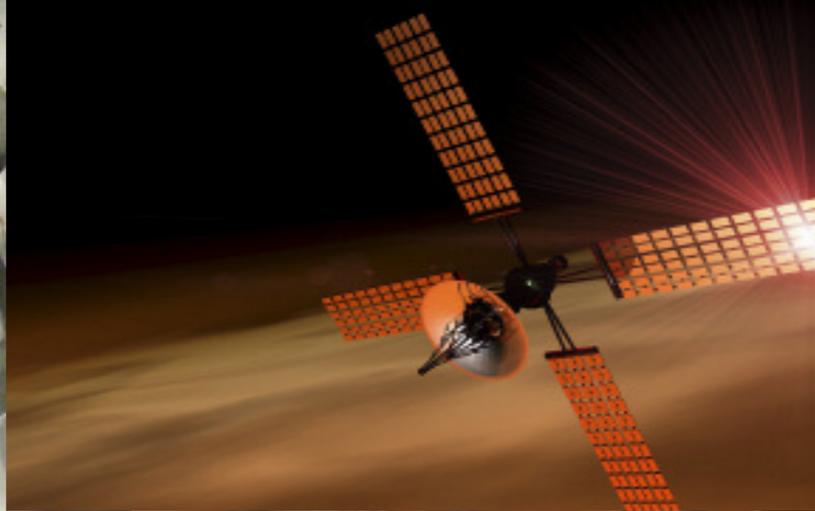
Spiced Berry DEA149

Sweet Potato DE5201



ENV-deavor

the cosmic
connection



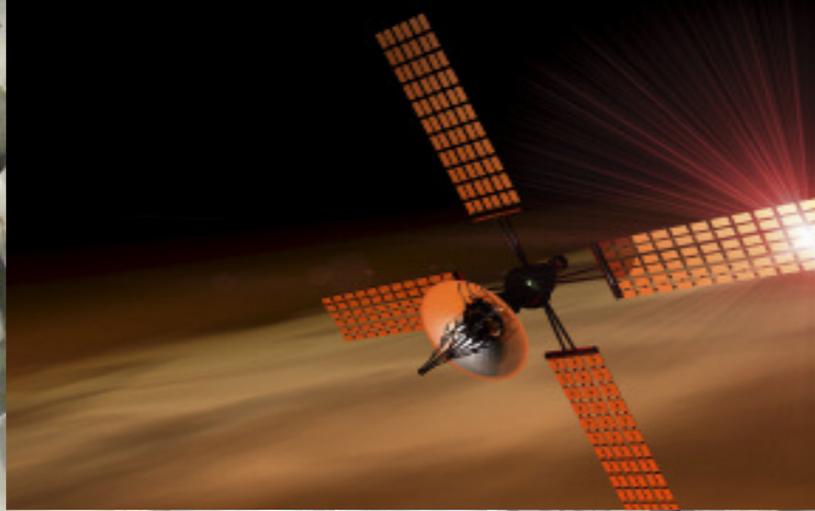
THE INSPIRATION

Inspired by the journey to find another place of wellbeing and peace; seeking new frontiers and natural wonders.



EN-deavor

vor



THE INSPIRATION

**Next chapter to 2013
Simply RE-newal, a more
romantic take of seeking
places of calm in rural
and pastoral natural
settings.**

**Finding places of
quiet contemplation,
spirituality, and well
being in a hectic world.**

**Studies on sleep
patterns and circadian
rhythms increasing as
people seek an absolute
answer for calm and
peace.**



WHAT WE FOUND...

- Sanctuaries inspire architecture such as Anthony McCall's exhibit in Germany on contemplative spaces
- Underwater museum in Cancun, Mexico
- Jules Undersea Lodge in Key Largo, Florida and Underwater Hotel at Atlantis, Dubai
Photo: Deep Ocean Technology
- NASA's continuing studies on the colonization of Mars through the eyes of the Mars rover Curiosity
Photo: NASA Images



DESIGN RATIONALE

For design professionals seeking austere designs, clean-lined and balanced design.

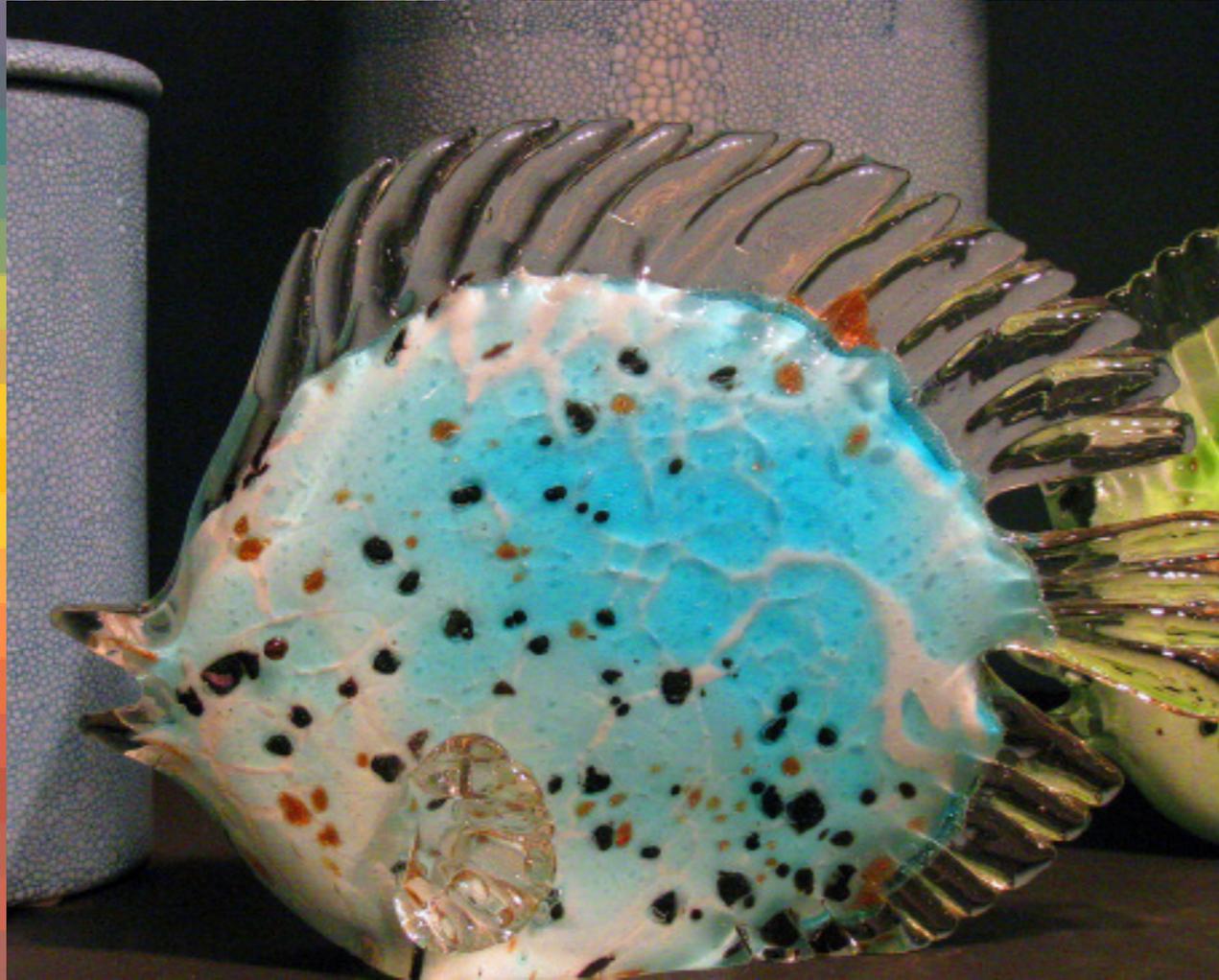
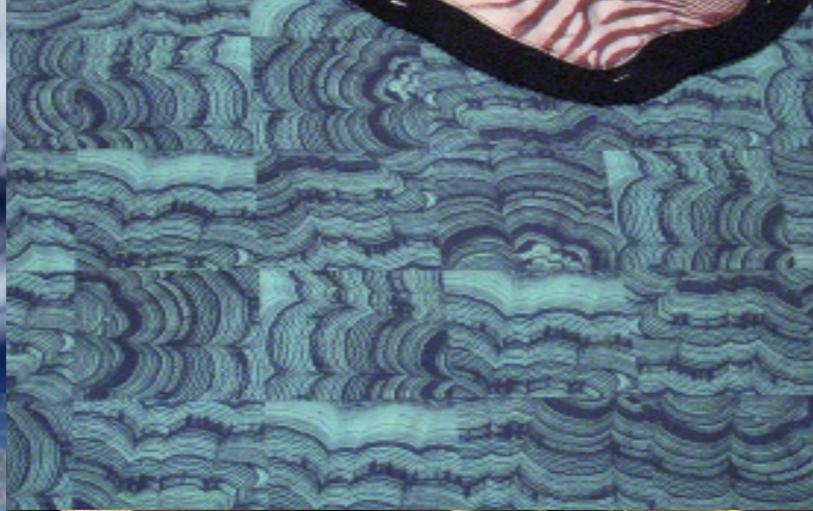
Architecturally, quiet zones and buildings dedicated to silent respite are trending in the public arena.

Spa-like and aquatic spaces continue to uptrend.



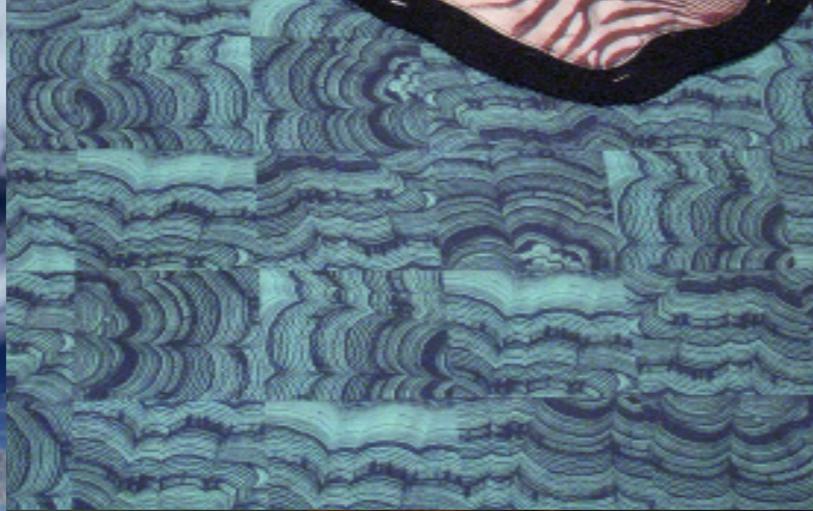
DESIGN CHECKLIST

- Coral, light as air materials, muslin
- Prints and graphics reminiscent of the sea and ocean
- Austere and elegant with clean lines, minimal details, monastic, somber
- Ancient and allegorical symbols
- Patterns showcasing colorful auras, the northern lights
- Mono-colorful decoration and encrusted textiles



DESIGN CHECKLIST

- **Fantastical design includes sea creatures and mermaids**
- **Housewares include items of the sea such as kelp soap, ocean mist coloring**

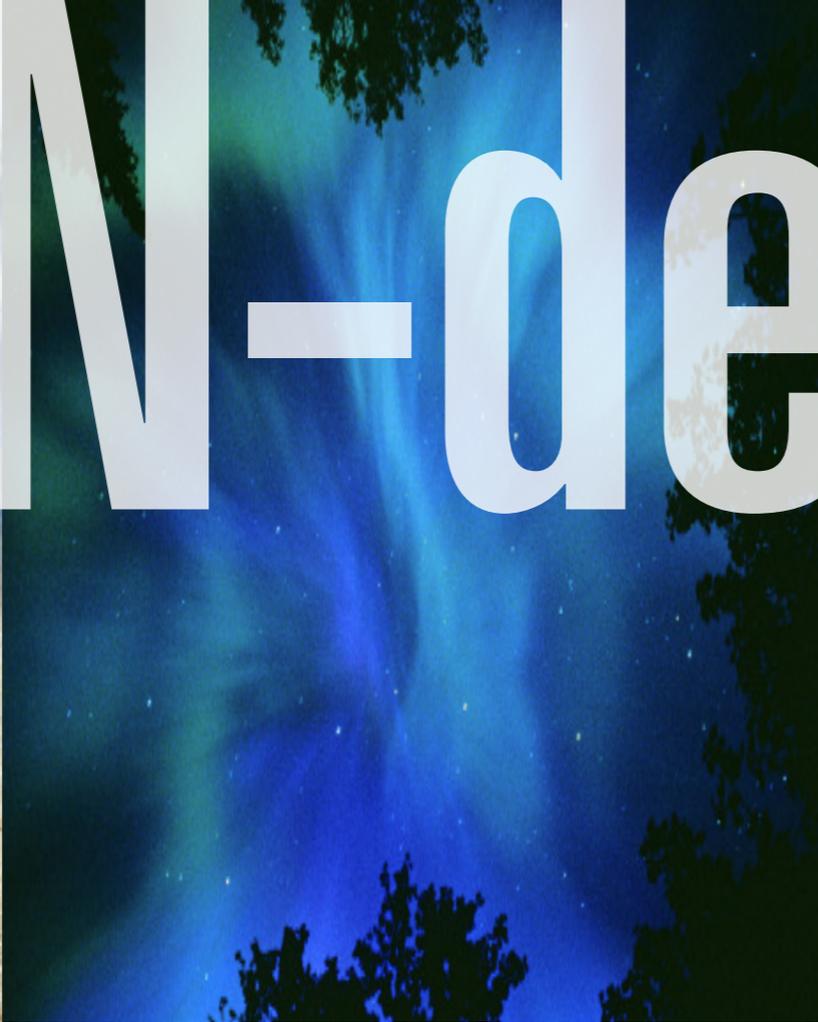


COLOR PALETTE

- Color is mineral pure and of the sea – blues, turquoise, algae, plankton, coral
- Blues play a key role from sky blues to deep ocean blues, clear skies to stormy seas, sunrise to sunset
- Inspirations of faded color, watercolor surfaces, whitened blues representing wind, air and clouds



ENV-deavor



EN-deavor

La Terra DE5172

Golden History DE5433

Shark DE5771

Rolling Waves DE5716

the cosmic

Reef Encounter DE5733

Bonnie Blue DE5807

Pool Party DE5837

connection

The Blues DE5859

Chill in the Air DE5911

Pencil Lead DE5922

Sandpit DE6118

White DEW380



Pencil Lead DE5922

White DEW380

COLOR SCHEME

Color Application in the Home

Sandpit DE6118

COLOR SCHEME

Color Application for Exteriors



White DEW380

Pencil Lead DE5922

La Terra DE5172

COLOR SCHEME

Commercial Color Application



Golden History DE5433

The Blues DE5859

Shark DE5771

Color Shaping Design Today

Color continues to be strong but less neon, more grown-up and mellow.

- **Brights continue to have an impact but these hues are less obvious and more harmonious**
- **Pastels diverge into two directions, either sugar, techno pastels or spring blossoms**
- **Grays continue to play a significant role as a base to all stories**
- **Warm neutrals uptrend and become more complex, tinted with other colors**
- **Blues thread through all stories as this hue continues to evolve over the seasons**
- **Pink, a complex color, interweaves throughout the stories from subtle to bright**

Simply 2014



Thank you.



PHOTO CREDITS

Sara McLean

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Fotolia Images

Special Note of Thanks for

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- **NASA Images: www.nasa.gov**
- **Deep Ocean Technology, underwater hotel images and renderings: www.deep-ocean-technology.com**

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