

Colour in context – soft grey

Colour is an essential part of any design project, and this year Furniture News has invited the trend forecasting company behind Mix Publications, Global Color Research, to talk about a key colour for the current season each month. Although the company forecasts colour trends two years ahead of the season, this series of articles will focus on a colour of the month, taken from the Mix Trends forecast, which will bring relevant information to manufacturers, interior designers and any professional within the design industry. This month, Hannah Malein presents March's colour, soft grey...

Sitting within a harmonious set of tinted neutrals, soft grey represents a modest new luxury in the story of Reflect, a trend for spring/summer 2013. Here a new meaning of luxury is brought into question, as many feel time and happiness have become more important than material possessions, so emphasis is placed on building environments

or interiors that calm your mood and create the ultimate sense of security.

We also see an increase in wellbeing solutions and products, recognising peace and quiet, and time to reflect, as a precious commodity in our hectic lives.

A peaceful and subtle approach is taken as >>>

muted neutrals and simple materials to create calm products that don't distract the user and encourage us to fully engage in life. Reflect portrays ultimate tranquillity in colour, balancing this red-based grey with hues extracted from the natural world – a dusted fern green channels a relaxing ethos, and yellow and tan bring a hazy summer warmth to the palette.

A connection to the natural world remains central to this story, where organic forms are echoed in wicker and cane structures, and leathers and wispy grasses inspire delicate wovens or print designs.

Gentle ombres and colour shifts bring interest to soft furnishings, whilst frosted glass and plastic

bring an ethereal quality to solid surfaces. Reflected geometries and infinite mirrored surfaces evoke a new simplicity in a clever blend of the industrial and organic.

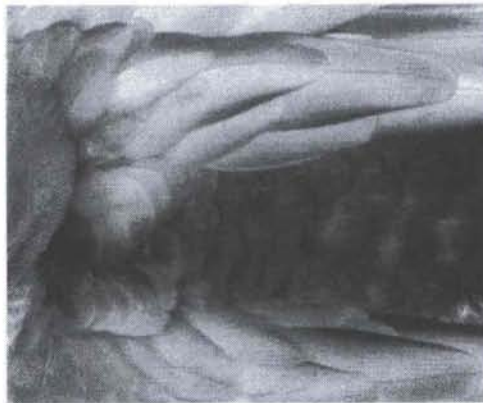
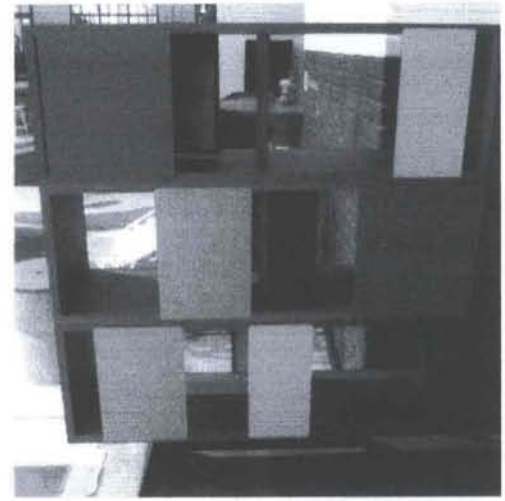
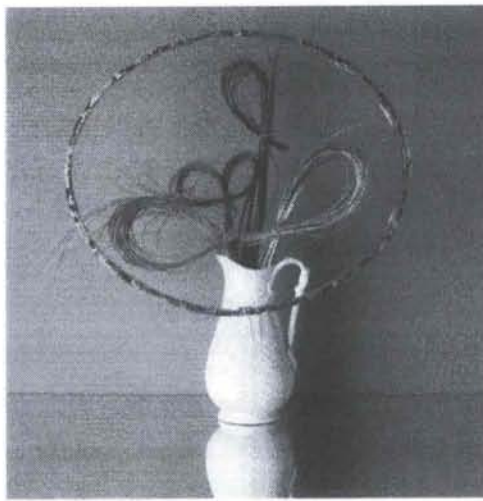
The colour grey is generally considered rather unemotional – we don't tend to connect with it as we do with other colours. However, it can be very useful in design. It appears sleek and refined and gives a contemporary edge, especially when paired with more chromatic hues, like the yellow from the palette, which adds a sense of stability

Soft grey, and a whole host of neutral tints, can be found on furniture pieces this year. Pictured is the Different Trains cabinet designed by Matthew Hilton, and manufactured by De La Espada, which combines natural wood with urban greys. Arketipo have also selected this contemporary hue for their Chesterfield-style armchair, where the pale fabric really emphasises the form.

Pair this month's key colour – soft grey – with dusted fern green, and a hazy yellow for an organic yet refined combination. For the full palette and ideas for its application, see a full presentation of the Reflect trend in Mix Trends spring/summer 2013 issue.

Poor Publication Print Quality

The colour references for the colour bar for Soft Grey are, from left: PANTONE 14-4002 TPX, NCS S 2002-R, RAL 000 80 00, PANTONE 13-4403 TPX, NCS S 1502-Y, RAL 100 80 05, PANTONE 18-4711 TPX, NCS S 5010-B70G, RAL 190 50 10, and PANTONE 13-0725 TPX, NCS S 1030-Y, RAL 090 80 40. The PANTONE, NCS and RAL reference numbers provided are the closest colour match available, and therefore are not an exact representation of the Mix Trends colour palette. PANTONE colours displayed may not match PANTONE-identified standards. Consult current PANTONE Color Publications for accurate color. PANTONE, other Pantone trademarks and copyrights used with the permission of Pantone LLC. Pantone LLC, 2012. All rights reserved. Colours here are printed in CMYK – please refer to original standards for exact colour references.



Above right: Different Trains cabinet by Matthew Hilton, manufactured by De La Espada.

Far right: Arketipo

Other images courtesy of Global Color Research

