

COLOURNEXT

Trend Report

 **asianpaints**



RESEARCH | TRENDS | FORECAST

This is an interactive PDF

Here’s how you navigate it



Contents Page:

These arrows in front of each trend name take you directly to the trend story.



Feeling Lost?

Press the Home button on the top left corner of any page to come back to the Main Menu.



Want to see the next or previous trend?

Click these arrows at the top of the page.



Want to explore a trend in detail?

Tags like these are placed at the opening of each trend story. Click on them to navigate to a specific sub-section.

PRESS. PLAY. HAPPY READING!



About ColourNext

At Asian Paints, we've been studying colour and its varied influences on lifestyle since 2003. Yet year-after-year we are fascinated by the small and big stories that emerge out of the vibrant landscape that is this subcontinent.

Each year, our Colour Marketing team collaborates with experts from a range of creative disciplines – architecture, art, interiors, fashion, sociology, media and FMCG – to put together ColourNext, a comprehensive forecast of trends in colours, materials, textures and finishes that's relevant for the subcontinent.

Presenting the forecast for 2022.

2022 is all about taking challenges in our stride and remaining undeterred. This sentiment is echoed in the four forecasted colour trends for 2022 – **Artify, Hope You're Well, Solo Commerce and We/Us** – that address socio-cultural topics ranging from mental health to the metaverse, solopreneurship, gender, fashion and décor. And our **Colour of the Year, Transcendent Pink**, celebrates fascinating pivots and powerful transitions.

We look forward to your thoughts and comments. Drop in a line to colournext@asianpaints.com

– Asian Paints Colour Marketing Team

Introduction

The ColourNext Trend Report dives deeper to chronicle the context and catalysts for each of the forecast trends. The report also cites examples of how this forecast will present itself in society, in our lifestyle and in various design areas like spaces, communication, beauty, fashion and more.

With an enhanced narrative of the trends and their application, this report will be a valuable input for everyone designing products, spaces or even communication for the subcontinent.

This report also presents the Colour of the Year and Wallpaper of the Year giving readers a complete overview of ColourNext as a whole.

A trend uninterpreted remains just that—an unexplored possibility, an idea ahead of its time, a path less taken. But when keen minds imagine, decode and interpret trends, they become beautiful concepts, products, even objects d’art! And we believe that this report will be an invaluable guide in that journey.



Contents

TREND
01

HOPE YOU'RE WELL

↘

TREND
02

artFY

↘

TREND
03

SO COMMERCE

↘

TREND
04

WE/US

↘

COLOUR
OF THE
YEAR

Transendent PINK

↘

WALLPAPER
OF THE
YEAR

LOTUS & STILTS

↘



TREND 1

HOPE YOU'RE WELL

Empathy. Acceptance. Wellbeing.

STORIES

SOCIAL TRIGGERS

LIFESTYLE EXAMPLES

DESIGN EXAMPLES

VISUALS

COLOUR FORECAST

MATERIAL FORECAST

PATTERN & TEXTURE FORECAST

COLOUR PLAY

MOOD BOARD



“ Sadly, too often, the stigma around mental health prevents people who need help from seeking it. But that simply doesn't make any sense. Whether an illness affects your heart, your arm or your brain [...] there shouldn't be any distinction. We should make it clear that getting help isn't a sign of weakness — it's a sign of strength [...] ”

—Michele Obama

There is now a collective awareness and empathy around mental health and the fallibility of our mind. We're witnessing an attitude shift in society where seeking help for invisible mental ailments is now seen as normal.

We carefully rebuild our behaviour & language, and construct new ecosystems that are sensitive to the impact of our words and actions on our future generations. As a society we take the onus of creating new pathways between the individual and the community, as we shift our focus from 'wellbeing' to being well.

Social Triggers

The Accelerator: The Pandemic

Call it “The Great Resignation”, “The Great Attrition”, or simply burnout at a cataclysmic level, the pandemic has shone a massive light on the mental health epidemic. The constant demand for our attention across work, home and family and the multiplicity of stresses has meant that addressing mental health is an essential, not a luxury.

While mental health was mostly seen as a personal endeavour that’s outside the office’s purview, this has changed. Employees now expect employers to make a cultural change that goes beyond temporary arrangements and is sustainable in the long term. It’s forcing employers to take a hard look at their organisational culture, if they are to employ and retain the best talent.


☰

🔍

WORLD ECONOMIC FORUM

Join us

Explainer: What’s driving ‘the Great Resignation’?



'In the UK, nearly a quarter of employees plan to leave their job within the next three to six months'. Is it the great resignation?

Image: UNSPLASH/Romain V

19 Nov 2021

Patrick Henry

Senior Writer, Formative Content

- People are quitting their jobs at a record pace in what’s been dubbed the Great Resignation.
- Many want flexible working and greater support for mental health from companies.
- Addressing burnout is one of employers’ key challenges in retaining their best workers.

This article by the World Economic Forum, among many others, states that mental health and burnout is one of the primary reasons driving mass resignations across sectors, across countries.

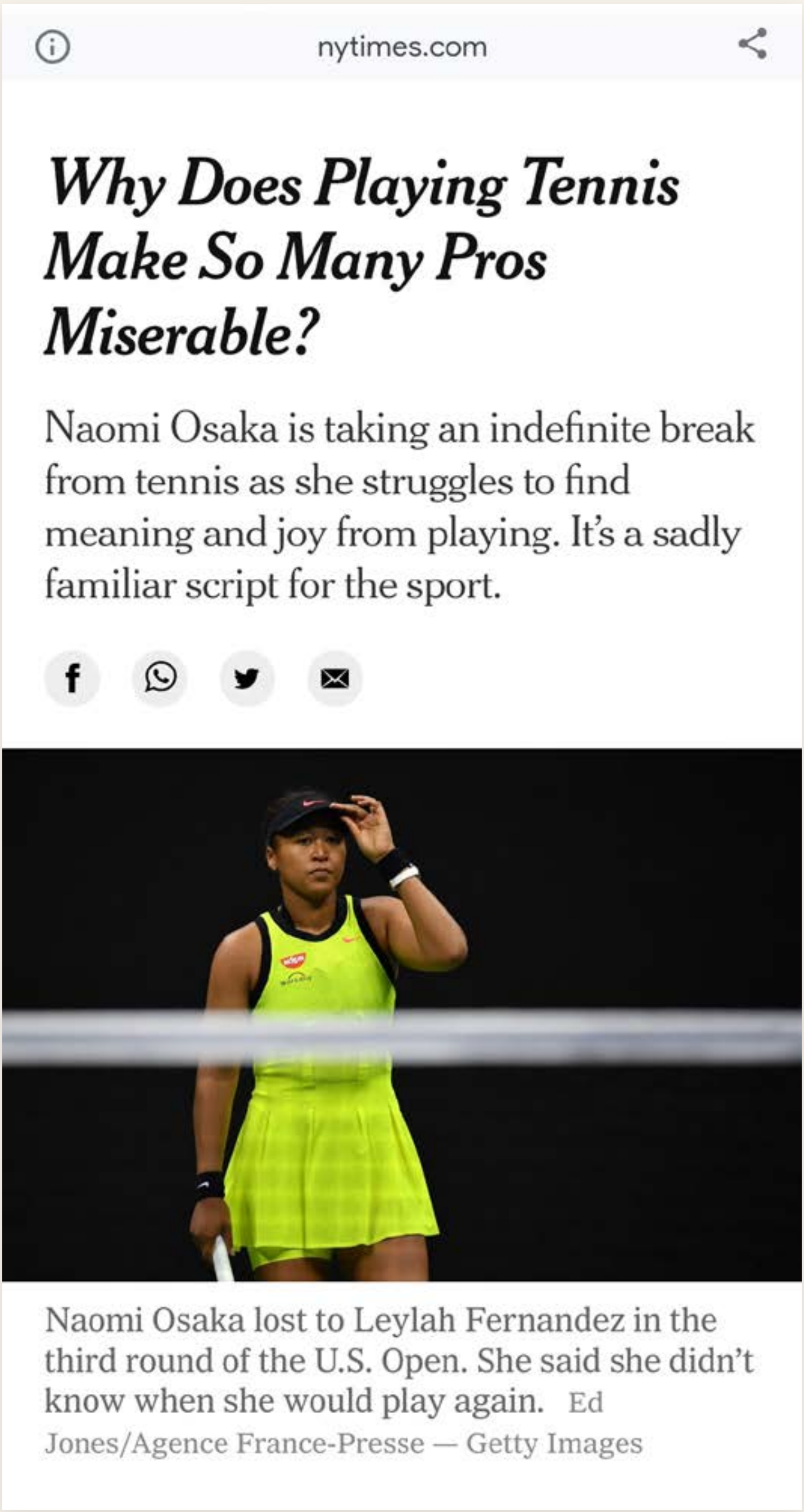


HOPE YOU'RE WELL

SOCIAL TRIGGERS

Athletes & Sportspeople:
Destigmatizing Mental Health

It’s not everyday that the world’s best athletes open up about their mental health challenges. In 2021, when Noami Osaka stepped back from the French Open and Simone Biles skipped her Tokyo Olympics performance because of the “twisties”, they gave voice to the fact that mental health challenges are a normal human experience that even the fittest athletes go through. It’s not just the “weak” who are susceptible to it. Athletes vocalising mental health struggles and the consequent outpour of support, is one of the most powerful forces behind mental wellbeing finally getting its due in the public eye.



Screenshots from LOS ANGELES TIMES; content copyrights Los Angeles Times

HOPE YOU'RE WELL

SOCIAL TRIGGERS

Mental Health in Everyday Life

There’s also a social change in that people are now publicly open about their daily struggles. Conversations about parenthood, postpartum depression or choosing to not have children at all, are becoming common. This also extends to others at various stages of their lives, such as teenagers or empty nesters. In fact, senior care is a growing area of interest in Asia both socially and economically, triggering the birth of new businesses in the medical & healthcare, mental health, care services and real estate sectors.



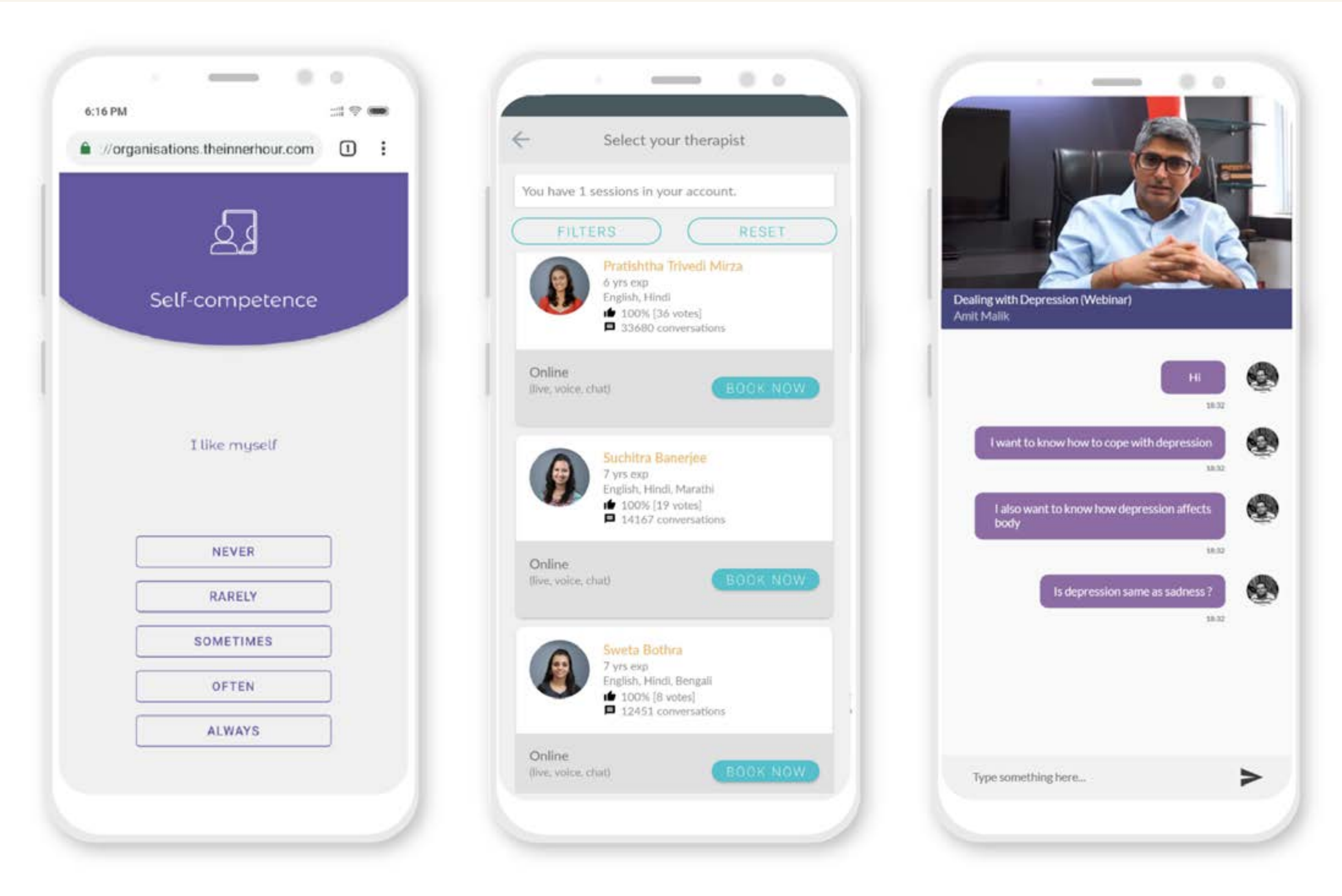


Lifestyle Examples

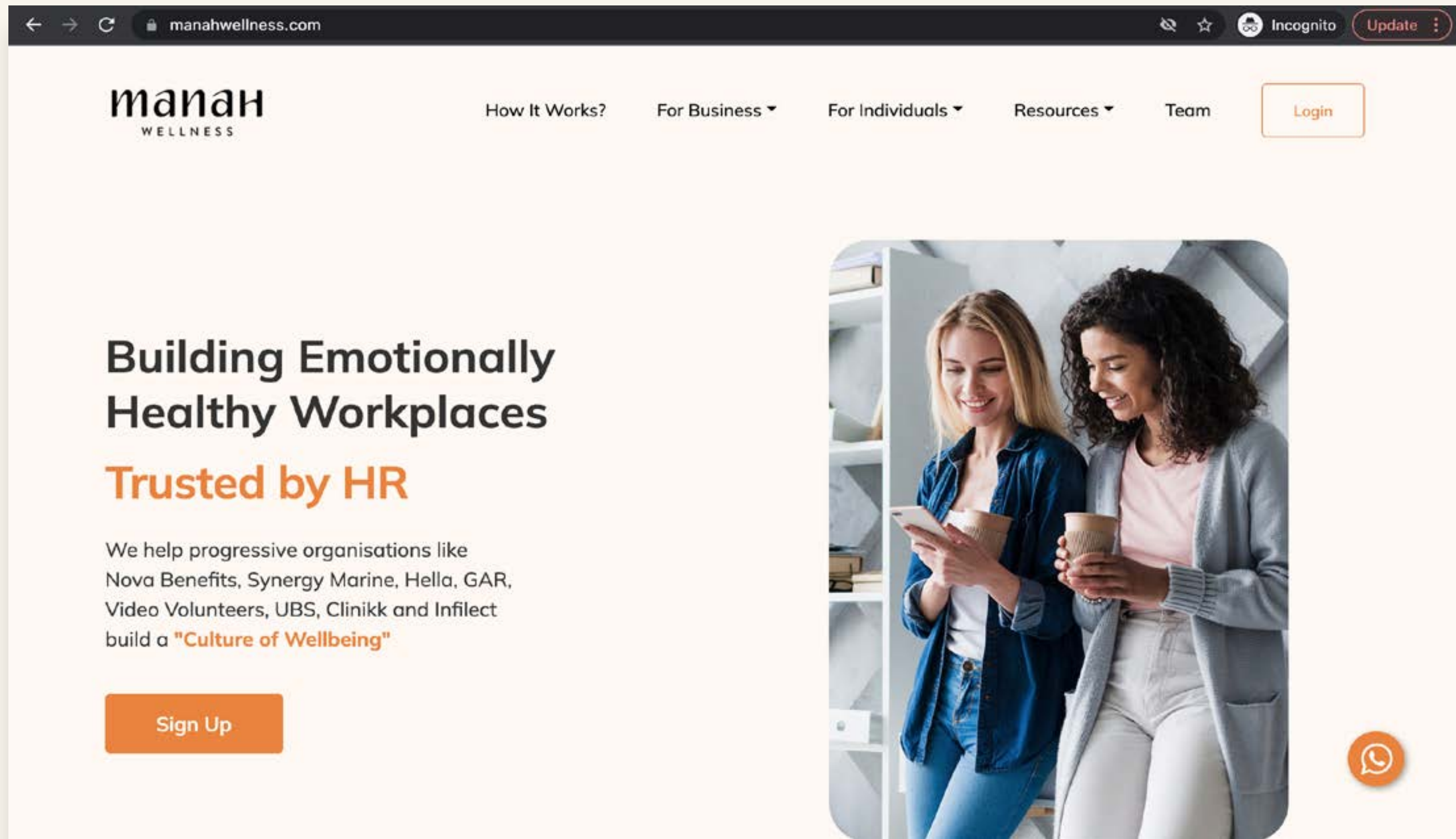
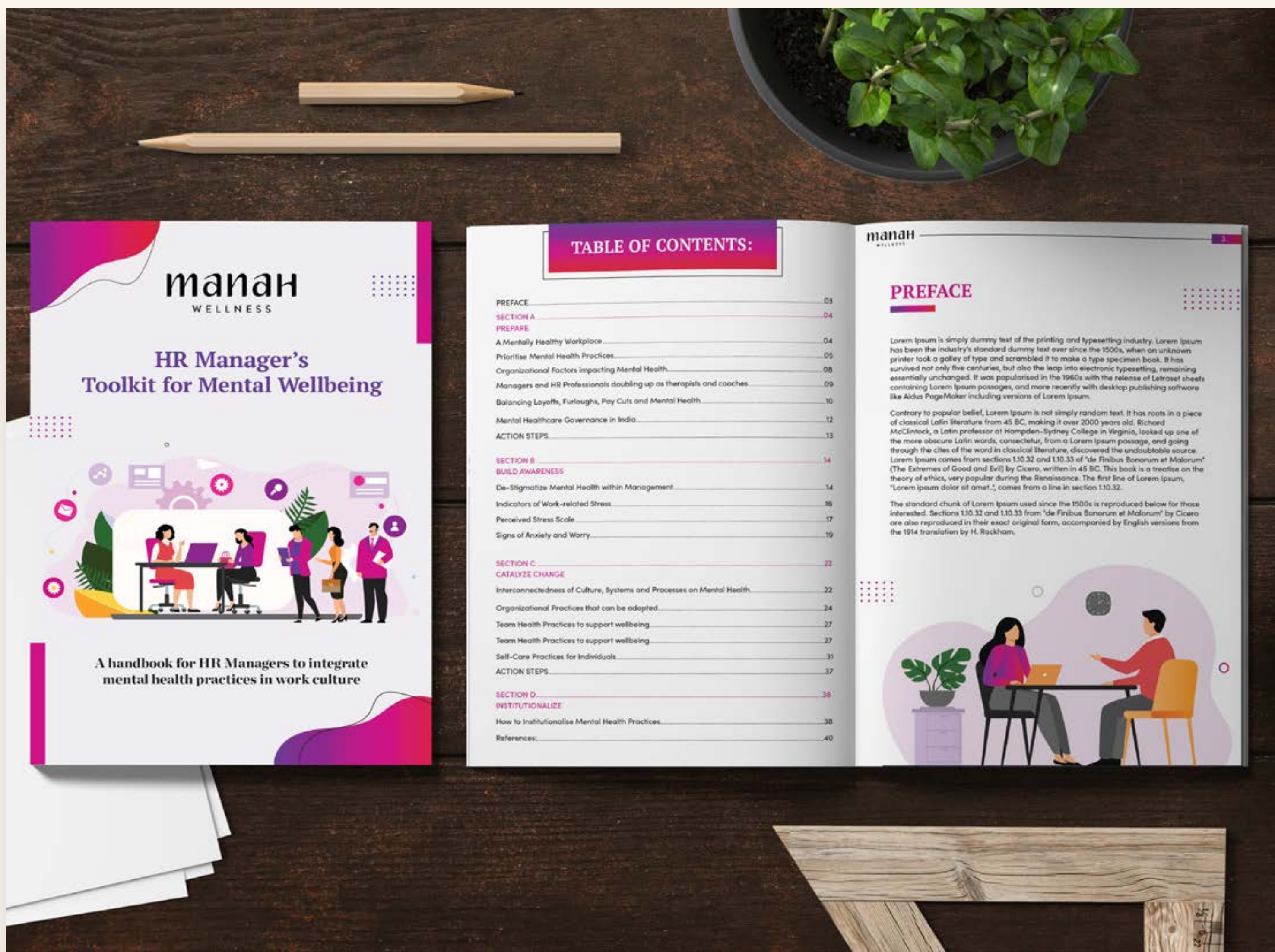
Mental Health at the Workplace

Quoting the Harvard Business Review: “Employees don’t experience mental health challenges in isolation. Employers play a role too — both good and bad.” At the start of the pandemic, employees were just beginning to grasp the significance of mental health at work. Today, be it through four-day weeks, flexible working hours or counselling benefits, the expectations of the workforce from their employers have changed.

Organisations are now tying up with startups and experts to address these needs. Chief Happiness Officers are now being hired in addition to having evolved HR teams. Mental health startups now provide B2B services for corporates, acting as their partners and helping them create a healthier workforce.



Delhi-based mental health startup, Inner Hour’s Employee Happiness Programme is a programmatic approach to well-being that includes surveys, regular assessments and check-ins, a 24×7 therapist support, customised action plans. In essence, Inner Hour aims to be the corporate mental health support system for its clients.



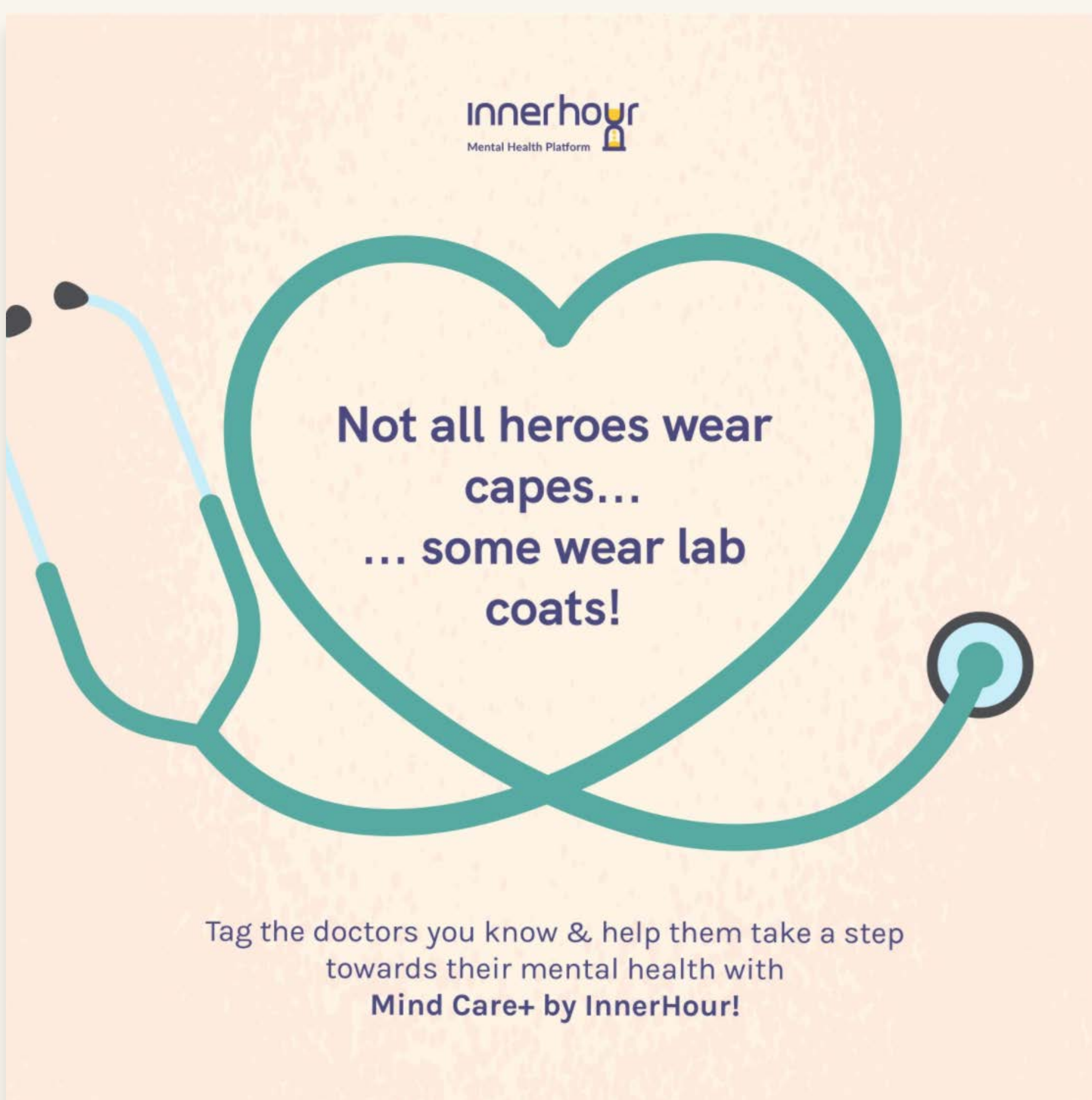
Founded by Health Entrepreneur & Author Ashwin Naik, Manah Wellness is a B2B Employee Engagement and Wellbeing Services provider that helps organisations. Apart from running partnerships with corporates for employee wellbeing, their website also contains many free resources such as a free e-handbook for “HR Managers to Integrate Mental Health Practices in Work Culture”.



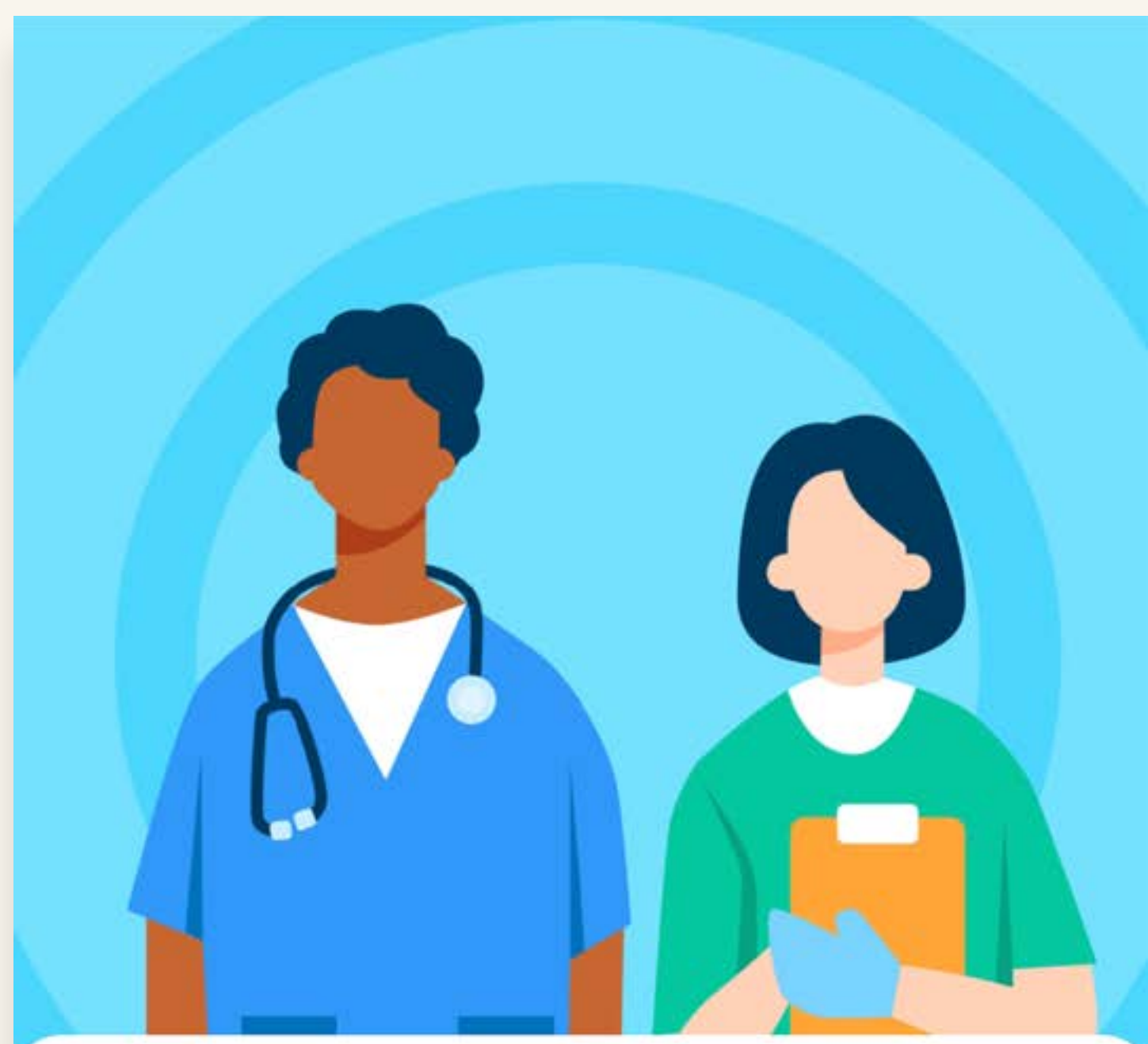
HOPE YOU'RE WELL LIFESTYLE EXAMPLES

Mental Health for Caregivers

It's an established fact that the pandemic took a significant toll on frontline workers and healthcare professionals. Facing exponential grief and deaths everyday can break the strongest of us – even the doctors, nurses and hospitals – who are expected to keep calm in the most grave situations. Initiatives such as the Mind Care+, a pro-bono programme by Godrej and Inner Hour, and the REACH app by Roche Diagnostics India are manifestations of our acceptance of mental health as an epidemic that's affecting the healthcare fraternity like everybody else.



"Godrej Consumer Products Limited (GCPL) and InnerHour have come together to offer Mind Care+ programme for healthcare professionals. Supported by GCPL CSR, through this initiative InnerHour will reach out to a cross-section of over 5 million doctors, nurses and frontline healthcare professionals." (Source: <http://www.expresshealthcare.in>)



Get Started

REACHing out to our healthcare warriors

Self-care is a necessity and not a luxury in the work that you do. While you work selflessly for our health and safety, we bring to you a wellness platform to support you in safeguarding your emotional wellbeing

Made for those who need it the most!

Create Account

Already registered member? [Login](#)

 **Nursing Corner**
7 Dec 2021 · 2 min read



Five prestigious awards that recognize HCWs in India


Healthcare is a demanding and tumultuous field. The cumulative effects of what you see, do, and encounter at work can wear you down, make you sad, drain your energy, and put a strain on your ability to fulfill your potential as a caregiver. You spend your days reacting to potentially dangerous situations, making difficult assessments, overseeing amazing treatments and medications, and closely monitoring patients to assure quality care.

Here are some prestigious awards that acknowledge and reward your relentless contribution every single day towards the betterment of society:-



 1 reaction


 14 reads




🔍 🔔

How are you feeling today?


Self-assessment practice is the first step towards improved self-awareness. Checking in with yourself to know what you need helps you make wiser decisions about your self-care and life balance. So let's get started!




ARE YOU FEELING ANXIOUS?




ARE YOU DEPRESSED?





WHAT IS YOUR PERCEPTION OF ...





HOW WELL CAN YOU COPE UP ...

 Explore

 Counselling

 Home

 Assessments

 Profile

“REACH is a wellness platform developed by Roche to support the emotional well-being of healthcare professionals, currently available for use in India only. The platform provides self care content and support to caregivers in their journey.”

Image Source: Google Play Store, About REACH app



HOPE YOU'RE WELL
LIFESTYLE EXAMPLES

Content for Wisdom, Tailored for the Young

Since mental ailments are “invisible”, education is the single-most powerful tool that can change our attitude towards it. Digital platforms, apps and social media play a huge part in normalizing mental health.

Platforms like The School of Life that make ancient wisdom and philosophy relevant to not only the youth but also children and young parents, mental health entrepreneurs like Ashwin Naik, Neha Kirpal and Amit Malik who voice their opinions on social media, and podcasters like Jay Shetty and Ranveer Allahbadia, lead the way in raising our collective consciousness.



“Disabilities come in many different forms and more often than not, they are invisible. Therefore, it becomes increasingly important to take notice and consider the emotional well-being of those around us. The best way to do this is to not encourage optimism but to be supportive and offer to listen. A “positive vibes only” approach often invalidates a person’s difficulties.”

Images © Inner Hour
Image Source: <https://www.facebook.com/InnerHour/>



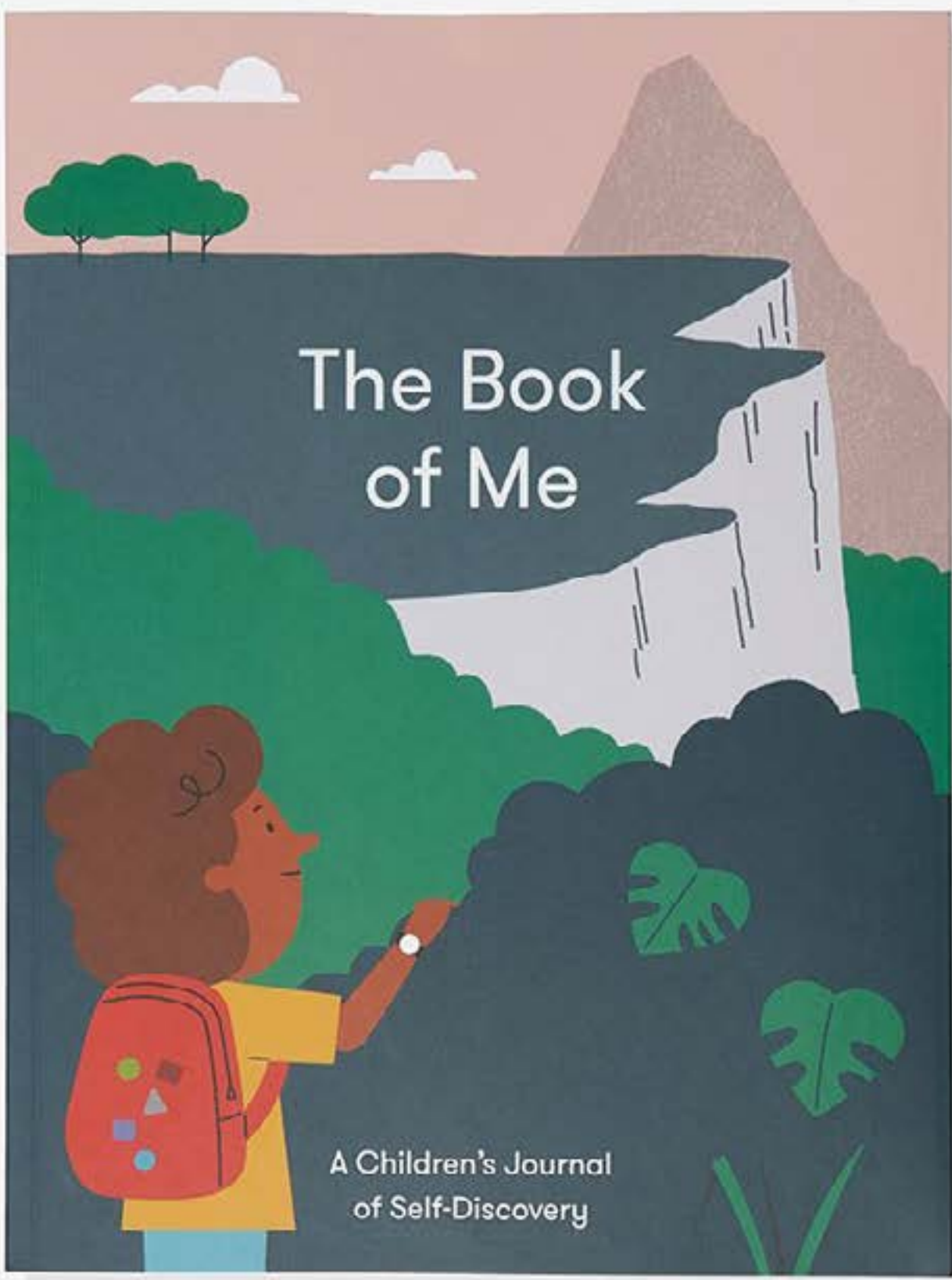
How could
we be anything
but anxious?

The School of Life, an organisation and content platform based in London, normalises mental health challenges using ancient wisdom and philosophy to explain how the human mind and our emotions work, and have worked for centuries. Their content emphasises that complicated emotions are neither new nor odd and can be managed with kindness, self compassion & knowledge.



The Good Enough Parent, “A parenting guide providing compassionate instruction and insight into raising a resilient, well-balanced child.”

Image Source: The School of Life, www.theschooloflife.com/shop

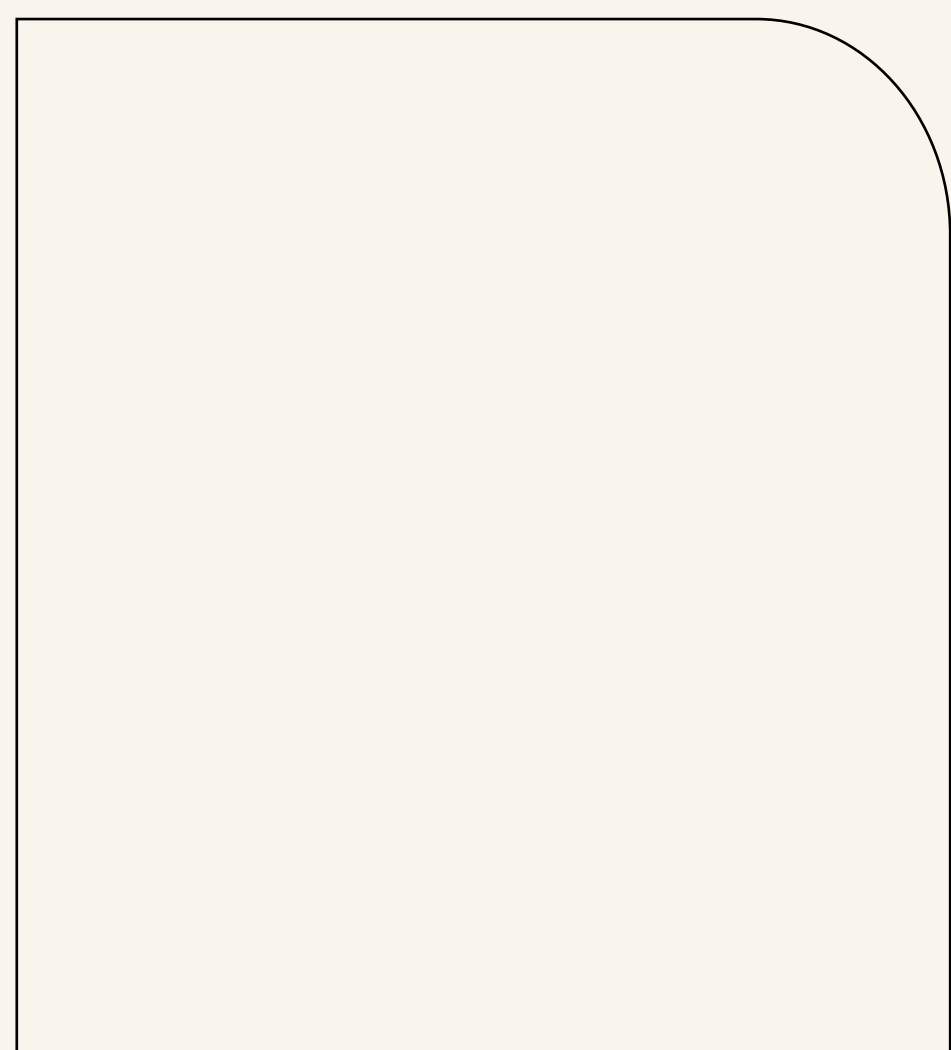


The Book of Me, a children’s book; “An engaging guided journal for developing children’s understanding of themselves and their emotions.”

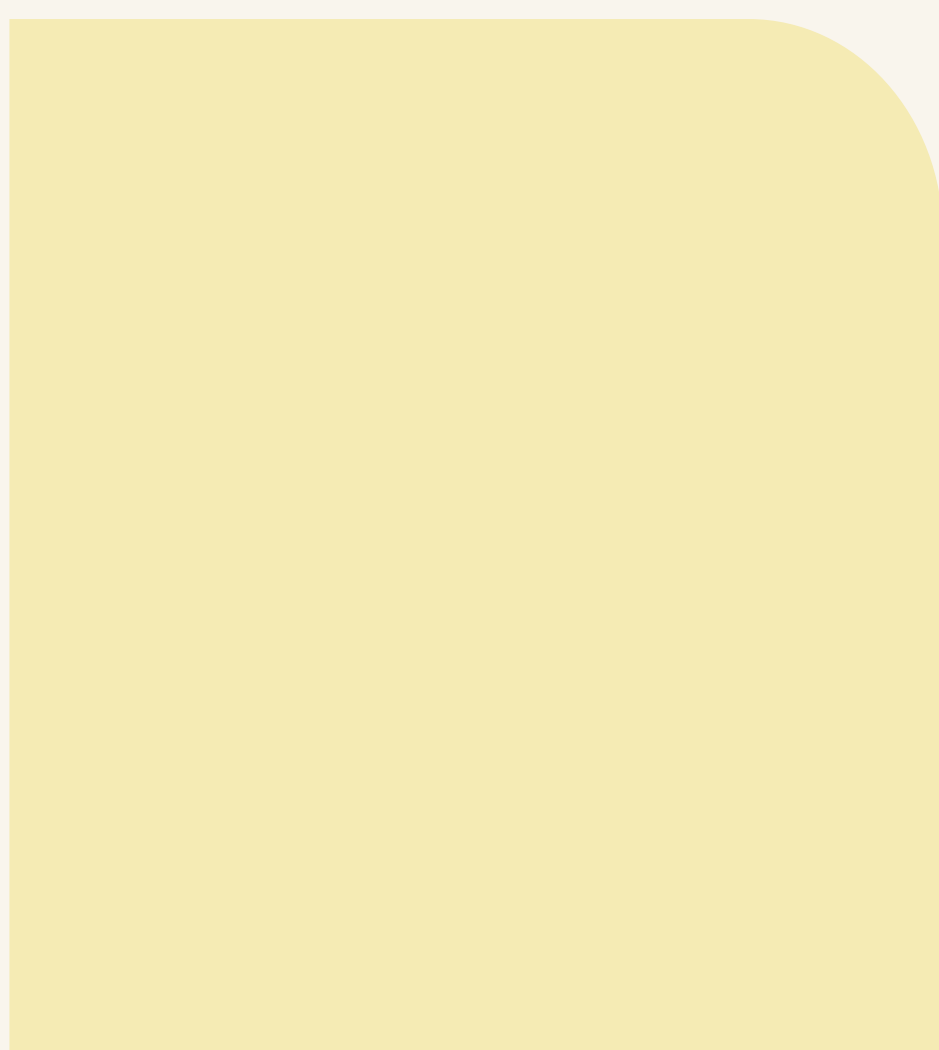
Image Source: The School of Life, www.theschooloflife.com/shop



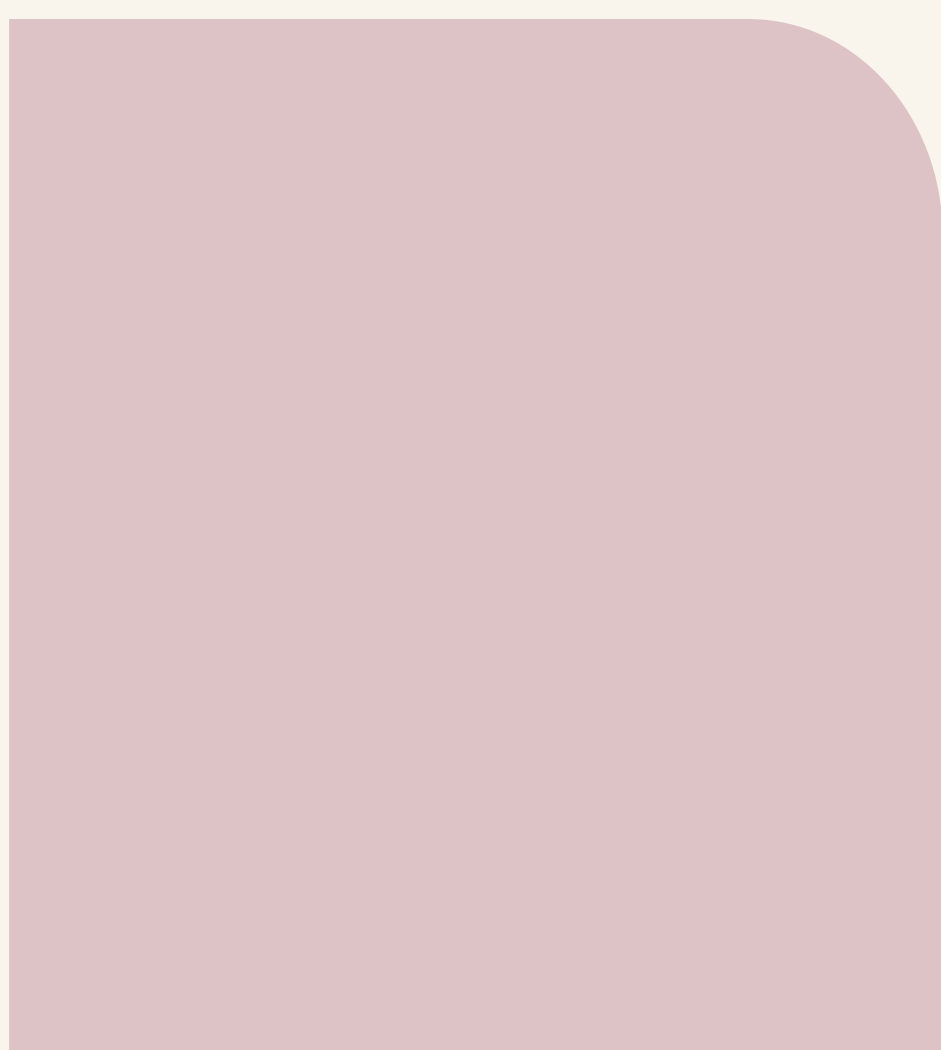
Colour Forecast



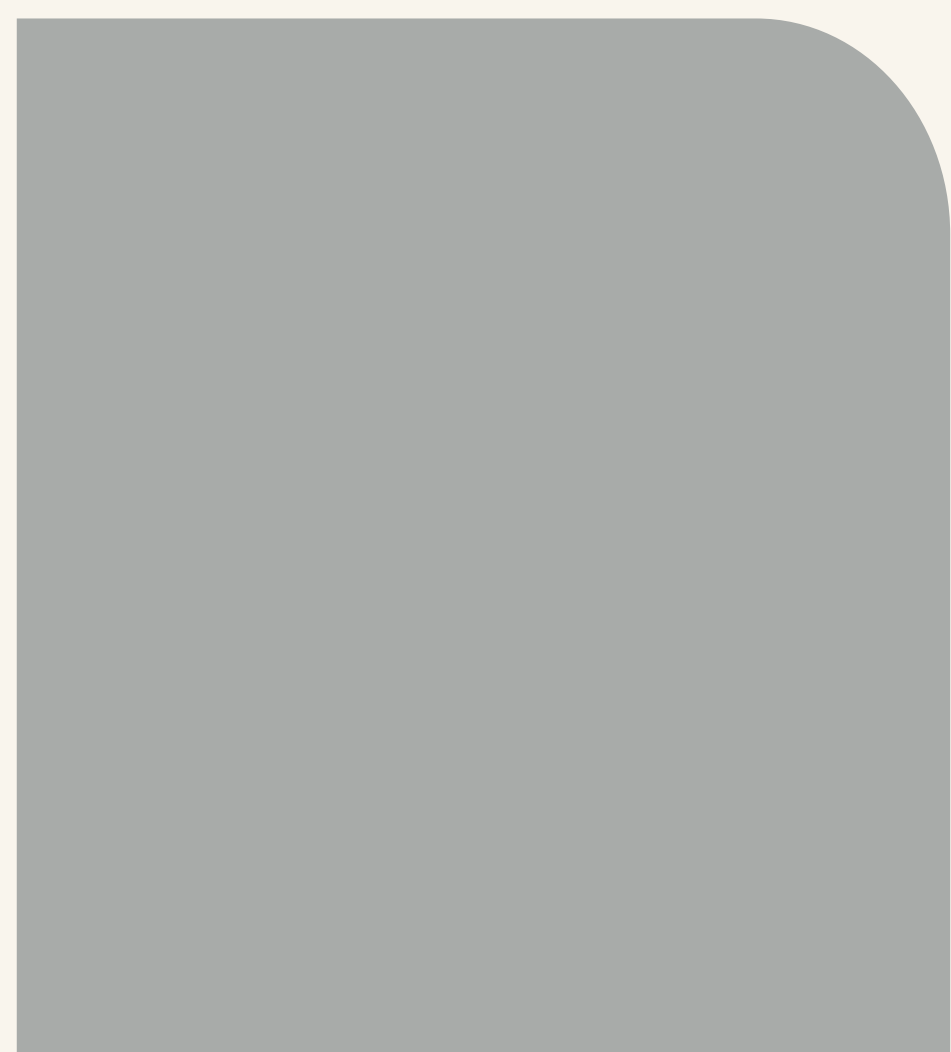
SONNET
L146



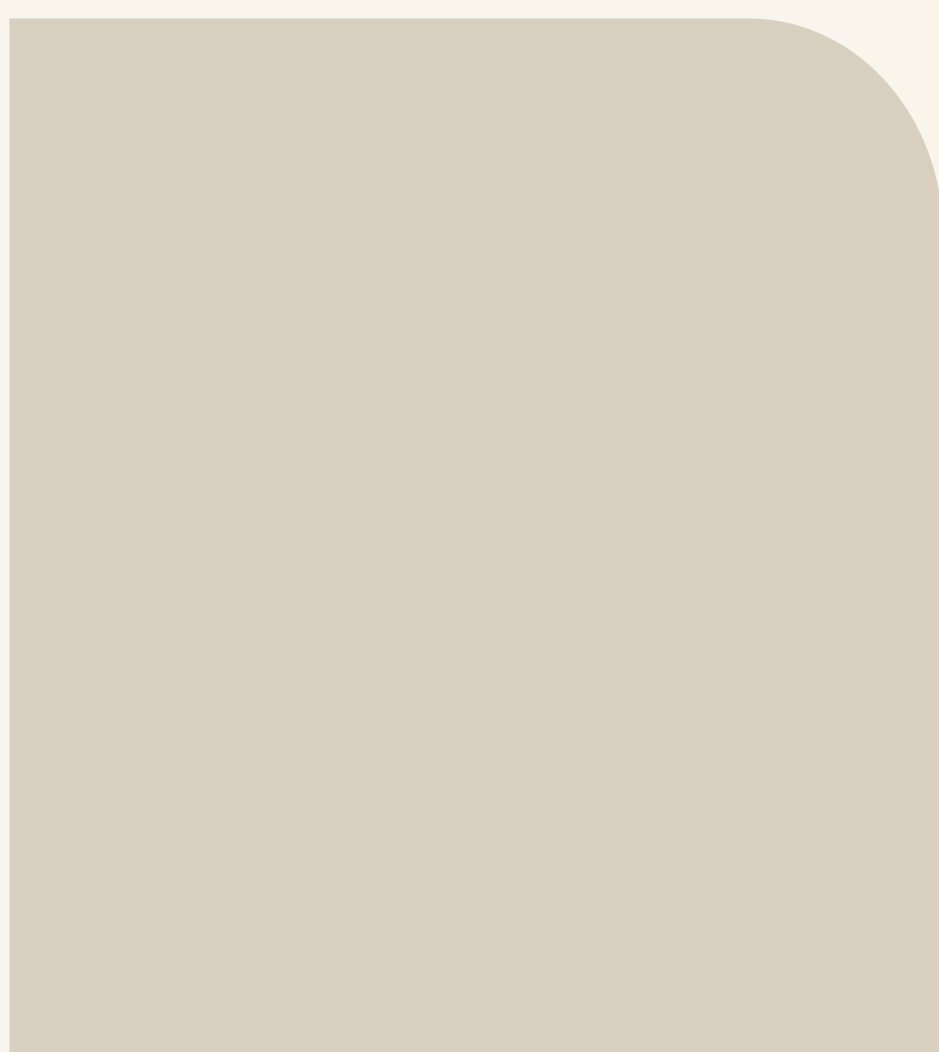
SUNKISSED
7833



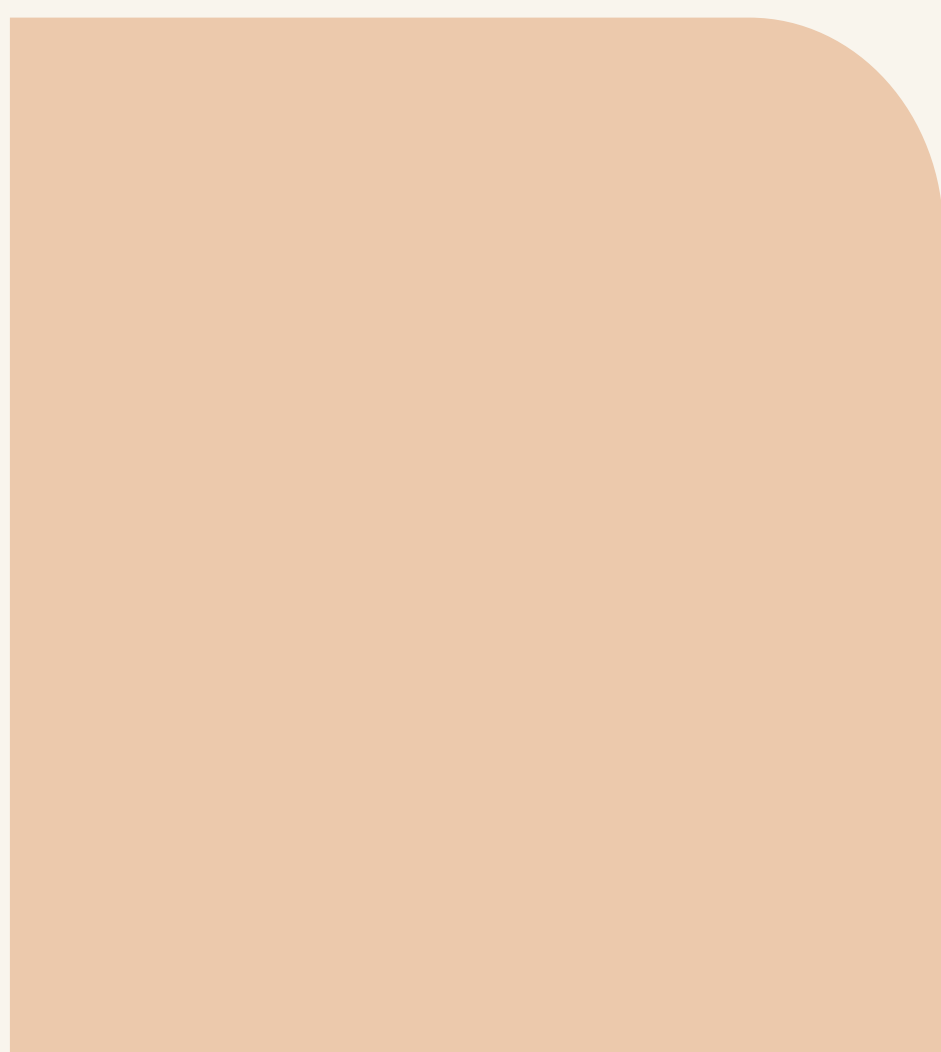
PINK EMBRACE
8698



ALUMINIUM
8337



WEATHERED
WHITE
8442



SUNRISE RAY N
9963

This pensive mid-tone palette of colours represents the maturity, empathy and a vulnerability that one truly feels when unpacking complicated feelings. The gray undertone of shades like Aluminium (8337), Weathered White (8442) and Pink Embrace (8698) represents the complexity of our mind, while the lightness of Sunrise Ray N (9963), Sunkissed (7833) and Sonnet (L146) reflects the cathartic, open-minded and uplifting qualities of those we choose to confide in. The balance of shades in the palette reflects our constant work-in-progress nature and our willingness to ‘feel’ our feelings.

The balance of shades in the palette reflects our constant work-in-progress nature and our willingness to ‘feel’ our feelings.



Material Forecast



WAVE TILES BY MOGU



CHINDI RUG



RIVERSTONE MOSAIC

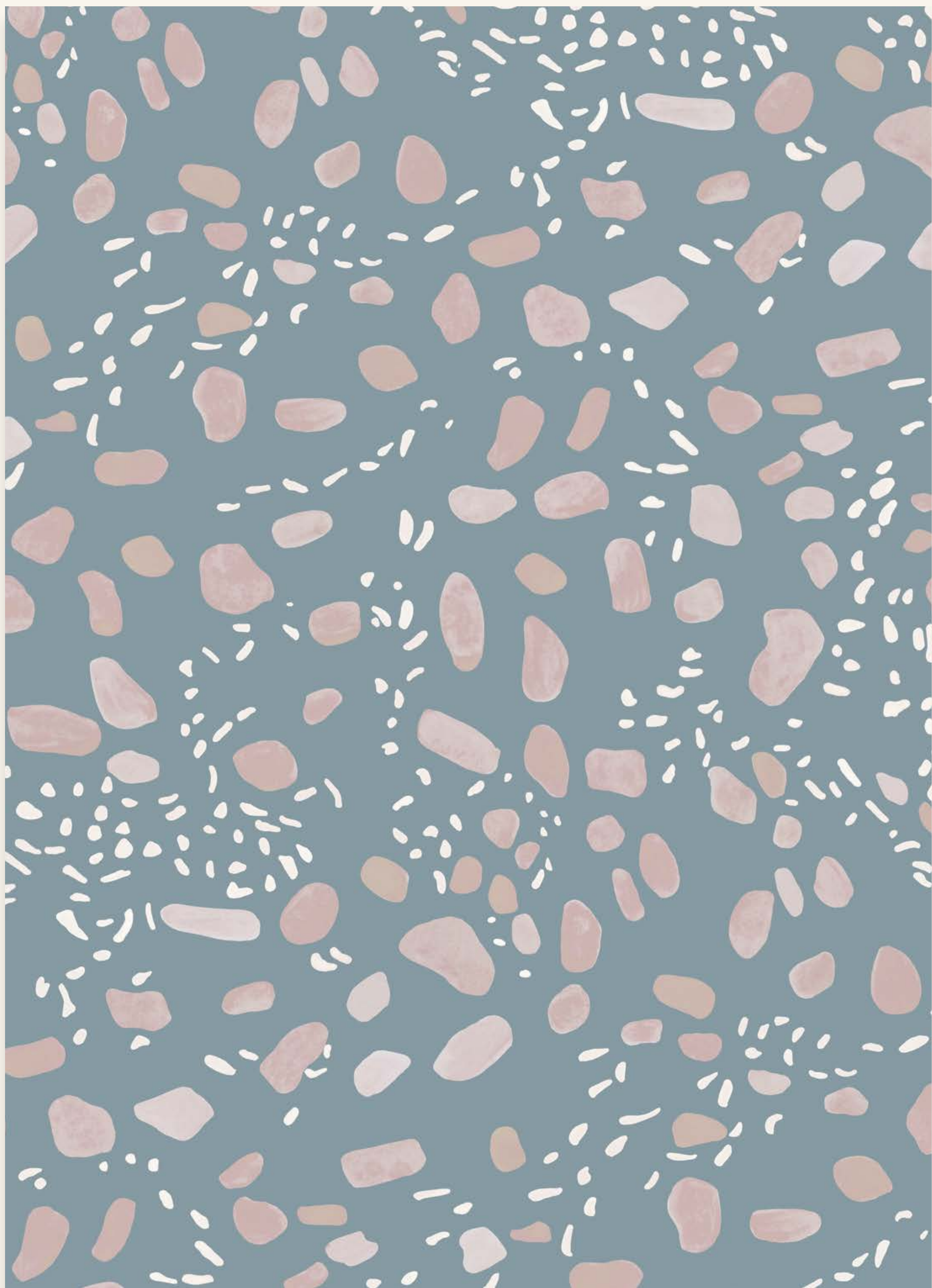


SLUB COTTON

The materials for Hope You're Well look fragmented but are resilient and are perfectly imperfect. Slub Cotton has a raw elegance; it's comfortable in its skin and doesn't try to hide its flaws. Chindi, made from recycled waste fabrics, demonstrates resilience to change and transformation. Materials that are acoustic, visual or tactile like Wave tiles by Mogu and rustic stone-like finishes such as the Riverstone Mosaic, induce a calming and refreshing effect on our senses. Each material here has an interesting backstory, much like every person does.



Pattern Forecast



WALLPAPER

May Day Wallpaper
Replay Collection by Asian Paints Nilaya

The playful chips and blots of May Day wallpaper make the space feel easy and informal, relieving the need for things to look perfect and relaxing the mind. The pattern feels instantly cozy as it reminds us of the familiar terrazzo.



Texture Forecast



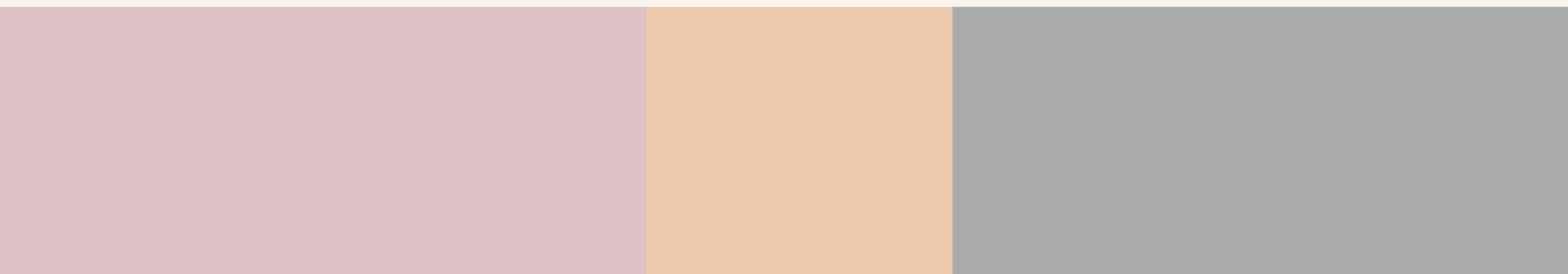
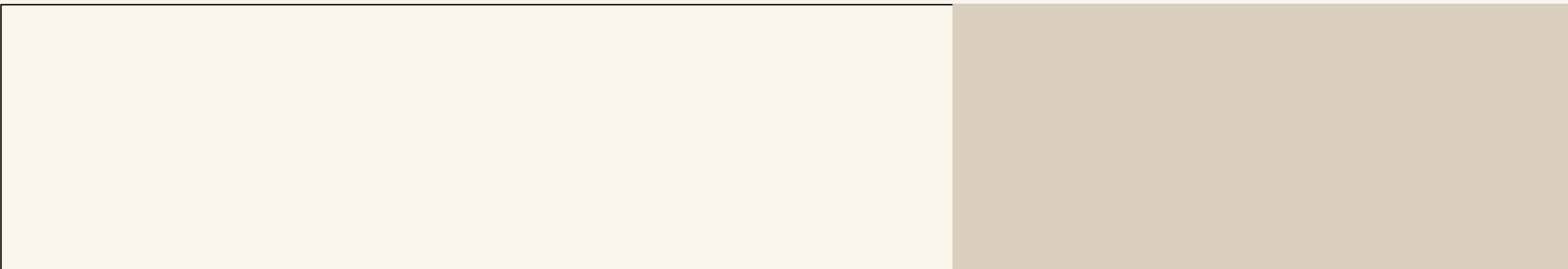
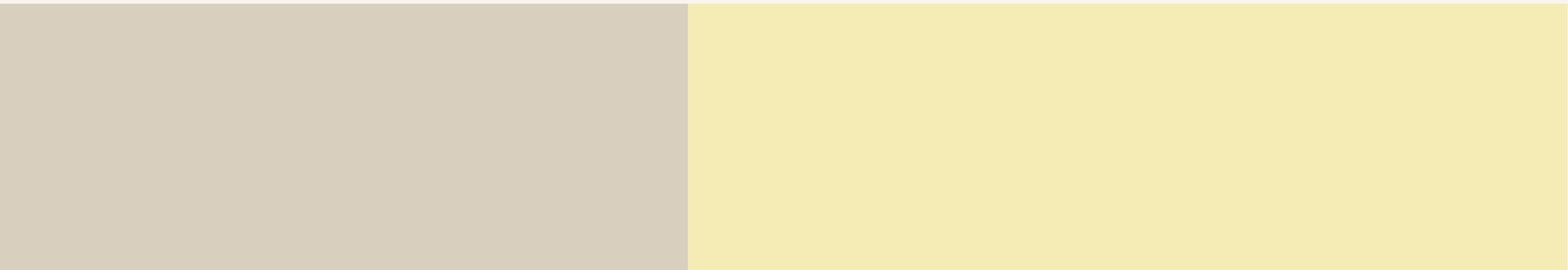
TEXTURE

Lithos Slate Stone Finish
Material Finishes by Asian Paints Royale Play

The Lithos Slate Stone Finish in Mineral Grey, one of the latest interior textures by Royale Play, has a rustic and vernacular quality – its uneven surface is a treat to touch and look at. Stripped of artificial colours, dressed in grey, its coarse lines are bared for all to see as though saying “I am what I am.”

Colour Play

*Refer to the ColourNext Swatch Kit for colour matching



Design Examples

HOPE YOU'RE WELL
DESIGN EXAMPLES | PRODUCT DESIGN

HIBIKI Sound Instrument

Hibiki (Japanese: sound, echo), is an instrument that uses sound therapy and guides breathing to alleviate anxiety and stress. Hibiki can be played by blowing into it, or by playing with the texture outside with your hands. The tactile exterior helps keep the user's hands busy, distracting them from feelings of anxiety. It is a device for healing and not for playing music.

Design by Students of PSSD Masters at Politecnico di Milano
Image © Hannah Roche





HOPE YOU'RE WELL
DESIGN EXAMPLES | DECOR PRODUCT

Turmeric as Mood Booster (Cushion Covers)
by Studio Lisa Ortsen

Made of beautiful soft high-quality wool, completely handwoven, vegetable-dyed with turmeric and manufactured into a finished product. Because of their pattern and colour combination, these cushion covers creates a warm atmosphere in almost any interior.

Image Source © LSRTSN





HOPE YOU'RE WELL
DESIGN EXAMPLES | INTERACTIVE SPACE

MANDALA LAB in The Rubin Museum of Art

Mandala Lab in The Rubin Museum of Art is an interactive space for social, emotional, and ethical learning. It invites visitors to participate in five thought-provoking and playful experiences, featuring videos accompanied by scents, a site-specific commissioned sculpture that invites collective breathing, and curated percussion instruments dipped in water. Each activity aims to harness the power of difficult emotions and offer pathways to develop resilience, calmness, and connection.

Architects: Peterson Rich Office
Photographer: Rafael Gamo
Images © Peterson Rich Office (PRO)

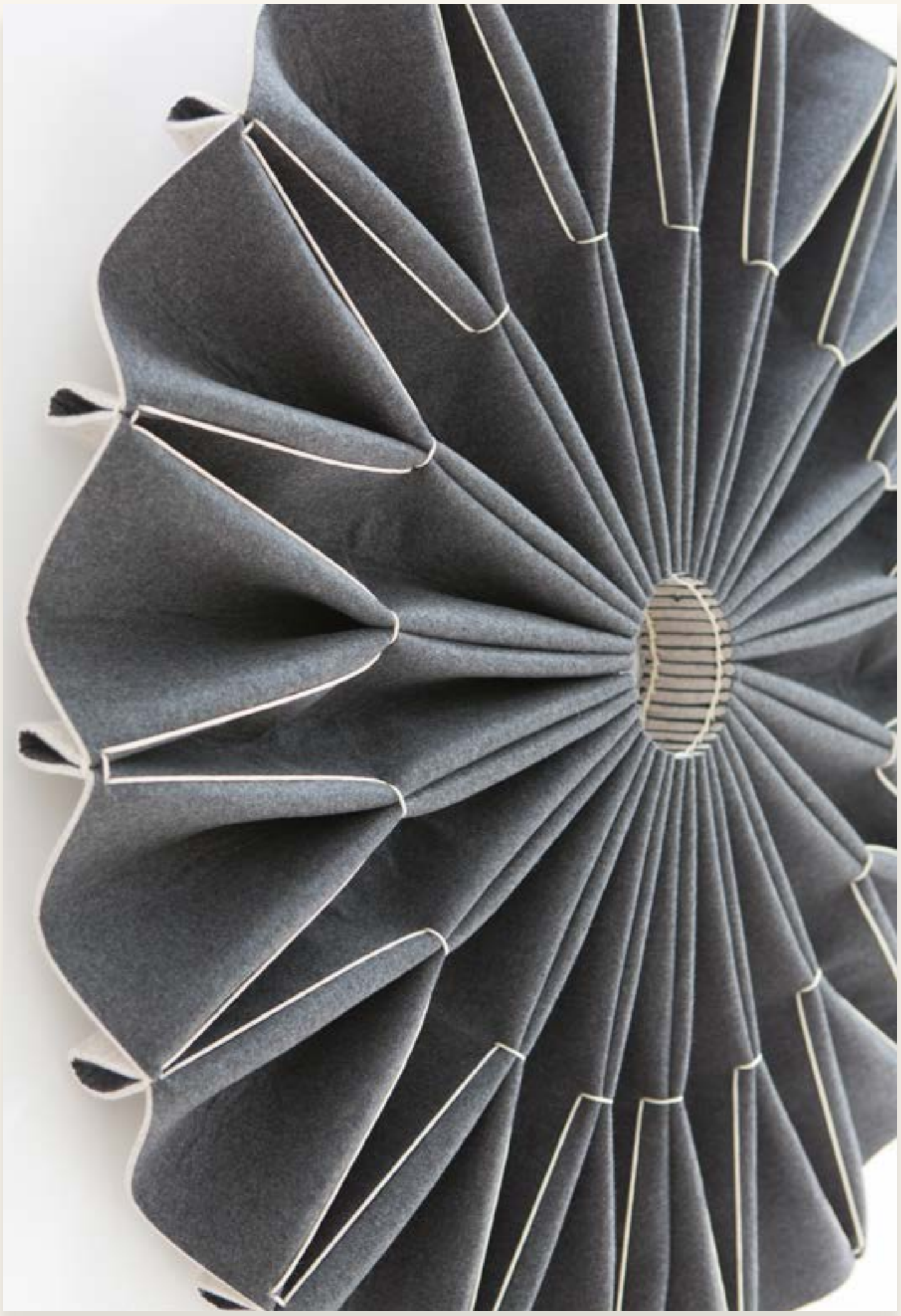




HOPE YOU'RE WELL
DESIGN EXAMPLES | PRODUCT AND MATERIAL
BuzziPleat by Buzzi Space

Experience the exceptional acoustic performance of BuzziPleat, delivered by its architectural folds. The large-scale, yet lightweight sculptural forms, made of felt, can be suspended from the ceiling or wall-mounted. This series reinterprets age-old techniques used in fashion design, like smocking and pleating, to gather up volume for acoustic purposes.

Image © Buzzi Space





HOPE YOU'RE WELL
DESIGN EXAMPLES | THERAPY THROUGH TEXTILES

The Healing Imprint by Laura Deschl

The Healing Imprint explores the therapeutic potential of combining knitted acupressure garments and an embodied movement practice for emotional healing. The custom-knit garments and textiles have a grid through which small massage balls can be moved to reach specific acupressure points. The garment represents how design can converge fields such as science, business, medicine, psychiatry and textile-making. With an aesthetic embracing fashion and wellbeing culture, the garment seeks to destigmatize the realm of mental health and the traces of trauma left on the body.

www.lauradeschl.com
Instagram: [@therapeutic_textiles](https://www.instagram.com/therapeutic_textiles)
Images by Iris Rijskamp

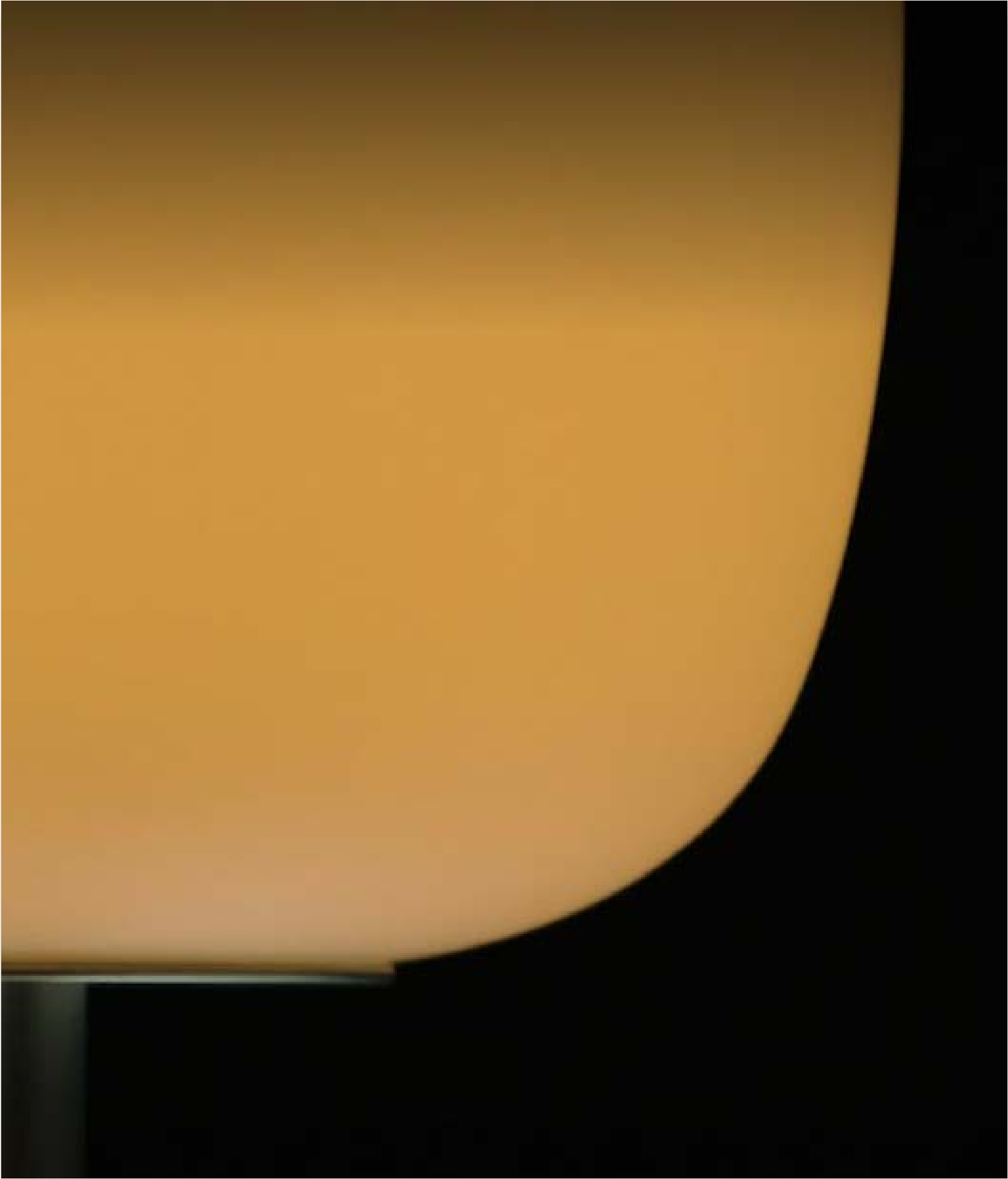




HOPE YOU'RE WELL
DESIGN EXAMPLES | LIGHTING
SkyView Lamp by BIOS

When we spend time outside, our bodies register the light we get from the sun as circadian stimuli—signs that our bodies should wake or sleep. But if we don't spend a ton of time outside, it's possible to miss out on those beneficial effects. That's where SkyView comes in: The lamp cycles through lighting modes designed to provide optimal circadian stimulus. During the day, it mimics natural light and supports alertness and productivity. In the evening, it transitions into sunset and nighttime modes to promote healthy sleep patterns. Early birds and night owls can customize these cycles to fit their schedules—it just takes a few clicks in the associated app.

Image © BIOS Lighting





HOPE YOU'RE WELL
DESIGN EXAMPLES | WEARABLE TECH

Muse 2 Headband by MUSE

Muse 2 Headband is a personal meditation assistant that takes the guesswork out of meditation by giving you real-time feedback on your brain activity, heart rate, body movement, and breathing during your session. Through biosignal feedback, the multi-sensor headband helps you create a strong foundation to support your meditation practice, whether you're a beginner or expert meditator.

Image © MUSE



HOPE YOU'RE WELL

DESIGN EXAMPLES | SPACE DESIGN

The Crying Room

La Lloreria, or the Crying Room housed in a building in central Madrid, Spain, aims to remove the stigma in society attached to crying and seeking help. There are signs like “Enter and Cry” or “I too have anxiety”, and phones in one corner with names of people you can call when you are feeling down, including a psychologist.

Source © Reuters



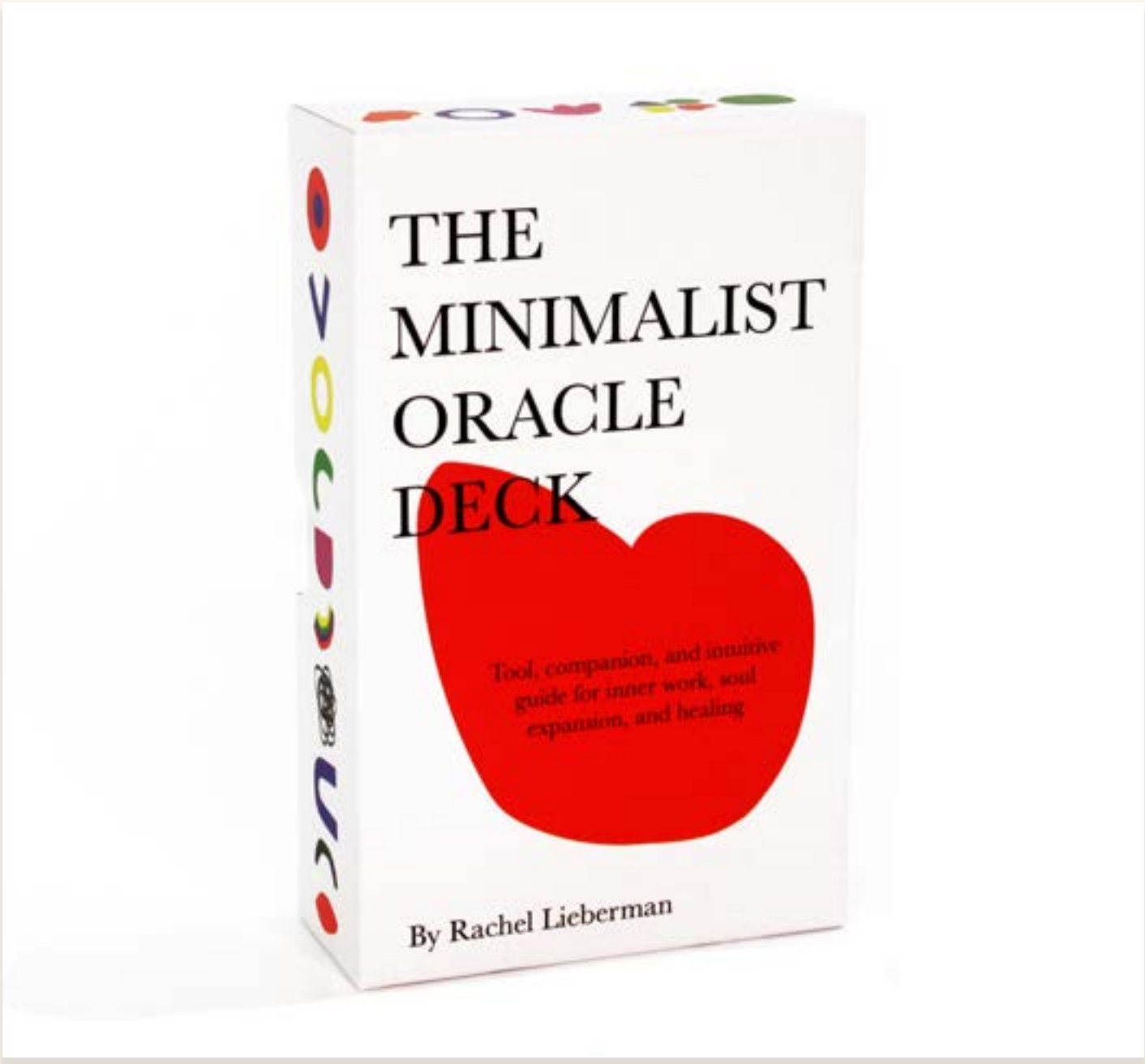


HOPE YOU'RE WELL
DESIGN EXAMPLES | GRAPHIC DESIGN & CONTENT

Minimalist Oracle Deck by Pure Generators

The Minimalist Oracle Deck is a tool for introspection and healing. The visuals are inspired by abstract art and children’s art, allowing the user to receive messages intuitively.

Image © Rachel Lieberman



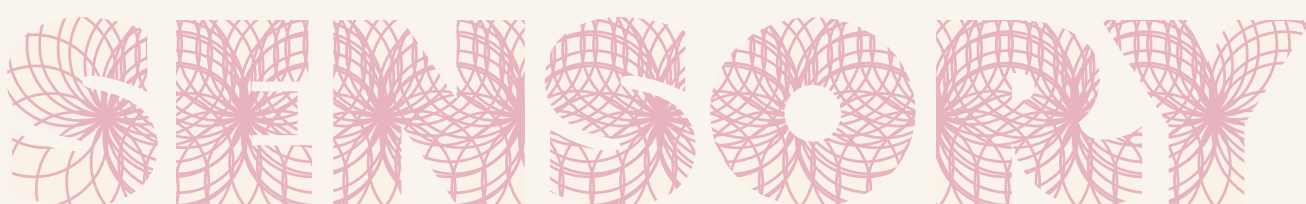


HOPE YOU'RE WELL

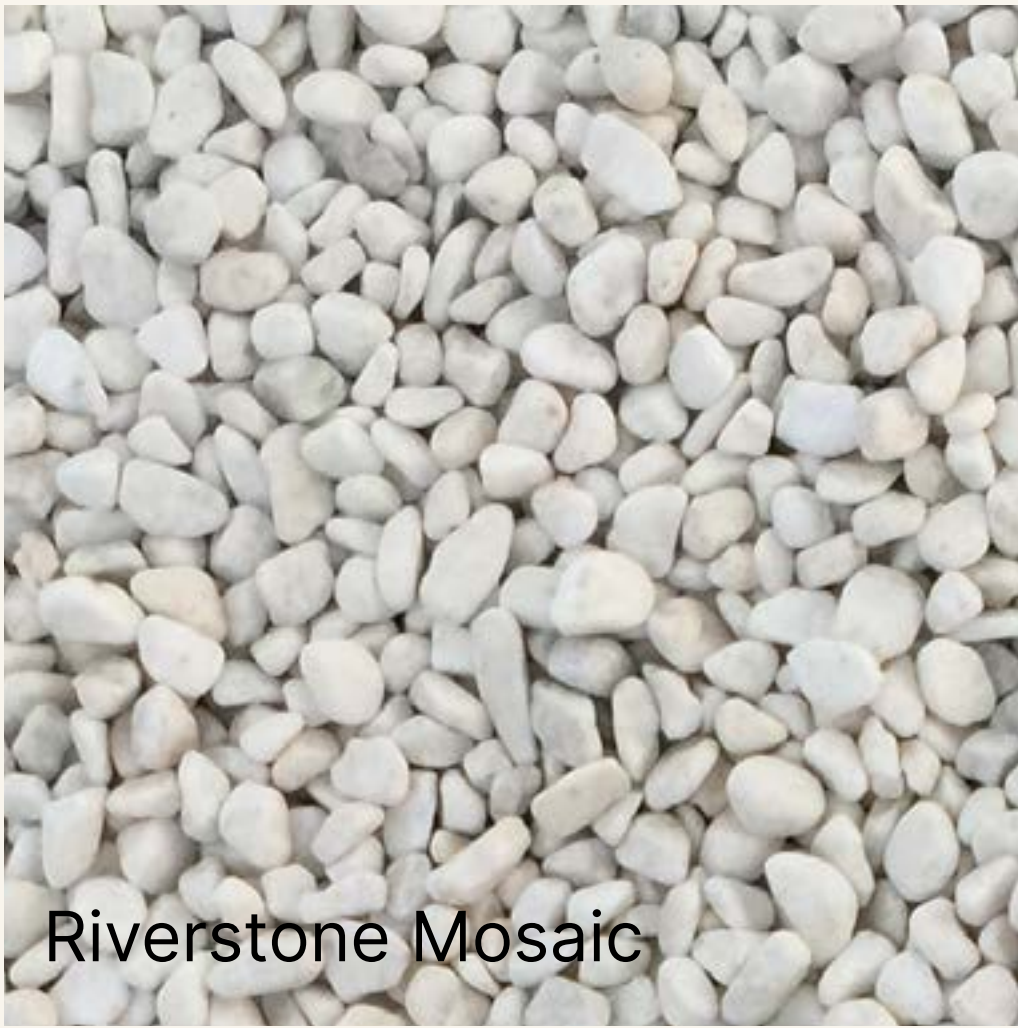
ARTIFY >



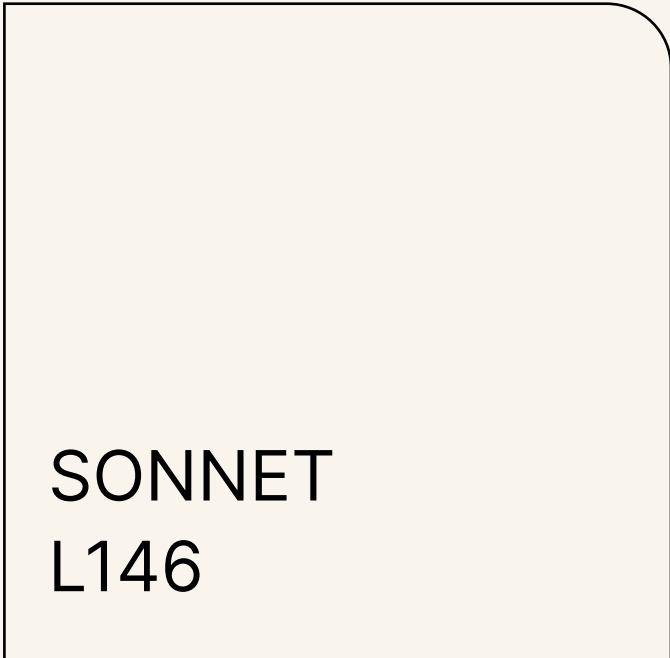
Wave Tiles by MOGU



Chindi Rug

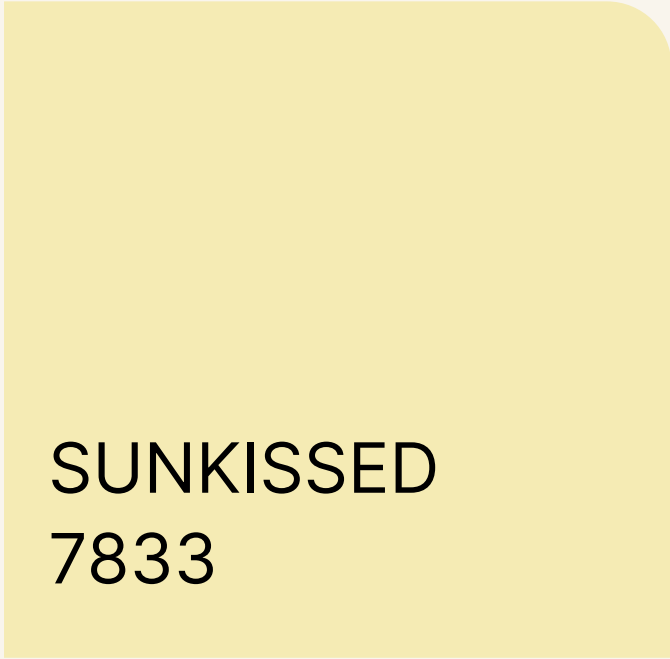


Riverstone Mosaic



SONNET
L146

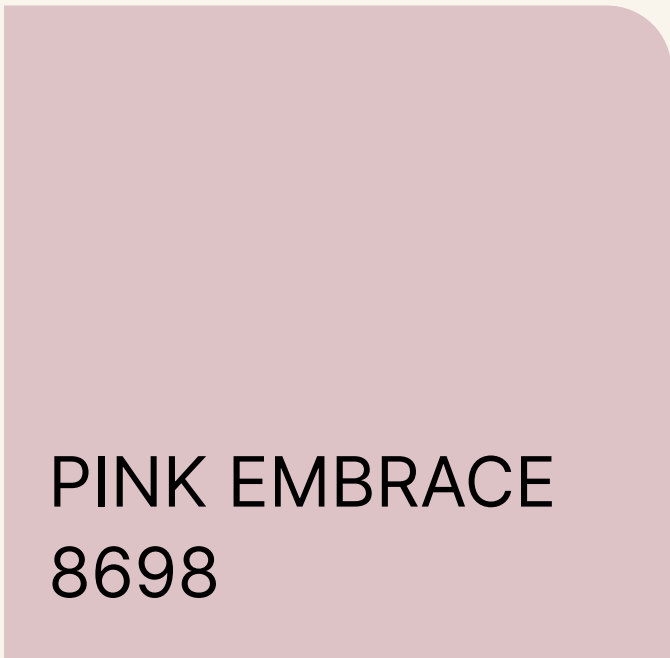
Soothing



SUNKISSED
7833



Slub Cotton



PINK EMBRACE
8698

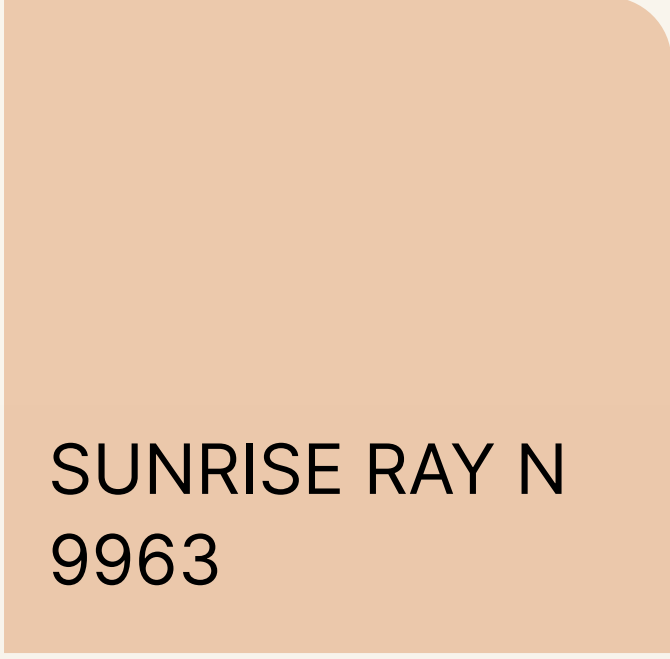


ALUMINIUM
8337

acceptance

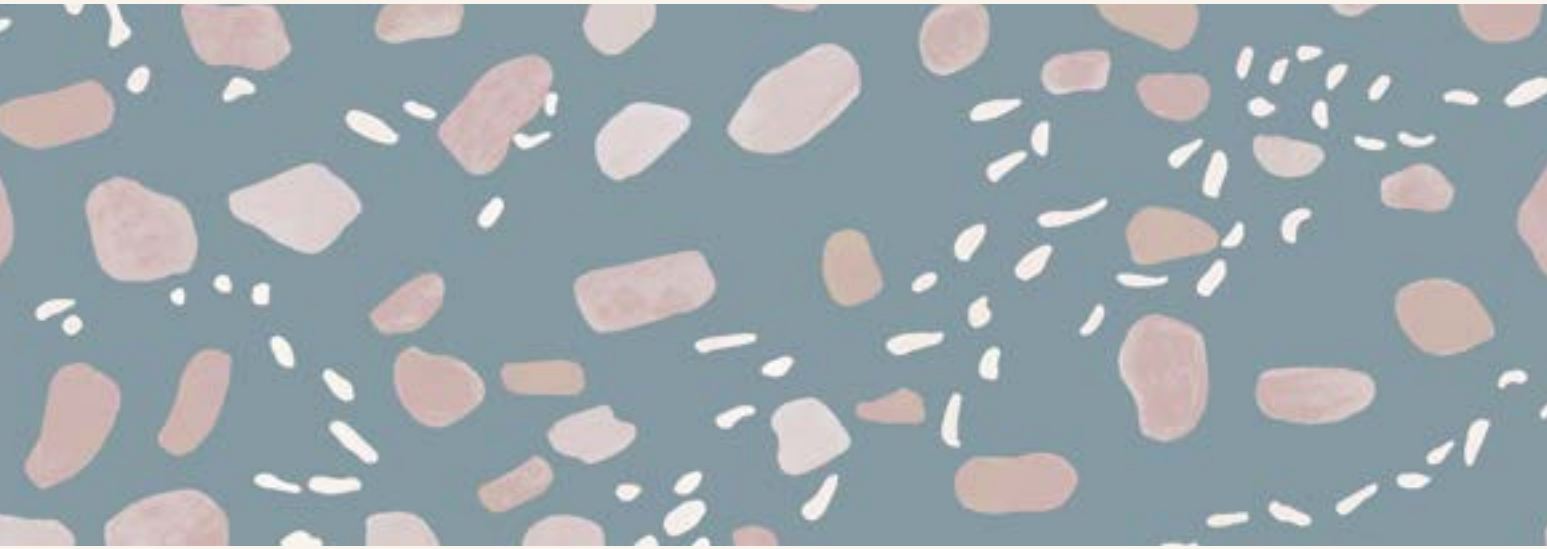


WEATHERED
WHITE
8442



SUNRISE RAY N
9963

Empathetic





TREND 2



A Metaverse of Possibilities

STORIES

SOCIAL TRIGGERS

LIFESTYLE EXAMPLES

DESIGN EXAMPLES

VISUALS

COLOUR FORECAST

MATERIAL FORECAST

PATTERN & TEXTURE FORECAST

COLOUR PLAY

MOOD BOARD



“ People will be buying digital homes, experiences, vacation, and fashion. We are basically going to be living a parallel extension of our reality in the metaverse... NFTs will allow us to actually own digital space and populate our metaverse with beautiful homes & objects that are rare and collectible. ”

—Krista Kim, Digital Artist

NFTs have disrupted the power structures of the art world. Artists now have direct access to collectors, leaving out the traditional route of valuation via curators, galleries, reps and auction houses. The notion of art and its valuation are now open to interpretation. It has also opened doors for anyone to own authentic art, albeit digitally.

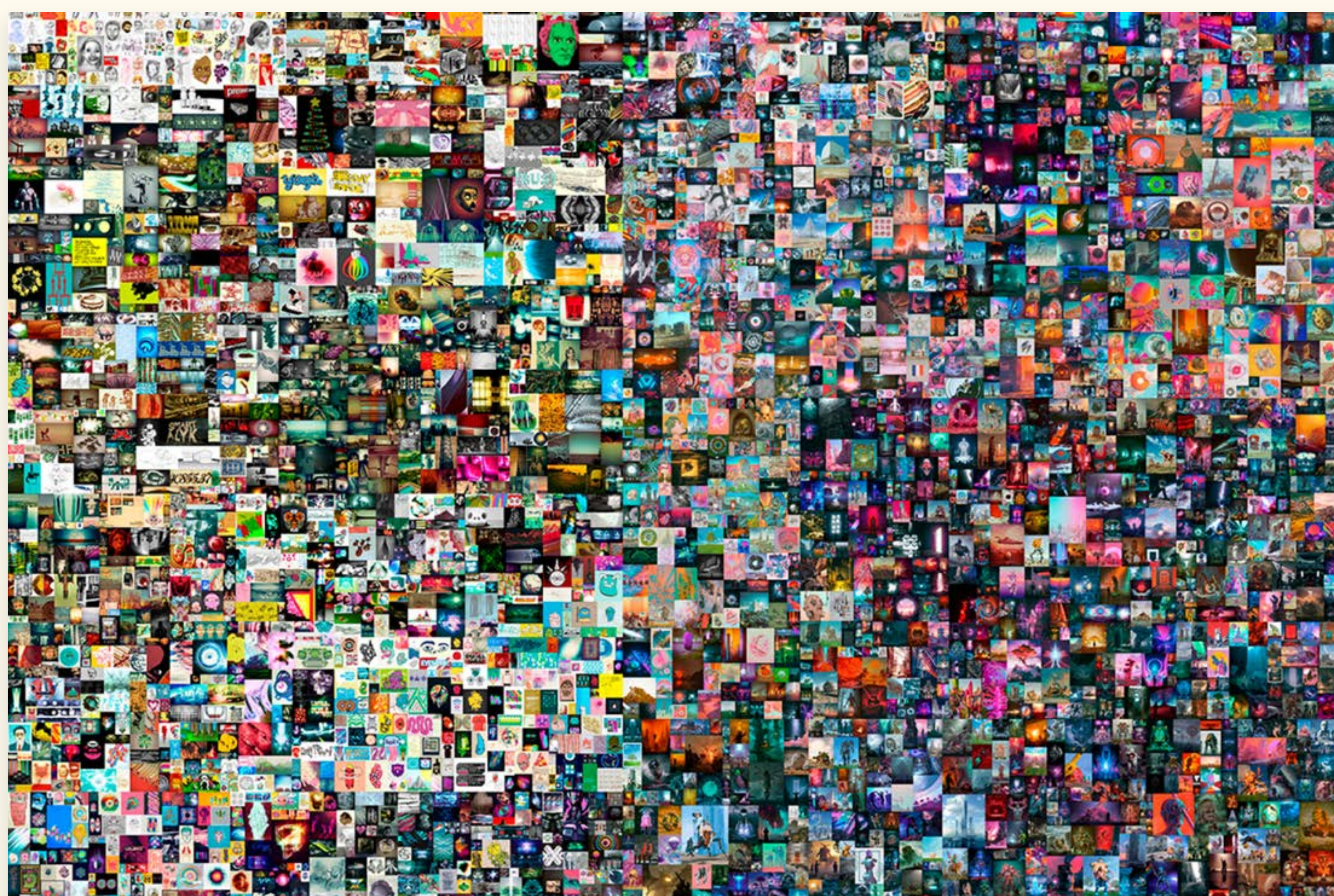
Armed with optimism, a sense of metaphysical wonder and an accessible entry point, artists explore and experiment with this new marketplace. From static to motion, tech-enabled performance art to never-seen-before footage from legendary filmmakers, the medium's rising popularity opens a world of possibilities for content creators and artists.



Social Triggers

NFTs and Blockchain Advancements

The past year has seen a flutter of activity in the world of crypto art. Such has been the hype, that legacy curators and auction houses like Sotheby's and Christie's have also joined the bandwagon. Christie's "made history earlier this month with a crypto art sale that crowned it as the first major auction house to sell a fully digital artwork. The piece, titled *Everydays: The First 5000 Days*, created by Beeple, sold for over \$69 million at auction on March 11, 2021—the most valuable crypto art sale to date. Christie's called it 'a watershed moment in the development of digital art.'"



Created over 5,000 days by the groundbreaking artist, this monumental collage was the first purely digital artwork (NFT) ever offered at Christie's . EVERYDAYS: THE FIRST 5000 DAYS was sold online for \$69,346,250

Image source: Christie's Press release <https://www.christies.com/about-us/press-archive/details?PressReleaseID=9970&lid=1>

"NFTs, or non-fungible tokens are blockchain-based tokens or certificates of authenticity that can be assigned to virtual artworks to verify their origin and ownership." It works on a similar concept as Cryptocurrency, therefore, art sold via NFTs is also known as Crypto Art.



World’s First NFT Watch by Jacob & Co.
Image source: Jacob & Co.

However, art is not the only commodity whose sale can be enabled by NFTs. From watches to architecture, from fashion to advertisements, from tattoos to physical works of art, just about anything is being sold and owned via NFTs today. The race to create and own NFT-powered digital collectibles is real and ongoing.

ARTIFY

SOCIAL TRIGGERS

Entering the Metaverse

Quoting Wunderman Thompson Insight’s article *Building the Metaverse*: “Billions of dollars are being fueled into building a unified and interconnected digital world, otherwise known as the metaverse—and gaming companies are leading its creation.” Not just gaming companies, the recent announcement of Facebook corporate’s rebrand to Meta and Twitter’s parent company Square’s rebrand to Block, signals big tech brands are clamouring to enter the Meta-space race.

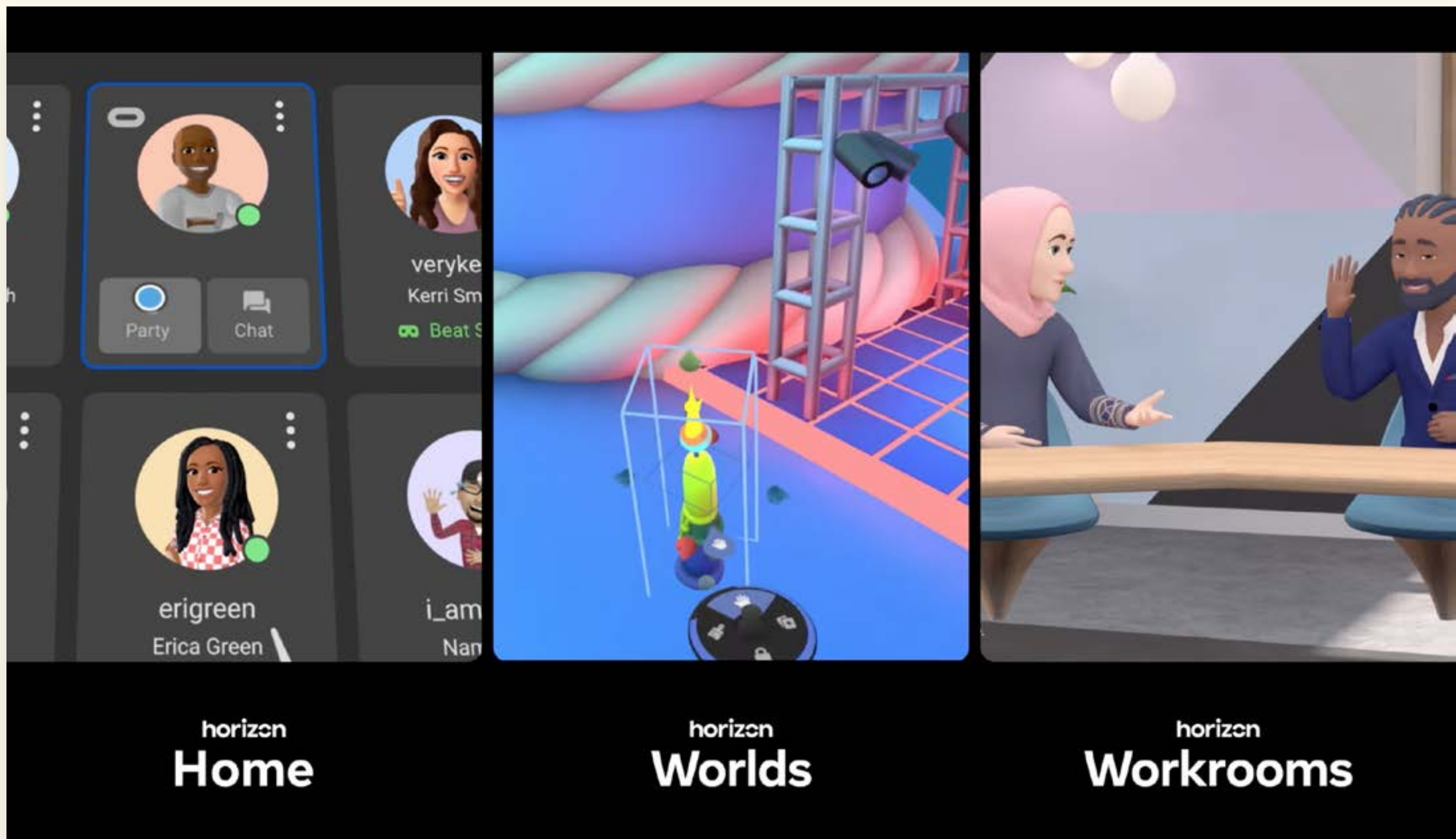
The Metaverse is a virtual universe that blurs the boundary between the physical and the real world. One can interact with other people – like one’s friends, new people, coworkers or large social

gatherings like concerts and conferences – using a digital double or an avatar in the likeness of oneself, all in the Metaverse. It presents huge opportunities for 3D artists, sound, music and motion experts, performance artists, digital designers and all sorts of content creators to shape the way we experience this virtual universe.



“Epic Games, best known as the creator of Fortnite, announced on April 13, 2021 a \$1 billion round of funding to build a “long-term vision of the Metaverse” which will help the company further develop connected social experiences. Sony Group Corporation contributed an additional \$200 million strategic investment to align Epic Games’ upcoming Metaverse with its technology, entertainment and socially-connected online offerings.”

Image Source: Wunderman Thompson Insight article ‘Building the metaverse’, published April 22, 2021. Images courtesy: Epic Games



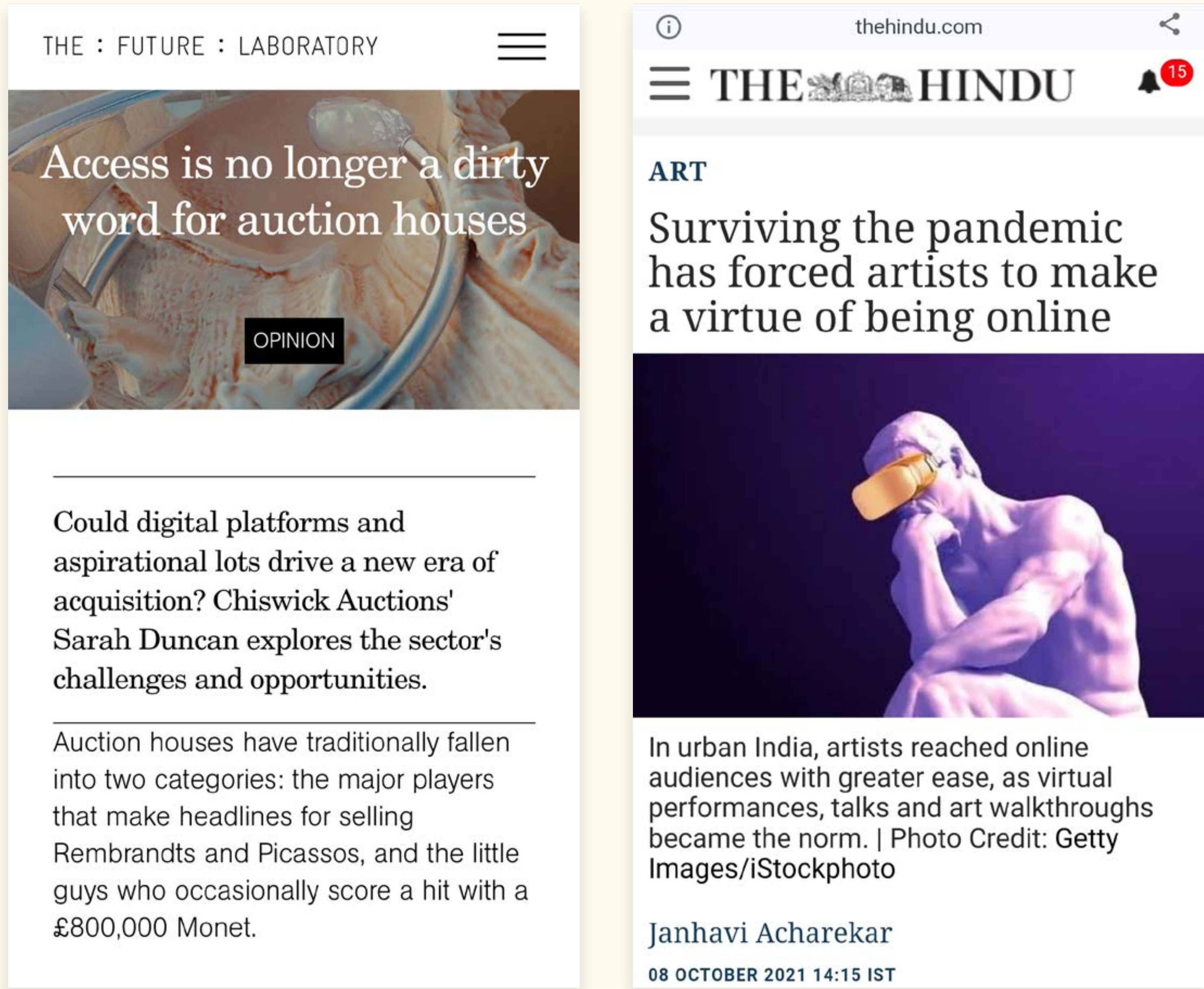
Screenshots from Mark Zuckerberg’s Keynote (2021) announcing Facebook corporate’s rebranding as Meta. In his keynote, Zuckerberg also announces “Horizon Home”. Quoting *The Verge*: “Facebook is announcing a new, “more social” home space for Oculus users. Called Horizon Home, it looks a lot like the virtual home that people already have in their virtual reality headsets. But users will be able to invite friends to hang out and watch videos or start multiplayer games together, and they’ll eventually be able to customize their space, although that’s “a little further out.” Horizon Home will launch in an Oculus update soon.”

ARTIFY

SOCIAL TRIGGERS

Power to more creators and artists

NFTs and Digital Art are setting a new standard in luxury collectibles as artists no longer have to go through traditional hierarchies of curators, galleries, agents and auctioneers to sell their work to collectors. Art has traditionally been a challenging profession synonymous with struggle, financial stress and a scarily high possibility of so-called “failure to make it”. In India, the pandemic has been a major catalyst for forcing artists and content creators to go online. For some, NFTs are really a means to an end.



Screenshots from The Future Laboratory and The Hindu; content copyrights The Future Laboratory and The Hindu

For others, it’s about being thrifty and making some money on things they would create anyway. Think about it – digital art and artists have been around for decades. What’s changed is the ease with which they can monetise their work, and the increase in the perceived value of their work now that it’s labelled as a collectible. And the fact that NFTs allow ownership and authenticity to each unique piece of art.

For the highly skilled 3D and digital artists and illustrators, the experimental works that they’d anyway create for their own joy, that didn’t start out commercially, are now lucrative saleable content. It’s a smart business proposition that doesn’t require too much of a time investment if one is already digitally savvy.



Artwork Name: Ecotherapy by Khyati Trehan

Description: “No matter how much dynamism and movement I added to the scene, how many elements I stacked on top of another, and how many simulated winds and entropic forces I subjected the elements to, even a synthetic and chaotic representation of nature managed to induce a sense of calm. The piece was modeled slowly, at ease, over days and without the pressure to be productive or the rush to create.”

Content and Image © Khyati Trehan; artwork by Khyati Trehan; Screenshots from Instagram.



< HOPE YOU'RE WELL

ARTIFY

SOLO COMMERCE >



Artwork Name: The Way Out by Rishidev R.K.

Description: "Solitude can be maddening, but it is also a sort of unexplainable comfort. Often, the way out of it is a way out of yourself - a battle between parts of you that longs to be free, and parts of you that just want to be."

Content and Image © Rishidev R.K.: artwork by Rishidev R.K.



Lifestyle Examples

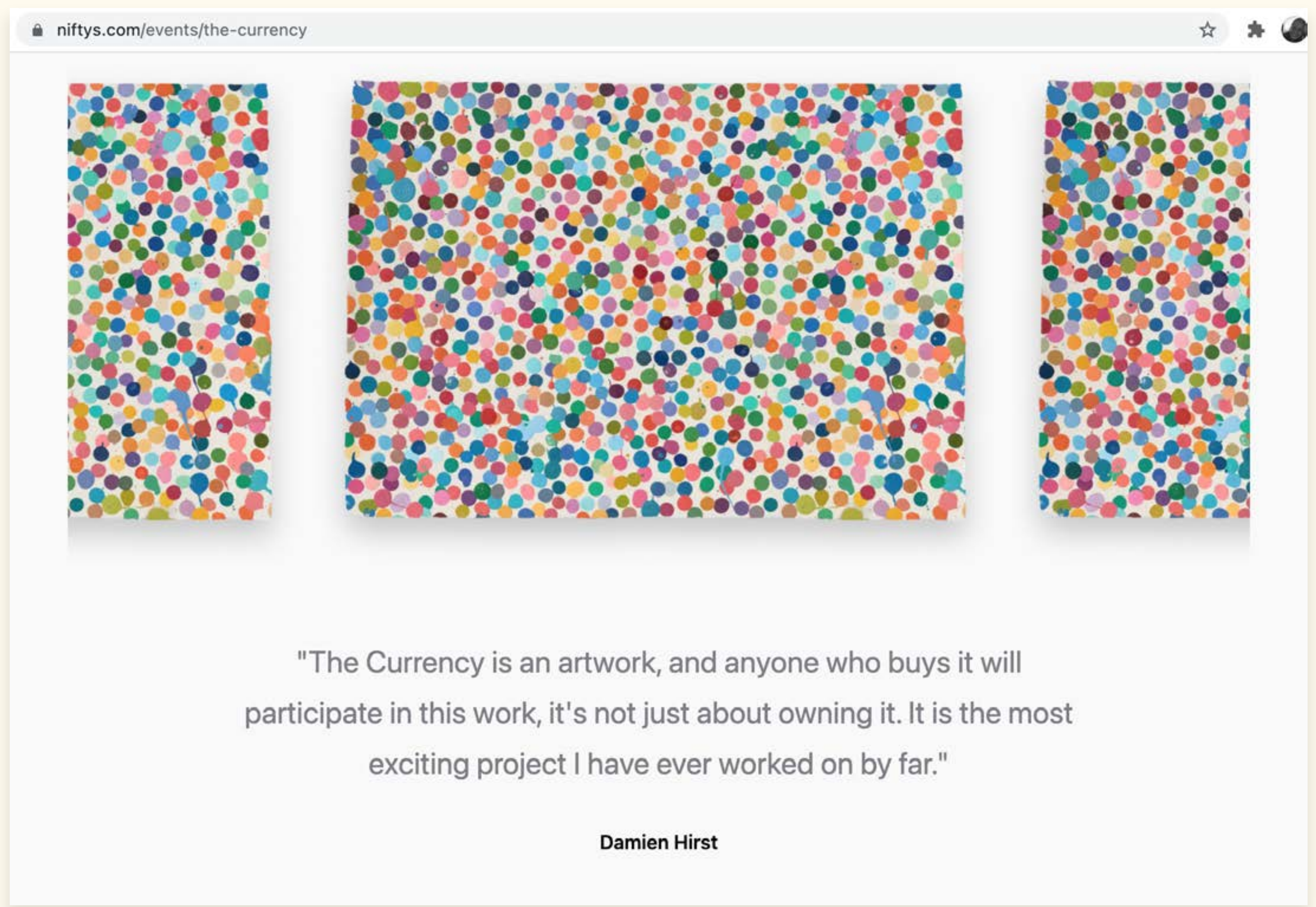
Democratisation of Art

Such has been the equalising effect of NFTs in the world of art, that not only have the lesser-known artists been empowered to sell directly to collectors, but traditional galleries, curators and artists have also had to keep up with the times by launching NFT galleries and collections of their own. Well-known artists like Damien Hirst creating work for the exclusive purpose of exploring NFT and concepts of money and value through art validates the impact that NFT is making on the art world.



In “Why I Spent \$29M on a Beeple”, Swiss entrepreneur Ryan Zurrer who acquired Beeple’s Human One, says: “Beeple captures pop culture with the deft lens of Warhol, has the wide-sweeping range of skills of Jeff Koons and the irreverent scale of ambition of Damien Hirst, all in one. But even more amazing, he is a wonderful, humble and hilarious human being. A huge part of the value for me is that I get to have a 30+ year journey with my good friend. This investment will pay for itself in belly laughs many times over.”

Images courtesy: Christie’s and Beeple



Damien Hirst's work The Currency is “the first NFT collection by Damien Hirst. Reimagining the way NFTs are used, The Currency is a collection of 10,000 NFTs which correspond to 10,000 unique physical artworks which are stored in a secure vault in the UK. The works are now brought to life through their launch on the blockchain.”

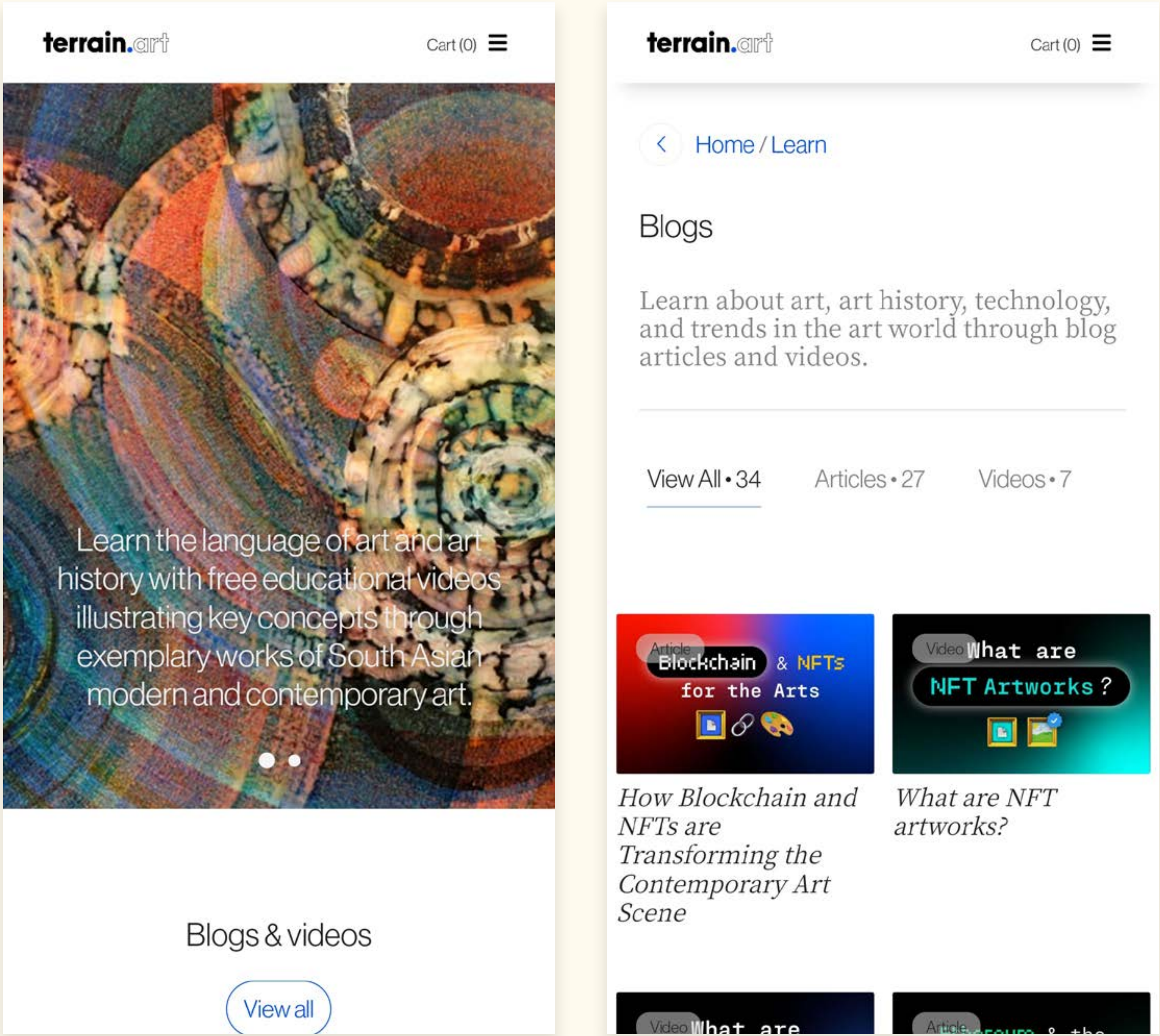
Image © Damien Hirst; screenshot from <https://niftys.com/events/the-currency> and www.damienhirst.com

ARTIFY

LIFESTYLE EXAMPLES

New Marketplaces

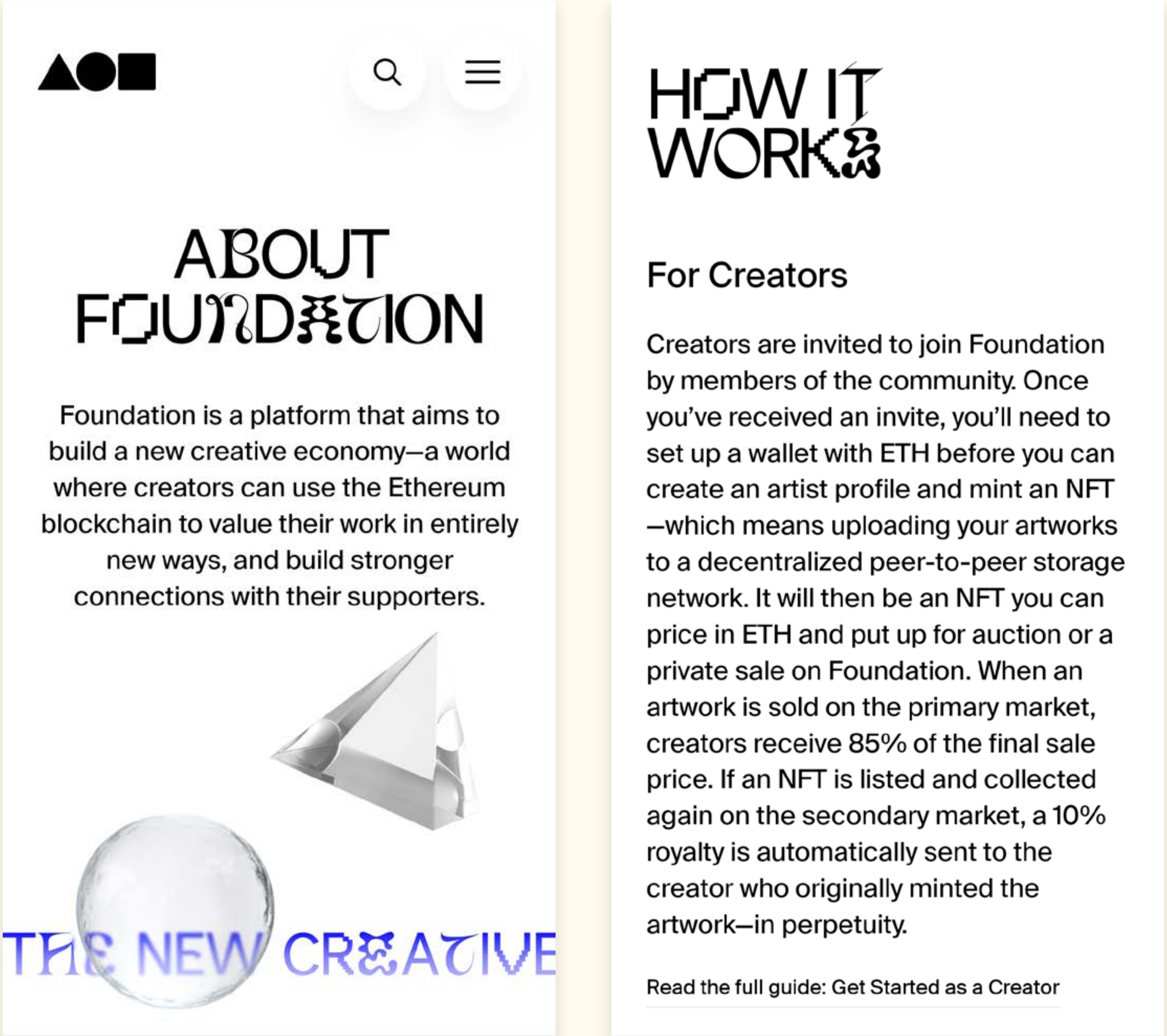
New marketplaces like Terrain.art and Foundation.app allow artists to sell their art through NFT and connect them to buyers or collectors worldwide. Alongside curation and facilitating buying and selling, these platforms also act as resources for raising awareness around Art & NFTs.



Terrain.Art is a blockchain-powered online platform that focuses on contemporary art from South Asia. Alongside showcasing and selling art, Terrain.art also educates people on the concepts of NFT, art on NFT and how blockchain works.

Image Source: Screenshot from www.terrain.art

Foundation’s website, foundation.app has detailed manuals under “How it Works”, each for Creators, Collectors, Developers and for the Community, helping them understand how they can use the platform, collaborate with the platform or participate as the larger community. Similarly, Terrain.art also educates people on the concepts of NFT, art on NFT and how blockchain works, through a section called Learn which gives an introduction to NFTs for any reader or visitor of the website.



Foundation is a platform that aims to build a new creative economy—a world where creators can use the Ethereum blockchain to value their work in entirely new ways, and build stronger connections with their supporters.

Image Source: Screenshot from www.foundation.app

ARTIFY

LIFESTYLE EXAMPLES

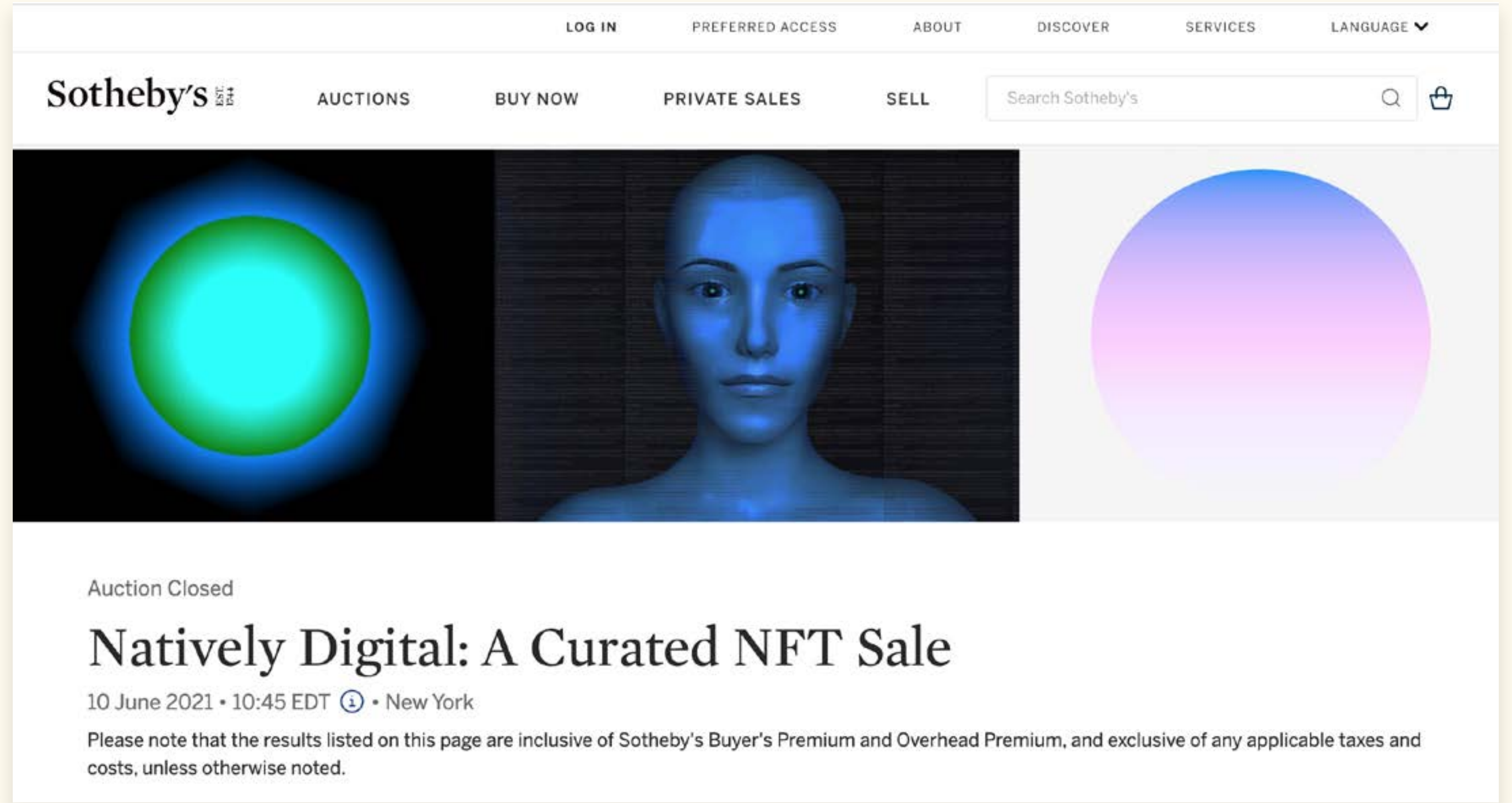
New Exhibitions and Experiences

Because the idea of NFTs in art is still nascent in India, Terrain.Art, “India’s first blockchain powered online platform”, organised Terrain Offline in September 2021, their first-ever physical show at Bikaner House in New Delhi. It can be seen as an attempt to raise awareness around NFTs and how they’re radically changing the world of contemporary art.



Left: ‘Daft Punk Toy Face II’ © Amrit Pal Singh; Right: ‘Dream Wing-3’, 2016-2020 © Kodanda Rao Teppala. Speaking to Architectural Digest India about curating ‘Terrain Offline’, Srinivas Aditya Mopidevi says: “We had a democratic curatorial approach to include as many artists as we can, some of whom we represent and some we collaborate with.”

Images courtesy: Terrain.art



“Natively Digital is a collection of remarkable, unique artworks co-curated with Robert Alice. [Sotheby's] showcase some of the earliest, raw NFTs built on pre-Ethereum chains alongside newer, complex NFTs that showcase the cutting edge technical innovation.”

Image source: Screenshot from Sotheby's Website



A landmark event that could stretch the limits of digital collectibles and the definition of “NFT Art” is Sotheby’s collaboration with legendary Hong Kong filmmaker Wong Kar Wai, his first ever NFT collection. “Wong Kar Wai x Sotheby’s | A Modern Art Collaboration” was announced on the 30th anniversary of Wong’s production house in October 2021. Quoting Wong from the announcement on Sotheby’s website: “Most of these 30 collectible items have played a role in my films: costumes, props, styling, photography and posters. A few even came from my personal collection. Together, they symbolize the different stages of filmmaking from production to exhibition.”

“In the Mood for Love – Day One”

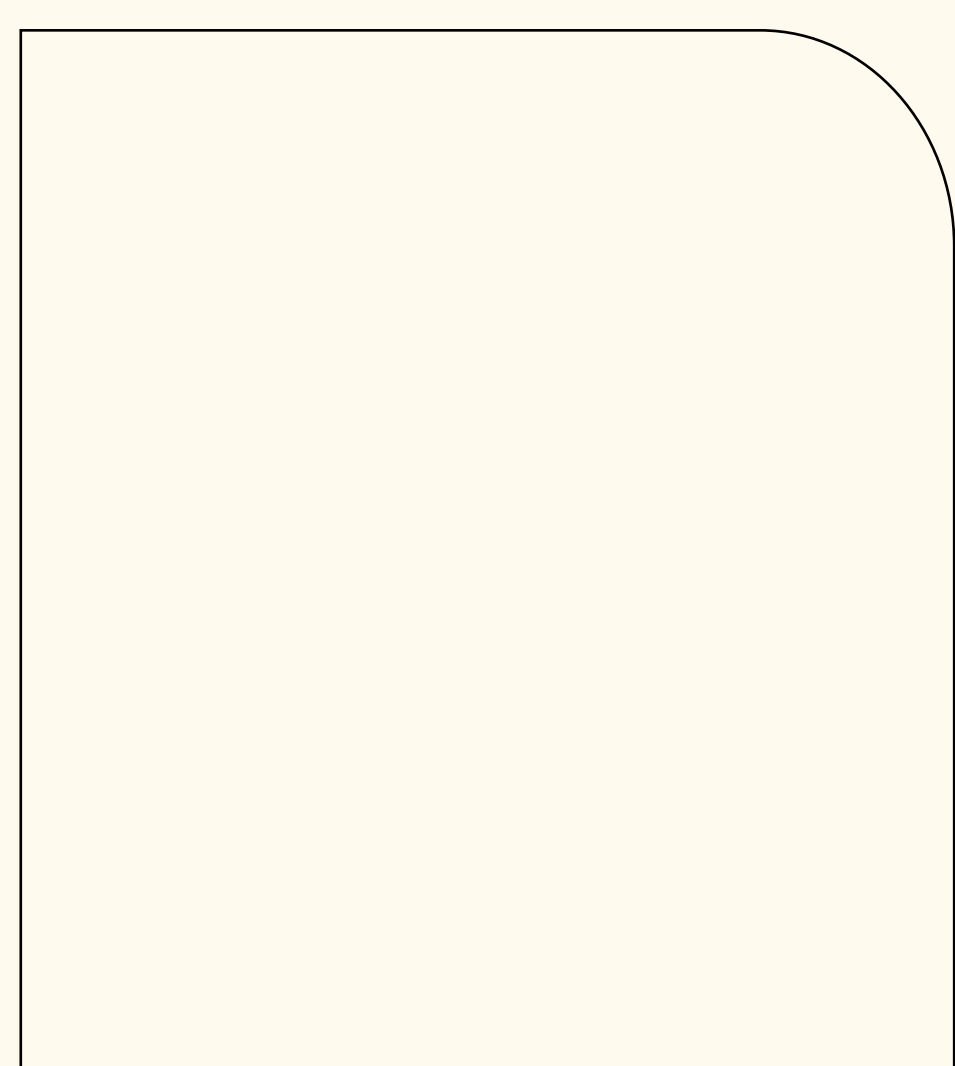
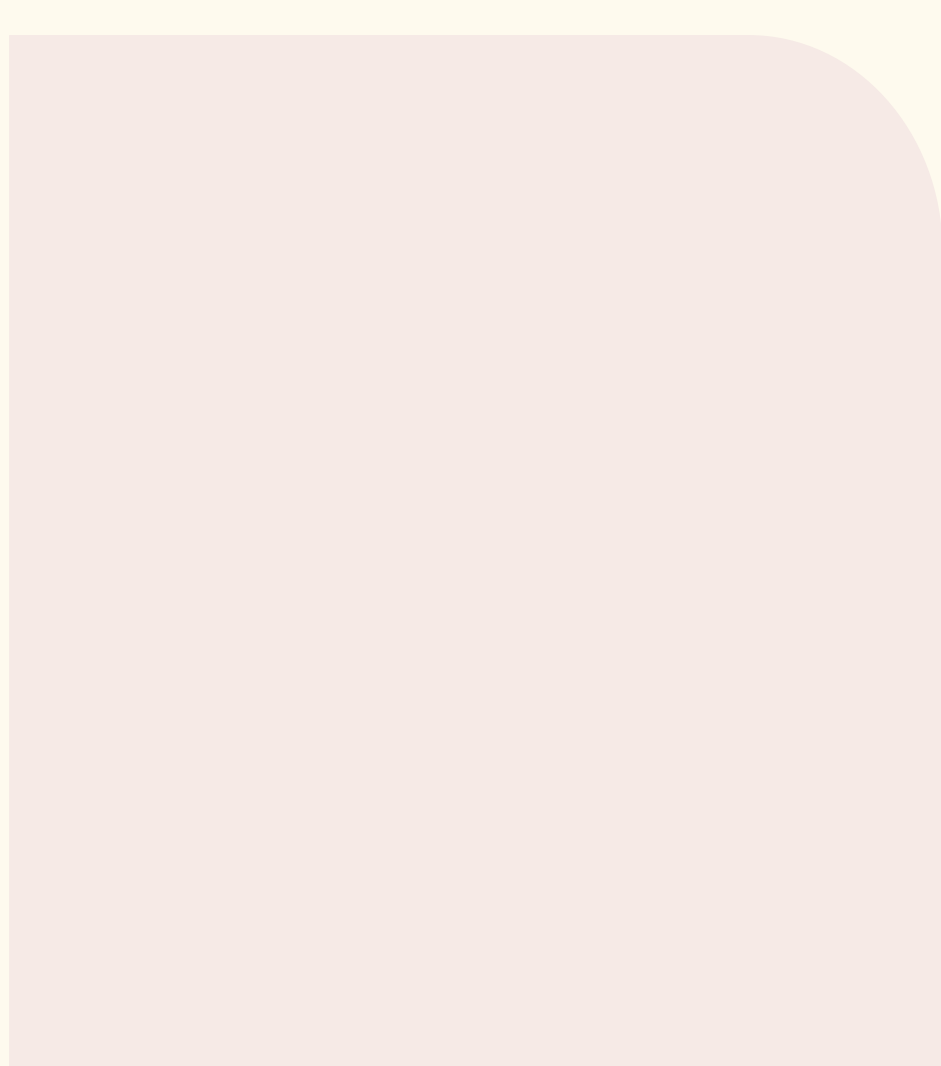
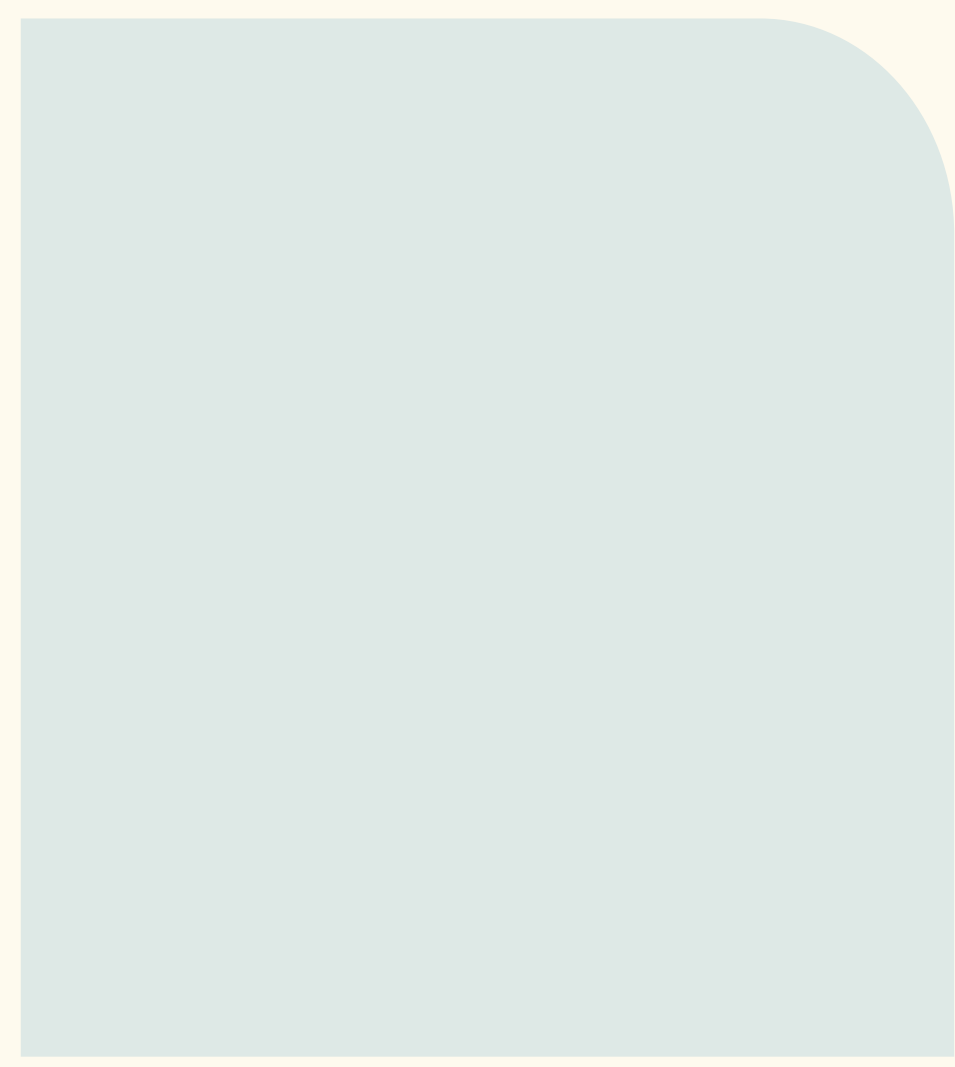
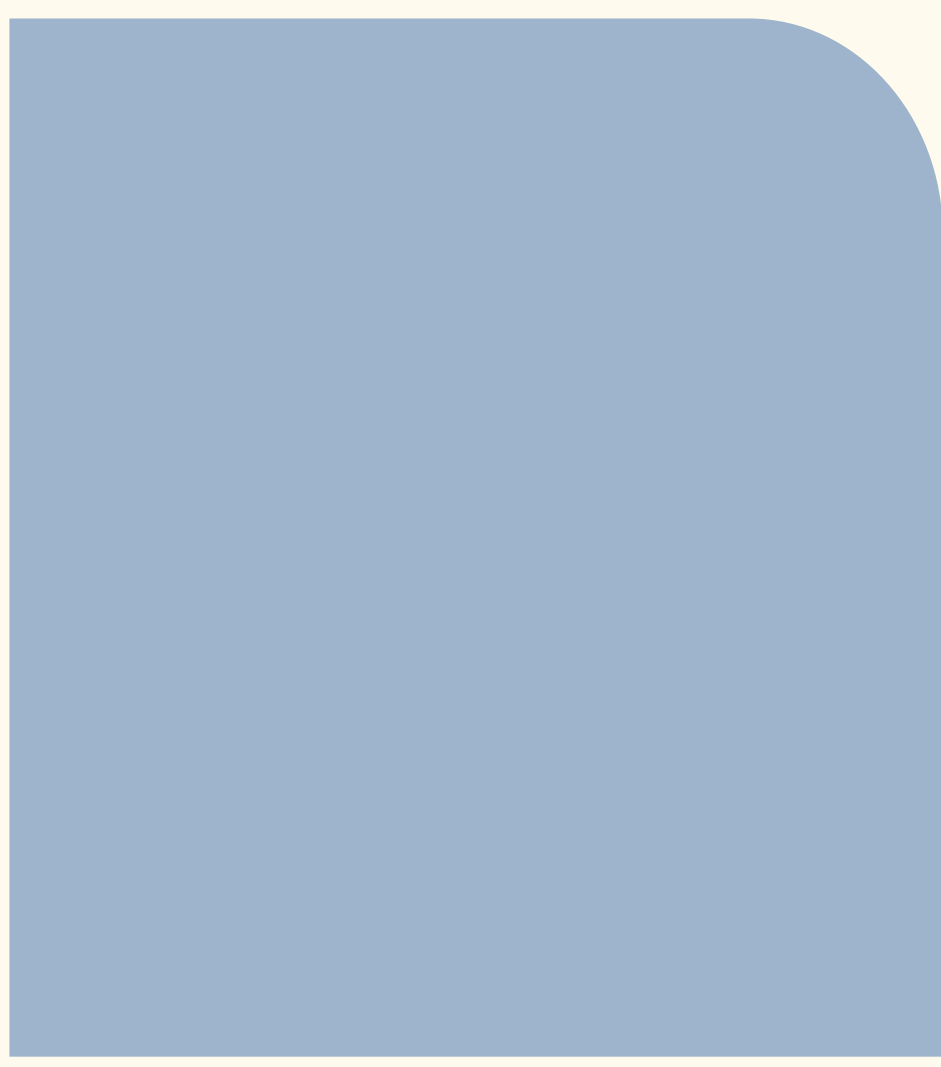
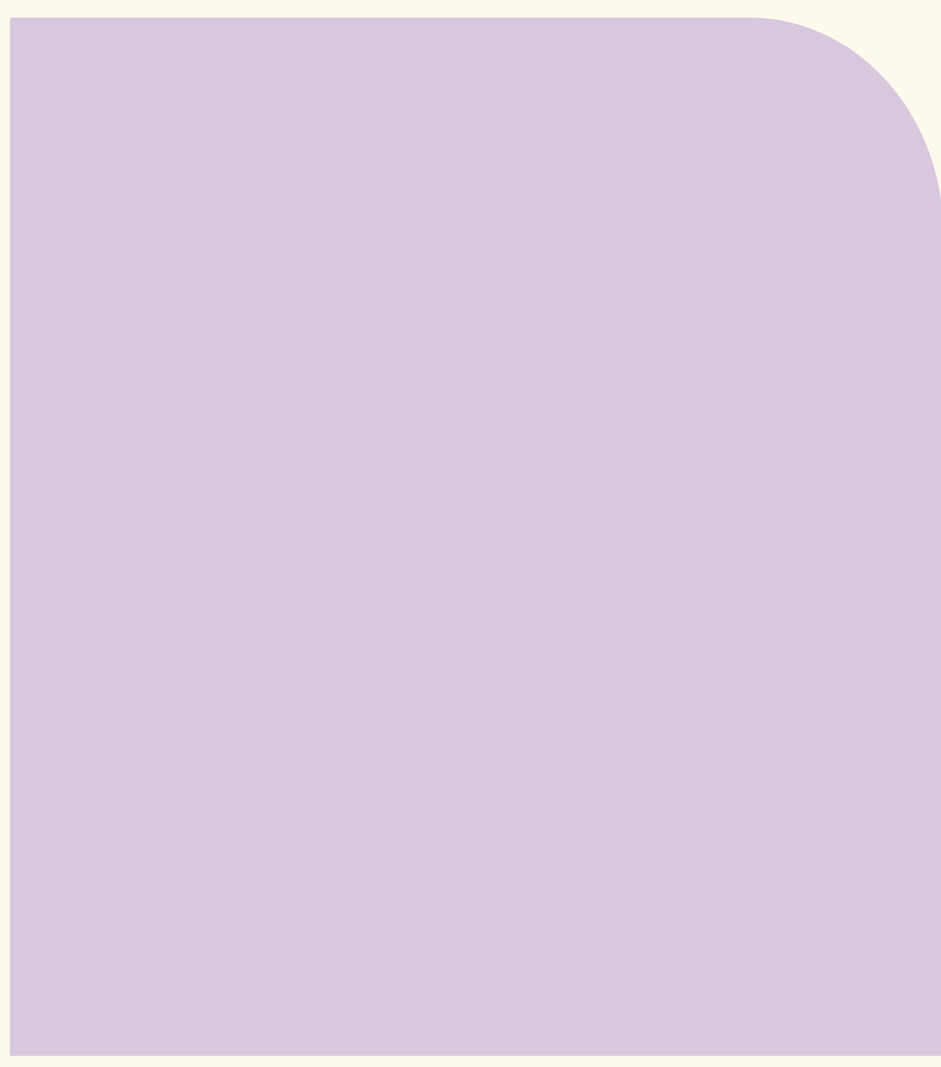


NEVER-BEFORE-SEEN FOOTAGE FROM “IN THE MOOD FOR LOVE” ©JET TONE FILMS

Wong Kar Wai x Sotheby’s | A Modern Art Collaboration; HONG KONG | OCTOBER 2021 – On the occasion of the 30th anniversary of Jet Tone Films, [Wong Kar Wai’s] production company, Sotheby’s unveiled details of an unprecedented collaboration with Wong for its forthcoming Modern Art sales in Hong Kong. “The star lot of Sotheby’s Modern Art Evening Sale on 9 October is the debut of Wong Kar Wai’s first ever NFT creation – “In the Mood for Love – Day One” – edited from never-before-seen footage shot on the first production day of the international masterpiece, “In The Mood For Love” (2000).”

Source: Sothebys.com; <https://www.sothebys.com/en/series/wong-kar-wai-x-sothebys-a-modern-art-collaboration>

Colour Forecast

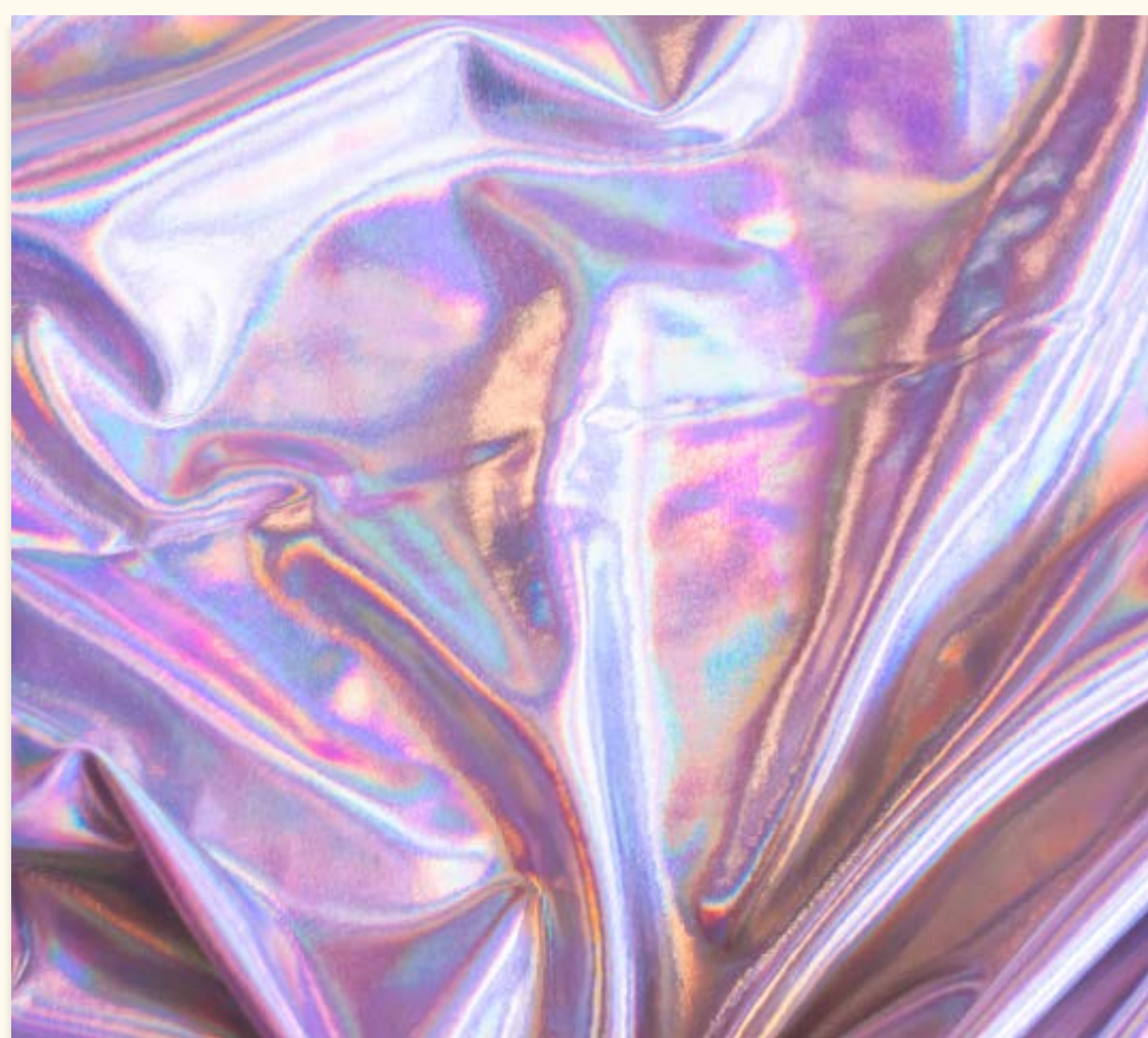
		
PIPE DREAM L154	DOLLOP 7875	TINGE OF ROSE 8084
		
CRYSTAL RIVER 7460	GAUGUIN BLUE 7344	MISTY PURPLE 7170

The mood of freedom is captured in this transient palette with dominant white undertones that’s explorative and pushes boundaries. Its notional and metaphysical quality is brought out by synthetic shades like Gauguin Blue (7344) and Crystal River (7460). The lightness of Tinge of Rose (8084) and Dollop (7875) resonates with being free from constraints, like standing at the cusp of a new dawn. The hazy unfamiliarity of Misty Purple (7170) and Pipe Dream (L154) symbolizes the mystery of stepping into the intangible world of digital art. The palette is an unexpected ethereal take on a digital trend, representing the change in the perception and construct of the art world.

Artify’s palette is an unexpected ethereal take on a digital trend, representing the change in the perception and construct of the art world.



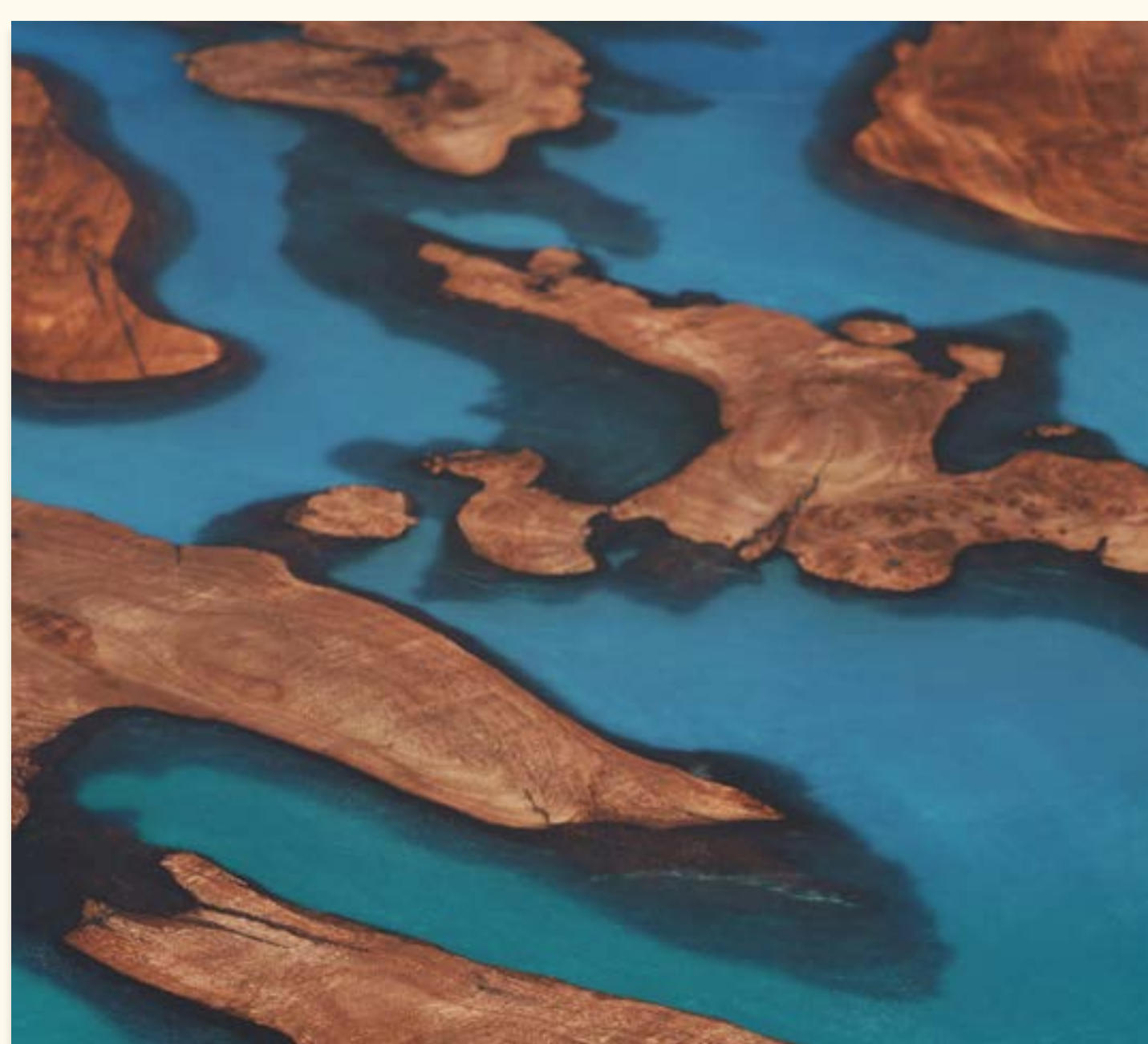
Material Forecast



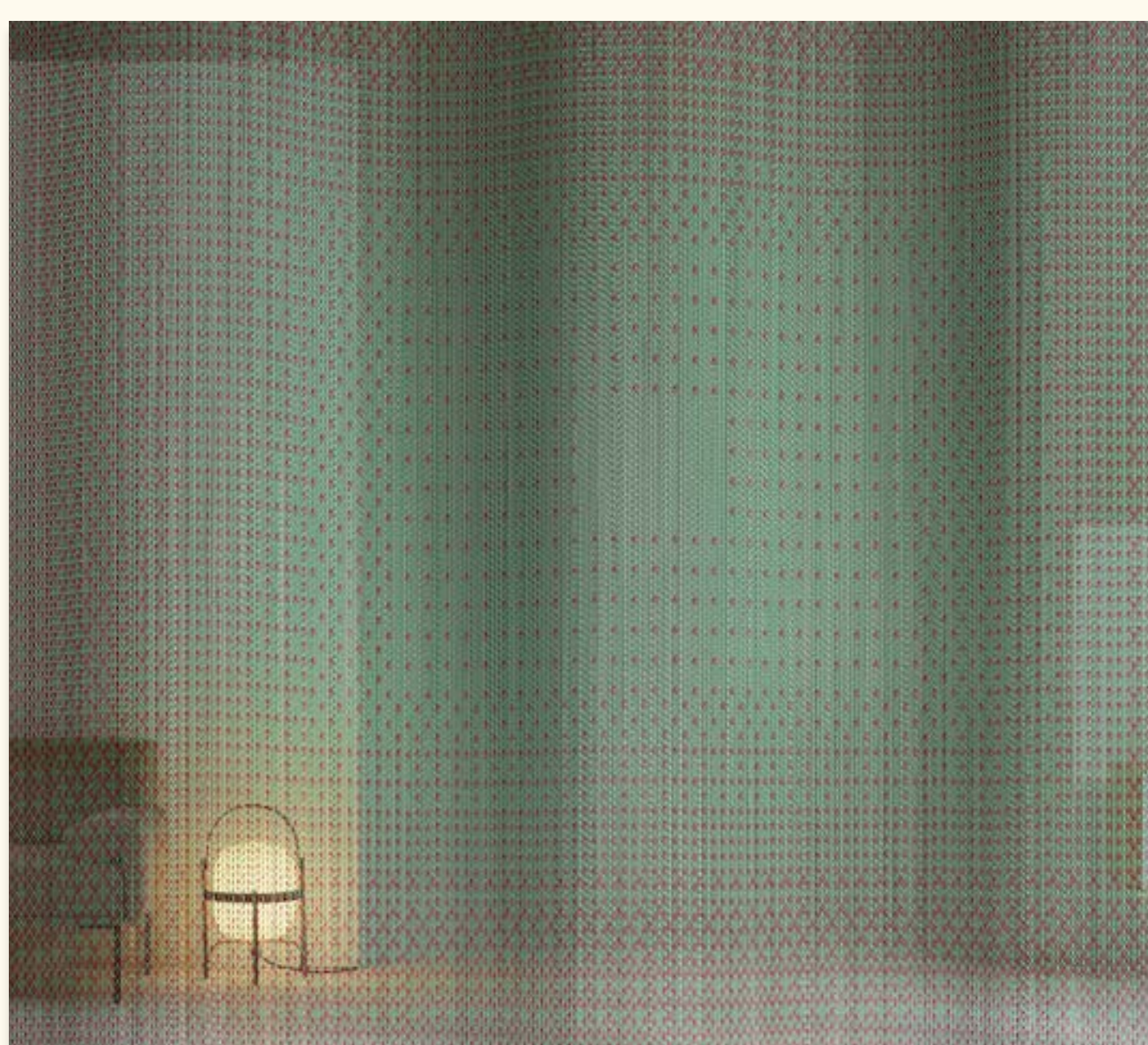
IRIDESCENT LYCRA LAMÉ



FLEXIBLE LED SCREEN



EPOXY RESIN



GRADIENT METAL MESH

There's a sense of play, illusion, futurism and contrast that underlies the material choices for Artify. Iridescent Lycra Lamé is a trending texture among futuristic fashion brands. Flexible LED Screens are pushing the boundaries on how content can be displayed today, triggering content creators to create bizarre and beautiful content. Gradient Metal Mesh, through its soft ombres and see-through nature, creates the illusion of being a soft material even though it's obviously not. Epoxy Resin sees a renewed enthusiasm as its dream-like quality giving us a momentary escape from reality.



Pattern Forecast



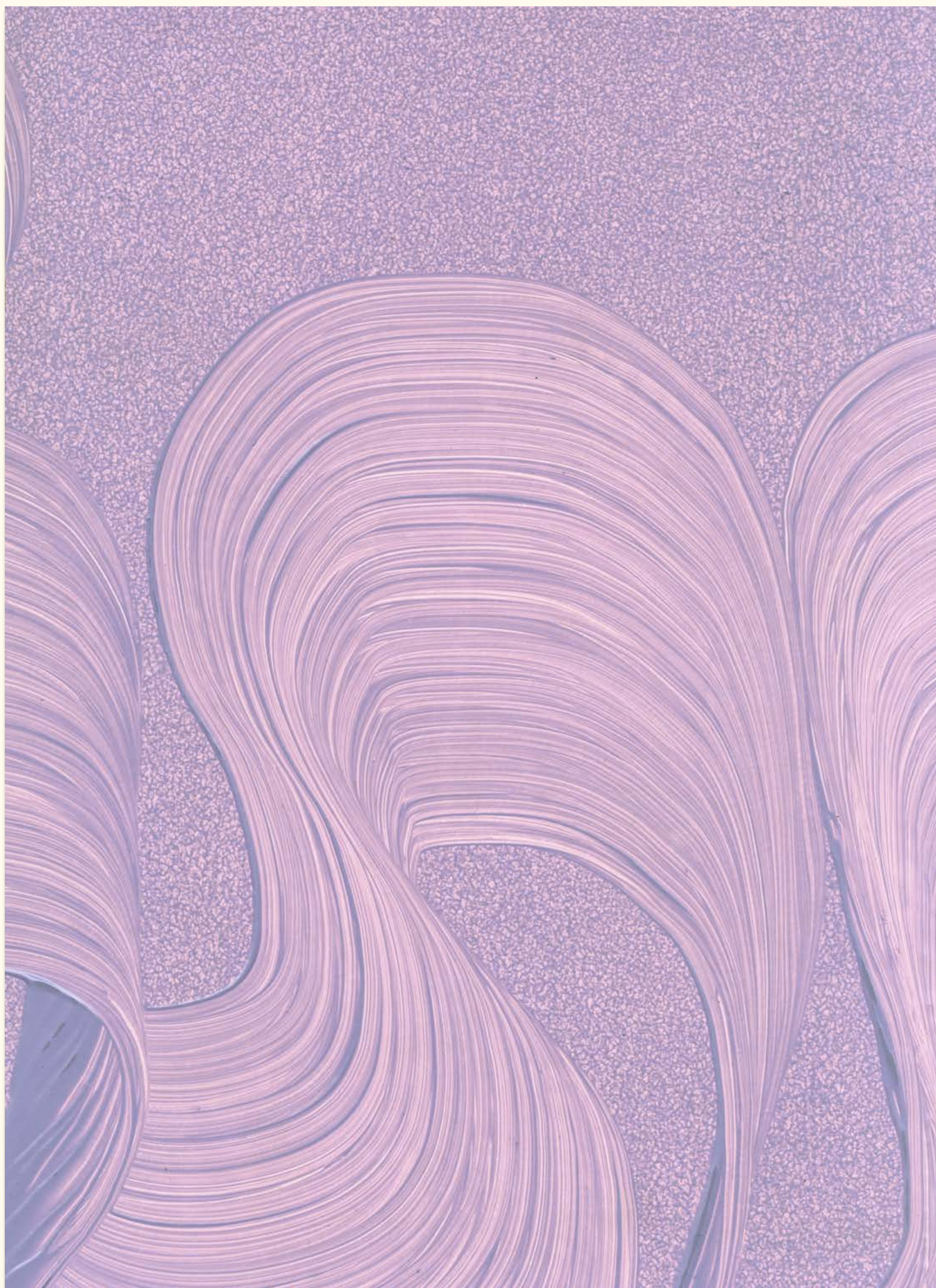
WALLPAPER

Leading Lights wallpaper
Julia Collection by Asian Paints Nilaya

Streaks of light continuously emerge, arching into each other and merging. There is neither a perceivable beginning nor an end to the thin rays of the Leading Lights wallpaper. It has a hypnotic effect like slipping into a vortex, floating through expansive whiteness, and preparing to enter a new universe.



Texture Forecast



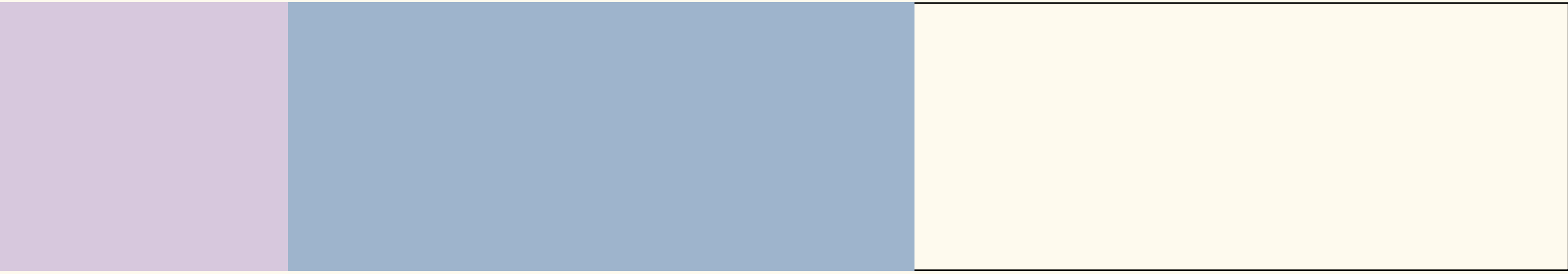
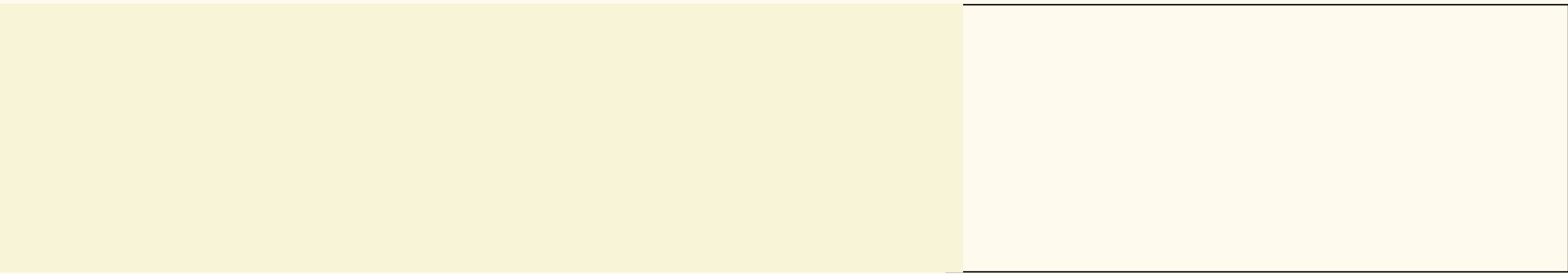
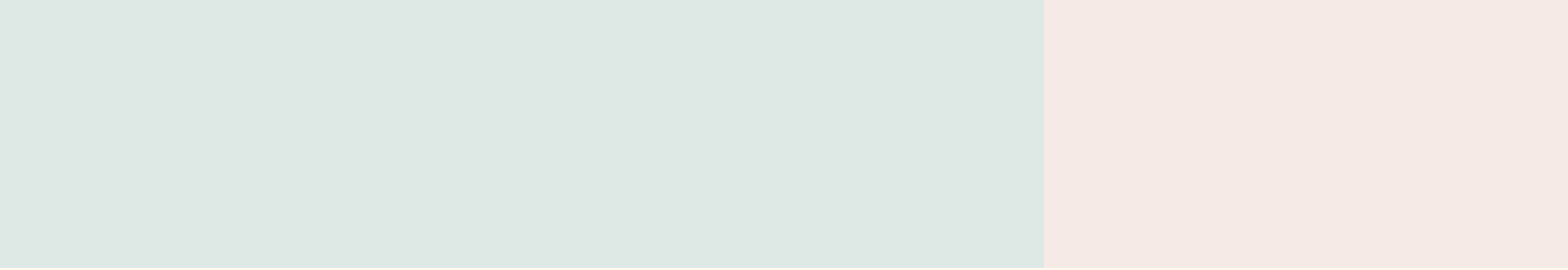
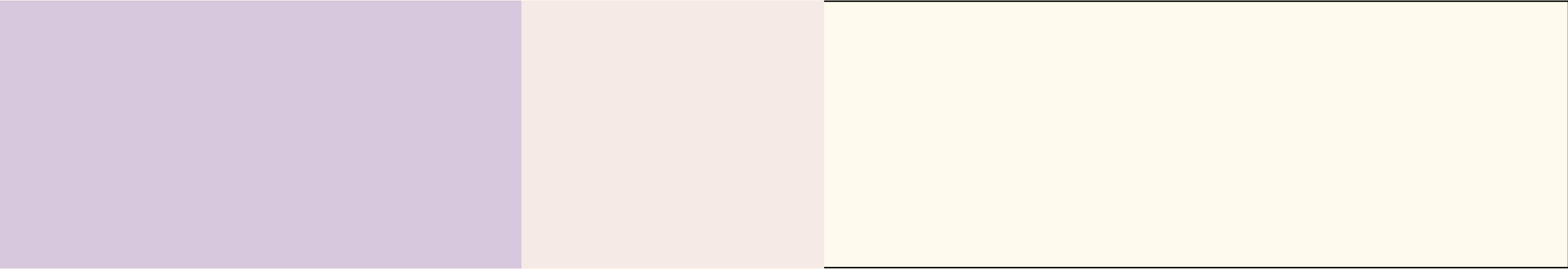
TEXTURE

Tussar interior texture
Taana-Baana range by Asian Paints Royale Play

Traditionally, Tussar is a fabric known for its depth of colour and sheen. The only way to do justice to this craft is to see it catch the light – Royale Play’s artisans do this by creating the wave of silk with a single stroke of the XXL brushes. Nothing short of a work of art, the Tussar texture has a deeply mysterious aura that reels us in.

Colour Play

*Refer to the ColourNext Swatch Kit for colour matching





Design Examples

ARTIFY

DESIGN EXAMPLES | MATERIAL

Dynamo Screens by Daniel Canogar

Dynamo is a site-specific audiovisual project designed for the Spanish Communication Pavilion in Dubai, in collaboration with the sound designer and composer Francisco López.

The artwork, suspended in the middle of the main pavilion and surrounded by a descendent spiral hallway, consists of 3 sculptural LED screens shaped like interlaced loops that feature agenerative audio-visual content through the interaction of the visitors and the railing along the ramp. The more contact the rail detects, the more dynamic and colorful the content of Dynamo' screens will be. Similarly, the sound will be more intense when interaction is higher. This way, the activation of the artwork is totally in the hands of the visitors.

Images © Jorge Anguita Mirón, Studio Daniel Canogar



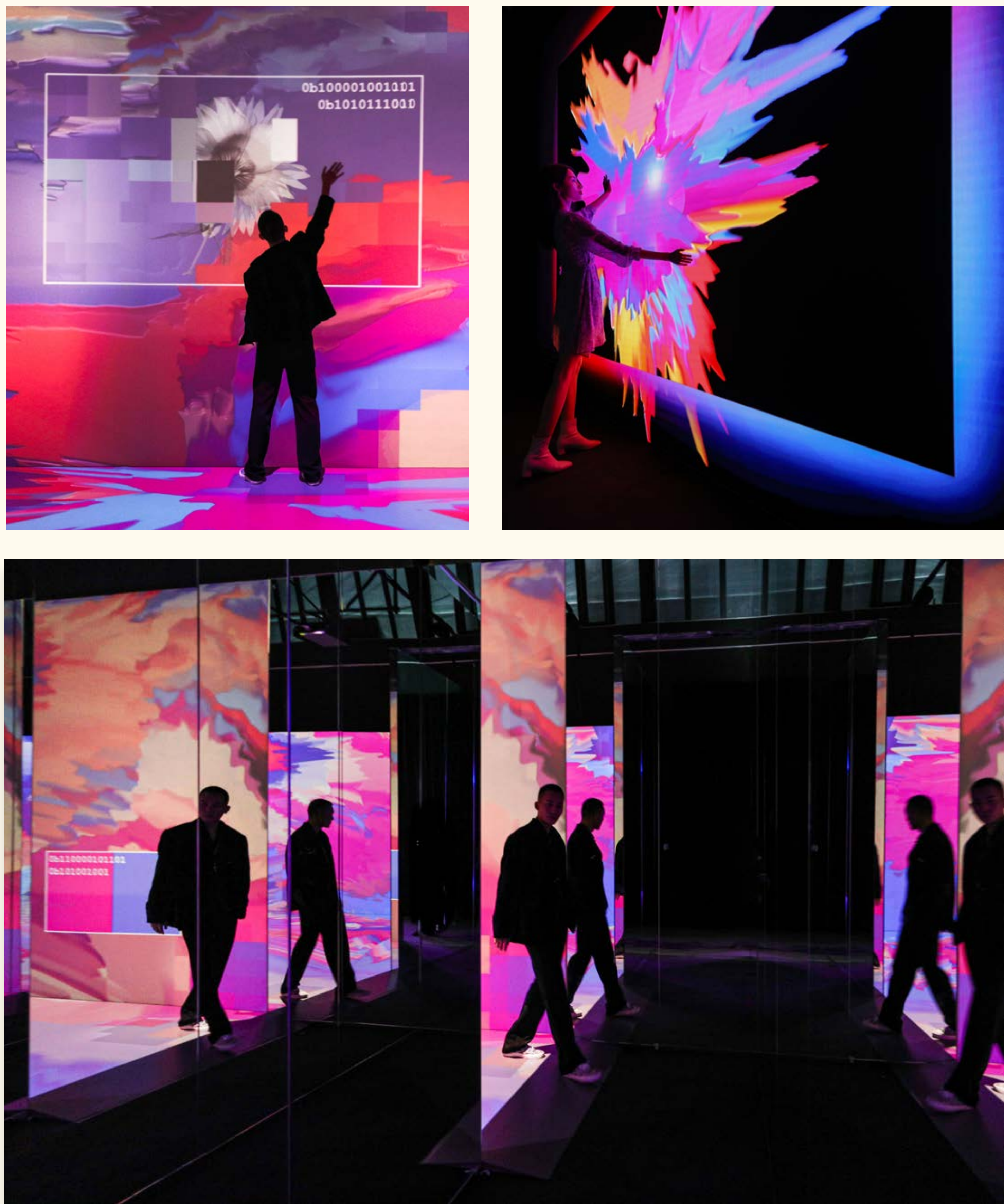
ARTIFY

DESIGN EXAMPLES | INTERACTION DESIGN

Animistic Imagery by Moment Factory

When the UCCA Lab at UCCA Center for Contemporary Art in Beijing wanted to create a digital art exhibit for their latest exhibition, they teamed up with Baidu, world-leading Chinese language internet search provider and artificial intelligence company. Curious to explore the symbiotic relationship between humans, AI and art, they turned to Moment Factory to bring the exhibition to life. The result is Animistic Imagery, an immersive and interactive art experience developed by Moment Factory’s in-house creative studio.

Image © Moment Factory, Animistic Imagery





ARTIFY

DESIGN EXAMPLES | DECOR STYLE

Villa in Ibiza by Reutov Design

The creation of this project was inspired by the nature of the island of Lanzarote in the Canary Islands. Inspired by the extraterrestrial landscapes of this island combined with the bright colours of the island of Ibiza, Reutov Studio managed to create a light futuristic interior. Rounded shapes and bright elements take us to the future, where man and nature coexist harmoniously. Thanks to the many windows, the manor is filled with natural light and reminds us of nature and its beauty.

Image © Reutov Design



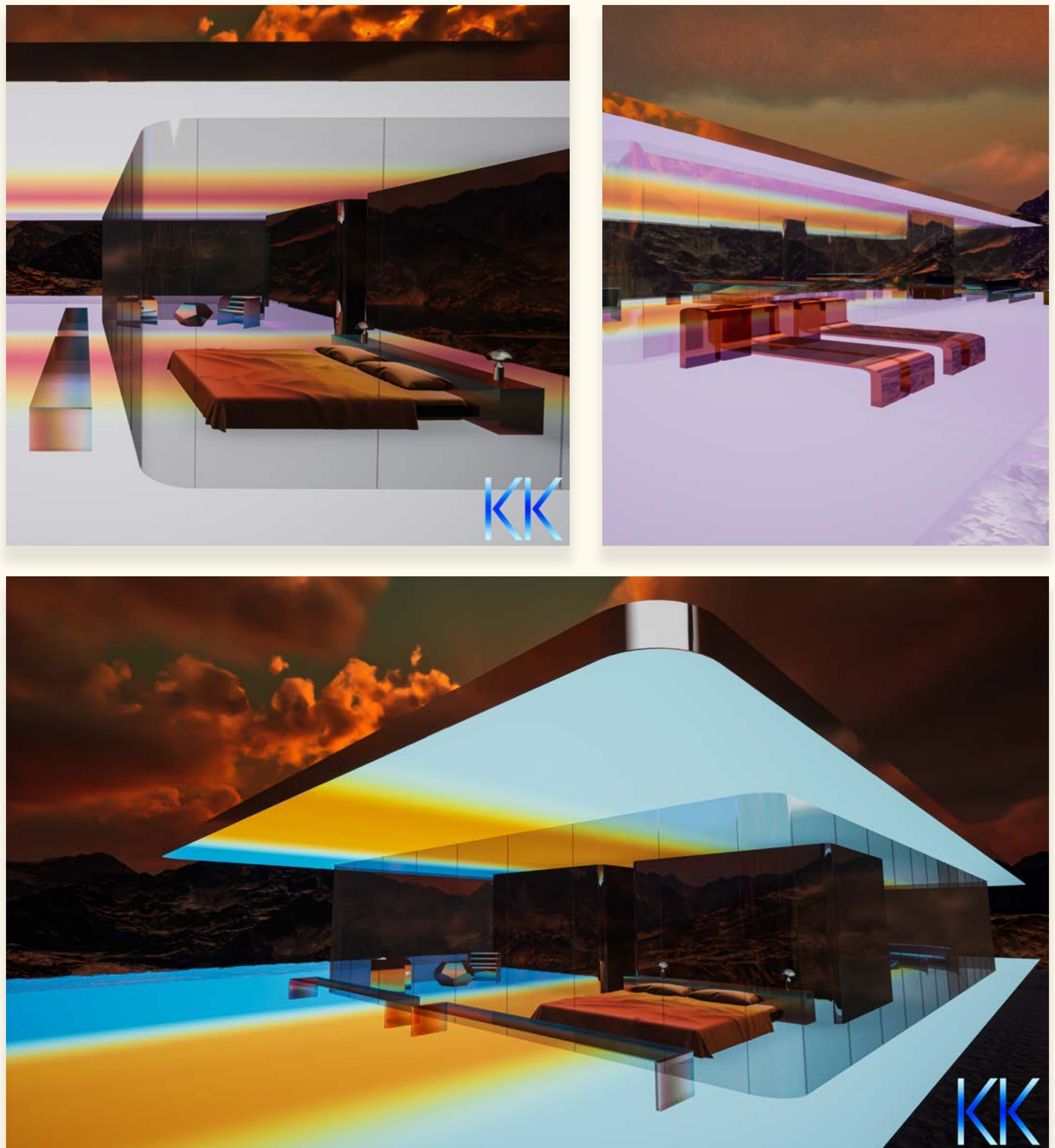
ARTIFY

DESIGN EXAMPLES | NFT ARCHITECTURE

Mars House by Krista Kim

Mars House is the first iconic “NFT digital home” for sale in history. The digital file was offered on the Metaverse. During this pandemic Krista was inspired to create a healing atmosphere using her Digital Zen philosophy. Mars House is a light sculpture, with LED substrate extending to the pool, throughout the entire perimeter of the house, to create a uniform, fully integrated effect of gradients in motion. All of the furniture elements of Mars House, designed with tempered glass and fabrics, all renewable material, all details, are Krista’s artworks. She wanted this space to showcase her passion for Meditative Design, a new definition of avant garde luxury for the digital age.

Content courtesy [Vimeo](#)
Image © Krista Kim





ARTIFY

DESIGN EXAMPLES | DECOR STYLE

The Geometrication by Studio Renesa

Renesa Architecture Design Interiors Studio took cues from the original deconstructive architecture to create a spatial experience filled with volumetric galleries and partitioned masses. Located at the newly renovated 32nd avenue, the space plays host to a restaurant and an escape room unlocking a variable experience that includes the visitor from the very start.

Image © Renesa Architecture Design Interiors Studio





ARTIFY

DESIGN EXAMPLES | FASHION/METAVVERSE

Iridescence by The Fabricant

The first-ever auction of digital-only couture took place at the Ethereum Summit in New York, the Ethereum blockchain industry’s premier event. The couture piece, called Iridescence, which only exists digitally and will never become a physical garment, was designed by world-leading Amsterdam-based digital fashion house The Fabricant. The auction reached \$9500, kickstarting the global market in collectible digital items, also known as crypto collectibles.

Image © The Fabricant





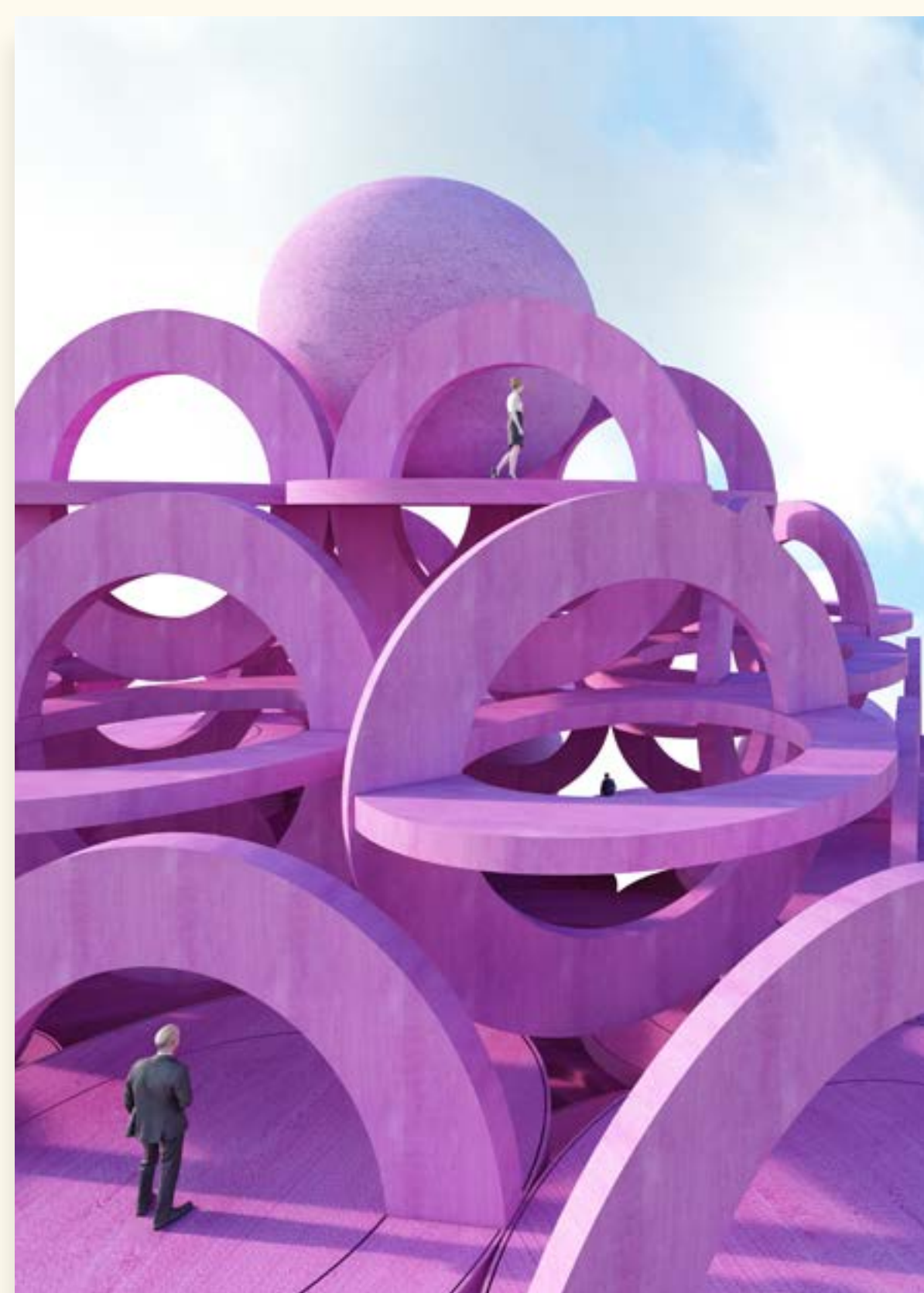
ARTIFY

DESIGN EXAMPLES | NFT ART/PUBLIC SPACE

The Meeting Place

The Meeting Place, created by artists Benny Or and Cyril Lancelin, is the first interactive environment NFT designed for work and play in virtual reality. The creation of The Meeting Place is grounded in the belief that the most extraordinary human innovations come from organic social interactions. As our realities become increasingly virtual, the importance of the quality of our digital environments will come into focus. Unrestrained by physics and limited only by our imaginations, our virtual spaces have the potential to inspire and challenge us. In this way The Meeting Place has multiple functions: to gather and connect, to work and share ideas.

Image © Cyril Lancelin & Benny Or



ARTIFY

DESIGN EXAMPLES | DIGITAL MUSEUM

Museum of Architecture & Photography

The Museum of Art & Photography (MAP) is a cultural institution set to open in the heart of Bangalore in 2022. Its vision is to take the arts to the heart of the community, making it accessible to the widest possible audience. MAP’s Digital Museum was launched in Dec 2020 with the first edition of the Art is Life festival showcasing the digital museum building. The Museum also has various virtual and tech driven initiatives like MF Husain AI Avatar and Museum without Borders.

Image © The Museum of Art & Photography (MAP), Bengaluru





ARTIFY

DESIGN EXAMPLES | FURNITURE DESIGN

Tila Chair by Shepherd Studio

Hand-finished and composed of 210 stainless steel spheres, Tila Chair’s design borrows its conceptual and aesthetic language from the traditional folk game of Tila, combining the communal nature of the game and its components as a metaphor for density. The array of entwined spheres shape the skin of the object, coupled by tubular profiles which creates its anatomy. Its chrome finish is intended to complement and reflect its context and surroundings.

Image © Shepherd Studio





ARTIFY

DESIGN EXAMPLES | MATERIAL (FURNITURE DESIGN)

G Series Resin Furniture by Niko Koronis

Niko Koronis created this series of furniture using resin. Inspired by the works of architect Carlo Scarpa, these linear stepped furniture blocks are primarily available in blue and green tones and use of resin gives them a soap-like appearance. The end products have a very rigid form and shape, but the translucent appearance due to resin gives the product a different feel under different lighting conditions.

Images © Niko Koronis

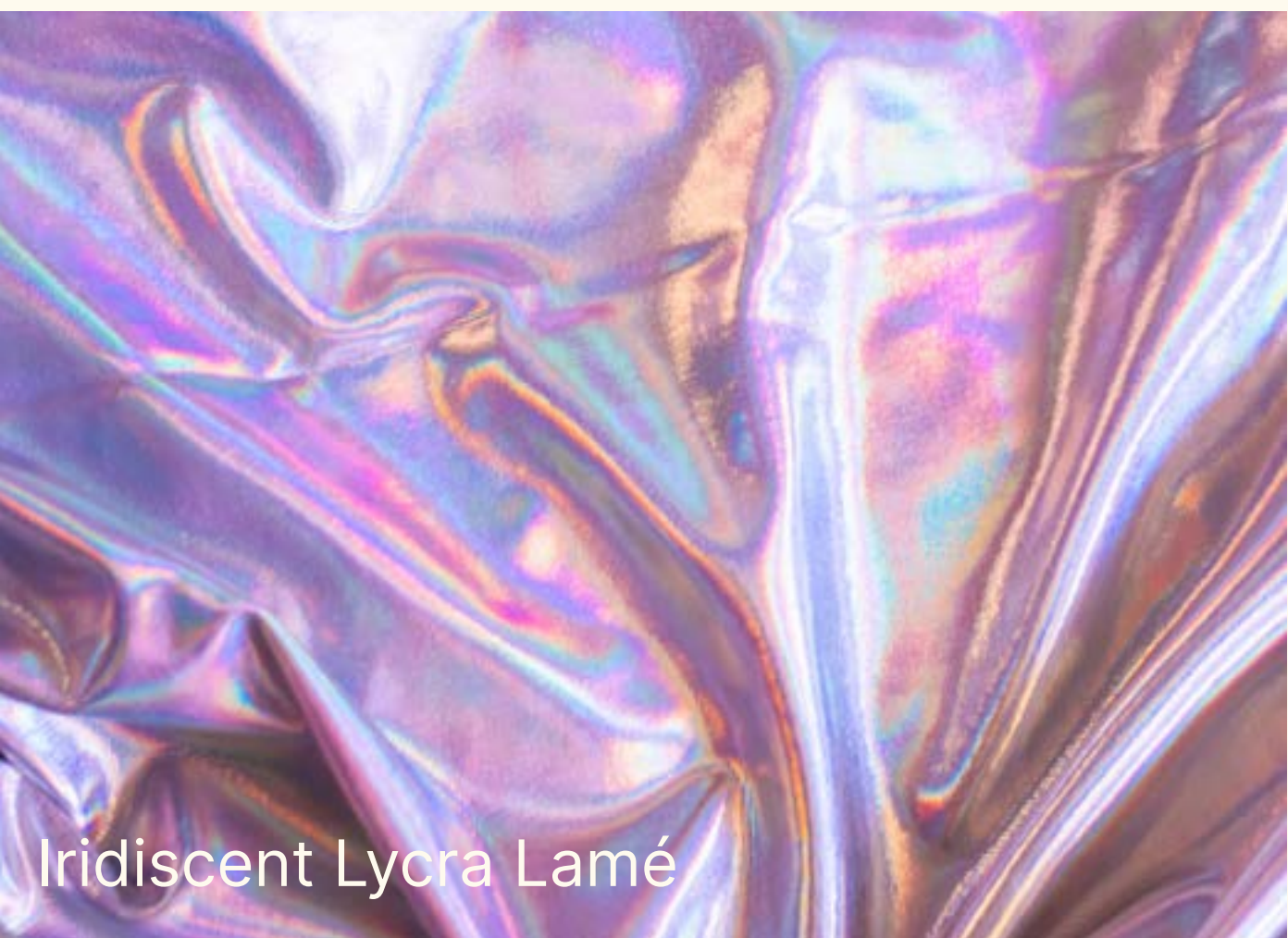




< HOPE YOU'RE WELL

ARTIFY

SOLO COMMERCE >



Iridescent Lycra Lamé

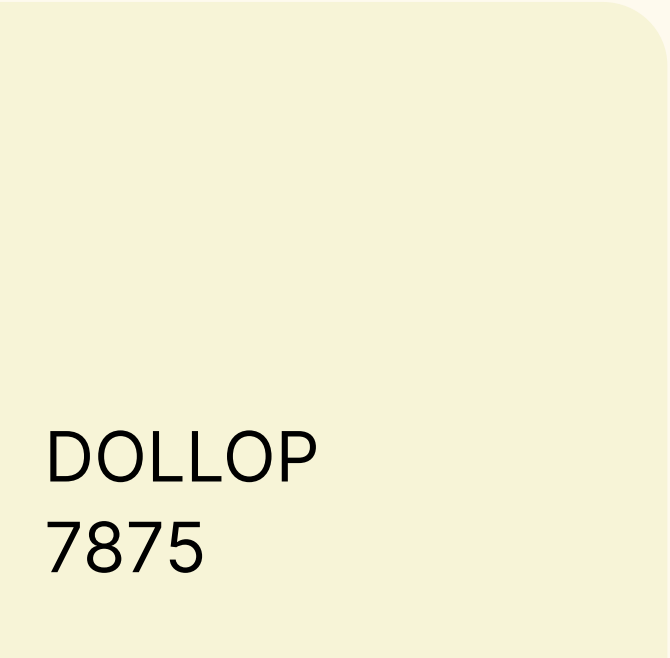
METAPHYSICAL



Flexible LED Screen

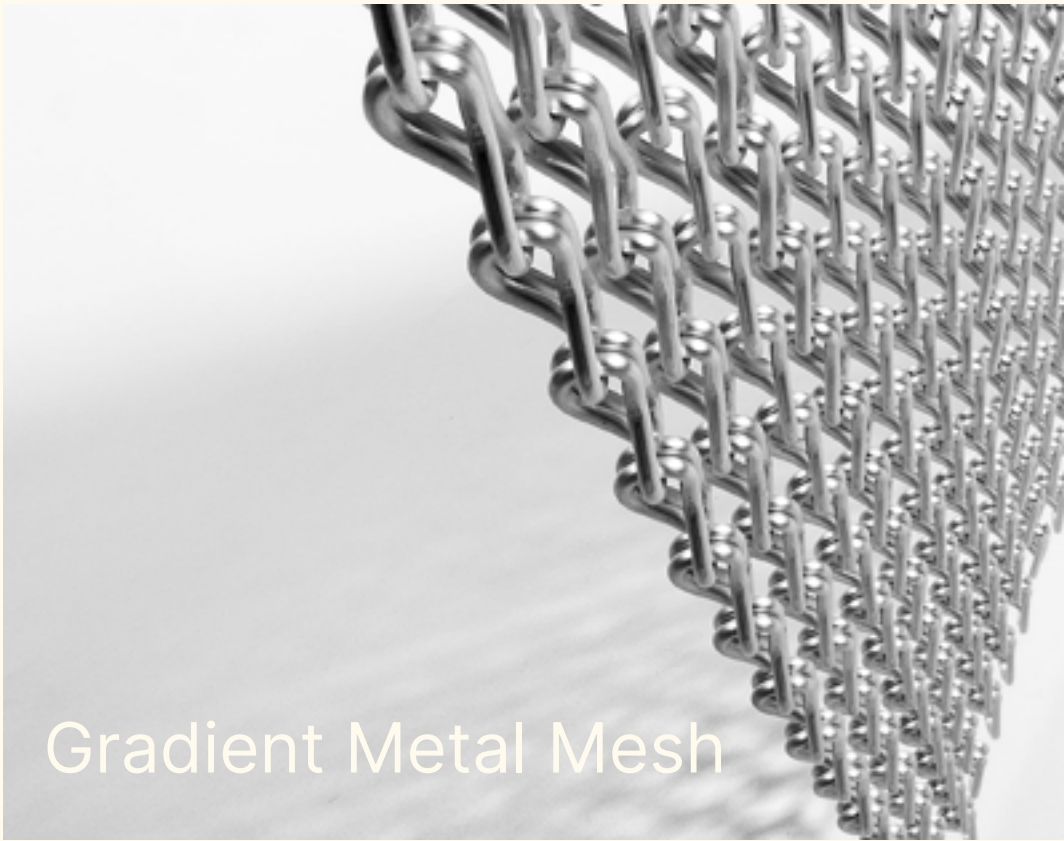


PIPE DREAM
L154

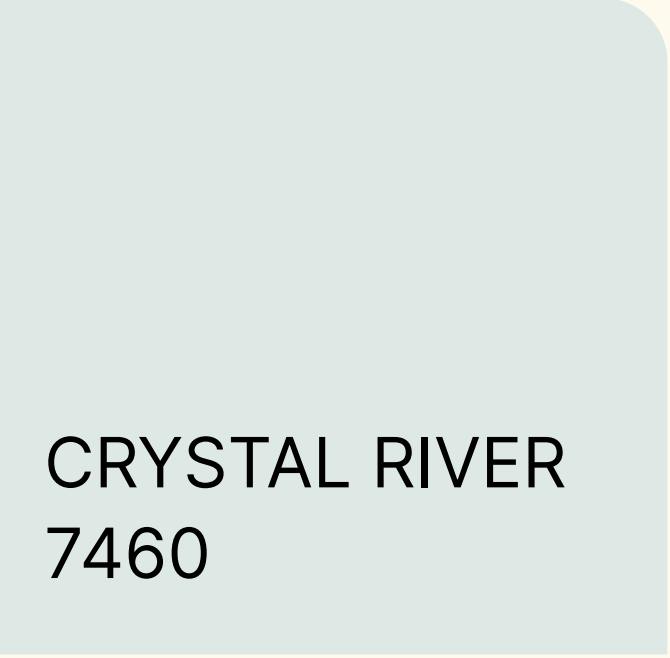


DOLLOP
7875

BIZARE



Gradient Metal Mesh



CRYSTAL RIVER
7460



GAUGUIN BLUE
7344

BEWILDERING



Epoxy Resin



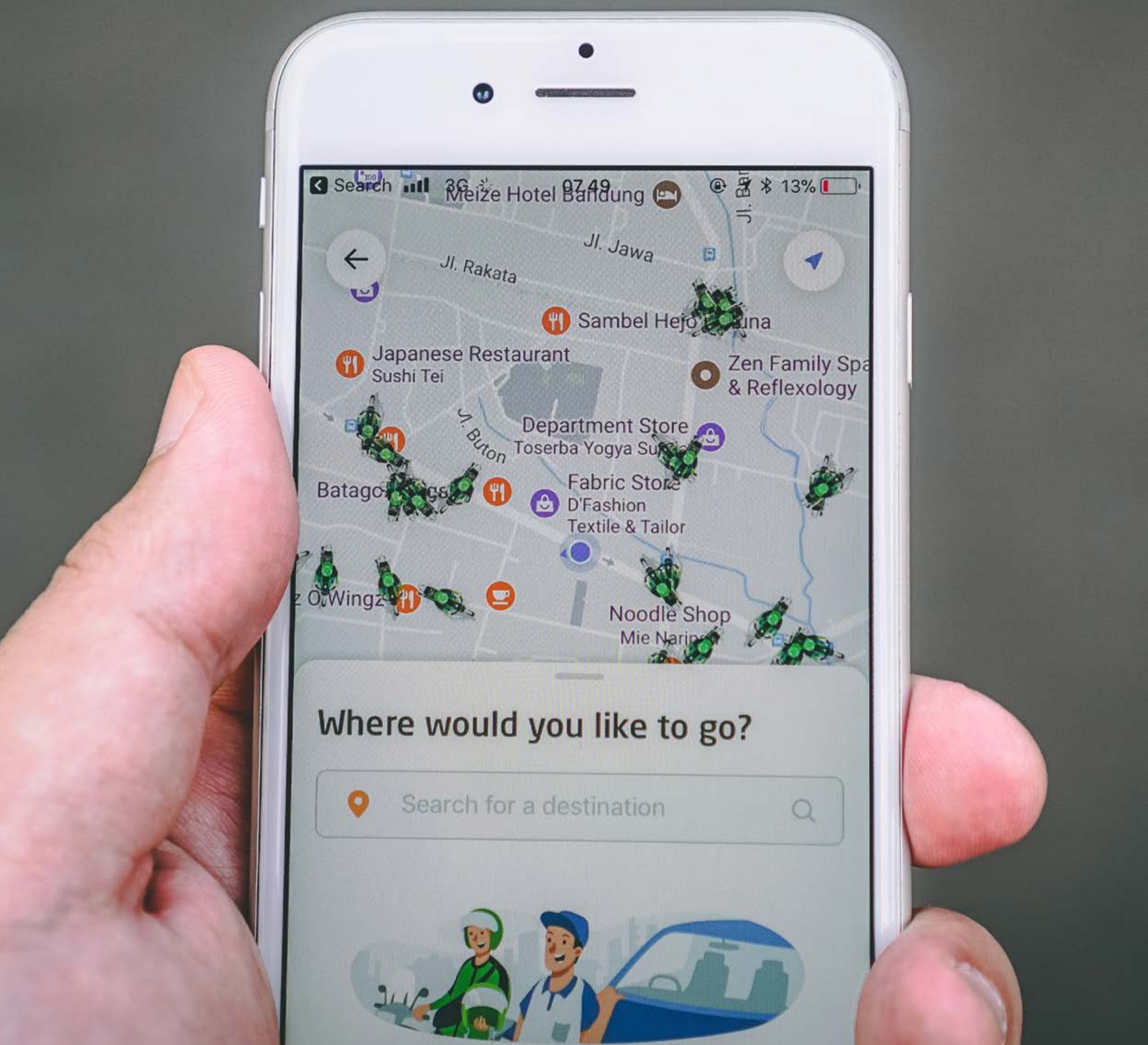
MISTY PURPLE
7170

BEVIGERATIC



TINGE OF ROSE
8084





TREND 3

SOLO COMMERCE

The life of gig-entrepreneurs

STORIES

SOCIAL TRIGGERS

LIFESTYLE EXAMPLES

DESIGN EXAMPLES

VISUALS

COLOUR FORECAST

MATERIAL FORECAST

PATTERN & TEXTURE FORECAST

COLOUR PLAY

MOOD BOARD



“ Knowing how I wanted to spend my days gave me something priceless—freedom. I was doing this for me and my goals, not for a boss or an undefined career path. The realisation that I had the power to define my days has been my North Star throughout my journey. ”

—Greg Mercer, Founder of
Jungle Scout

Personhood and enterprise rolled into one, Solo Commerce is a new work culture that sits squarely in the medium-term between gigs and long-term employment. It's fuelled by growing career aspirations and a robust digital ecosystem that allows collaborative work to happen seamlessly.

This paradigm shift in employment manifests in workspaces and living situations that used to be influenced by where we worked. Solo Commerce allows working individuals the autonomy of location, lifestyle and time. It's a pathway to do meaningful work and grow professionally with the freedom of gigs and the security of a job.

Social Triggers

Economic Volatility, Short-term and On-demand Work

Market conditions and sentiments have changed rapidly. It started with unemployment or retrenchment at the workplace for various economic reasons a few years ago. The pandemic accelerated this volatility. When full-time employment was low on offer, turning to self-employment, short-term opportunities and a combination of gigs became the mode of survival for many. Of those who transitioned to this life, many find themselves wanting to stick with gigs and self-employment, find ways to make it more stable and preserve autonomy over their time and location.



Left: Screenshot from and references to The Forbes article “Gig economy helps India’s women workers gain financial independence”; Published on 27 Feb, 2020.



SOLO COMMERCE
SOCIAL TRIGGERS

Self-identity, Equity and Respect for Employees

As humans, our social identity and our self-identity revolves around our work identity. It’s especially true for the millennials and GenZ who’ve grown up with the narrative of work being a way to find one’s calling/purpose in life. People strive to fit into demanding roles at the workplace, while trying intrinsically to maintain their individuality.



However, economic volatility and technological change enable us to be loosely connected to our organisations or sell our skills and knowledge directly to the market, while maintaining our individuality.



Quoting Upwork: “The Great Resignation isn’t just about workers moving from one full-time job to another; 20%, or 10 million Americans, are considering freelancing. Among those, 73% cite the ability to work remote or flexibly as a reason why.”

This indicates a growing distaste for full-time employment among a large cross-section of young professionals. As offices begin to open up, people are opting to leave their jobs, seek freelance work and invest their time and money in new skills, in a bid to sculpt a sweet-spot: where life, work and income are in one’s own hands.

SOLO COMMERCE

SOCIAL TRIGGERS

Workforce Digital Transformation

As teams suddenly became remote in 2020 and have stayed remote, we quickly adopted collaborative tools. Platforms like Asana, Jira, Miro, Notion, etc. penetrated deeper into the workforce. This combined with upgrades to video conferencing like Skype, Zoom, Google Meets and Microsoft Teams, put robust platforms in place to support millions of new users overnight. The world of work is now set up well for the freelancer economy to thrive.

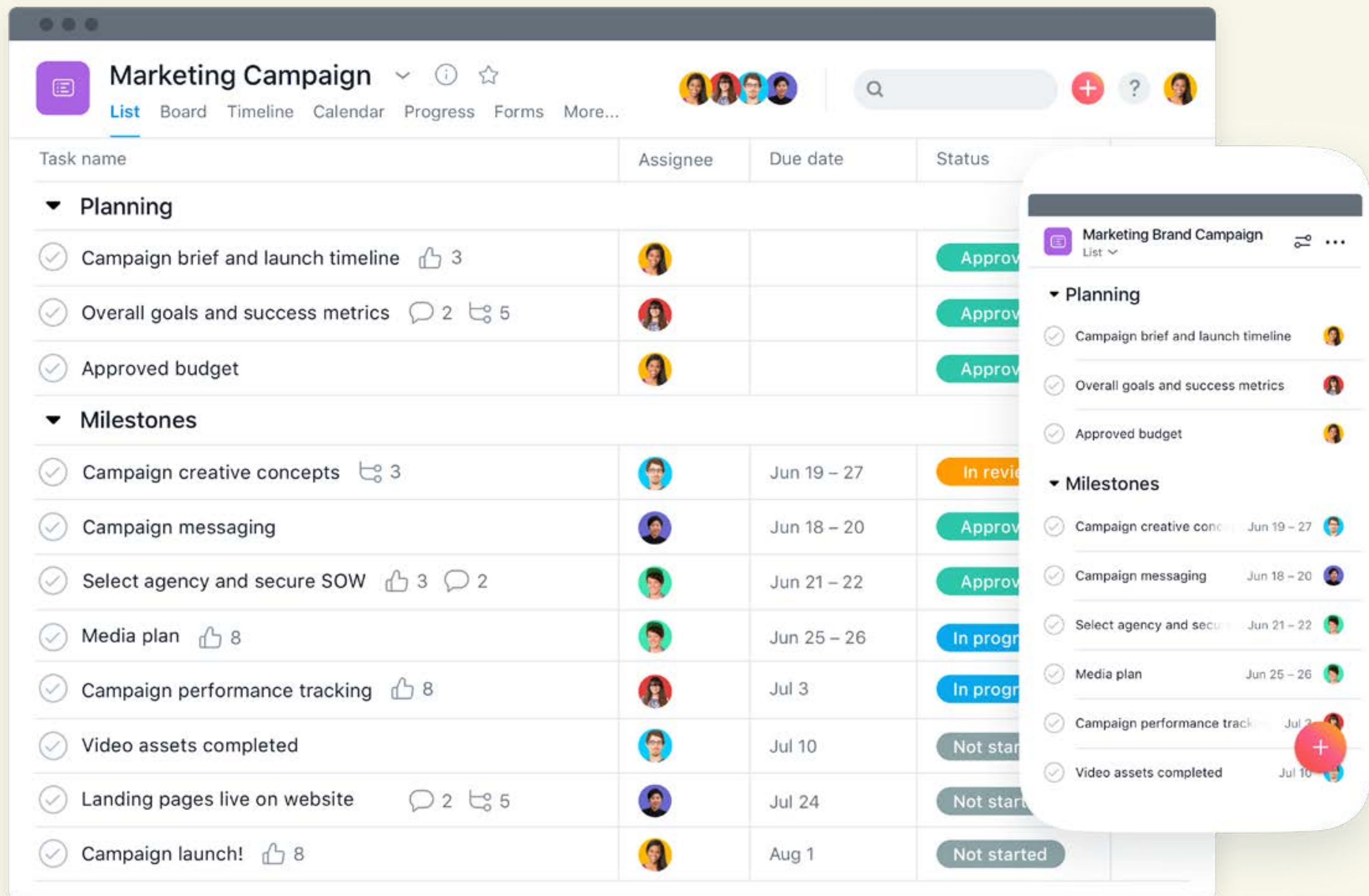
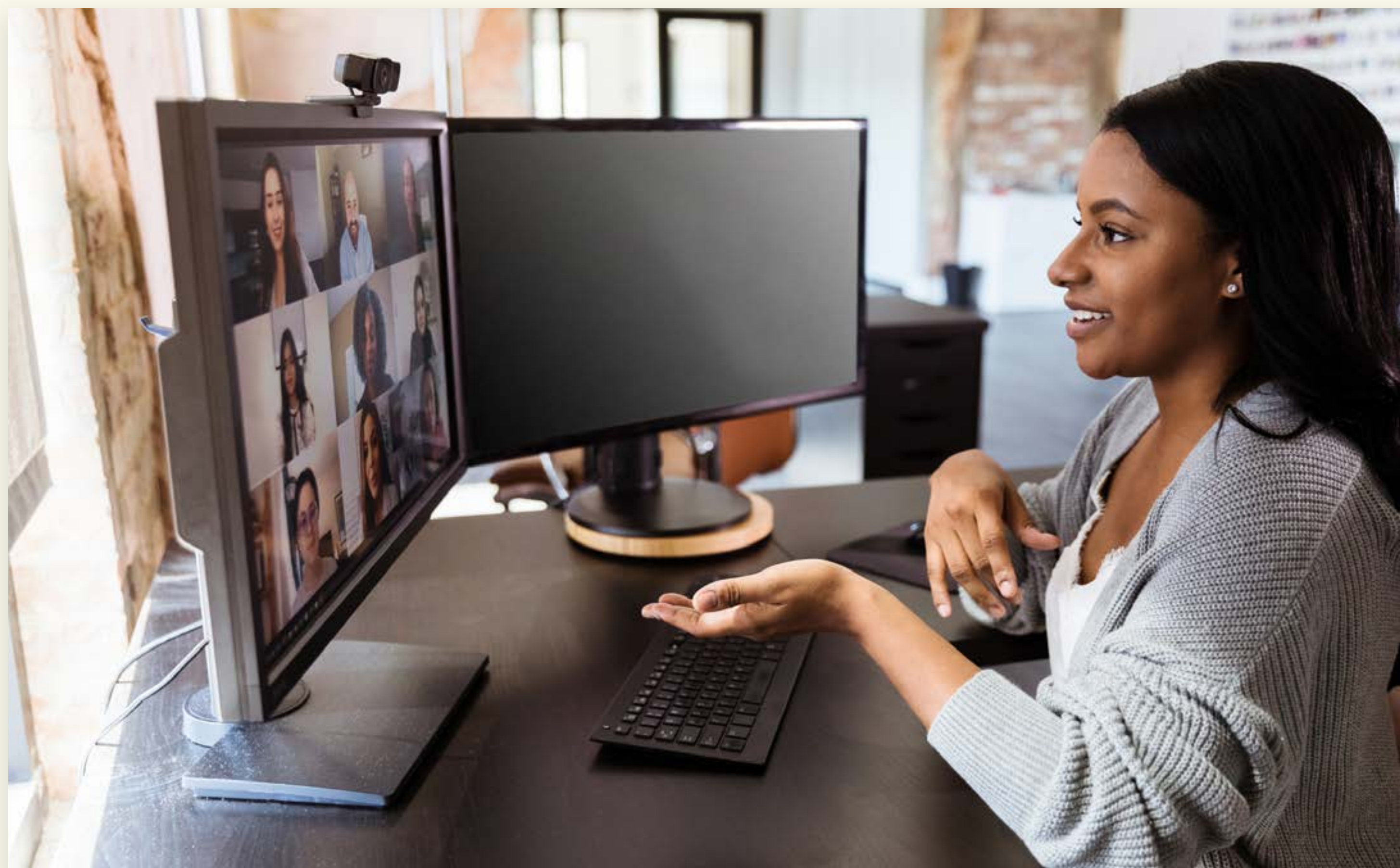


Image Source: <https://asana.com/product>





SOLO COMMERCE
SOCIAL TRIGGERS

New Work Culture:
Agility, Nimbleness and Diversity

At the heart of the innovation is the demand to be an agile organisation – to have flexible structures, processes, and people that can embrace fast-moving change and innovate at speed and scale. Digital transformation of the workforce allows HR to reimagine their workforce: instead of reskilling or hiring, they could collaborate with fitting productive and adaptive talents from the gig economy pool. The additional benefits? Bringing collaboration, diversity and inclusivity into the company’s culture, by carefully blending the on-site and the remote.



It’s opened up a world of opportunities for those who weren’t suited to be engaged in traditional full-time jobs earlier: like women who’d dropped out of the workforce to care for families or the specially abled or older professionals nearing retirement. Quoting Upwork’s Future Workforce Report 2021: “As a result of the pandemic, over half, 53%, of businesses say that remote work has increased their willingness to use freelancers.”

Lifestyle Examples

Alt Education for Alt Entrepreneurs

The STOA School aims to disrupt the 60-year-old MBA by challenging the traditional 2-year curriculum with a 6-month MBA that costs 1/10th of a regular MBA*. With a faculty that includes startups founders like Ankur Warikoo (founder, Nearbuy), Nithin Kamath (Co-Founder, Zerodha) and Kunal Shah (Co-Founder, CRED) STOA MBAs aim to build an entrepreneurial culture among leaders and business owners of the future.

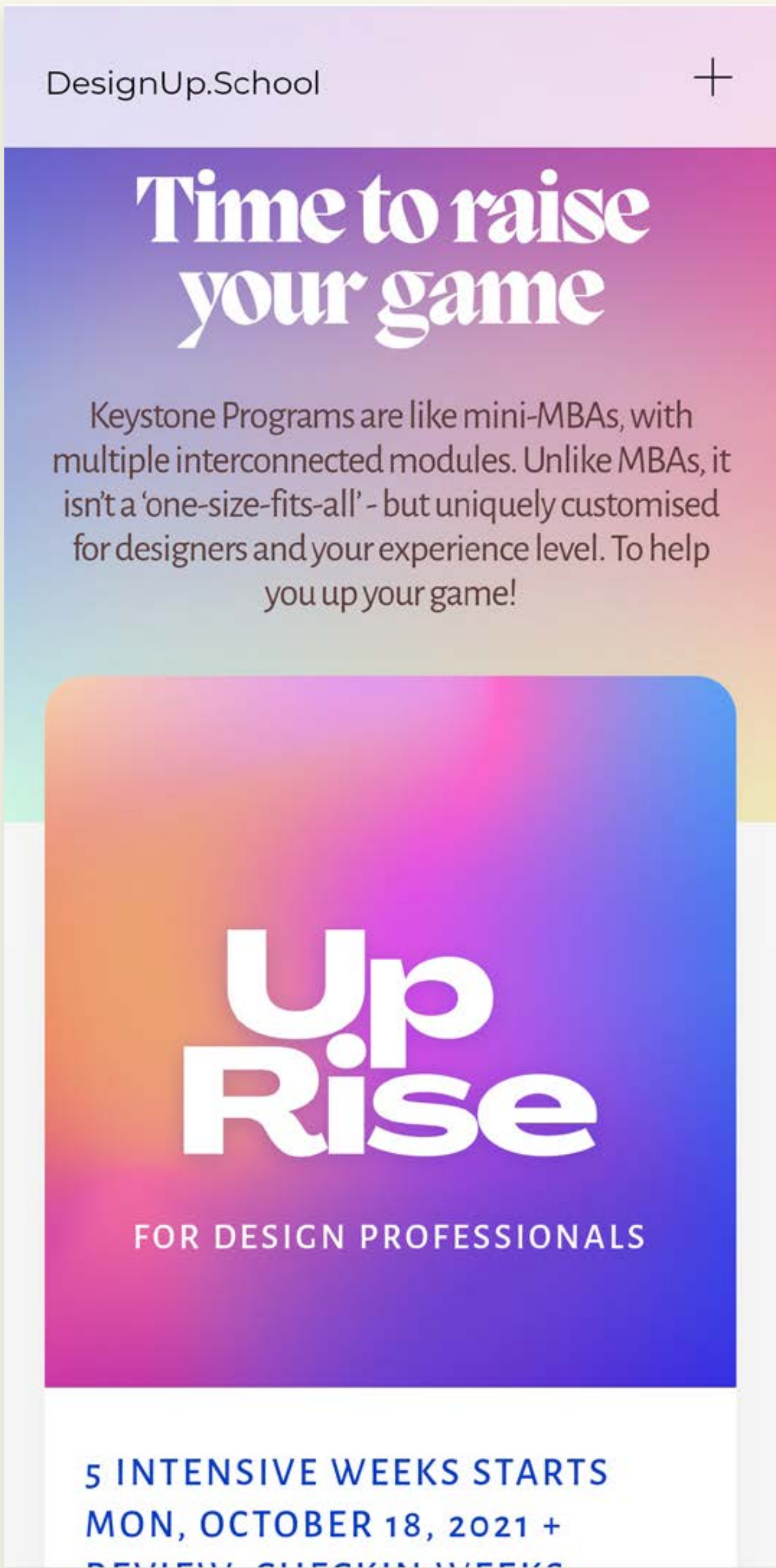
Like STOA School, the DO School and DesignUp. School are other examples of the mainstreaming of alternative education programmes. These are a means for young and mid-career professionals to reimagine their careers and take alternate paths to success, rather than climbing the proverbial “ladder”. It’s for those who pursue purpose and are self-driven leaders. Education is not just a means to an end now, but a way to set yourself up to create change and do purposeful work.



A glimpse of the STOA School’s MBA curriculum. Screenshot taken on 20 Dec 5:00pm

Screenshot from STOA website <https://www.stoaschool.com/>

* Source: The Ken, Stoa School’s open challenge to the IIM MBA: <https://the-ken.com/story/stoa-schools-challenge-iim-mba/>



Schools like the DO School or DesignUp. School’s Up Rise break away from traditional education to provide tailor-made courses that are relevant to up-and-coming leaders within organizations and professionals with an entrepreneurial mindset.

Screenshot from www.thedo.world and www.designup.school

SOLO COMMERCE


LIFESTYLE EXAMPLES

Freelance Forward to the Creator Economy

Apart from early enablers of the freelance market like Upwork and Fiverr, new platforms like Teachable (global) and Teachmint (India) are supporting a generation of online-teachers, coaches and creators. Upwork and Fiverr allow platforms to hire freelance professionals as per their project requirements. Teachable is a US-based startup founded by Ankur Nagpal, an award-winning support for creators and businesses of all sizes and subjects. It teaches new creators how to run one’s own business i.e. how to make and sell one’s own online courses. Ankur believes

that “In the future, entrepreneurs will sell knowledge over products.” We agree.

Says Forbes, “The pandemic and Web3 have only accelerated the creator trend. Today, the total size of the creator economy is estimated to be over \$100 billion and 50 million people worldwide consider themselves creators.” With enablers like digital platforms, Web3, Crypto, NFTs and the acceptance of remote work, a new generation of creators emerges.



Join more than 100,000 creators who’ve sold over \$1 billion in courses and coaching.

[View Features](#)

1

Easy as it gets.

In a matter of minutes, you'll have access

2

Teach the way you want to learn.

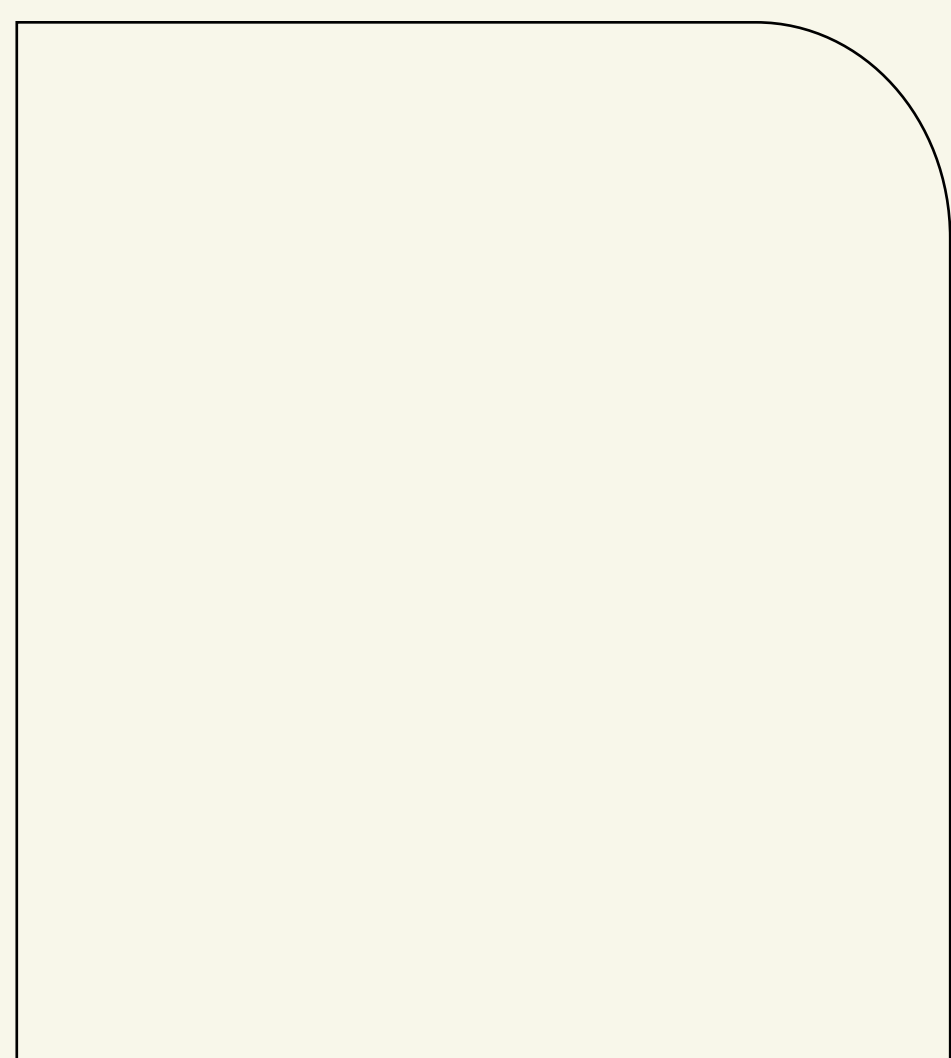
3

The small matter of getting paid.

Screenshot from the platform Teachable. Its motto — “Share what you know.™” Teachable positions itself as a platform that allows you to “transform your experience and know-how into a thriving knowledge business” by creating online courses and coaching services.



Colour Forecast



WHITE FOREST
L184



INCA RUINS
7855



PISTA CREAM N
K156



CEDAR PATH
8673



AFRICAN PLAIN
8494



FISHERMAN'S
WHARF
8342

An unconventional ensemble for the unconventional workforce, this mature and energetic palette expresses qualities of self-motivation, respect empowerment and freedom. Colours like White Forest (L184) and Pista Cream N (K156) stand for agility and flexibility, while Inca Ruins (7855) and Cedar Path (8673) represent a new definition of success: that rejection of the rat race and working hard but on one’s own terms. Gritty shades like the mossy olive-brown of African Plain (8494) and the greyish-green of Fishermen’s Wharf (8342) represent the strength of character needed to deal with uncertainty and yet go off the beaten track.

An unconventional ensemble for the unconventional workforce.



Material Forecast



PERFORATED METAL



HEMP COTTON CANVAS



PERFORMANCE TEXTILES

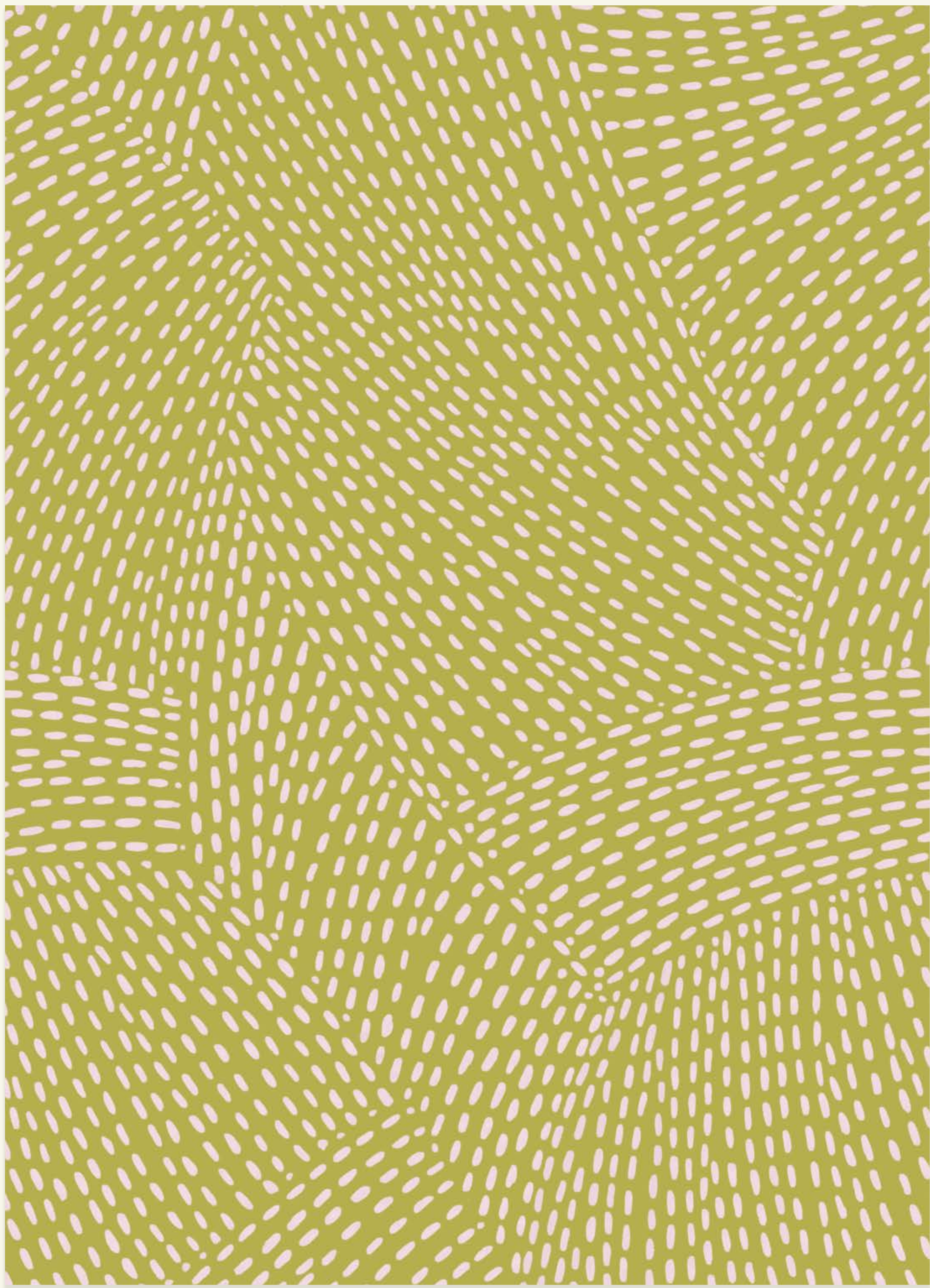


MDF

Inspired by our transition to a less temporary home-office setup, the forecasted materials for Solo Commerce are versatile, diligent and smart, and can serve as medium-to-long-term alternatives. Hemp Cotton Canvas is an eco-friendly material that can be used for bags and clothes, and lately even for shoes. MDF, often used in display shelves, has that medium-term quality. It’s sturdier than particle board but not as long term a commitment as hardwood. Perforated metals used in contemporary storage and innovative lighting fixtures help us spruce up our spaces quickly, keeping things light & easy. Because of their use in home/office chairs and furnishings, there is a rising interest in Performance Textile innovations. These fabrics maximise comfort and flexibility without compromising on durability.



Pattern Forecast



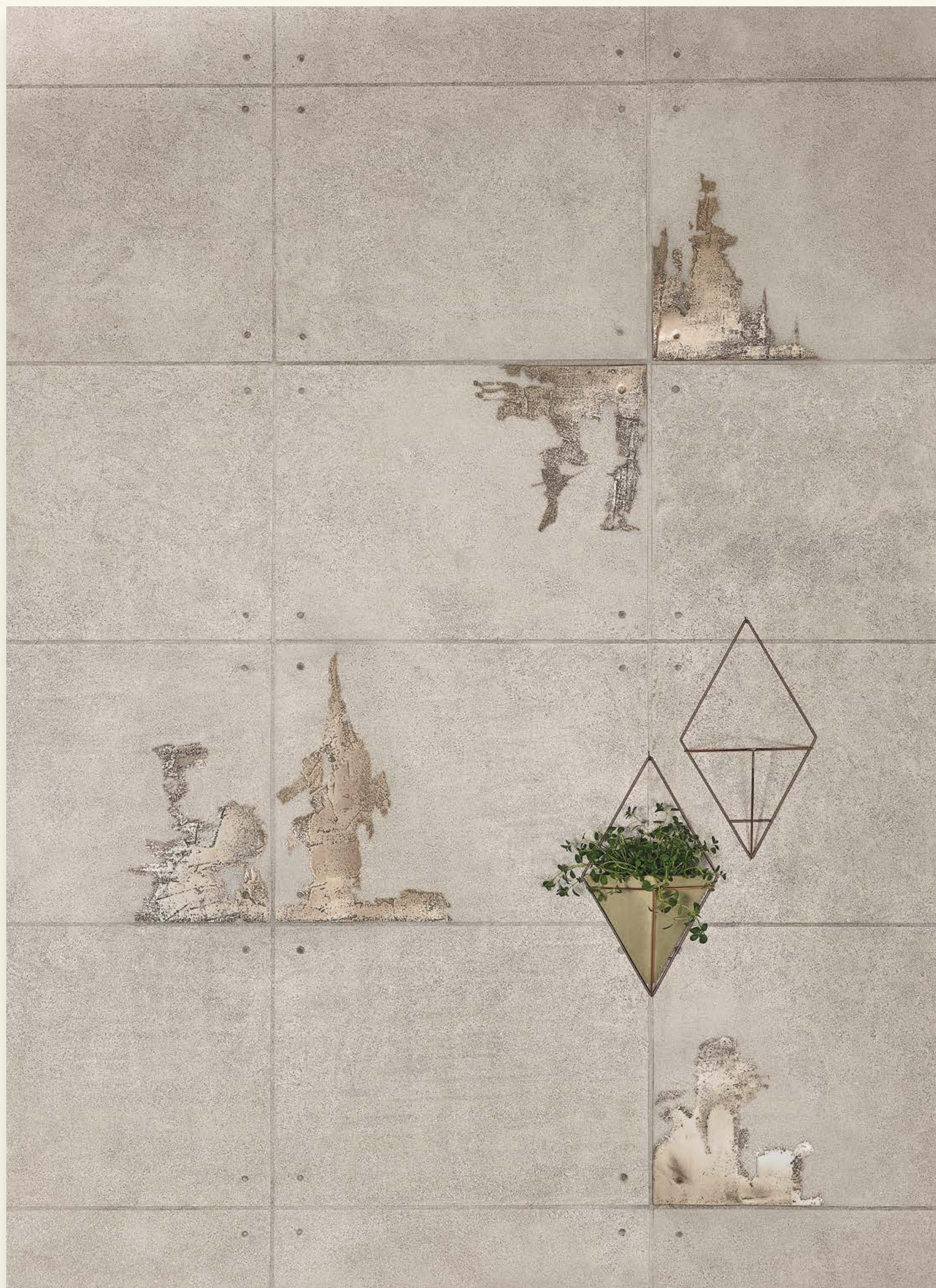
WALLPAPER

Sky Dance wallpaper
Replay Collection by Asian Paints Nilaya

The intricate dotted lines of Sky Dance are a celebration of the skill it takes to create a highly crafted look. It activates the creative mind, as we wander along it’s pattern in rapt attention, and stumble upon new ideas. It can also act as a vivid background to our workspace where we engage in our daily hustle.



Texture Forecast



TEXTURE

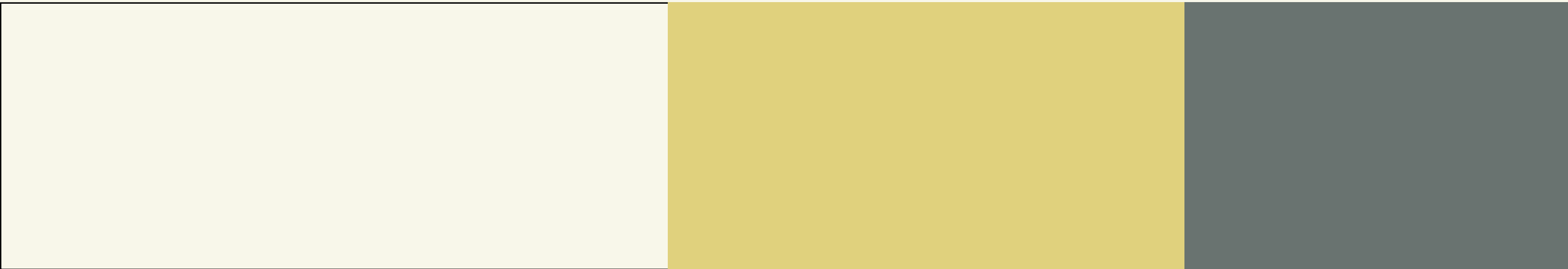
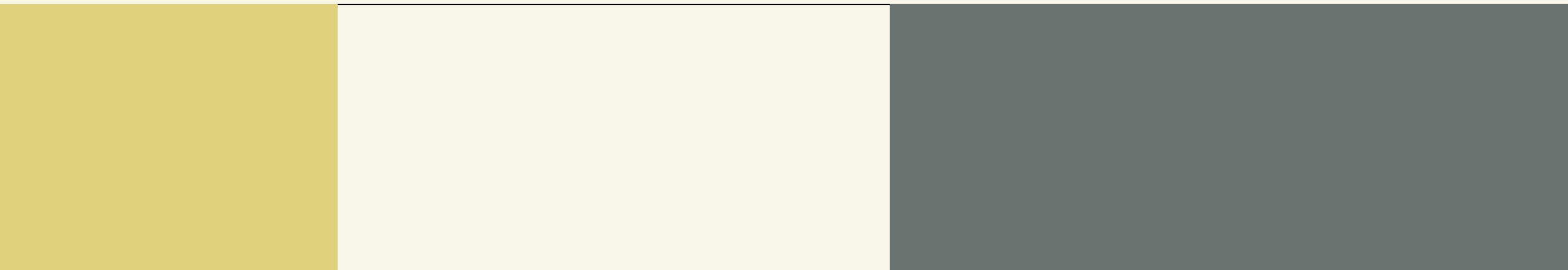
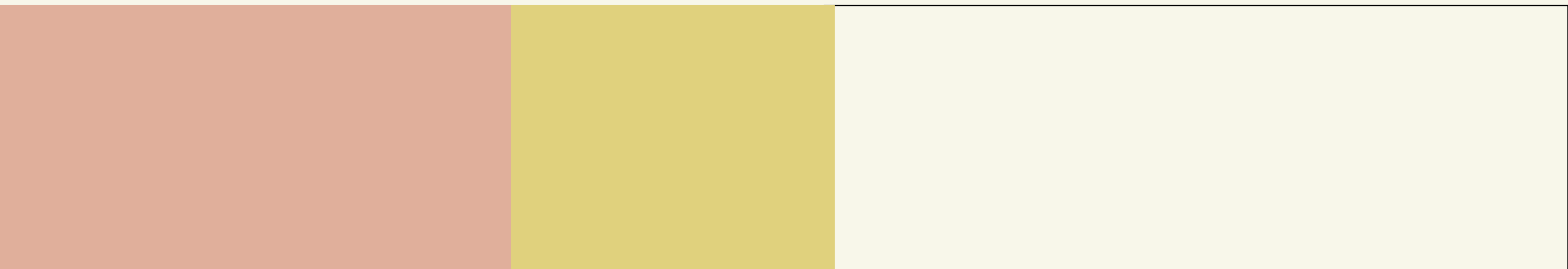
Archi Concrete Fuso

Material Finishes by Asian Paints Royale Play

A cold exposed concrete grid is disrupted by sudden bursts of fused metal, making the making the wall look luxurious. Archi Concrete Fuso in Platinum Disc fused with Mettalo Fuso Brass, personifies the industrious solopreneur—a self-made success story.

Colour Play

*Refer to the ColourNext Swatch Kit for colour matching





Design Examples

SOLO COMMERCE
DESIGN EXAMPLES | MATERIAL & FURNITURE

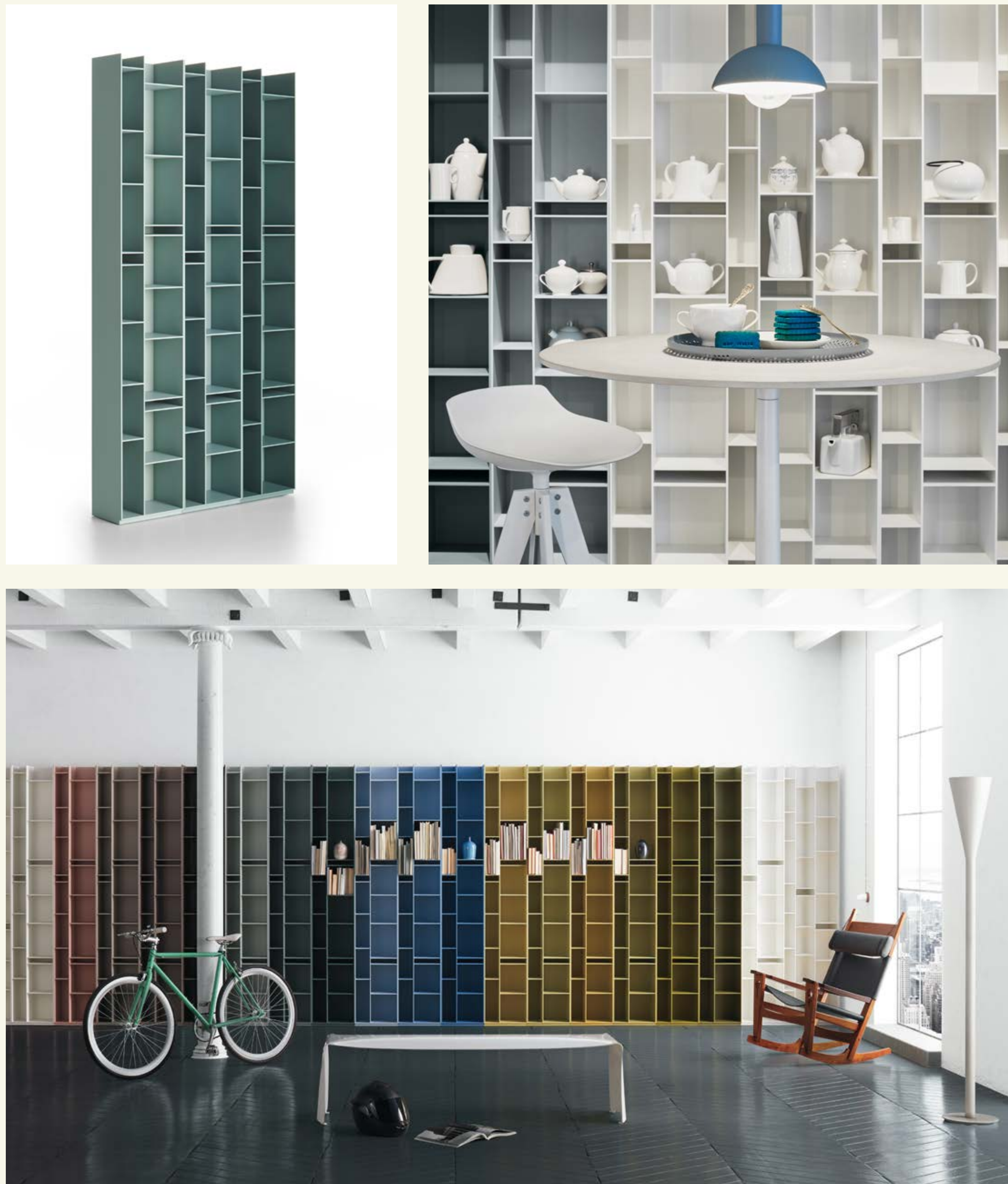
Random Box By MDF Italia

Designed by Neuland Industriedesign, Random is an icon of the MDF Italia collection. Thanks to its timeless character, the new Random wood adapts harmoniously to any context and style, from the most classic to the most modern, characterizing every interior with personality. A Random Box is a modular bookcase, which can be used individually for small spaces, or in combination with other colour shades to create larger compositions.

Website: <https://www.mdfitalia.com/it>

Image © MDF Italia

Photo credit: Thomas Pagani





SOLO COMMERCE
DESIGN EXAMPLES | FURNITURE DESIGN
Gola Dining Chair by This & That

Turning a new page in the lacquerware heritage of Gujarat, Laakh is a collection of statement furniture. Straddling the nostalgic and the new, it draws from the brightly hued shapes of traditional toys this craft is historically associated with. A perfect balance of colour and geometry, it is a sculptural take on furniture that is equal parts craft, design and art.

Image © This & That





SOLO COMMERCE
DESIGN EXAMPLES | OFFICE FURNITURE SYSTEM

Tangens by Sára Kele

TANGENS is an office furniture system that aims to combine the comfort of a home office with the modularity required for the contemporary agile workspace and a sustainable approach. After months of working from home, the workforce will be migrating back to their offices in the post-Covid world. The goal of TANGENS is to create modularly assembled, lightweight office furniture that emulates the comfort of working from a home environment.

Image © Sára Kele





SOLO COMMERCE
DESIGN EXAMPLES | HOME FURNITURE & APPLIANCE

Saturn Bluetooth Speaker Table by Sevenaire

Saturn by Sevenaire is a Bluetooth Speaker Table built as a result of fusion of art and audio innovations. Its 360° design projects sound in a consistent and uniform manner for a surround-sound experience. The speaker is packed with specs that deliver a captivating and extraordinary sound for the ultimate audio experience. All packed in an elegant OAK wood veneer table with premium heather fabric.

Image © Sevenaire



SOLO COMMERCE

DESIGN EXAMPLES | FURNITURE DESIGN & MATERIAL

Karman Collection by Steelcase

Steelcase Karman is designed to naturally respond to the body’s movement and deliver comfort in an entirely new way. Its 21st century design combines a new proprietary mesh textile that doesn’t sag or feels stiff, with an ultra-light-flexible frame that eliminates stiff edges, so people feel less pressure on the seat and back than other, traditional mesh chairs. Weighing only 29 pounds, it’s designed for sustainability, using minimal materials and resources, yet strong enough to support all body types.

Image © Steelcase





SOLO COMMERCE
DESIGN EXAMPLES | PRODUCT DESIGN & MATERIAL

Hemp Shoes by 8000kicks

Explorer v2 is designed for the outdoors, for the urban explorers and everything in between. Whether you are travelling in the tropics, running in the mountain or just chilling by the beach, Explorer v2 will be there with you always.

- Made with Hemp
- Recycled rubber outsoles
- Cork Insoles
- 100% Waterproof
- 100% vegan
- Cool design

Image © 8000kicks





SOLO COMMERCE

DESIGN EXAMPLES | CONTENT & COMMUNICATION

Dropbox Virtual First Toolkit

Aimed at helping people be more effective at work while working virtually, in the Dropbox's Virtual First Toolkit “you’ll find practical, virtual-friendly exercises—from setting better goals to improving your team’s well-being—to help you thrive in distributed work.” These kits are for those who are fully remote or working from home. Learn how you can work, collaborate and grow individually and collaboratively through videos, webinars, articles, how tos and more.

Image source © Dropbox





SOLO COMMERCE
DESIGN EXAMPLES | STRATEGY & COLLABORATION

Manchaha by Jaipur Rugs

Manchaha means ‘the heart’s desire’. As the name suggests, the Manchaha Collection by Jaipur Rugs consists of original rugs spontaneously designed by rural weavers on the loom, by upcycling leftover yarn or raw material returned from the loom.

Each piece is a poetic narration of the everyday lives and the emotions of its makers. Manchaha is both a medium of self-expression and a source of sustainable livelihood for craftspeople and their communities.

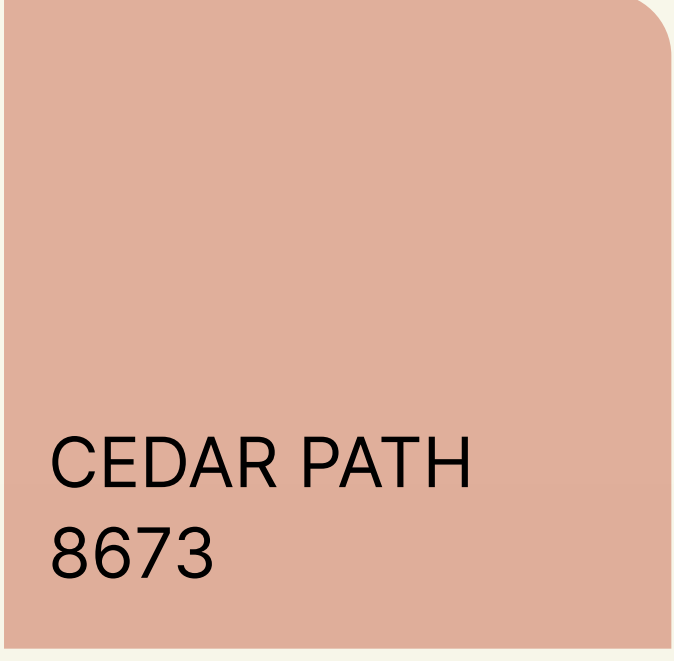
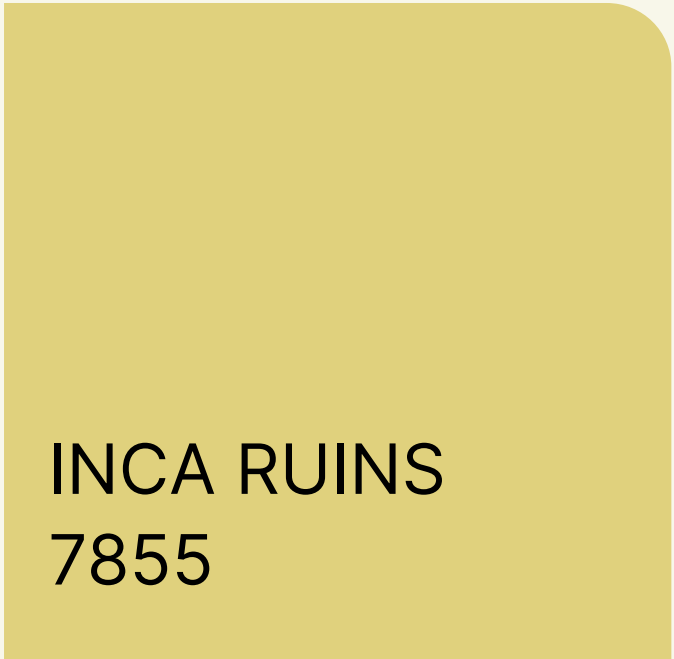
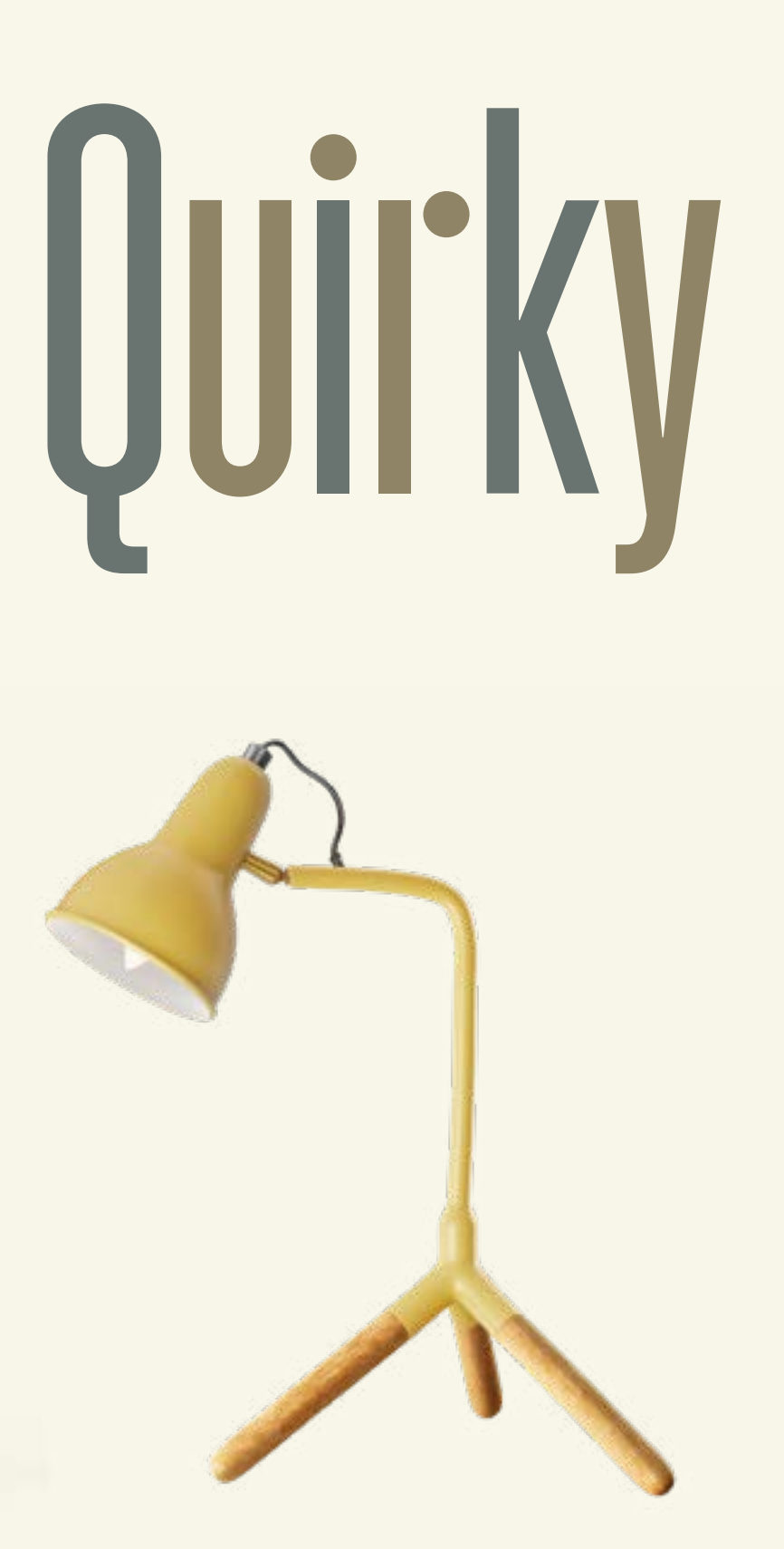
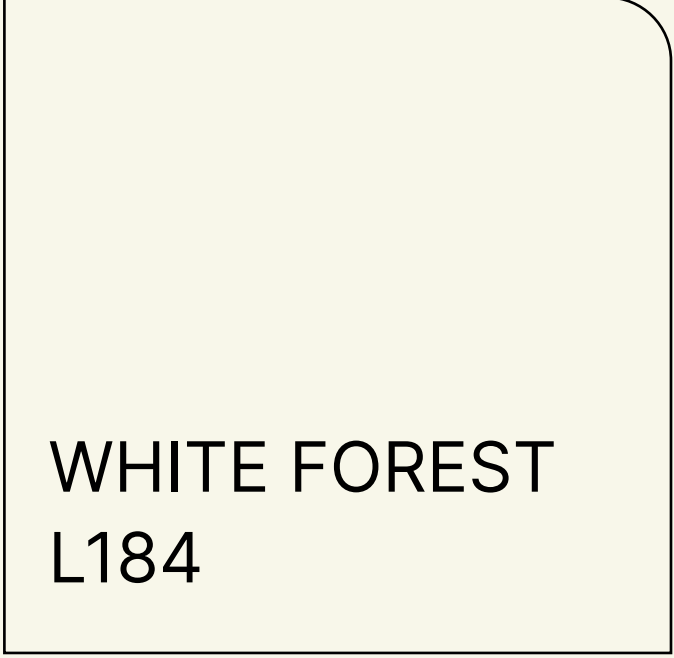
Fun fact:

This year, we at ColourNext collaborated with Manchaha to design a one-of-a-kind rug called “Sangam”, dyed in the colours of our Colour of the Year.





VERSATILE



ECLECTIC





TREND 4

WE/US

Ungendering Spaces

STORIES

SOCIAL TRIGGERS

LIFESTYLE EXAMPLES

DESIGN EXAMPLES

VISUALS

COLOUR FORECAST

MATERIAL FORECAST

PATTERN & TEXTURE FORECAST

COLOUR PLAY

MOOD BOARD



“ When you take away ‘There’s clothes for men and there’s clothes for women,’ once you remove any barriers, obviously you open up the arena in which you can play [...] It’s like anything — anytime you’re putting barriers up in your own life, you’re just limiting yourself. ”

—Harry Styles

On the outside, this trend reflects how cis-het men donning a feminine aesthetic with confidence, is taking the world of fashion by storm. But its roots go beyond fashion. By breaking established notions of what’s masculine and feminine, the boundaries between genders become less harsh.

We/Us is a step in the journey of rejecting trite stereotypes. It’s a playful dismantling of gender assumptions and hierarchies. It looks forward to a world where we acknowledge choice, individuality and freedom.

Social Triggers

Current social sentiment on gender, sexuality and inclusivity

2020 saw a noticeable social shift away from gender norms and gender binaries. Public consciousness around the concept of gender identity has evolved, to a positive understanding that gender is non-binary. This has been further powered by the internet and social media, and it’s given voice to LGBTQ+ communities and activists. As education becomes more accessible, notions of masculinity are now being viewed as a spectrum as opposed to the time-worn strongman stereotype.

What Happens When Men Don’t Conform to Masculine Clothing Norms at Work?

by Ben Barry

August 31, 2017



The discussion on gender non-binaries has been going on for a while. What’s changed is the mainstreaming of it. This screenshot is of an article in the Harvard Business Review “What Happens When Men Don’t Conform to Masculine Clothing Norms at Work?” authored by Ben Barry, published on August 31, 2017. (In Image: Screenshot taken on 6 December 2021, 3:18 PM IST.

Source: <https://hbr.org/2017/08/what-happens-when-men-dont-conform-to-masculine-clothing-norms-at-work>)


WE/US

SOCIAL TRIGGERS


Reclaiming of gender neutral pronouns “them/they”

As our individual quest for freedom and a wholesome expression of our identities pushes traditional boundaries, so does the media narrative change. Catalysed by social media, celebrities and influencers, the reclaiming of non-binary pronouns like “them/they” and proclaiming one’s preferred pronouns, is acceptable and somewhat mainstream. We’re now focussed on rebuilding society with inclusivity at its core.




Life and style



Poppy Noor


 @PoppyNoor


Tue 14 Jan 2020 14.33 GMT



So your friend came out as non-binary: here’s how to use pronouns they/them

Janelle Monáe just came out as non-binary, joining a growing number of people who use ‘they/them’ as pronouns. You might be wondering how to address them



 Janelle Monáe. Photograph: Chris Delmas/AFP/Getty Images

In 2020, the spotlight on gender-neutral pronouns grew brighter still, taking the discussion to a whole new level. It’s now commonplace on social media to add one’s pronouns to one’s profile/bio. (In Image: Screenshot taken on 6 Dec 2021, 3:23 PM IST. Source: “So your friend came out as non-binary: here’s how to use pronouns they/them”; authored by Poppy Noor, published on January 14, 2020.

Source: <https://www.theguardian.com/world/2020/jan/14/janelle-monae-non-binary-pronouns-they-them>



Lifestyle Examples

Fashion

From the form-fitting silhouettes of the Balenciaga Fall Winter 22 (FW22) Collection to the “refined whimsy” of Prada’s FW22 Womenswear collection, fashion has been the biggest inspiration behind this trend. The Miu Miu FW22 collection has gone ‘viral’ in a way hardly any other collections in the past have.

Quoting Another Magazine’s article *Why the Miu Miu Show Was a Profound and Meaningful Shift for Fashion*: “Pieces didn’t seem like womenswear on men, or vice versa: they were just clothes, on people, without boundaries or limitations. That felt freeing, and profoundly modern. It didn’t feel new – insomuch as it reflects the moods of our times, the openness of younger generations to eschew old binaries and cumbersome restrictions, which in turn influence society as a whole, despite the frowns and sneering of conservative naysayers.”



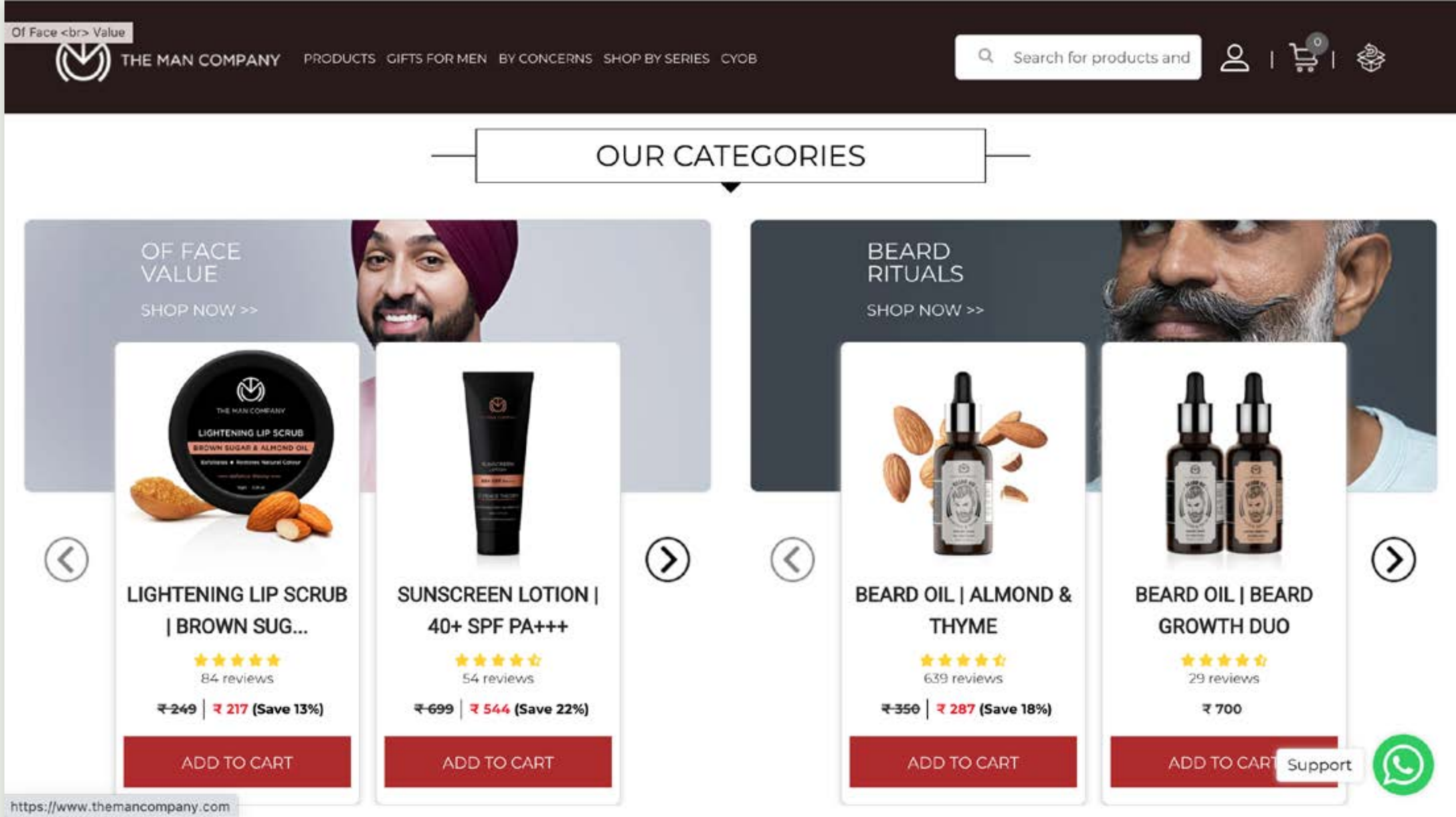
Images courtesy Miu Miu

WE/US

LIFESTYLE EXAMPLES

Personal Care and Grooming

Personal care and grooming as a sector bear witness to this trend most prominently. Overseas, gender-less brands like the Swedish underwear brand Kon lead the way, while closer to home brands like Ustraa and The Man Company try to change the perception of the quintessential Indian gentleman.



Men's grooming is booming. These products from The Man Company and more such from brands like Ustraa are glamorising grooming and redefining a modern Indian man.

Image © The Man Company

WE/US

LIFESTYLE EXAMPLES

Influencers

Whether it’s Noah Beck in heels or Harry Styles in a dress, the discussion on dismantling toxic masculinity by peacocking largely revolved around white men in the past. With influencers like Alok Menon, Durga Gawde, Sushant Divgikr, Rohit Singh, and likes, we see more South Asian influencers break social stereotypes around race, sexuality, gender and self-expression using the powerful tools of fashion and social media. The followership of these influencers is a manifestation of the acceptance of non-binary identities; it marks the beginnings of its effects on Asia.



Left: Alok Menon in a embellished tulle frock by Papa Don't Preach.





WE/US

LIFESTYLE EXAMPLES

Shoes, Apparel and Jewellery

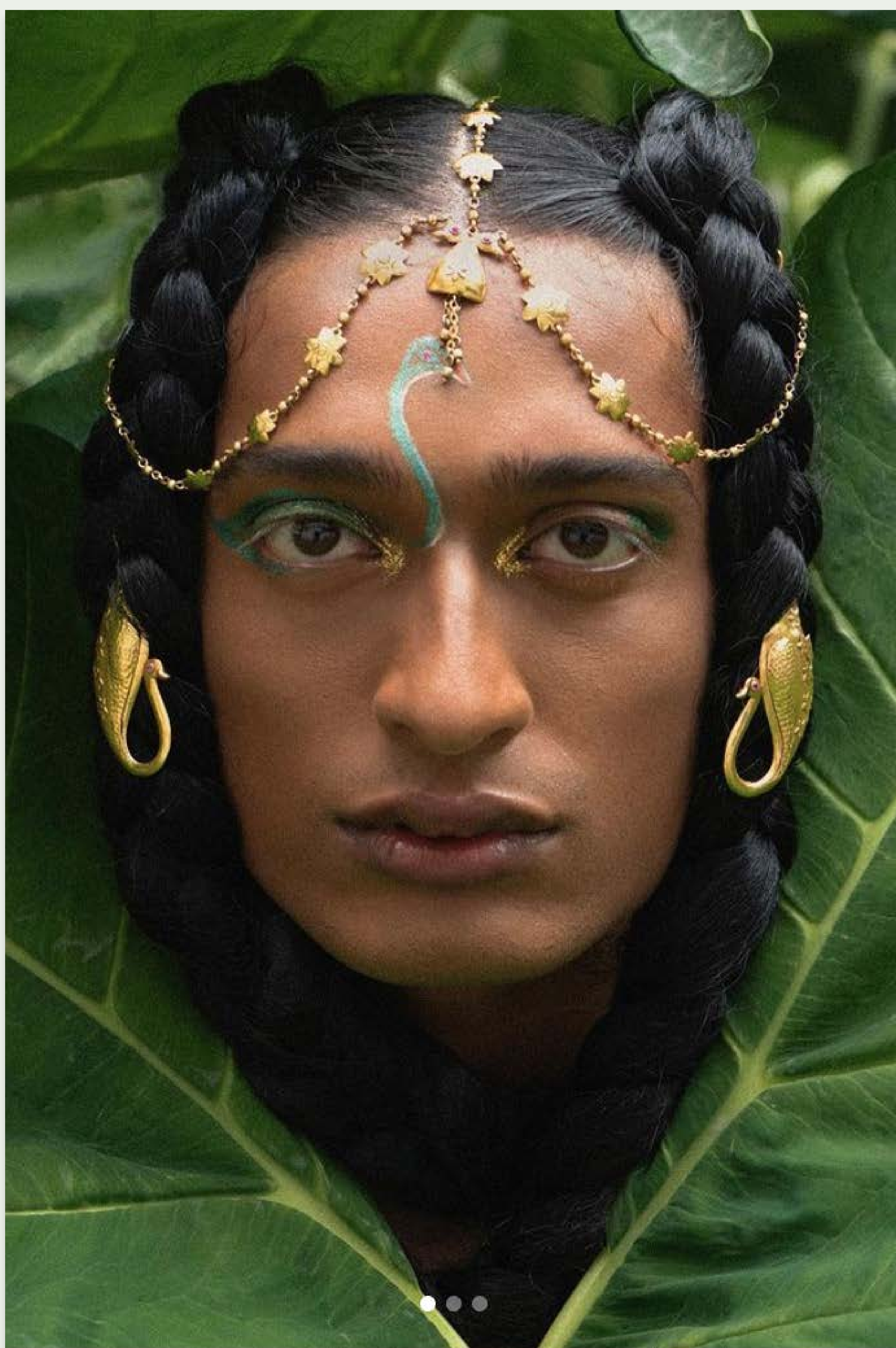
Apart from beauty and personal care, brands rooted in being fluid or non-binary are also being birthed in other areas of fashion, such as the shoe brand JVAM, apparel brand MIXX or the jewellery brand Bhavya Ramesh Jewellery.

JVAM’s mission is “to go against societal norms of exclusivity and divisiveness by crafting high-quality shoes that break gender stereotypes and embrace individuality.” While MIXX is an Indian fashion brand “Creating a Gender Equal Future”, and attempting to change the conversation around gender in an urban context.



About MIXX: MIXX is here to start conversations around the idea of gender equality in urban settings. “We aim to create products and experiences across a spectrum of elements – art, design, publication, fashion, film, school curriculums, even food.”

Image © MIXX; Sourced from Instagram @generationmixx

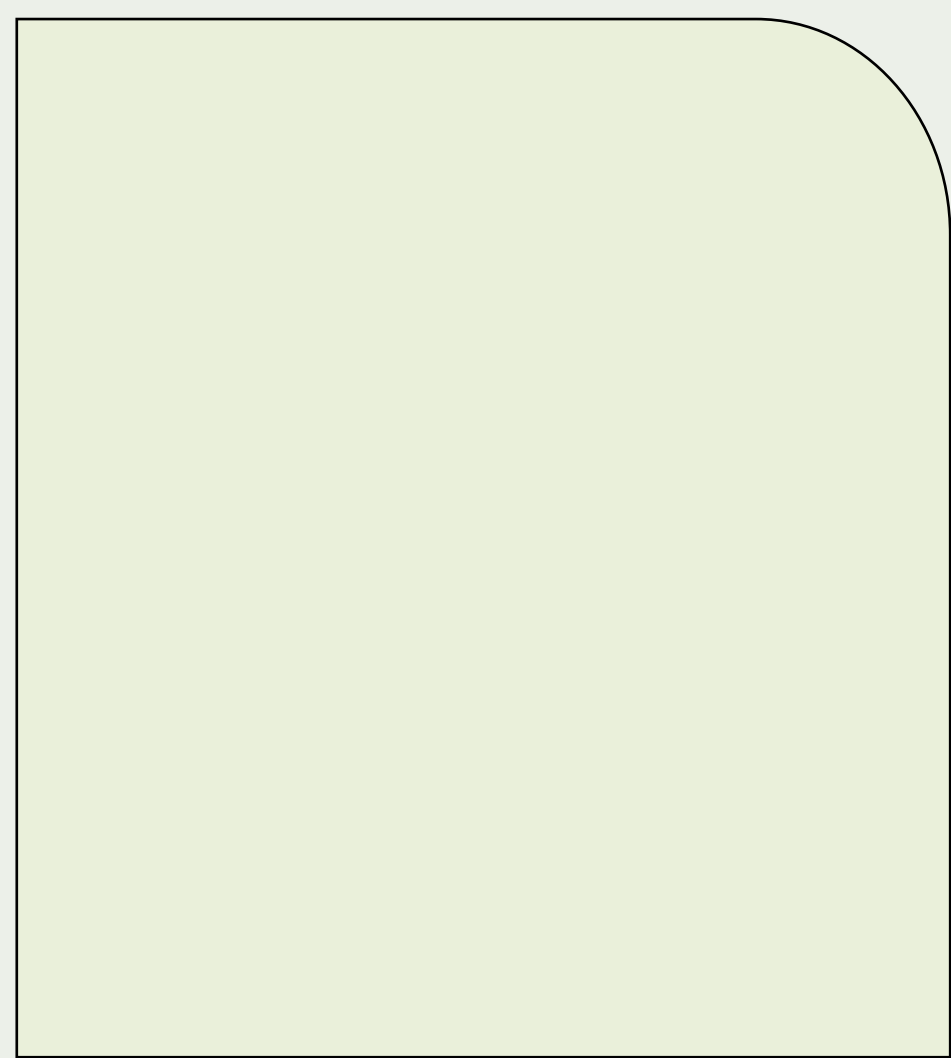


“BhavyaRamesh Jewellery (top image) is a conscious silverware brand, fostering love & oneness to create a fluid community that wholeheartedly expresses itself. We believe in the power of being sensitive and sublime.” – bhavyaramesh.com

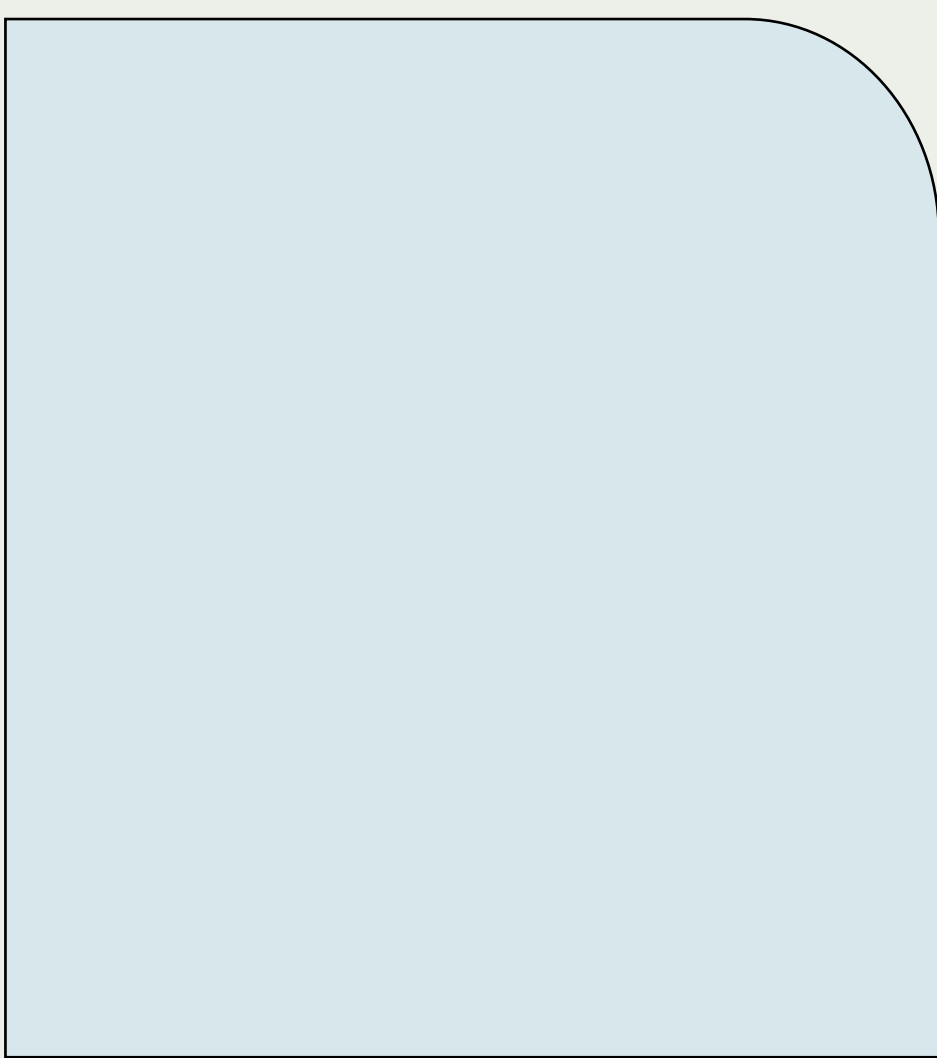
Image © Bhavya Ramesh Jewellery; Sourced from Instagram @bhavyarameshjewelry



Colour Forecast



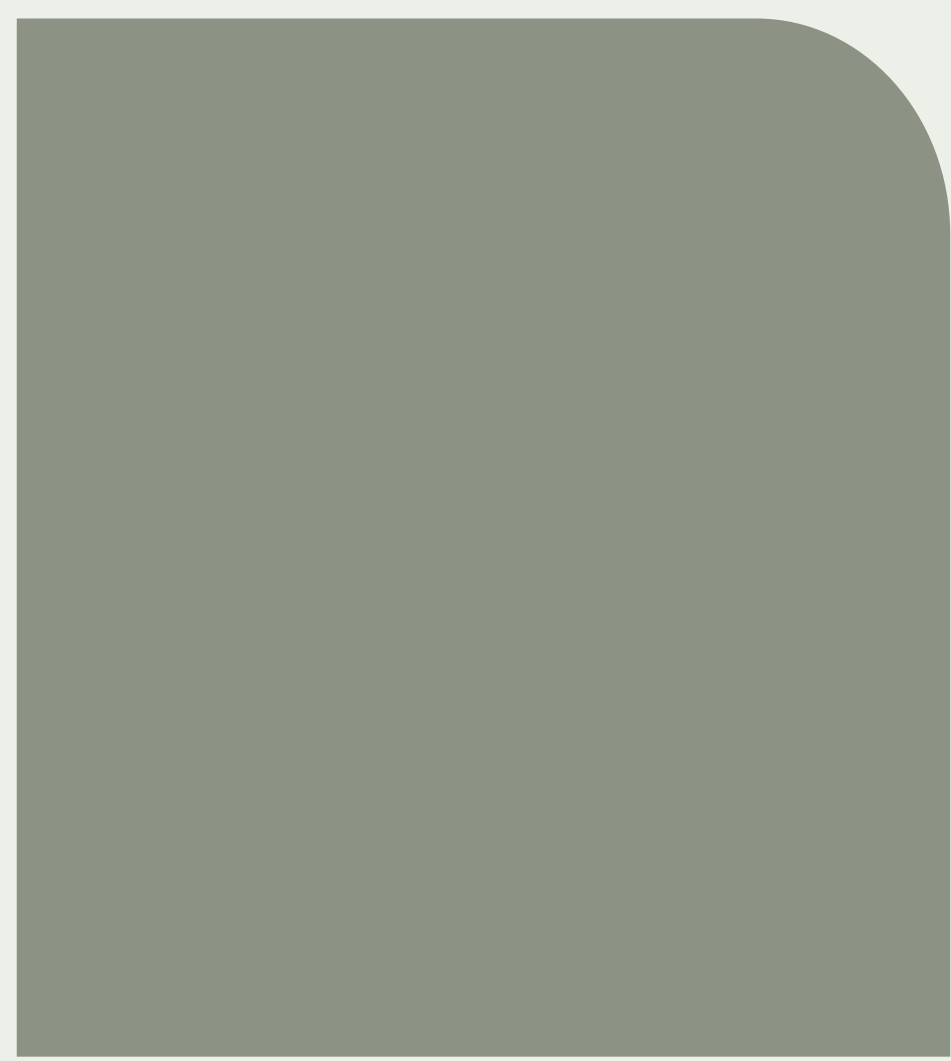
FLOWING GREEN
7659



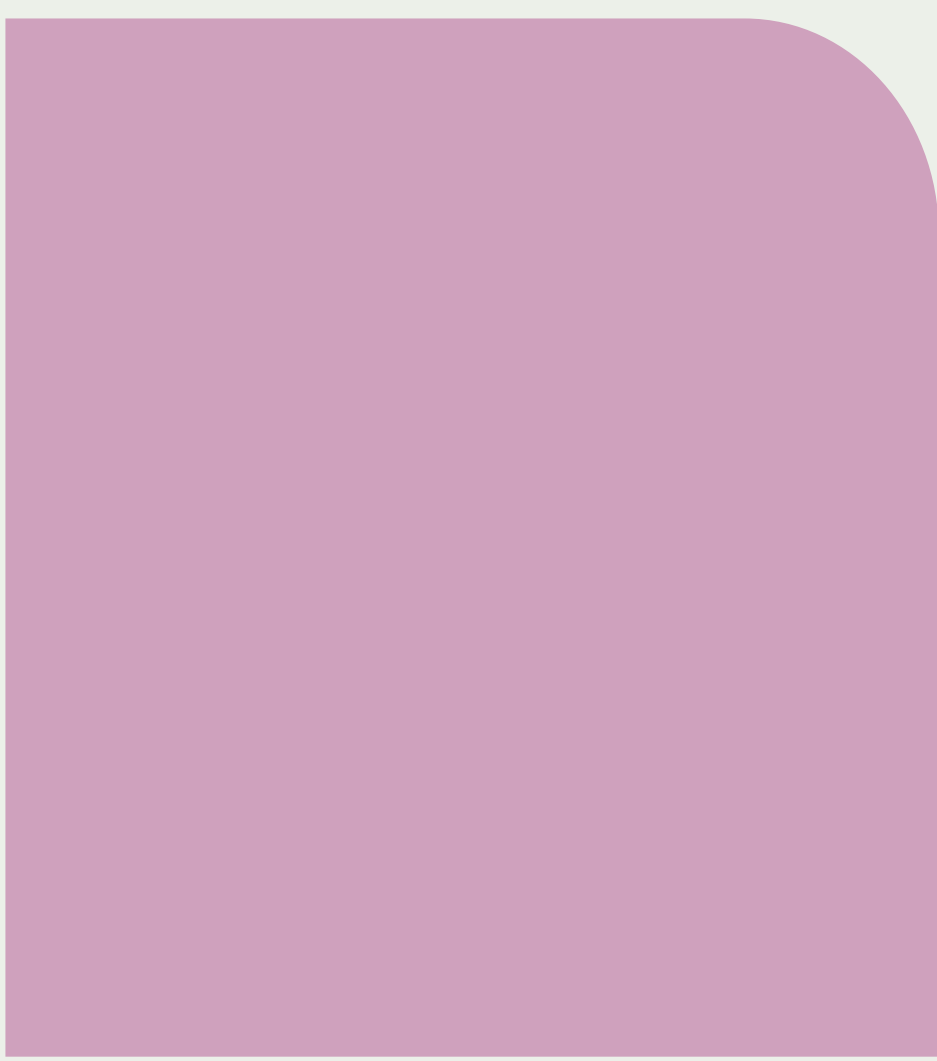
NAUTILUS
7411



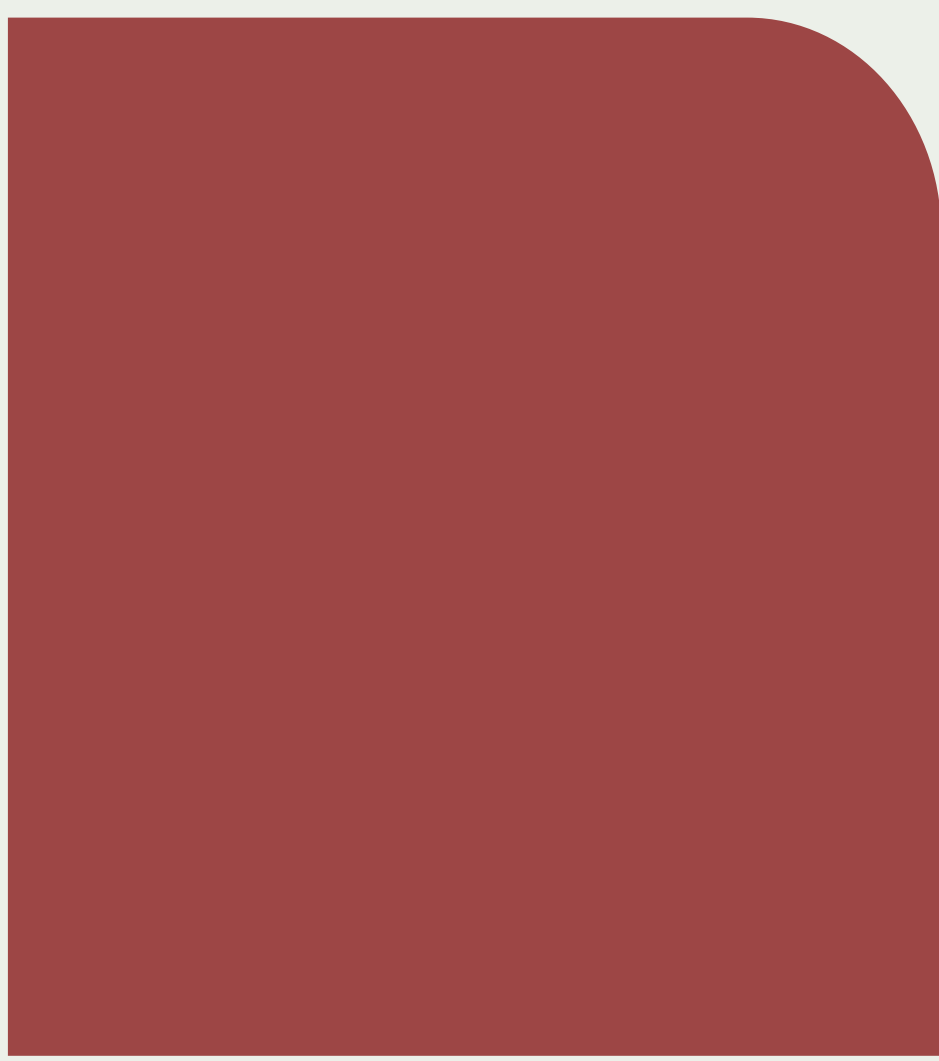
MAHUA I
X167



STONY BROOK N
K144



FRENCH ROSE
8168



MOROCCAN
ROSE N
9994

The colour palette for We/Us is confident, liberated and adventurous. Cool industrious colours with fresh undertones, like Flowing Green (7659) and Nautilus (7411), are balanced by bold colours, like Mahua I (X167), French Rose (8168) and Moroccan Rose N (9994). Paired together they create an element of surprise. Stony Brook N (K144) represents equality and neutrality, while Flowing Green and Nautilus are free and relaxed. French Rose and Mahua express confidence in individuality, while Moroccan Rose is sensuous and flamboyant. Overall the palette is a fresh take on old-world maximalism.

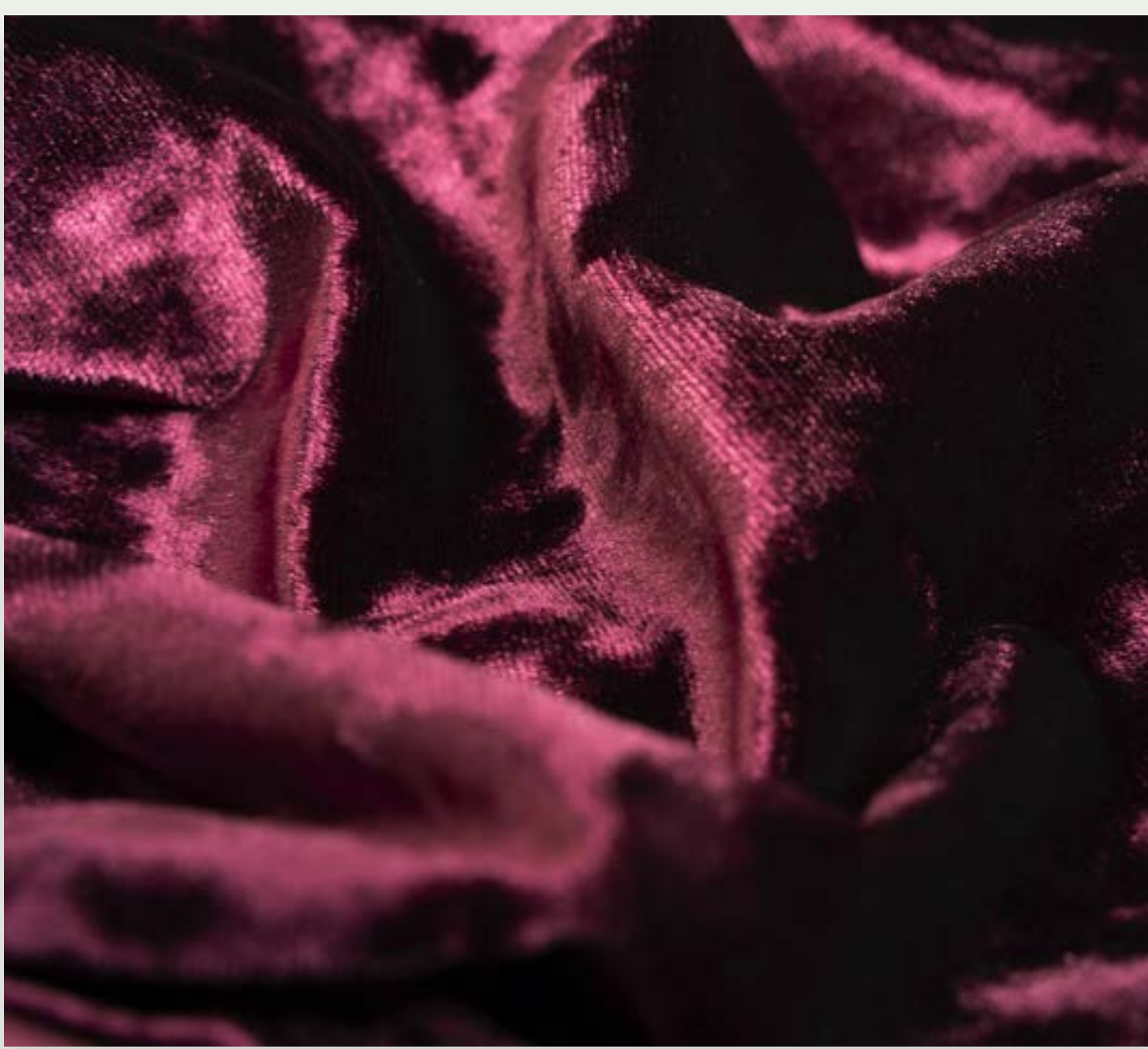
Paired together, all these colours create an element of surprise.



Material Forecast



HIGH-GLOSS MARBLE



VELVET



CHALK-MATTE CERAMIC



EMBELLISHED TULLE

Whimsical yet alluring, the materials forecasted for We/Us build on the idea of subtle provocation. Be it through sculptural forms or softer finishes, an element of surprise is always built in. Lush velvet entices us, while fairytale-like Tulle fuels our creative juices. High-gloss marble of a neutral character acts as a perfect amplifier of the colours, material and light in the space. While the chalk-matte finish of ceramic gives stout forms a seemingly delicate skin.



Pattern Forecast



WALLPAPER

Frida's Garden Wallpaper

Carmen Collection by Asian Paints Nilaya

The delightful, rich and vibrant colours of Frida's Garden wallpaper are inspired by the art of Frida Kahlo and the folklore of Mexico. Inspired by nature, the stunning floral prints remind one of the fearless expression of oneself that's always been part of the world of art.



Texture Forecast



TEXTURE

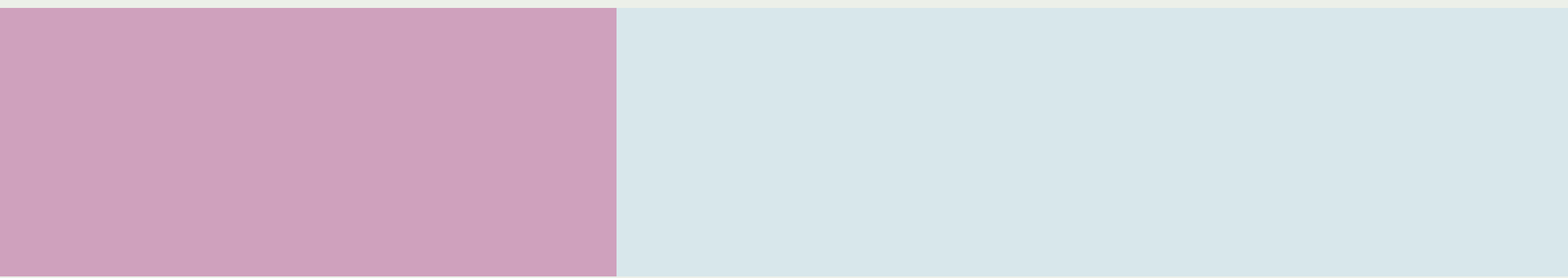
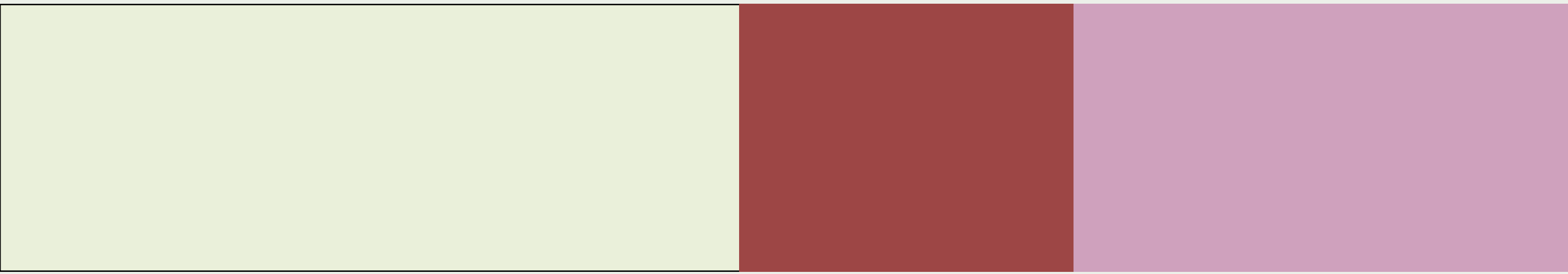
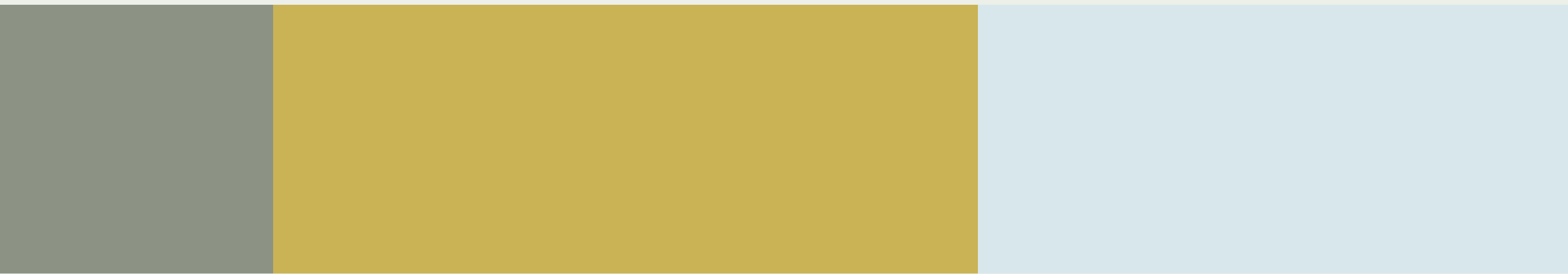
Ikkat Interior Texture

Taana-Baana range by Asian Paints Royale Play

Ikkat, one of the oldest crafts of India, is recognisable by its signature blurry effect of resist-dyeing on silk or cotton. The Ikkat texture by Royale Play is part of a range of textures called Taana-Baana, that translates the handicrafts of India into textures that can adorn contemporary Indian homes.

Colour Play

*Refer to the ColourNext Swatch Kit for colour matching





Design Examples

WE/US

DESIGN EXAMPLES | FURNITURE DESIGN

DIVIDUALS by Note Design Studio

Dividuals is a collection of upholstered poufs that connects complementary objects. Independent elements that can be used individually or as a whole.

A part of the Void Matters concept, through which Note Design Studio explores matter, paying special attention to how its absence defines the shape of an object. Therefore, it is not surprising that one of the most characteristic features of these poufs is their inverted or “empty” seat.

Design © Note Design Studio

Image Source: SANCALS



WE/US

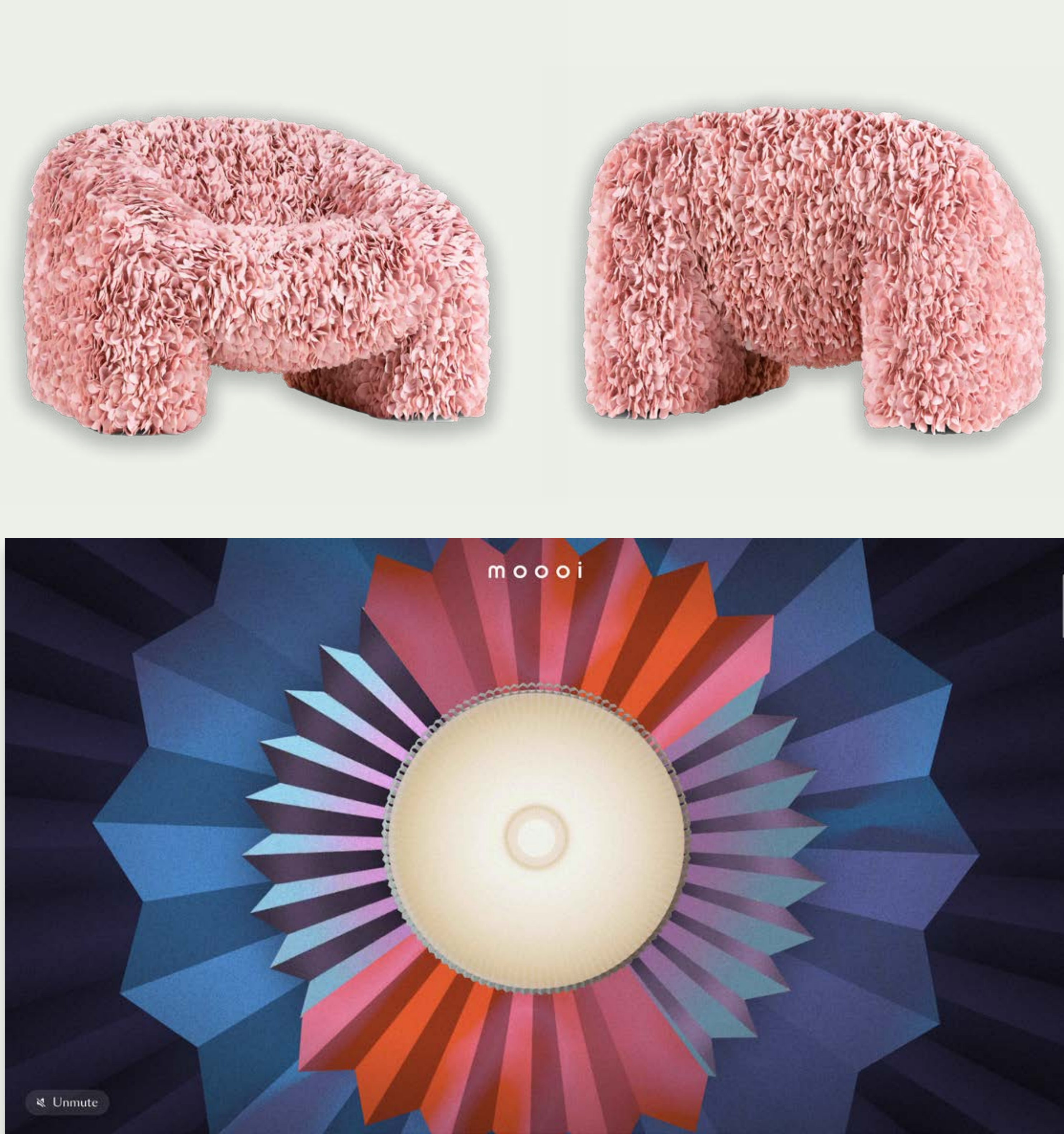
DESIGN EXAMPLES | FURNITURE & WEBSITE DESIGN

MOOOI

The Hortensia Armchair by Moooi, innovatively replicates the beauty of nature. Inspired by the need to recreate a feeling of softness. Andrés Reisinger & Júlia Esqué, the designers, wanted to know what it would feel like when sitting in a flower, enveloped in smooth and gentle petals.

The language of Moooi's products is also reflected in the brand’s website interaction design, that opens up with each scroll like a blooming flower.

Chair Image Source © Moooi
Website Image: Screenshot of Moooi Website <https://www.moooi.com/en/>





WE/US

DESIGN EXAMPLES | DECOR PRODUCT

Claymen Vases by Aman Khanna

These objects add aesthetic by taking it away. They simply are what they are: a celebration of a style that lives at peace with its own little imperfections. Some are functional, they are hand made and are built to be used. Some incarnate the dysfunctionality intrinsic to society by hinting at the fragility of the human condition in a more general sense. These claymen figures emerge from a keen observation of the common man and his dilemmas.

Images © Claymen by Aman Khanna





WE/US

DESIGN EXAMPLES | LIGHTING

Aurora Red Feather Shades by Graham & Green

Ethereal and soft, Aurora feather pendant shades by Graham & Green in a decadent red are a bold statement. Each shade is made with up to 1,800 natural goose feathers and dyed in a rich wine red.

Image © Graham & Green



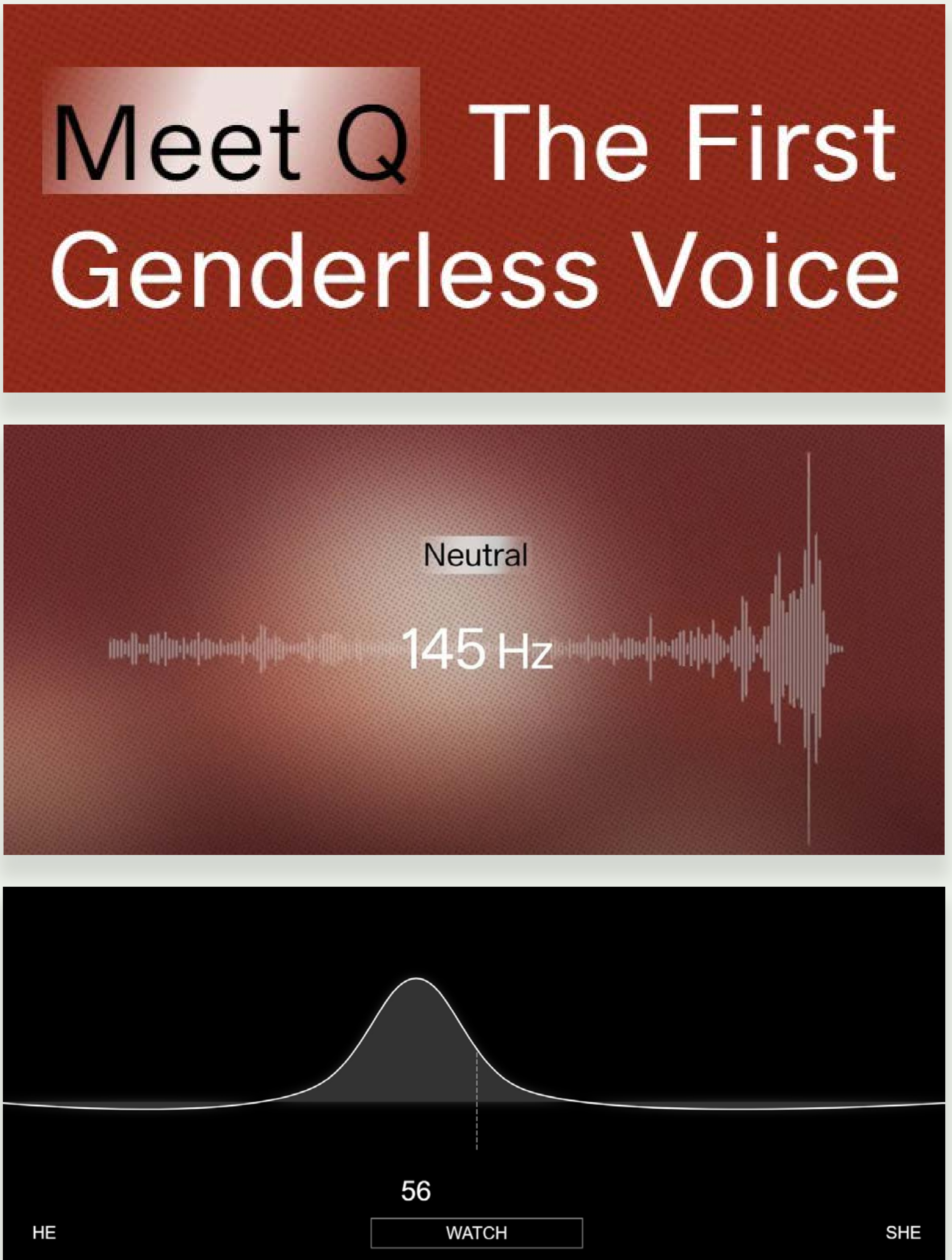
WE/US

DESIGN EXAMPLES | TECH & INNOVATION

Building Without Bias & Q

Tech Innovators are breaking the norms of conventional gender representation across industries. Building without Bias is an online dictionary that exposes the gender biases embedded within contemporary technology using graphs to show how “gendered” a word is. Whereas, Q is the First Genderless Voice, created to end gender bias in AI assistants.

Image Source: Screenshot from:
Building without Bias <http://building-without-bias.co.uk/>
Genderlessvoice <https://www.genderlessvoice.com/>





WE/US

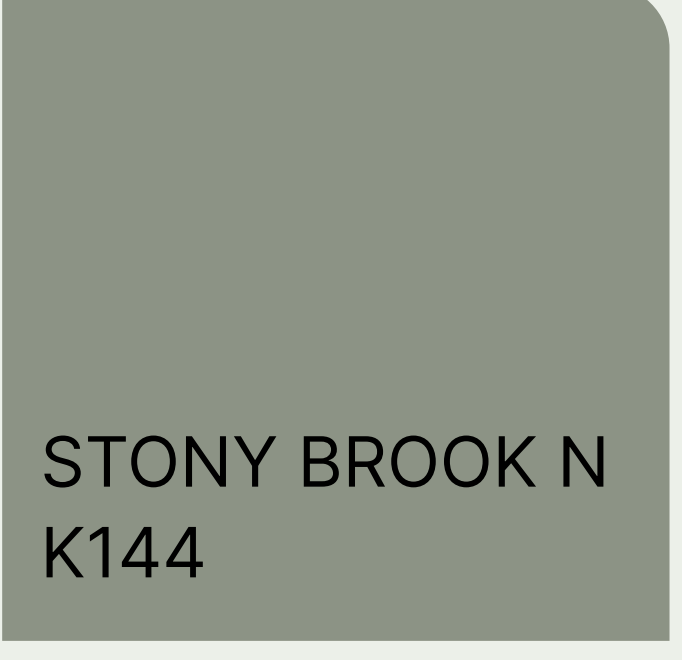
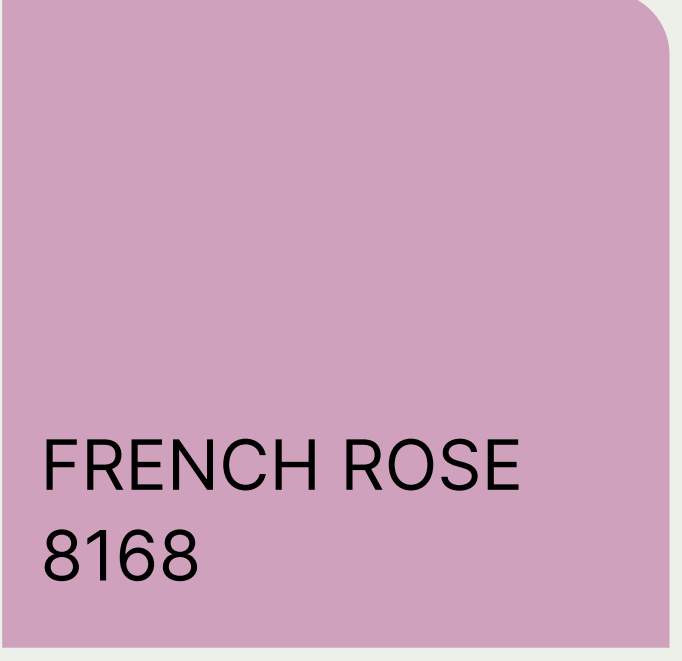
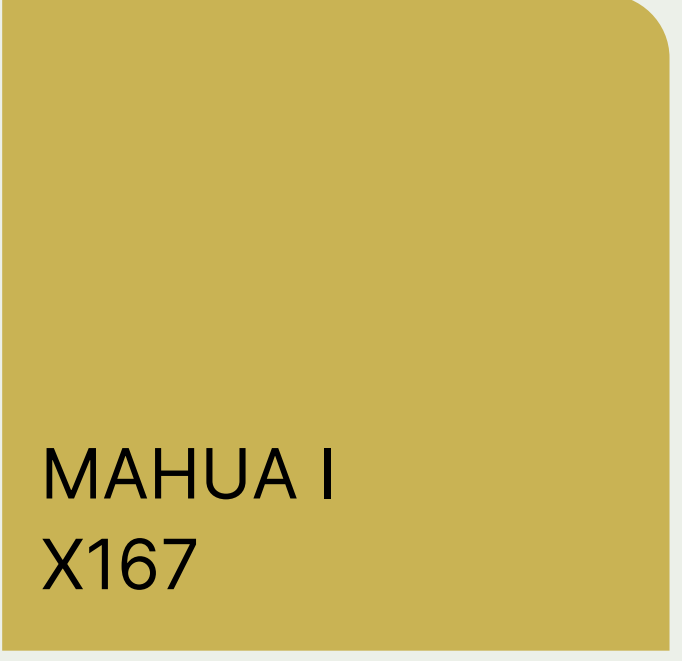
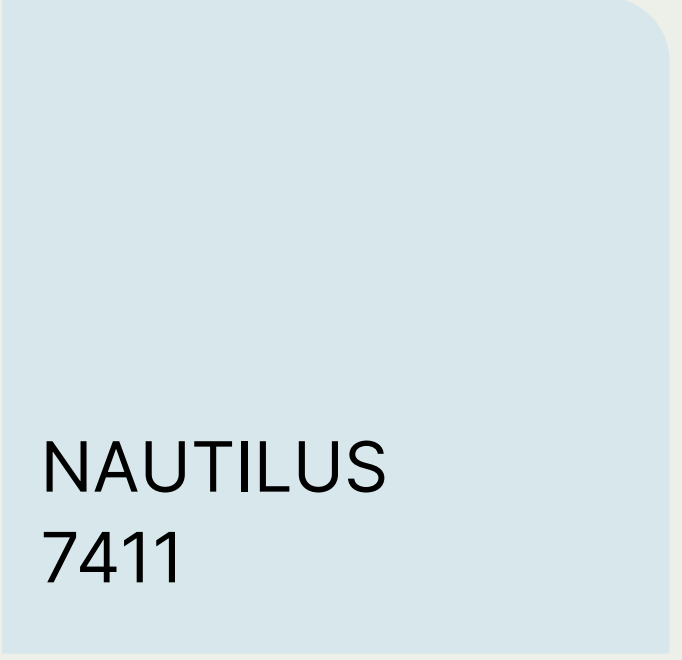
DESIGN EXAMPLES | FASHION

Papa Don't Preach by Shubhika

Papa Don't Preach by Shubhika is a brand for those who effortlessly display a fierce urban sense of style, and are constantly experimenting and redefining their fashion boundaries. Embellished Tulle is one of their oft-used materials. Seen here is Alok Menon sporting the yellow and purple half-lehenga by Papa Don't Preach by Shubhika. Also featured: A pre-stitched biscuit nude tulle saree fully embellished with gold reflective acrylics and sequins.

Image © Papa Don't Preach by Shubhika





BOLD



LIBERATING

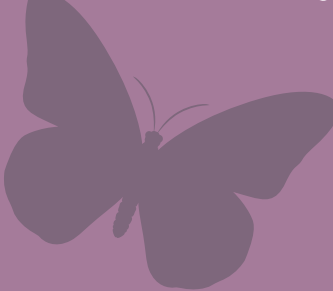
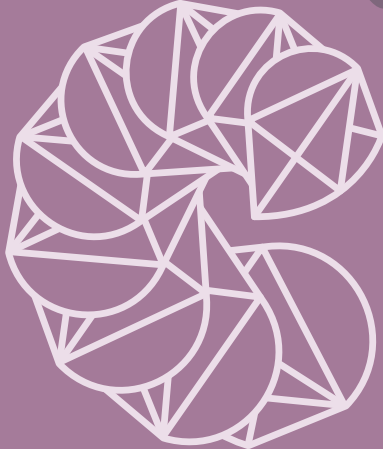


CONFIDENT



COLOUR OF THE YEAR

Transendent
PINK





< WE/US

COLOUR OF THE YEAR

WOTY >

The seed of silence,
among the many noises,
grows stronger day by day.
Till it finally breaks through.
Liberating you



From the shackles that hold you back.
From the stigma and stereotypes
The norms and hierarchies.
The imaginary boundaries
And the same old, same old



A higher meaning drives you
To keep growing and changing
Like a sapling sprouting
A flower unfurling,
Like the vast but ever-changing skies.

Like a sailor, born free
Face the winds, shift the sails.
No matter what the tide,
Sail those seas.



Take it all on your stride,
And keep moving on,
For the journey has just (re)started.



Colour of
the Year 2022

Transcendent Pink

Clematis Pink-N K048

In 2022, the mood is to embrace all that has come our way yet keep marching on. Embrace our challenges and imperfections, but not be bound by them. Let go of the myth of “normalcy”, for we desire a future that’s different from the normal we leave behind. We step into a new day, powerfully-in-transition.

Colour of the Year, Transcendent Pink (Clematis Pink-N K048), has a mature transitional quality, like our ever-expanding consciousness. A combination of blue and red, this greyish tone represents a mind that has the ability to synthesise new knowledge and old wisdom, and harness both. A colour that encourages us to believe, arise, and create anew.



< WE/US

COLOUR OF THE YEAR

WOTY >



DECOR DIRECTION

Colour of the Year—Transcendent Pink

Mixing and matching Transcendent Pink with varied forms, materials and textures can elicit a variety of responses. The overall mood however, is that of being one with yourself. To explore how Transcendent Pink can be used in different types of spaces, visit colournext.asianpaints.com



WALLPAPER OF THE YEAR

LOTUS & STILTS



< COTY

WALLPAPER OF THE YEAR



Change can be slow & imperceptible or rapid & noticeable, but it's constant. Time only moves forward. The seasons remind us that transition is a universal truth, yet nature transcends it.

In keeping with the larger mood for 2022, Wallpaper of the Year—Lotus and Stilts—not only embraces transition but celebrates it. Like birds that adapt to the changing seasons. Like a resilient lotus that blooms in the most unlikely places.

Using simple matchbox style art, the natural scenery of the Nal Sarovar Lake and its migratory birds, are translated into the gorgeous patterns of our wallpapers. Bring home the soft healing power of nature with the Nilaya Nal Sarovar collection.



< COTY

WALLPAPER OF THE YEAR



DECOR DIRECTION

Wallpaper of the Year—Lotus and Stilts

The beautiful patterns of Lotus and Stilts can be smartly used to emphasise pauses and crescendos in an otherwise quiet space. Check out the many ways in which colour of the year and wallpaper of the year can be used in décor spaces on the ColourNext 2022 website:
colournext.asianpaints.com



Acknowledgements

ASIAN PAINTS MARKETING TEAM

- | | |
|---------------|------------------------|
| Amit Syngle | Preeti Angela Jesudoss |
| Shyam Swamy | Kiran Dalal |
| Abhishek Jain | Diksha Malik |
| Mohit Agrawal | Mariesha Rego Dsouza |

INDUSTRY EXPERTS

- | | |
|------------------|----------------|
| Manisha Kapoor | Samit Sinha |
| Swati Khandelwal | Shouvik Poy |
| Suresh Venkat | Gopika Chowfla |
| Juhi Mehta | Rahul Pahwa |
| Carlton B | Santosh Desai |
| Vivek Krishnani | Shagun Seda |
| Sabu Paul | Kavita Rajwade |

THOUGHT LEADERS

- | | |
|---------------------|----------------------|
| Baishakhee Sengupta | Shalini Raadha Jain |
| Kavita Muthanna | Sanjeev Saikia |
| Vivek Sheth | Anil Chitrakar |
| Shobhana Hadap | Ranjit Acharya |
| Darshana Gajare | Shabbir Ferdous |
| Ruchi Mehta | Sobia Ameen |
| Arpit Agarwal | Tabassum Salma Islam |

DESIGN DOYENS

- | | |
|-------------------|-----------------------|
| Vikas Sethi | Ayush Kasliwal |
| Anvitha Prashanth | Ankita Bhattacharya |
| Aradhana Nagpal | Hameer Sinh Rana |
| Shubhi Sachan | Priyam Doshi |
| Neha Chauhan | Vasundhara Sellamuthu |
| Garima Gupta | Nidhi Tekwani Khutale |
| Karn Malhotra | Tejita Amatya Vaidya |

FUTURE GENIUSES

- | | |
|--------------------|------------------|
| Poorvi Garg | Srish S. Gopal |
| Shreetej | Eshika Bakshi |
| Priya Appan | Surabhi Sancheti |
| Antara Priti Vinay | Sarthak Kathuria |
| Esha Tavre | |



CONSULTANTS

Ashwini Deshpande
Pavitra Rajaram
Manju Sara Rajan

Navdeep Kaur
Kay Khoo
Anusha Narayanan



PARTNERS

Future Factory’s Center for
Behavioural Research

Wari Watai
Fish Do It Consultants

CONTENT COLLABORATORS

Post Office Studios
PixOrange Studio

Navya and a Quarter

ILLUSTRATORS

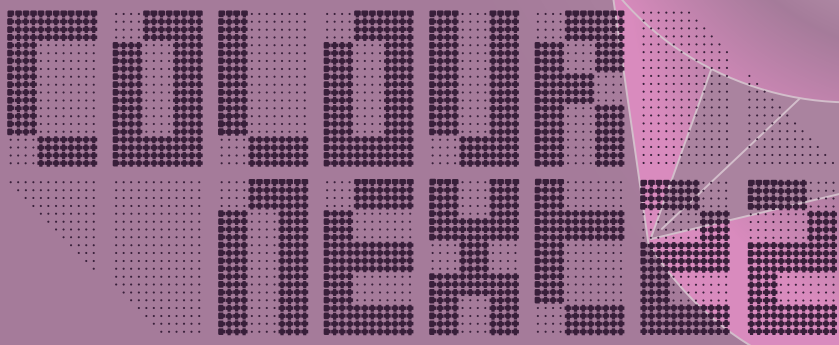
Adrija Ghosh
Arushi Kathuria

Deepu Sasi Kumar
Jessie Lin





ap asianpaints



RESEARCH | TRENDS | FORECAST

ASIAN PAINTS LIMITED
6A, SHANTINAGAR
SANTACRUZ (E)
MUMBAI 400055