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TURKCOAT
CONGRESS

**Outside the Box:
2024-2025 Color Trends Shaping the Future**

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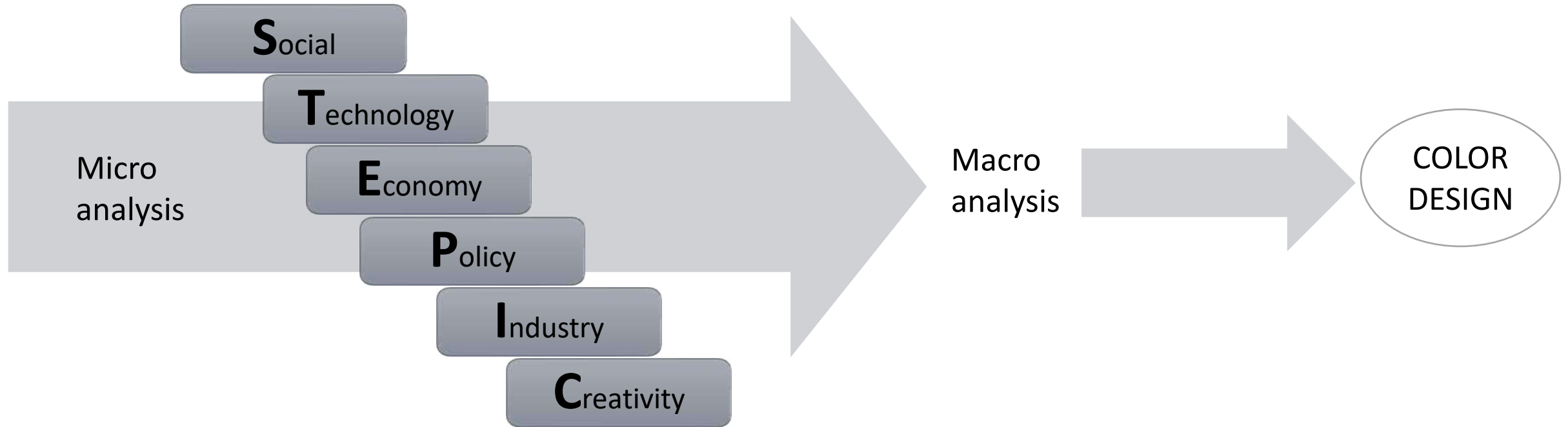
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COLOR
Office

 **KANSAI ALTAN**

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METHOD FOR TREND TOPIC ANALYSIS





HYGGE

- Danish lifestyle concept
- The word hygge dates back to around 1800, at least in the meaning it has today.
- Hygge means taking a break from the daily hustle, slowing down to be with the people you care about to relax and enjoy the quieter pleasures of life – even by yourself –.

3D-PRINTED SKIN SUPPLEMENT

A famous cosmetic and 3D printing companies collaborated to produce 3D-printed "super nutrient" gummies. The collaboration uses AI to give users personalized, on-demand, 3D-printed skin supplements called SkinStacks. It is vegan and sugar-free gummy.

- Scan your face
- Answer a few questions about your skin care routine and goals.
- Based on what you tell, AI programme selects a stack to match your primary skin goal.
- When you purchase it on the website, the stack can be immediately 3D printed and have it shipped straight to your door.



The Consumer Electronics Show, CES 2023



RETIREMENT AGE

Cultural factors, economic conditions, societal expectations, and the overall welfare system play a role in shaping attitudes toward retirement in different countries. These awakening fired the reaction of people in different countries, such as the riots in France and the pressure of Turkish people on government to get early retirement right for a better life standards.

THE FUTURE OF FARMING: HYDROPONICS

Controlled Environment Agriculture (CEA) is the production of plants in an indoor environment substituted with artificial ones. Rather than from the sun, plants receive energy from LED lighting that is tailored specifically to the energy needs of the plants. Instead of using soil, seeds are planted in soil-free growth mediums. This soilless process minimizes the risk of invasion by bugs and weeds into the growth environment, ensuring a much more clean and simple process.

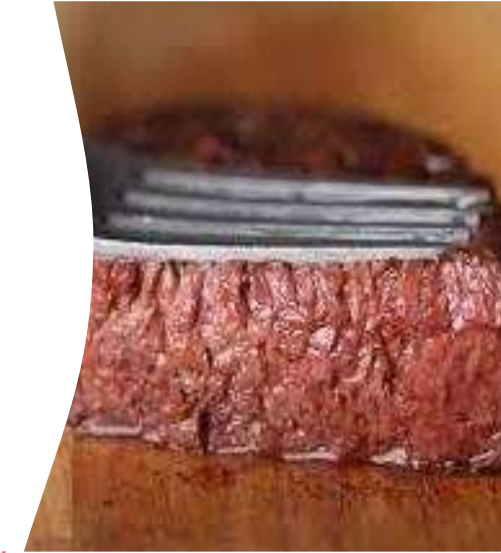
- 1-Grow Anywhere
- 2-Higher Yields
- 3-Fewer Resources
- 4-Easy Troubleshooting



PLANT MEAT

- Animal Welfare
- Health and Nutrition
- Environmental Sustainability
- Changing Demographics and Dietary Preferences

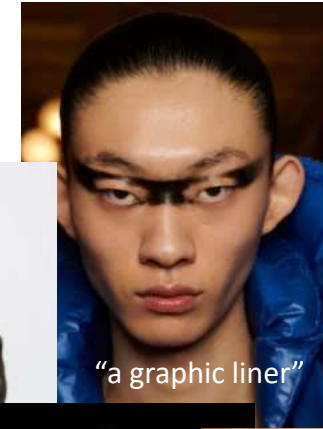
There is a question! Does the companies attempt to promote their products by portraying meat consumption to generate revenue or is meat consumption a savage?



FUTURISTIC BEAUTY

In the realm of futuristic beauty trends, there are countless possibilities that could emerge as technology and fashion continue to advance.

1. Virtual Reality Makeup
2. Holographic Style
3. Augmented Reality Art





OUTSIDE THE BOX

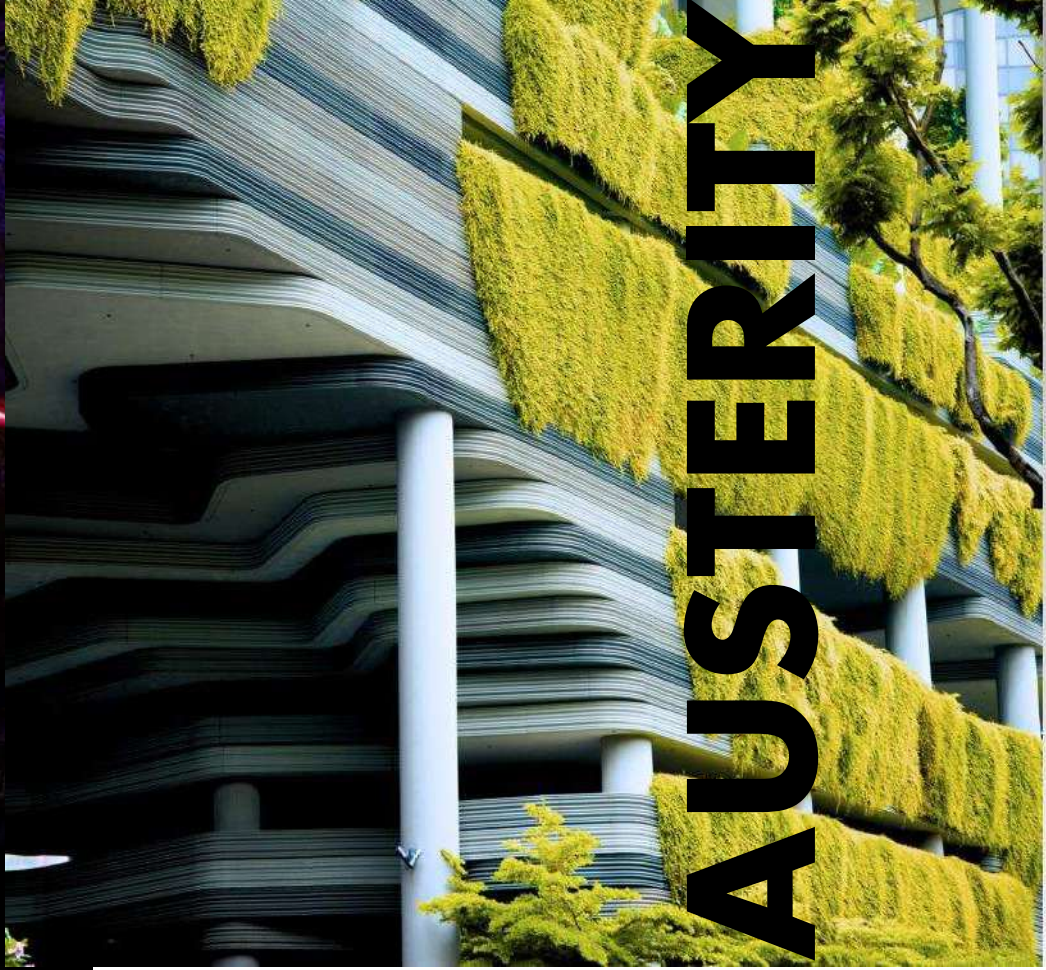
BALMY



DEXTERITY



AUSTERITY



Blurry Mermaid

Inertia



BALMY



Scandinavian blue; the union between youthful and maturity. It creates serene and natural environments in interior spaces. It evokes a sense of belonging, making you feel connected to the design from time immemorial, and always special.



**BLURRY
MERMAID**



Blurry mermaid can integrate with sustainable materials such as marble and emphasizes natural art in designs. It aims to protect the future with the special pigments it contains and invites simplicity and durability into our lives. Incorporating metallic appearance into the color design transforms the color from its traditional roots and gives a modern twist. That makes it suitable for contemporary designs giving the excitement of using something new, but also a comforting feeling of familiarity and confidence.



This color reflects the unique power and integrity of nature and rocks. It makes you feel calmness with its smooth transitions like the harmony it creates with other colors in the color palette of the same natural ecosystem.



It has turned into a warm color with a red undertone to add a comfortable character to respectable and luxurious designs. Color transitions on curved surfaces give a different pleasure at each angle.

INERTIA



Dragon Lady

Distorted

DEXTERITY



dexterity.mp4.mp



Honesty and truth find their way in darkness.

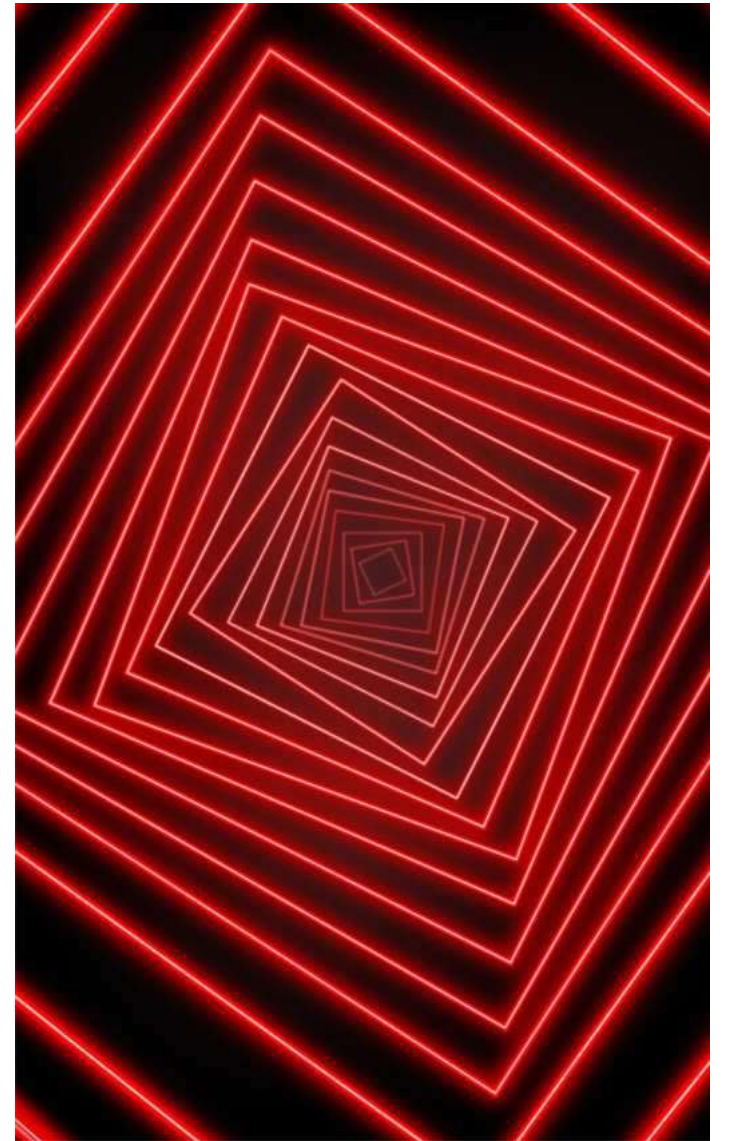
In the automotive industry, where lighting gained strength, it is inevitable for designs to combine with vibrant colors.



**DRAGON
LADY**



Its tone will make you admire your courage, and the harmony it achieves with dark tones in two-tone vehicles will reveal rebelliousness and honesty. It creates an incredibly strong chroma with its ease of application and low paint consumption.





The chromatic hue of purple carries the creativity and imaginery into our ordinary lives. It is a selected tone of inspirational and original designs that are far from traditional and beyond the known.



DISTORTED



The hologramic effect is as surprising as nature and the light travel from transparent to opaque layer provides a deep shade as candy. It admires attention and likes to be unique, individual and independent, not part of the crowd.

Cloud Dancer

Olea

AUSTERITY



austerity.mp4.mp



This light metallic gray shade evokes the idea of polishing our world like a mirror. Simple yet profound, the formula is designed in accordance with the sustainability idea for automotive designs.



CLOUD DANCER



Within this color's perfect appearance there is a touch of nature, a breath of air, a whisper of hope beyond compares. In this color tone of metallic grey, we see the light of a world where everything's done right. In the embrace of this, we find our way to a brighter and cleaner future.



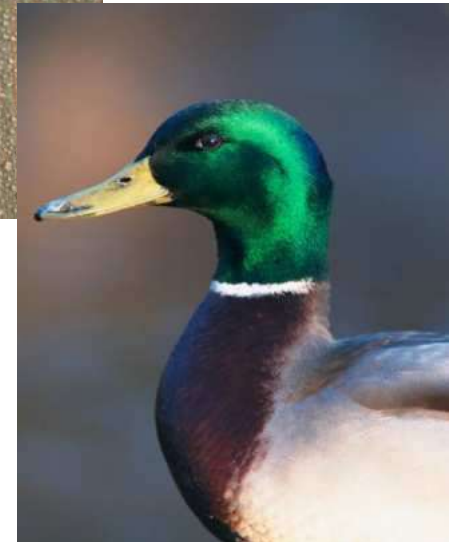
OLEA

Green is “the new neutral” by encouraging to use sustainable materials and technologies. The family of Olea has evergreen plants and always feel-positive from history to present. The “Olea” is a modern and acidic color and has upbeat vibe.










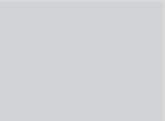










This “oil green” tone can be paired with neutral and pastels for a versatile wellness promoting directions. Or; play up its energy with other bright shades for energizing directions. This color has a different pigment technology providing good hiding power with a mono-coat applications, which is unexpected phenomena for this color tone. Due to this, both feasible and modern-look designs can be made on vehicle body.

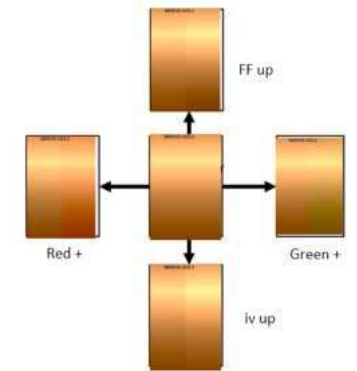
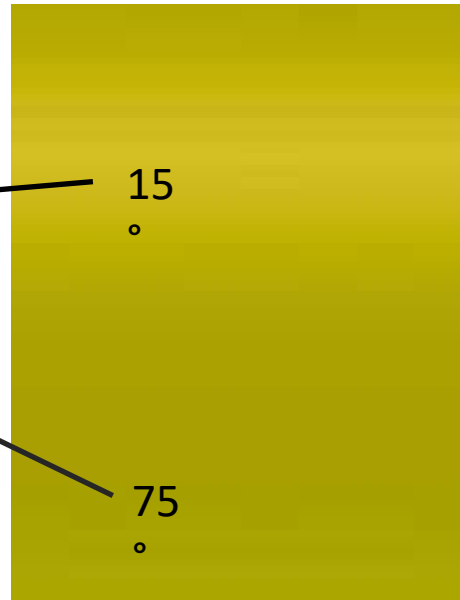
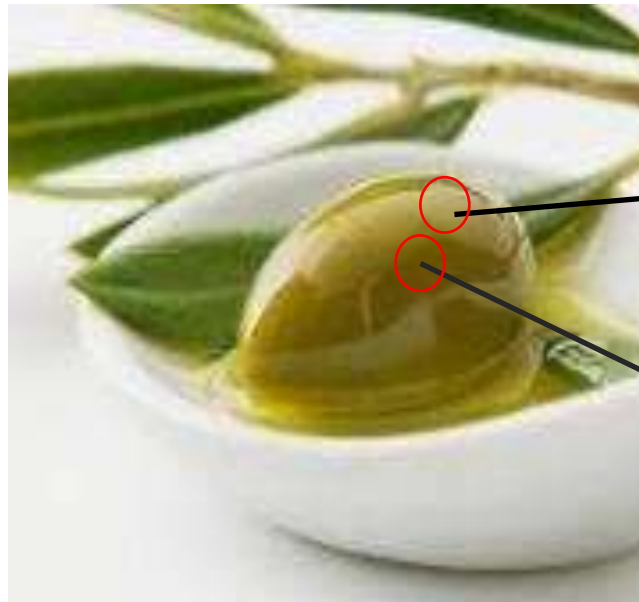
Inspirations-Nature events give us a lot hints



Next Key Colors & Inspirations

Next key colours	Consideration (it is better if there is a colour motif)	Reference survey /trend	Reference images	Next key colours motif (If any.)
<p>Pantone 2166 C</p> 	<p>Scandinavian blue evokes a sense of belonging, making you feel connected to the design from time immemorial, and always special. Nude metallic blue tone transforms the color from its traditional roots and gives a modern touch. This makes it suitable for contemporary designs giving the excitement of using something new and the comforting feeling of using a familiar and trusted device.</p>	<ul style="list-style-type: none"> Fashion (online survey) Magazines Autoshows (online survey) 		
<p>Pantone 612 C</p> 	<p>Designing with green goes beyond the color. Green is “the new neutral” by encouraging to use sustainable materials or technologies. This “oil green” can be paired with neutral tones for a versatile wellness promoting directions. Or; play up its energy with other bright shades or black for energizing directions. This color is modern, acidic, and has upbeat vibe. Just watch, the future looks green!</p>	<ul style="list-style-type: none"> Pigment supplier trend books Fashion show Chicago Auto show (online survey) 		
<p>Pantone 220 C</p> 	<p>There is so much to discover new shades by being inspired by this iridescent type of purple color. The chromatic shade of purple blurs the line between digital and physical life. This color encourages creative pursuits. He likes to be unique, individual and independent, not part of the crowd.</p>	<ul style="list-style-type: none"> Online survey Automotive magazines Home trends magazine New York Inter. Auto Show 2023 		
<p>Pantone 427 C</p> 	<p>Liquid grey tone arouses the curiosity for eternity of digital world which also sets you to keep in the endlessness of that world. Preferred in self driving cars, because of its high reflectivity and suitability for Radar/Lidar systems. It can also be used in electric vehicle charging units.</p>	<ul style="list-style-type: none"> Online survey Motor Shows Fashion shows 		
<p>Pantone 4273 C</p> 	<p>This color appears quite often on the surfaces of rocks and mountains. It reflects the uniqueness and power of natural stones and rocks. As part of the color palette in the natural ecosystem, it combines with other colors to create a visual harmony. The color evokes elegance and luxury. It provides superior quality and a sophisticated look, especially in the automobile and fashion industries.</p>	<ul style="list-style-type: none"> Fashion (online survey) Interior design (online survey) Rocks and natural stones 		
<p>17-1664 TCX</p> 	<p>This vivid red shade is inspired by neon Leds having vibrant and intense hue falling within the warm side of the red spectrum. Coloring with lightning is new trend in automotive industry which answer the fast consuming and economical demand. With the developing technology, neon LEDs using in automotive design as a light source. This color associated with bravery, courage, and rebellious. It can be a symbol of determination, power, and resilience.</p>	<ul style="list-style-type: none"> Fashion Show Automotive Brands Online survey 		

Digital Tools-Creating of Dijital twin by VDL



Select image

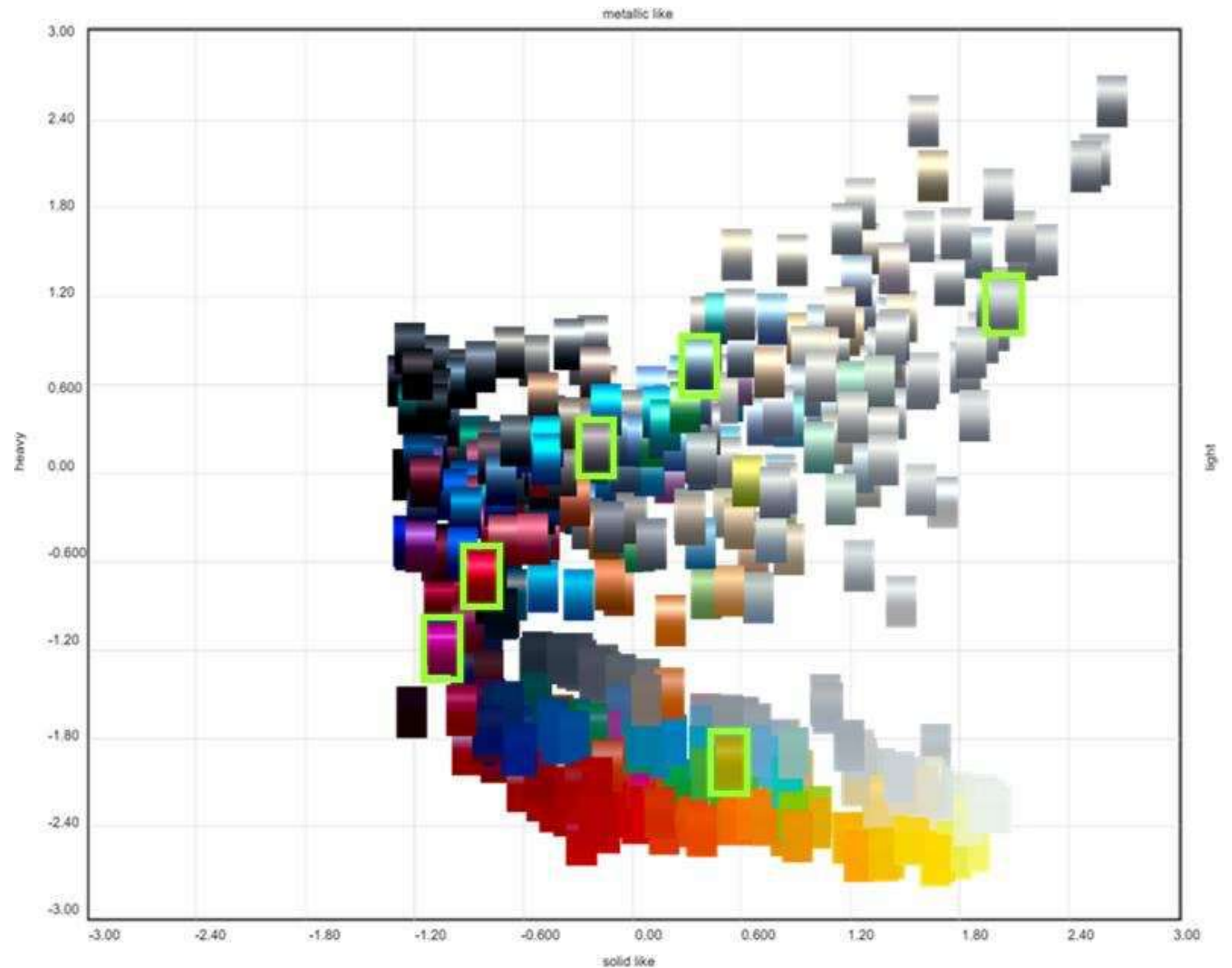
RGB transition
Digital twin

Color Library
Similar color search

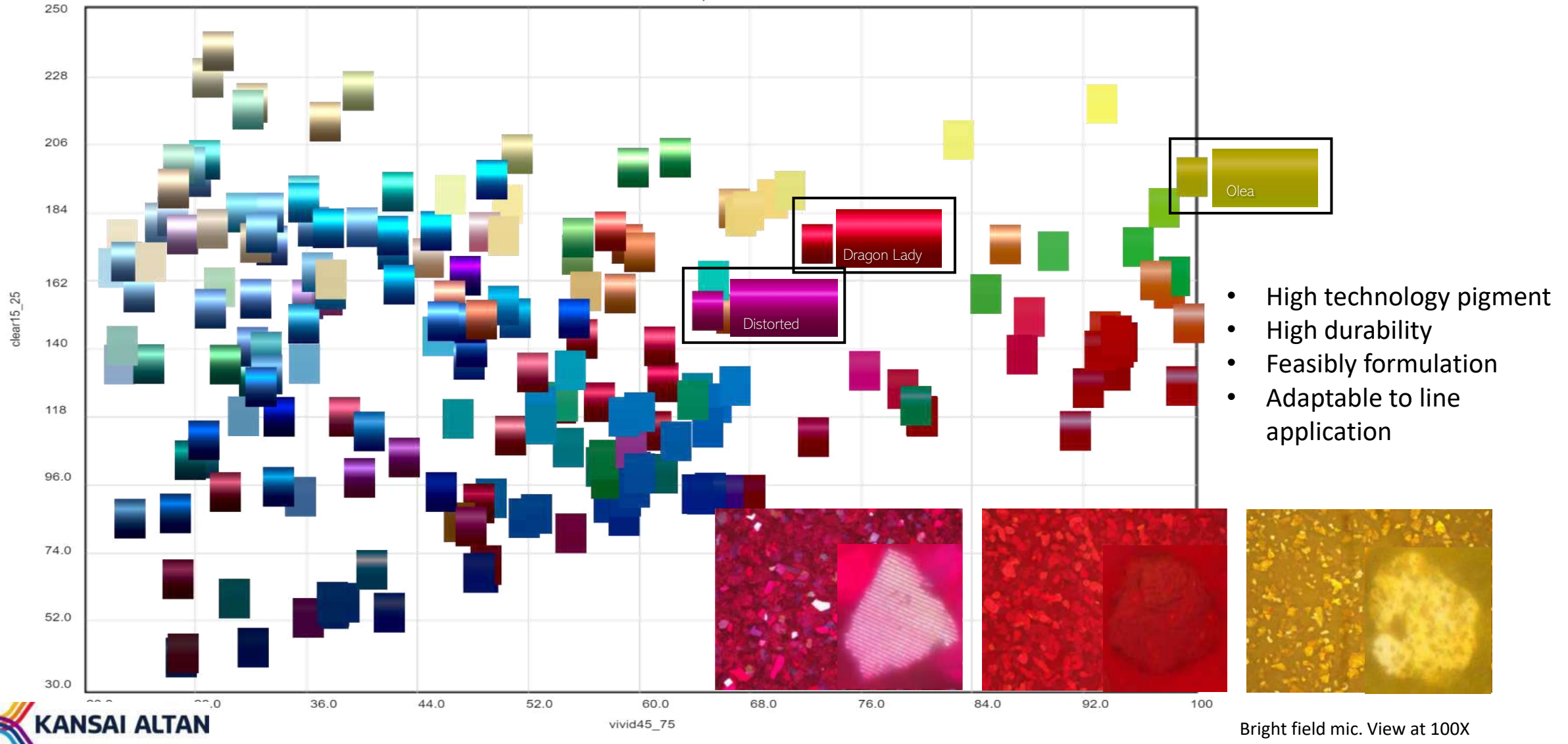


Search for closest color in 3 angle using dE Audi equation.

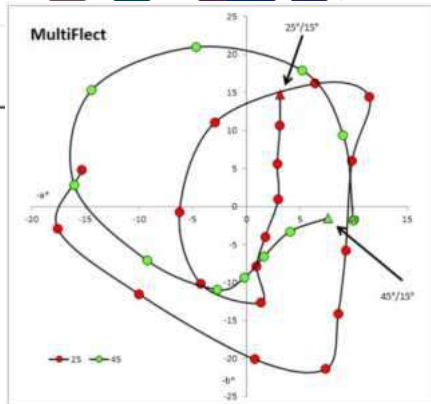
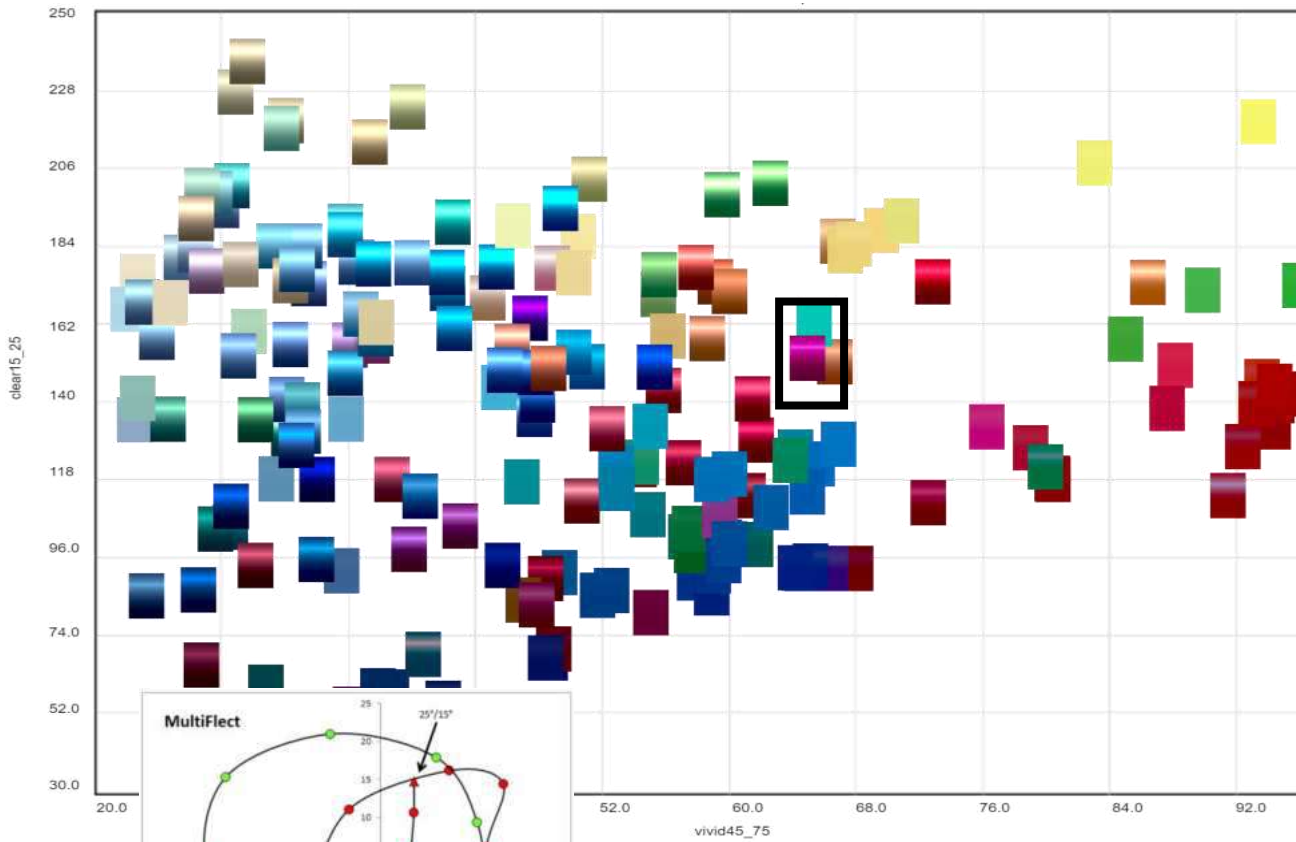
Digital Tools- Mapping of Popularity Data



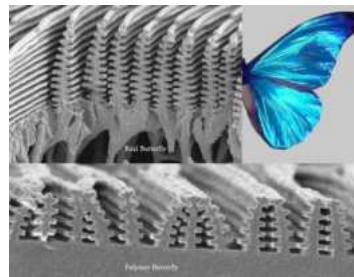
Digital Tools- Mapping of Popularity Data



Digital Tools- Dijital Twin by TAC7



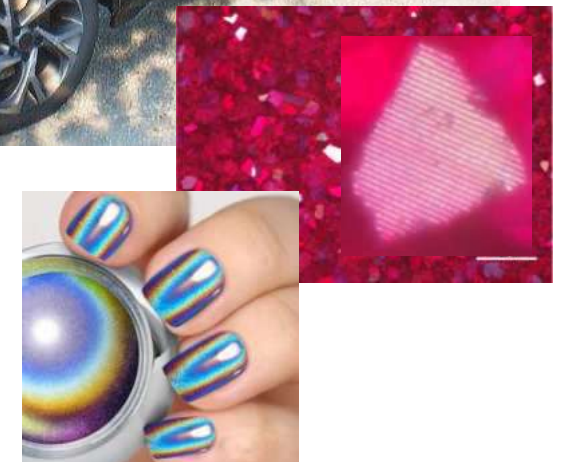
Structural scattering



Distorted



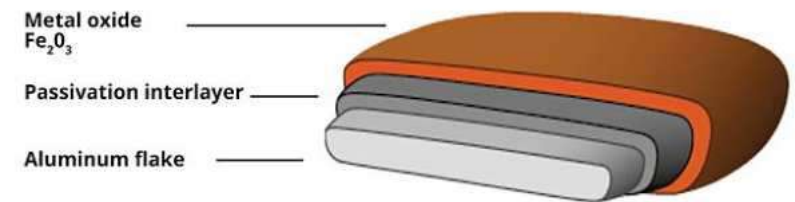
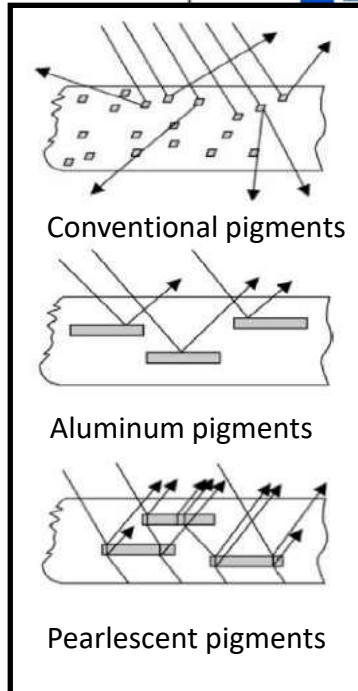
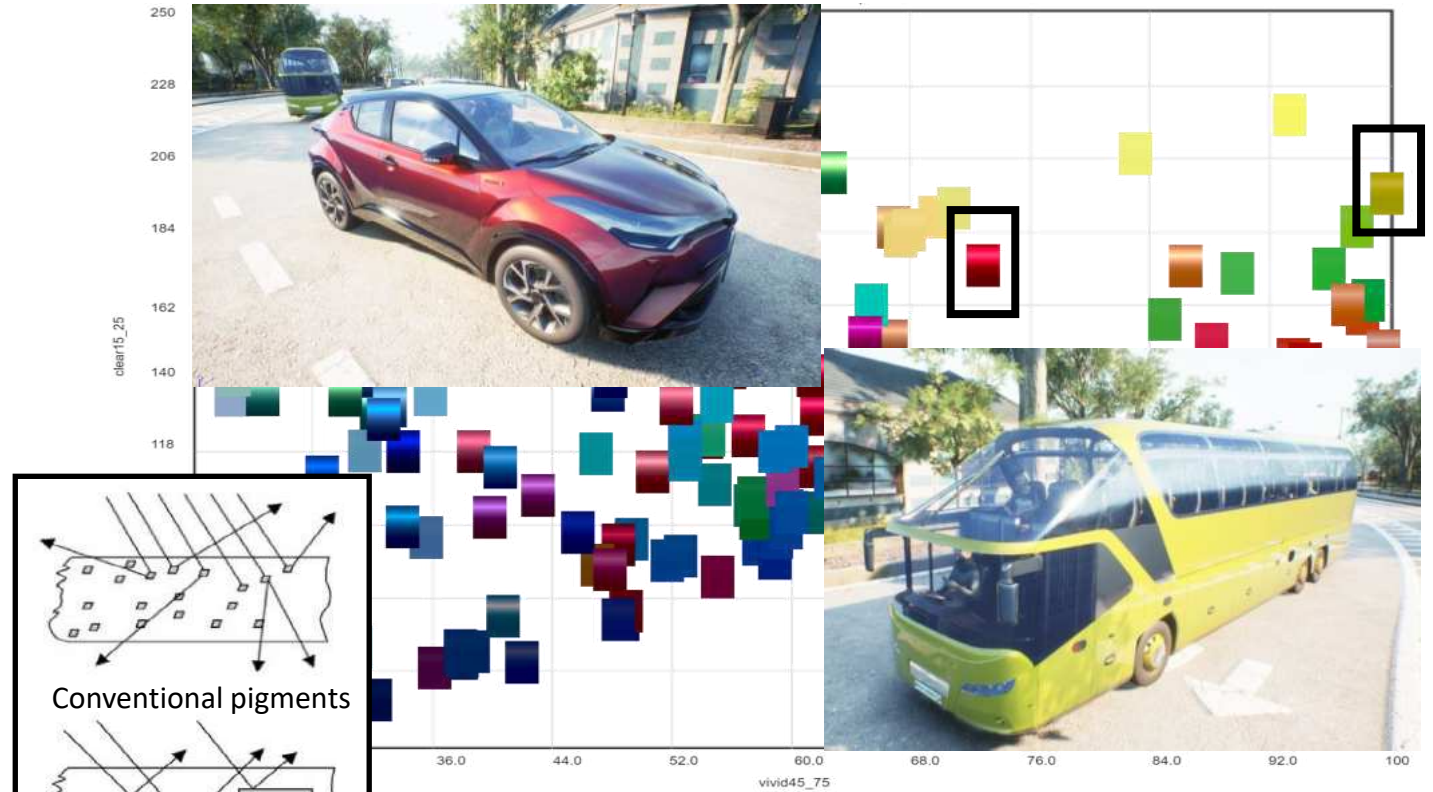
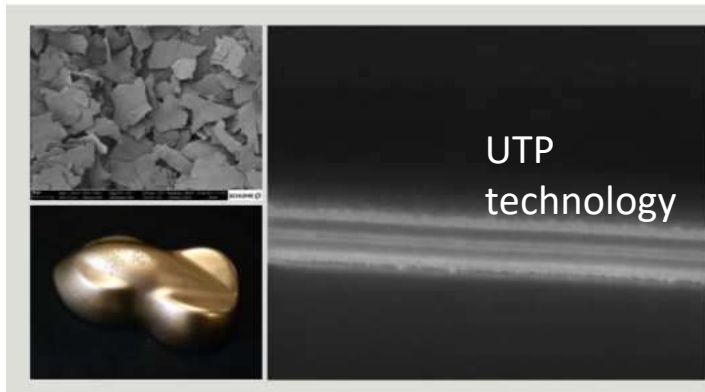
Polychromatic pigment



Colored Aluminum Pigment Technology



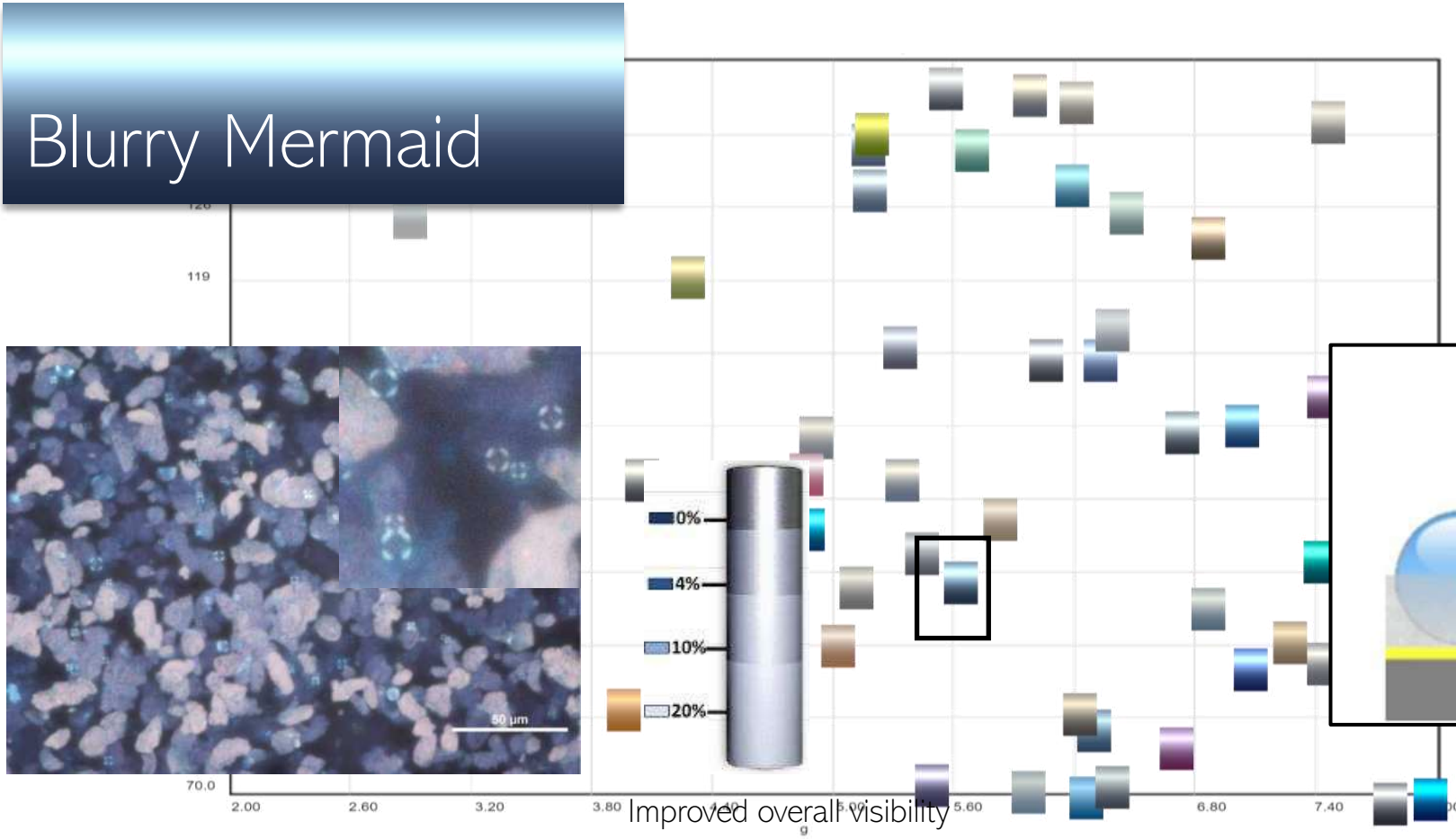
Schlenk- Zenexo Golden Shine



High chroma, high hiding power → Sustainability

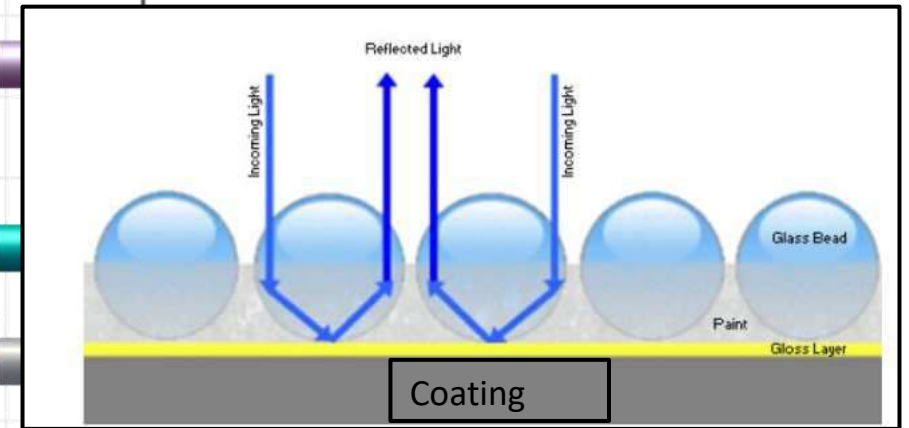
Retro Reflecting Pigment Technology

Blurry Mermaid

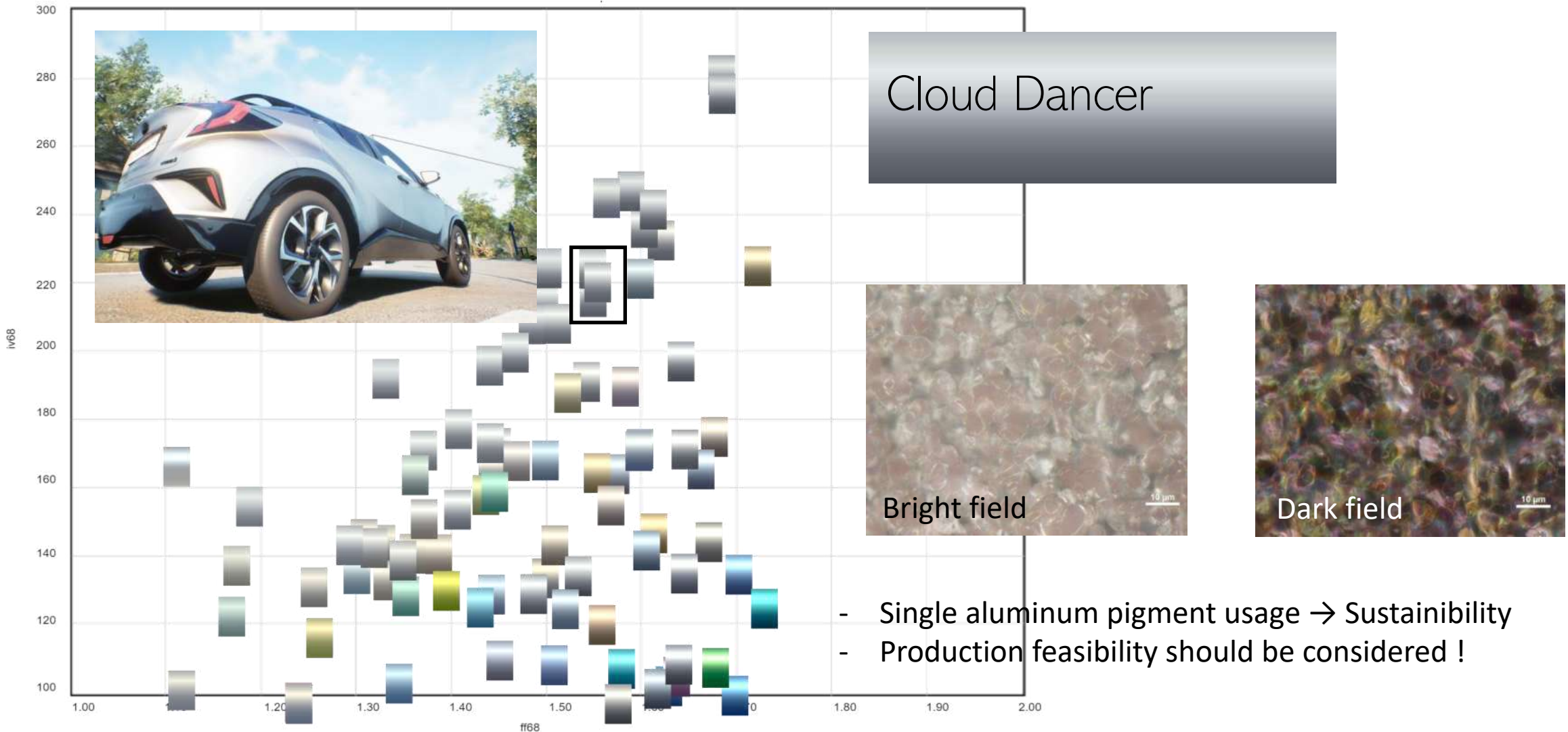


Rheolight-Glass Bead

- High reflective index glass beads
- Cooling effect → appr. 4 °C / 20% prh.



Low pigment consumption-single aluminum pigment usage



Secondary Aluminum Pigment Technology

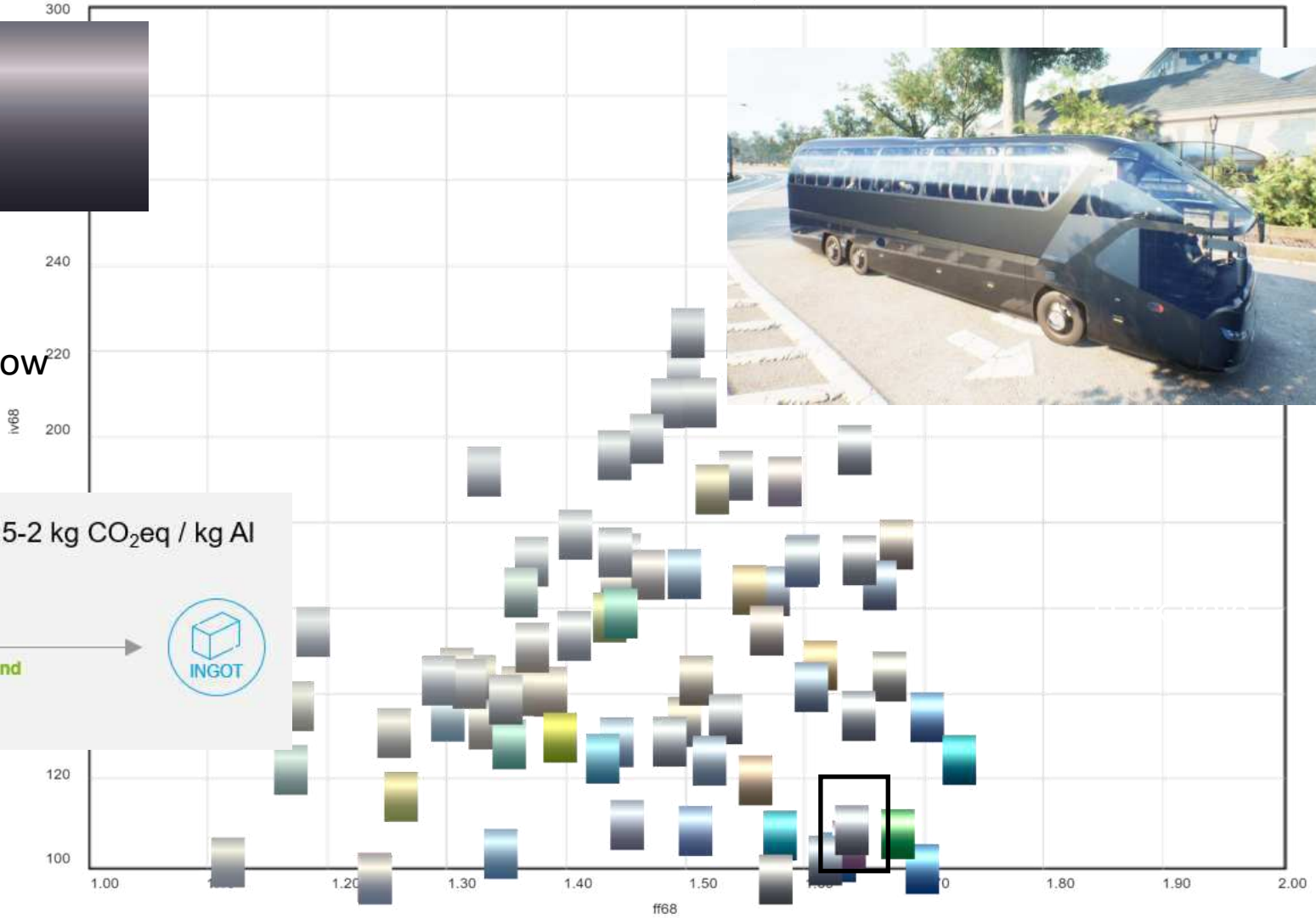
Inertia

Aluminum pigment with low carbon footprint

Secondary Aluminum: PCF = 0,5-2 kg CO₂eq / kg Al
Based on recycled aluminum



Low energy demand





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