

COLOUR ROAD | 23/24

Follow the signs of trends and colours



AUDI AG

Moretti Compact

October
23



Burger



Marni

COLOUR ROAD JOURNEY 23/24 | GLOW



Rely on it.

GLOW

In English, it is often said "nothing rhymes with orange." And while that may well be true, it actually reveals what makes orange so special. It is intense and has personality and vitality that rivals other colours.

Glow is a bright, vivid orange that is truly "colour-full!" A unique and stylish hue, it is also known for its upbeat quality. It is an inviting shade around which people want to gather. Indeed, its dynamic nature is one with which to create and engage, in a designed space, in nature, in art.

Think of artists such as Lichtenstein and Warhol to create an exuberant space with the addition of violet-coloured *Take Care*, and the pink of *Trust You*, and the sharp contrast of near-black *Haithabu Twinkle P Premier*. These colours help transform a design space into a modern canvas by evoking contemporary masterpieces.

The high chroma and light value of Glow, make it perfect way to energize a space. Residential kitchens, hospitality spaces, and casual, upbeat gathering areas are welcoming with Glow's inherent warmth and sunny disposition, and uplifted by its brightness. Consider cabinetry or counter surfaces blazing with Glow.

Glow can still be restrained when used in subtle, unexpected ways, such as inside cabinetry, as decor accents, or when balanced with quieter colours. In those instances, it provides a quiet energy that has all of its attributes, but allows other hues to shine, as well.

Glow embodies the pleasure of orange and all that it offers, individuality, creativity, warmth, and joy. Glow's orange is the ultimate unique colour, easy to use and a pleasure to see.

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