

COLOURNEXT 18

# Trend Forecast Report

Colours & Materials  
India Edition

 asianpaints

COLOUR  
NEXT 18



# Foreword

Welcome to Asian Paints ColourNext18.

ColourNext is a research initiative that Asian Paints undertakes every year to spot patterns and paradigm shifts in India, which we analyse to forecast colour and material trends.

India is layered, complex, and like no other - a society made up of fragments that work together miraculously. While we are not faithful followers of western influences, we are not fully immune either. We have our own pot brewing, with ideas and phenomena that no one looking in from the outside could hope to understand! Asian Paints embarked on the annual ColourNext research exercise fifteen years ago, hoping to be a window into this mood and milieu.

The process, spread over six months, cuts across demographics and involves in-depth analysis of consumer sentiments, consumption patterns and lifestyle shifts. Through a combination of interviews and multiple workshops, we dive into the layers of society. We work with material and creative visual experts to refine the trends and articulate emerging design directions. Along with the visual depiction, colour palettes, materials, finishes, textures and patterns are defined and developed for each trend.

What we have at the end of it, is a powerful tool for designers - the upcoming year's freshest stories and colours and a spring board for design ideas.

We look forward to your thoughts. Drop in a line to [colournext@asianpaints.com](mailto:colournext@asianpaints.com)

**Amit Syngle**

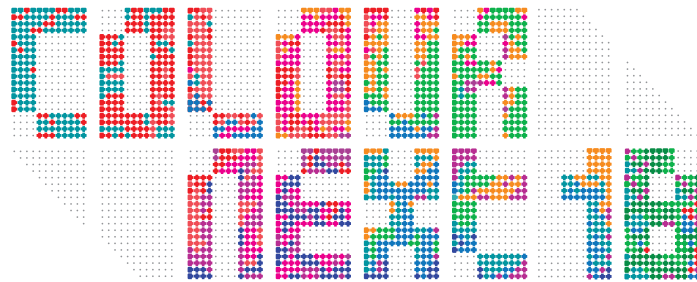
Chief Operating Officer, Asian Paints Ltd.



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# Introduction

The **Asian Paints ColourNext trend forecast report**, for the first time, dives deeper to chronicle the context and catalysts of each of the forecasted trends. It also captures their manifestation in society and various areas of design like spaces, communication, food, apparel and lifestyle accessories. 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 aimed at the Indian consumer.

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 objets d' art! And we believe that this report will be an invaluable guide in that journey.





I.

# Alchemy of Memories

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# Down that lane with a pocketful of magic

The past has a quiet way of being present and the world is beginning to take notice. What we once called textbook history is slowly making room for a personal touch and vicarious living of the days gone by. Through people and places, myths and mysteries. People are slowly waking up to the fact that the answers to navigating the future lie in their connections with the past; in discovering those about their own antecedents and as a collective.

Man is made of memories. The rich repertoire of thoughts, hope, ambition and nostalgia propels him ahead, one day at a time. They build his pathway to the future, creating a unique view of the world.

Richard Meckien, in his article, 'Cultural Memory: The Link Between Past, Present and Future', quotes, "At first glance, memory seems something inert, stuck in the past - a memory of something that has happened and stopped in time. But a closer look reveals that memory is dynamic and connects the three temporal dimensions: evoked at the present, it refers to the past, but always views the future."



# Collecting memories

**In a world where everything is transient,  
our past is the only thing that stays with us**

The disconnection with the past is driving people to rediscover it, at a personal level and as collective history. USC professor Vern Bengtson<sup>2</sup> sums it up aptly when he says that we all have a built-in desire to know from where, and from whom, we come. “We want to find out about the highs and the lows, the triumphs, the tribulations of people whose genes we carry.” What emerges is that the need for an anchor is imperative, whether it is rooted in the larger perspectives of culture, or within our own family and lineage.





### **The lure of travel**

Travel is one popular route to self-discovery. It has become more accessible with an increased demand for soul searching. This has created an intermingling of cultures where experiences and histories are shared, adding a personal dimension to one's knowledge of a place and its history.

### **Assimilating new cultures**

Geographical mobility and growing human aspirations have led to increased migrations. By fusing their language, rituals, arts and cuisine with that of the host city, interesting cultural blends are created that enrich the fabric of society, and change the landscape of their shared history.



# Creating a memory bank

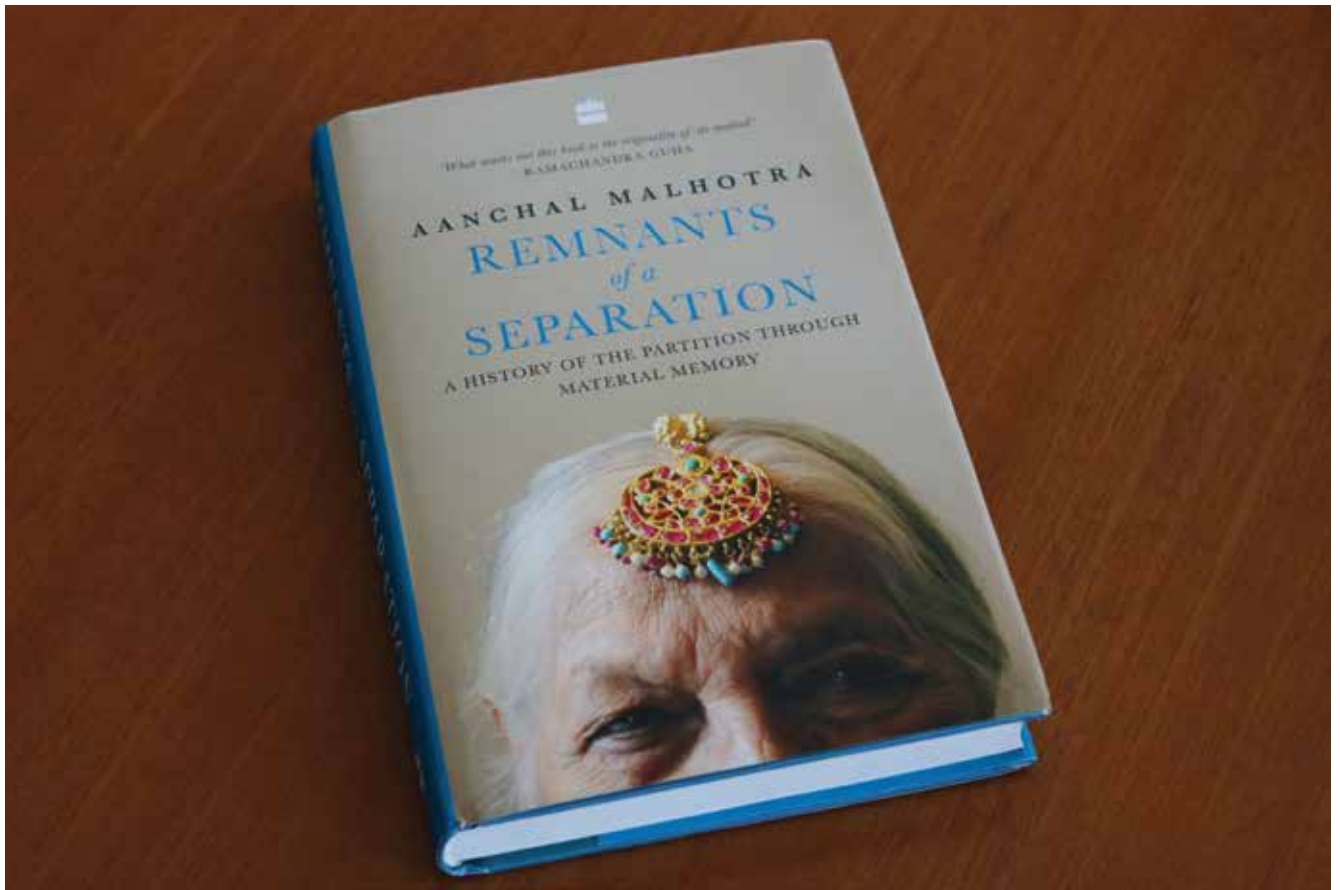
People are seeking stories from the past for it has made them who they are today

Alchemy of Memories is a trend that sees people realising the importance of documenting memories in pictures, art, theatre, conversations, folklore, and other experiential ways. This is uniting institutions and individuals who are helping to keep the past alive by contemporising it for the modern world.



Landour Bakehouse, Mussoorie





An art project on India's partition, Remnants of a Separation by Aanchal Malhotra

In collaboration with Brown Paper Bag, Visual Disobedience, Junoon Theatre and RIIDL, the Godrej India Culture Lab organised The Pop-Up Museum of Memories, represented by the hashtag - #RememberingPartition. The one-day pop-up included a user-generated museum of memories<sup>3</sup>, curated within a 60,000 square feet Godrej factory. The audience hungrily fed on the images, restoring old memories while creating new ones. They meandered through a journey of their past, to understand the present and hope for a better future.

The Storyteller's Bar is another tribute to the memories of Pondicherry. Its main highlight is the interactive 'Wall of Stories', which features memorabilia from locals and old timers as well as the stories of travellers passing through. They hope to make each memory of the city come alive for all present and future travellers. Even taste buds help play an important role in the preservation of memories. Landour Bakehouse, a quaint little bakery in Mussorie, keeps the past warm with rustic décor and century-old colonial recipes, to lure people in with the charm of old memories.

Similarly, Aanchal Malhotra's fine art thesis, 'Remnants of a Separation', is a material study of India's partition. The book explains how even under times of duress and extreme danger, refugees carried across borders objects which ranged from expensive jewellery to ordinary items, for the memories buried within them. These objects would serve as storytellers to be passed down generations.

There is an undeniable alchemy to memories exceeding the realms of albums and museums. They are coming to life in everyday narratives. They are being shared by engaging storytelling. They are constantly being refreshed by a living library of people who are coming together in a focussed attempt to capture the essence of humanity. For this generation and future ones.



# Every colour tells a story

## Colour palette

Every moment creates a story, and every story a memory. Alchemy of Memories brings a bouquet of stories, soft-bound in time.

Muddy mauve and aqua add a charming, moody quality to the palette. The interplay of the lead colours – 'Vine Yard', 'Asparagus', 'Chapel Grey', 'Amazon Envy' and their dreamy mood transports you into a realm that is akin to the alluring charm of magical surrealism.

## Lead colours



**8709**  
Vine Yard



**7805**  
Asparagus



**8441**  
Chapel Grey



**M115**  
Amazon Envy

## Supporting colours



**X151**  
Turquoise Ocean



**8494**  
African Plain



**8569**  
Hazel Nut







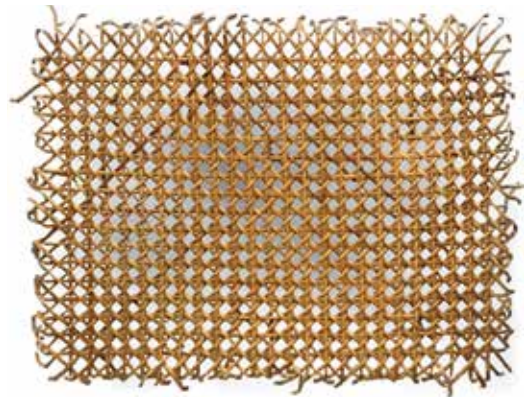
## Materials, Textures & Finishes

Materials like cast iron have a tell-tale surface evolving with time, echoed by the faded sheen of velvet and the natural tan of rattan. Repurposed textiles and distressed finishes traverse through time in every weft and warp, and hide secrets in their folds. There is a quiet conversation between the carefully preserved patina of metals. This is nostalgia at its best!

### Material & Fabric



Crushed Velvet



Rattan





### Patterns

Evoking the familiarity of something old yet new, the patterns have a comforting feel, like the remnants of a story that has settled in the recesses of the mind. Flowers lovingly pressed between pages, scribbled notes, worn-out pages of a family recipe, faded sepia-toned photographs bring back to life a time gone by.

### Wallpaper



Nilaya Ink · Memories  
Panel 1 · W110WP01P01  
Panel 2 · W110WP01P02

### Texture



Antico Tungstan Tan M033





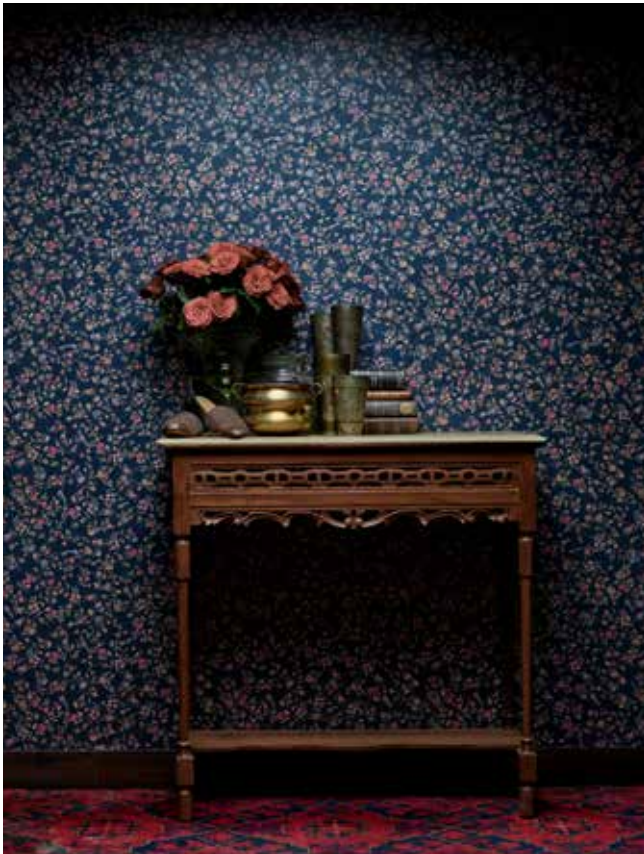
Spring / Summer collection '18, Pero  
Collaboration, Nikhil D  
Photography, Dolly Devi







Wallpaper for Nilaya by Asian Paints  
Sabyasachi Mukherjee



Wallpaper for Nilaya by Asian Paints  
Sabyasachi Mukherjee



The Sari Series **Border&Fall**  
India Art Fair, 2018





Aide-Memoire **Wari Watai**  
A partition with many windows  
Created for ColourNext 18



Oblique armchair **Iqrup + Ritz**  
Oriental and colonial inspired  
armchair made with cane  
Created for ColourNext 18



Betty **Iqrup + Ritz**  
Mid-century modern silhouette similar to  
styles made in Punjab in the 1950s and 60s  
Created for ColourNext 18





Exhibition design, **Wari Watai** for ColourNext 18  
Design associate, **Studio Meraki**

Curated products from :  
Alex Davis Studio, Roche Bobois Paris,  
Lasvit And Foscarini (from lightandyou.com),  
Boconcept, Mukul Goyal, At-Tin Studio, Bharat  
Floorings, Nitco Tiles, This And That, The Carpet  
Cellar, Wari Watai

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II.

# Busy Cool

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# #Workworkbalance

Being busy, in today's competitive world, is not a temporary state of being. It is a lifestyle statement. Time, or the lack of it, is the new currency of cool. For a whole generation of youngsters, this means living life by numerals. They "block dates" in their calendar, "time workouts", "set the pace" for meetings and invest "extra hours" in developing their interests and passions. Life is a game of hopscotch from one event to the other, which are then stitched together to create enviable slideshows that populate their digital footprint.

There existed a time when time set the boundary between day and night, work and play. Then came the 18th century and its greatest invention, the clock. The clock harnessed time and made it quantifiable. Time was now interpreted as money and this gave birth to economies, transformed cultures, and fuelled aspirations.

Unlike the early 20th century, where the term "conspicuous consumption" referred to consumers who flaunted their status through copious amounts of leisure time, today the reverse holds true. The individual considers himself to be valuable. This has led to an attitude of constant busyness, where leisure time is considered a waste of time. Being busy is perceived as a badge of success.



# Busyness provides existential reassurance

What you do defines who you  
are and the more you do, the  
higher your social ranking

If one is constantly crunching time with travelling, working lunches, conducting meetings at offbeat places and working odd hours, they must be doing enough to reach their goals. Being busy is the new hip statement of cool. It helps individuals carve their identity and fulfil their sense of self-worth.

Busyness is triggered by many factors.





### **Passion-driven choices**

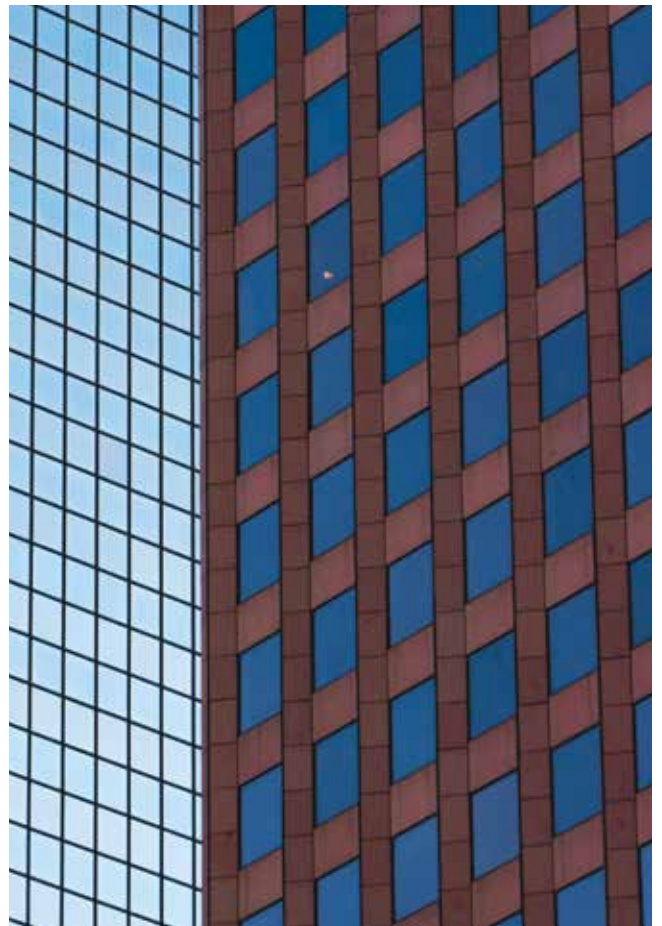
People are choosing to follow their passions, even if it means moonlighting. The fluidity of the gig economy has dissolved time and geographical boundaries, packing longer hours in commuting and working.

### **Social media pressures**

The social media treadmill makes it imperative to showcase one's achievements and possessions, creating a perennial trap of catch-up. The pervasive FOMO on rewarding experiences compels people to display their power-packed life across hundreds of virtual windows.

### **Fast-paced lifestyle**

Moving at a fast pace, even though it may be superficial at times, instills a sense of fulfilment and accomplishment. Chaos creates a sense of comfort and dilutes the fear of obsolescence. The world is dynamically moving ahead and constantly providing new opportunities, redefining passions and interests and helping people rediscover more aspects of themselves. This creates an urgency to make every moment count.



# The insecurity of idleness

## The work-life balance has evolved to work-work balance

Busyness has become the antidote to boredom and possibly, the insecurity of inactivity. No one wants to be left behind.

Evidence of this trend can be witnessed in the surge of services, products and apps that help humans squeeze more into their already bursting timetables. Consumption of energy drinks promises more push power. Online ordering and home delivery service providers like Big Basket, Swiggy, ClosetCare provide more reason to not step away from the desk even to fulfil basic needs. Apps and gadgets like Endomondo, Fitbit, HealthifyMe help fast trackers concentrate on their lofty goals. Families create WhatsApp groups to talk to each other and sync Google calendars to socialise together. Having no personal life is the new uber-cool, according to a Harvard study.





Busy Cool as a trend is counter-intuitive to everything the tech-driven world has created. Work from home options, flexi-hours, time-saving gadgets and services and everything in between, which were designed to fulfil the need for a work-life balance, have switched sides. They now contribute to a culture that is thrifty with leisure time.

Yet, the trend has its perks. People today are constantly seeking ways to enhance self-growth. There is a focus on experiential versus material possessions – the more and varied experiences one indulges in, the richer it makes their life. Time is a small sacrifice in comparison with the satisfaction derived from indulging in things they are truly passionate about.

27-year-old Bahaar Rohatgi is a hard-nosed lawyer by day and creative artist by night, prompting people to dub her “Duracell Battery”. 32-year-old Pallavi Singh is the Co-founder of Moda Ninja - a fashion blog. Additionally, she's involved in various social development projects related to education, malnutrition, sustainable construction and more.

It all depends on what busy means to you.



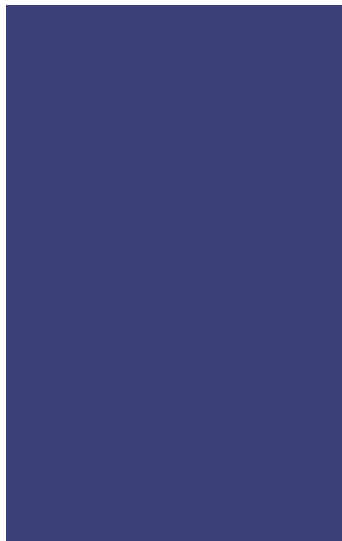
# Eventful colour

## Colour palette

Busy Cool can be best described as passionate and flamboyant. The colour palette, though blue-blooded and bold, shares fleeting glimpses that deep-dive into the dynamic and diverse nature of the individual.

The lead colour 'Blue Berry' denotes passion and exudes a feeling of high energy. It finds its match in the flamboyant orange-red which lives up to its name, 'Centre Stage'. When paired together, the overlay of the two shades creates the colour mauve, 'Deep Passion', which brings out the essence of Busy Cool.

## Lead colours



7213  
Blue Berry



8045  
Centre Stage

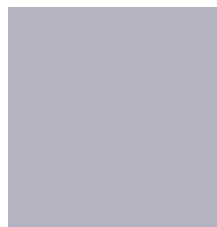


9102  
Deep Passion

## Supporting colours



9467  
Grape Juice



7233  
Ice Cube



8329  
Diamond Blade







## Materials, Textures & Finishes



The juxtaposition of different textures creates a new visual language. Solid surfaces and smart textiles, supported by engineered wood, trump natural surfaces. The power these textures possess to transform spaces can facilitate and provide a cohesive environment that allows for creativity of the individual to come out. This creates spaces that are just like the devices the Busy Cool can't do without: smart, efficient, dynamic and stylishly Instagramable.

### Material & Fabric



Solid Surfaces



Smart Textiles





## Patterns

Tightly-knit patterns such as abstract or geometric prints that huddle together convey the ever-ticking busy mind. Complementing this are magnified patterns that indicate and amplify Busy Cool's zest for life.

### Wallpaper



Nilaya · Reflect  
W102WF12E75

### Texture



Royale Play Stellato  
Shade : Tedorico  
Rocky Terrain 9478 with clear Mica



BUSY COOL | DESIGN MANIFESTATION





Adding fuel to the Busy Cool lifestyle  
Online food ordering app by Uber



Utility leather backpack  
Outback, Asia



Window drawing at Social, New Delhi  
Kriti Monga





Un dos tres seater **Wari Watai**  
Modular sofa/chair  
Created for ColourNext 18



Tuffet pouf **Wari Watai**  
A fun low-seating ensemble  
Created for ColourNext 18



Exhibition design, **Wari Watai** for ColourNext18  
Design associate, **Studio Meraki**

Curated products from :  
Vitra, Boconcept, Poltrona Frau, Forbo,  
Flos (from lightandyou.com), Louis Poulsen  
(from ALC Lighting Solutions), Established  
and Sons (from lightandyou.com),  
Rubberband, Wari Watai

Cyanotype artwork by **Wari Watai**

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III.

# Humane

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# Rebuilding Connections

Technology has surreptitiously changed every part of our lives. The world has realised this and is attempting to reverse it. Individuals who had formed relationships with screens, are now seeking real ones. The constant flow of pings, likes, shares and chats are being slowly replaced by real, face-to-face conversations. Today's world is climbing out of their cocoons and reconnecting with other people, and with their emotions. They are rediscovering the beauty and simplicity of human touch and warmth. Their vulnerability is creating empathy, driving them to reach out to the community. There is a noticeable shift in attitude from 'I' to 'We'.

The beauty of technology is its duality. One cannot deny the convenience and comfort its many creations have added to life. From doorstep deliveries to dating, transportation to travel planning, food ordering to family entertainment, a barrage of apps and services fulfil every wish in a click! This new world of on-demand positioned itself as time-savers to allow people to do the things they enjoyed, like spending more time with loved ones. However, it created a cocoon of comfort where, instead of stepping out, people preferred to be "shut in", without feeling the need for other human contact.

The tech that was created to enhance life, became life itself. But humans, by nature, are social beings. The lack of real interaction began to create a feeling of isolation and the sense of loss slowly saw individuals reaching out again.

# People need people

## Living in the digital age, the need for real interactions was never greater

As far back as 1998, Carnegie Mellon researchers warned that the internet would turn people into hermits<sup>1</sup>. Web-surfers were decreasing their interactions with family and friends, which made them isolated and depressed. “We were surprised to find that what is a social technology has such anti-social consequences,” said one of the researchers at the time. “Ironically, these were the same people who described the Internet as a positive thing.”

Though rooted in technological changes from the last decade, it is only recently that Humane, as a trend, is clearly emerging, seemingly from these paradoxes.







### **Virtual friendships**

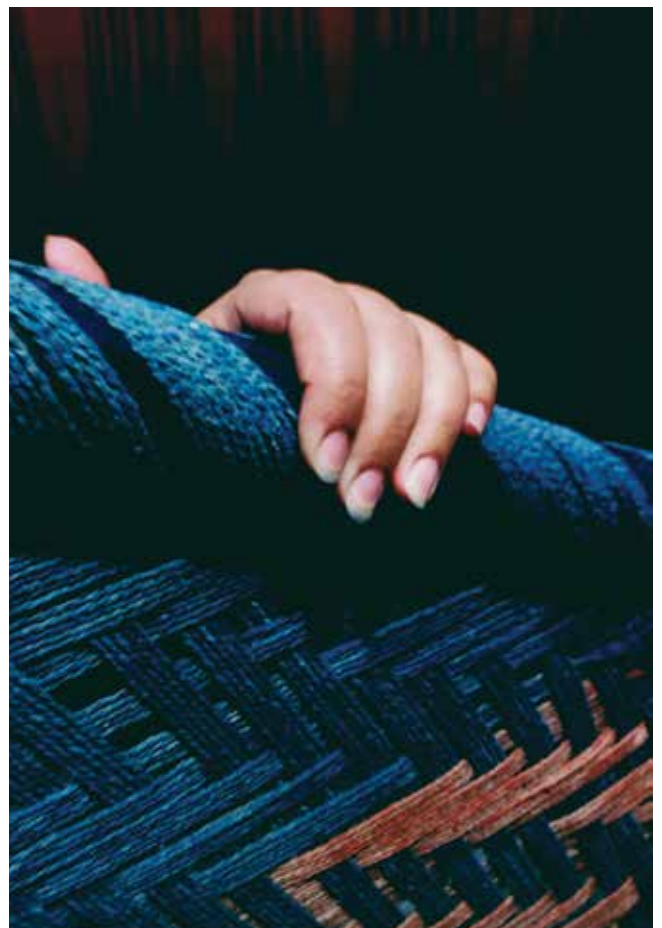
Various social forums and chat rooms enabled conversations with hundreds of virtual friends. But it perpetuated a lifestyle which made having a real conversation with one real friend trying.

### **Climate of fear**

The availability of platforms to tell one's story has made it harder for facts to be hidden. But its amplifying effect, which is often disproportionate in nature, could create an element of fear, especially due to the lack of veracity.

### **At the tap of a screen**

The shut-in economy eliminated the need for most banal activities, but in the process, it shut people out. With every necessity from groceries to food to laundry to pet-walking providing doorstep service, the need to leave one's home was virtually eliminated.





# Reaching out to reconnect

## People seeking more human interaction and building on a sense of social belonging

People are embracing their vulnerability and reaching out to each other, to build essential human connections. Dr. Emma Seppala, Science Director of Stanford University's Center for Compassion and Altruism Research and Education sums this up by saying, "social connectedness generates a positive feedback loop of social, emotional and physical well-being."<sup>2</sup>





End of Life Care, India  
 #LaughAtDeath  
 Photography, Medulla Communications Pvt. Ltd.

India is already witnessing an outburst of emotion in engaging conversations and actionable outcomes. The Indian Association of Palliative Care hosted a stand-up comedy show where four terminally ill patients laughed at death. The Equal Streets movement in Mumbai blocks roads for motorized vehicles for four hours on Sundays encouraging citizens to re-imagine their roads as open-air dance studios, art hubs, gymnasiums and yoga institutes.

Corporations across the country are revealing their humane side by revisiting their hiring policies. A few leading organisations are softening their stance from hiring brains to hiring hearts, thus replacing the once predominant knowledge economy with a human economy. The future will see people seeking more human interaction, reconnecting with and building on a sense of being a part of a community. The need to belong and connect with the larger ecosystem will fuel a new humane energy. This will manifest in physical interactions, tangible conversations and as a movement in supporting the human collective.

Humane as a trend is here to stay.



# Seeking comfort in colour

## Colour palette

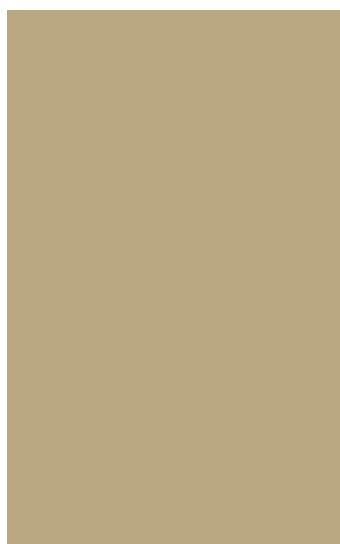
Inspired by the soil of different topographies, the grounded and layered qualities of 'Prairie Island' and 'Almond Sand' awaken feelings of introspection. 'Passion Flower' represents hope in our ability to choose what's best for us.

An emotional bouquet of harmony, empathy and compassion resonates in the supporting palette. Overall, the tones are earthy and grounded and connect people with nature, and themselves. To remind us of who we are, where we have originated from, and our journey towards each other.

## Lead colours



**X107**  
Passion Flower



**8512**  
Almond Sand

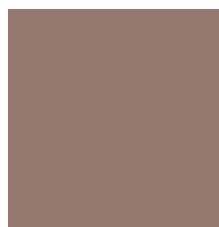


**8631**  
Prairie Island

## Supporting colours



**7302**  
Pleasant Lake



**9543**  
Muddy Terrain



**0974**  
Basra Pearl - N





## Materials, Textures & Finishes

Evoking the familiarity of haptic connections, materials that invite touch are resurfacing. The soft caress of Pashmina wool that warms the skin, the welcome scent of rain-washed earth filling the air, rough tones of brick and wood, downy rugs to sink into, these are a few of the sensorial experiences that will be sought after. Natural surfaces such as white oak with its grainy texture and polished copper and marble with its organic patterns, will begin to dot the landscape.

### Material & Fabric



White Oak



Wool / Flannel







### Patterns

Irregular, organic and topography-inspired. The patterns we seek will find striking resemblance to the patterns in nature. Each pattern an undefined shape, yet with defined meaning. Hand-drawn lines, patterns that seem textured and three dimensional, with the roughness of hand-crafted objects. The warmth of comforting checks and irregular patterns that cocoon, are reminiscent of the warmth of human touch.

### Wallpaper



Nilaya · Siroc  
W101WE85E75

### Texture



Royale Play Cresto  
Base coat : Marmorino KS : Cream Drop 9523  
Top coat : Stucco Bone white 0964







Cashmere lambs wool throw  
**Unnu Textiles**



Organic cotton white dress **Chola The Label**  
Styling, Gary Robert Wallang



Desconstructed extended sleeve jacket,  
Recycled striped cotton shirt from post  
consumer waste **Chola The Label**  
Photography, Siddharth Lalchandani





**Kangkhand Wari Watai**  
Reinterpreted traditional Manipuri mosquito net  
Created for ColourNext 18



**Edo bar cabinet Iqrup + Ritz**  
Inspired by travel, this drinks cabinet has the quintessential clean lines and workmanship of Japanese furniture  
Created for ColourNext 18



**Cell table Iqrup + Ritz**  
The organic cell table, in white marble  
Created for ColourNext 18





Exhibition design, **Wari Watai** for ColourNext18  
Design associate, **Studio Meraki**

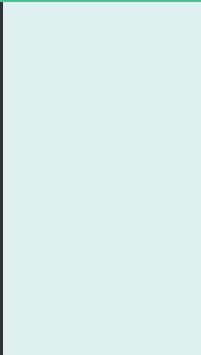
Curated products from :  
Iqrup and Ritz, Bharat Floorings, Unnu Textiles,  
Louis Poulsen (from ALC Lighting Solutions),  
Sangaru, Woven Threads, Boconcept, Claymen,  
Koy Store, Wari Watai



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IV.

# Untamed

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# Sanity in Absurdity

Absurdity is emerging as a new vehicle of communication for a generation that wants to be heard. This irreverent approach is no longer confined to a few brave souls, and has found occurrences in both, culture and collective society. At a time when there is so much noise, expression that borders on extremes shocks the world into taking notice. Outrageous, absurd and sometimes downright ridiculous, it's better to be scorned than ignored.

Welcome to the world of "absurdism". The first murmurs of this newfound concept were propagated during World War II. Mankind had never witnessed such severe destruction and devastation. The world grappled with this grim reality and sought solace in outrageous, irrational expression.

Today, however it takes on a whole new form. As Dada art moved through cabarets and museums, we see absurd art and humour move across the Internet as a primary medium. Millennials all over the world have taken to using this as a means to express their disillusionment.

# Creating a voice, not noise

**An outburst of emotion  
seems to be the new form  
of expression**

Absurdity has transformed from an unacceptable form of behaviour to an accepted language of communication that celebrates bizarreness. Untamed, as a trend, can be attributed to multiple reasons.







#BadeMoochwale  
Painter, Illustrator and Photographer,  
Abhinav Kafare

### The need to be heard

The world is in, what feels like, a climate of fear. Trying to make a difference in this current situation has become the collective need of the hour, and absurdity has become a tool for communication that is used without discrimination. Think 'State Bank of Tomato', an initiative by Lucknow Congress to protest rising prices. To garner attention, the Tamil Nadu farmers protest for farm loans waiver saw them dressed in loin cloths and brandish the skulls of their peers.

### Absurd resistance

A country that is progressing as fast as India has supporters of what has come to be called progress, and naysayers. A wave of conservatism has come about, as a result. The beef ban, imposed in certain states, saw the Students' Federation of India (SFI) organising beef fests at 210 area centres in the state of Kerala, in an absurd but effective form of protest.

### Amplification on social media

Prominent political, social and religious icons often rely upon ridiculousness to gain traction. The proliferation of social media and their affinity for controversies has further glorified this in all its forms, whether in art, fashion, technology, or thought. All India Bakchod, a comedy group better known as AIB, constantly feeds their social media with exaggerated pictures or clips of regular situations that essay irreverence at its contemporary best. The youth, of course, find these perversely exciting.

# Theatrics of the Absurd

## If being deviant is in vogue, fanaticism has a fan following

Untamed as a trend underscores the undercurrent of anxiety and resentment, which seems to have shapeshifted into humour. Across the world, there is an absurdist movement of sorts. One would think it would creep into life in hints and clues. Quite the contrary. Proponents of the absurd aren't hidden behind doublespeak or coyness or politeness. They are out there in the open, on display and brighter than day. AIB's Valentine's Day campaign, a parody called 'Pyar Ek Dhokha Hai', was a humorous antonym. Thousands of young singles braved the heat and the possibility of a stampede, to shout slogans protesting love. The event turned out to be a full-blown success, with merchandise and famous performers decrying romance.



No rules for Ranveer Singh  
Photographer, Viral Bhayani

The Bizarre Burfi Project Soup  
Photography, Sharpener

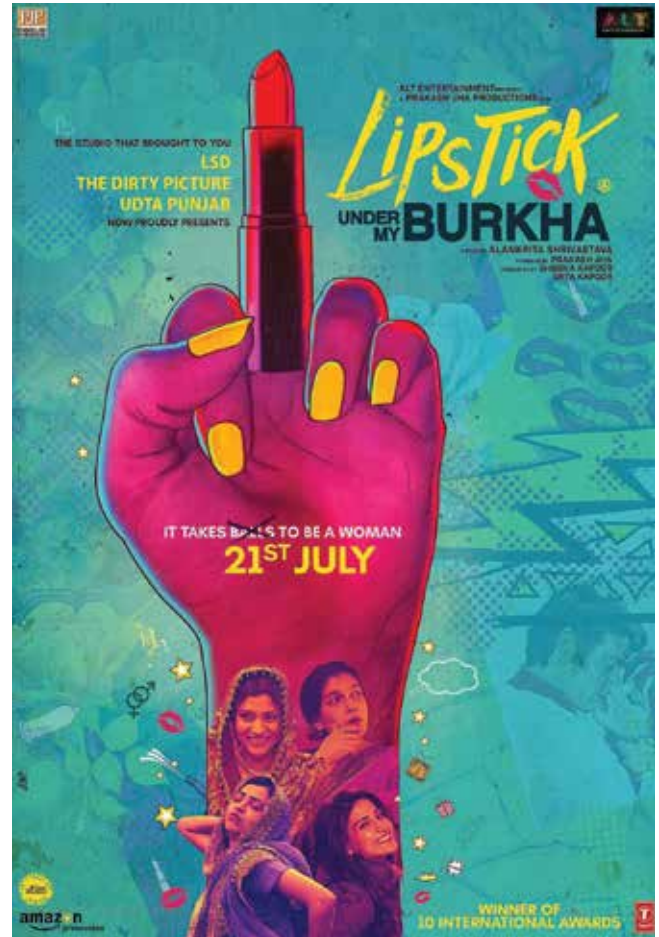


### Protest Art

Tired of the constant goody-goody imagery of Indian moral values and social constraints, Soup, the design shop, aimed to challenge this notion by portraying the comfort of Indian mithai in a different light. A series of surreal photographs juxtaposed the sweets against the human body to create a disturbing physicality.

23-year-old photographer, Sujatro Ghosh campaigned for women's safety through images which could be considered sacrilegious and "hurt religious sentiments". He opined that cows were safer than women in India and depicted this with a series of photographs of women wearing cow masks. His act of absurdism has managed to jolt up the consciousness of the youth.

A controversial movie which serves as a metaphor of an escape route, of the many dreams and fantasies of women.



### Neo Humour

Absurdity, in this world of user-generated content, sees an increasing demographic regularly contributing memes which mock the world. Memes are defined as pieces of cultural information that spread among groups by imitation, changing bit by bit along the way. It touches upon everything from everyday struggles to world issues, in an oft-irreverent manner. Since 2008, Know Your Meme, an online encyclopaedia of memes, has recorded 11,228 memes and adds new entries to its database every day.

Will absurdity continue to gain traction as a movement, or will it die a natural death as the order of the world changes? There is every possibility that its humour may not resonate with the next generation, which will cease its procreation.

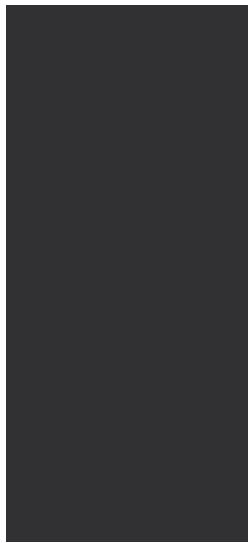
# Shout out loud



## Colour palette

Outrageousness is the theme that dominates the Untamed colour palette. There is an unusual chemistry that generates curiosity among the viewers. Colours in this trend have a distinct fluorescence and appear to break their stereotyped attributes. 'Natural Mint' sheds its calm composure with shades of 'Black Currant', and 'Tickled Pink' breaks its traditional avatar when combined with the luminosity of the yellow 'RAL 1026', as they come together and rise above the plebeian noise to deliver a strong statement.

## Lead colours



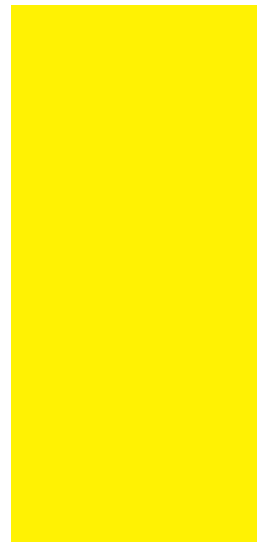
**9461**  
Black Currant



**9295**  
Natural Mint

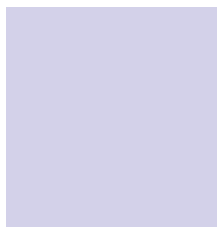


**7113**  
Tickled Pink

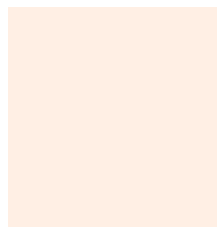


**1026**  
RAL

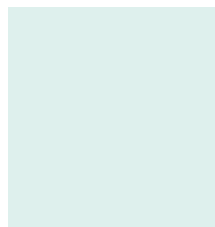
## Supporting colours



**7171**  
Carefree Breeze



**L139**  
Blush



**L114**  
Aqua Mint





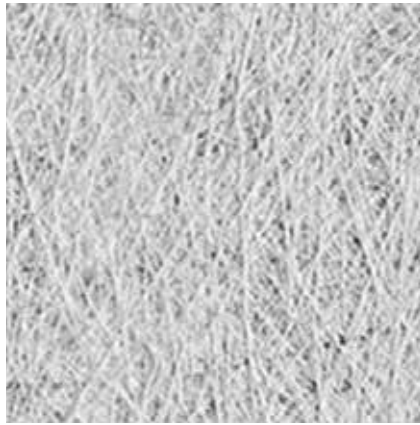




## Materials, Textures & Finishes

Textures play an important role in Untamed. This is where ridiculous juxtapositions take centre stage, lit up by the psychedelic. Polished surfaces reflect light like mirrors, true gloss is unshakeably back. Fibreglass meets dichroic film, and faux fur meets onyx - aesthetically and deliberately done with unconventional usage of forms and patterns. All that matters is the magnitude of impact.

### Material & Fabric



Fibreglass



Faux Fur





### Patterns

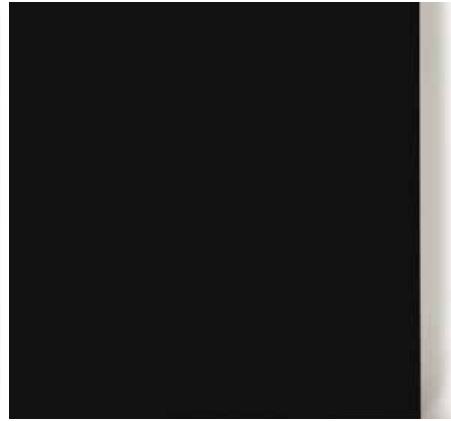
Untamed patterns are those that are distorted for impact, a glitch that exists on purpose. They communicate with authority and abandon to effect a sense of raging beauty.

### Wallpaper



Nilaya · Reflect  
W102WF28E75

### Texture



Polyester black



UNTAMED | DESIGN MANIFESTATION



Lakme Fashion Week, NorBlack NorWhite





'I follow river' #BadeMoochwale  
Painter, Illustrator and Photographer,  
Abhinav Kafare



Le15 and Design Fabric collaboration





Glitch **Taxi Fabric**  
The collision of normalcy and absurdity.  
Where are we?  
Designed by Tara Anand  
Created for ColourNext 18



Fluid Dreams **Taxi Fabric**  
Mine. Yours. Ours. His. Hers. Theirs. Whose, but?  
Designed by Tara Anand  
Created for ColourNext 18





Exhibition design, **Wari Watai** for ColourNext18  
Design associate, **Studio Meraki**

Curated products from :  
Scarlet Splendour, Roche Bobois Paris,  
Lasvit (from lightandyou.com), Alex Davis  
Studio, Slamp (from lightandyou.com),  
Koy Store, Wari Watai

Visit [www.asianpaints.com/colournext](http://www.asianpaints.com/colournext)  
for an immersive 360° experience of the ColourNext18 exhibition

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# Passion Flower

Passion Flower (X107) | Colour of the Year 2018





# Passion Flower

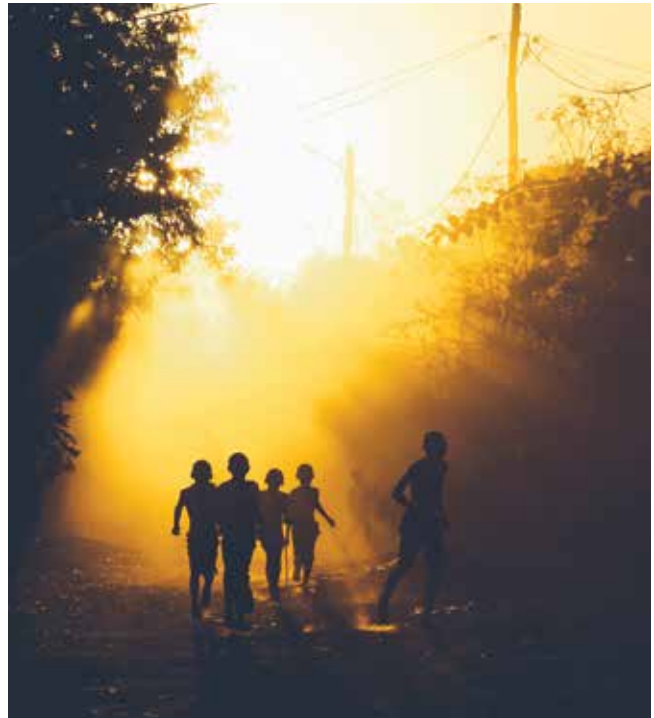
**Passion Flower (X107) is the luminous colour of 2018.**

A colour that bathes the world in an ever-evolving halo.

With its origins in the yellow family, and reminiscent of sunshine, the colour naturally attracts and emits positivity with a spark in it.



COLOUR OF THE YEAR 2018





The soothing qualities of this colour have the ability to transport you to a peaceful place; making it a part of your surroundings can help you create moments of calm.



COLOUR OF THE YEAR 2018

Passion Flower is a colour that seeks the lucid,  
and triggers discovery.





A gold-tinged ray of hope, from the core of the earth to the core of our being.

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# Bibliography

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<sup>1</sup>[www.iea.usp.br/en/news/cultural-memory-the-link-between-past-present-and-future](http://www.iea.usp.br/en/news/cultural-memory-the-link-between-past-present-and-future)

<sup>2</sup>[expertfile.com/experts/vern.bengtson](http://expertfile.com/experts/vern.bengtson)

<sup>3</sup> [indiaculturelab.org/events/special-events/museum-of-memories-remembering-partition](http://indiaculturelab.org/events/special-events/museum-of-memories-remembering-partition)

## **Busy Cool**

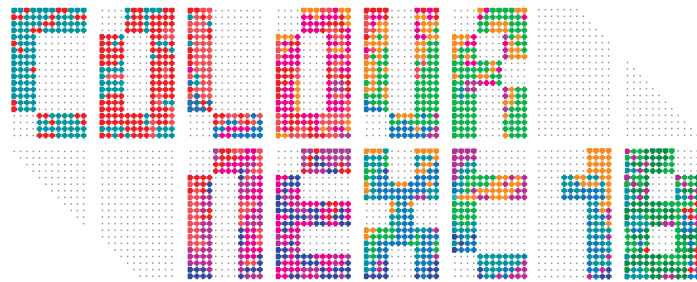
<sup>1</sup>[www.hindustantimes.com/sex-and-relationships/having-no-personal-life-is-the-new-uber-cool-says-harvard-study/story-8GibDlpPHsqrnIQm81NskK.html](http://www.hindustantimes.com/sex-and-relationships/having-no-personal-life-is-the-new-uber-cool-says-harvard-study/story-8GibDlpPHsqrnIQm81NskK.html)

## **Humane**

<sup>1</sup>[medium.com/matter/the-shut-in-economy-ec3ec1294816](http://medium.com/matter/the-shut-in-economy-ec3ec1294816)

<sup>2</sup>[expertfile.com/experts/vern.bengtson](http://expertfile.com/experts/vern.bengtson)

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# The People

## **Socio-Cultural, Media & Trend Experts**

Natasha Badhwar

Vijay Nair

Jaya Jaitly

Samit Sina

Moritz Gekeler

Mallikarjun Das

Ishaan Dixit

Praveen Achary

Jane Jeyakumar

Ramesh Jude

Thomas

Angellica Aribam

Krishna Amin

Patel

Prem Narayan

Vibhu Puri

Agat Sharma

Jatin Modi

## **Thought Leaders**

Anil Chandra

Anupa Mehta

Tejashree Bhanawala

Jamila Q Varawala

Anand Vijayan

Kaustav Sen Gupta

Nijoo Dubey

Sriram Sulia

Karishma

Shahani Khan

Vritima Wadhwa

Aditya Palsule

Mayank Loonker

Subodh Dhivekar

Nikhil Joseph

## **Visual Articulation**

Madhuri Kumar

Andrea Noronha

Avantika Gargya

Susan Mathen

Ankon Mitra

Ruchita Madhok

Sahiba Madan

Aneev Rao

Pragnya Rao

Smita Sharma

Nayanika Bhatla

Sugandh Kumar

## **Consultants**

Pavitra Rajaram

Ashwini Deshpande

Shalini Bansal

Navdeep Kaur

Jasleen Bindra

## **Creative Workshop Collaboration**

National Institute of Fashion  
Technology, Mumbai

## **Research Partner**

Tata Elxsi Ltd.

## **ColourNext 18 Exhibition Design**

Wari Watai

## **Copywriting**

Word Hatter

## **Book Design**

Fitch, India



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**Asian Paints Limited**  
6A, Shantinagar, Santacruz (E)  
Mumbai 400055

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