

Color Palette — 2021

KE

We are immersed in a world made of light and matter, a world guided by our senses and the words we use to describe them. We perceive our world through sight and touch as we continually strive to understand it. We want to understand. To explain, convince, reassure and excite. This is why creating a unique and distinctive color palette is not simply a matter of style, but rather a mission to drive sales in our industry.

Communicating with color has great strategic value: color is a powerful force that can touch the most ancestral chords of the human soul. Reconceiving color research, to speak to a demanding market with ever new expectations, is a revolution that must be carried out in a careful and meticulous way, in favor of a clear path to positioning in the market. To revolutionize is to persevere.

Antonella Bertagnin

Fashion designer and trends research

Style expert and a master of multimedia art, Antonella Bertagnin is the founder of Lifestyleitaly.it - multidisciplinary design studio. She is a creative consultant for the leather, textile and furniture industries as well as design, art and culture. A partner of Color Coloris, she collaborates in defining the color moods that represent Italy at the international meeting on "Intercolor" color.

Since 1998 Antonella Bertagnin has been Coordinator of the fashion committee "Lineapelle Trend Selection". For the Lineapelle Fair she heads up artistic and design direction. She annually oversees the design and implementation of the Trends Area and seminars on fashion trends in leather, footwear and leather goods in the cities of Milan, Paris, Canton, Tokyo, New York, Moscow, Istanbul, Sao Paulo, Basel.



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What I love is exploring: channeling research towards the ignition of an idea that helps companies face the market with creative momentum and full awareness. And with attention to the more human and emotional dimension, from where the irrepressible impulse that triggers the purchase is born.

Color Revolution

At the base of a concept

When we see color, we do it with the awareness that our whole world is created by light. Color is nothing more than components of light. The object we observe absorbs all light except what it reflects back to our eyes, only the color that defines it.

This is why it is so important to recognize the close link that exists between color and matter.

For this project, there are three keywords that guide the research: Words, Places, Matters.

Words

Naming the colors is important to make them familiar, easily recognizable

Places

Places define colors. Recognizing different types of places is a starting point for defining and suggesting color combinations.

Subjects

Objects do not exist in isolation but are part of their environment: analyzing materials that make up the environment itself helps to make decisions; to decide, for example, whether the spirit of a place is false or if it is suited to be a true architectural creation.

01

Essential

*The chromatic base of each
essence unfolds along a scale
between black and white.
A gradual rise from dark to light
through different shades.*

Essential

A reflection that affects and separates transparencies, spreading in different directions. Flexible fusion between color and matter that expresses itself consciously.

RAL 9010
WHITE

RAL 9006
ALLUMINIUM

RAL 7016
IRON

RAL 9007
DARK
ALLUMINIUM

CARBON

CORTEN

RAL 1013
OFF WHITE

RAL 8014
CLASSIC
BROWN



02

Sensitive

*It is the senses that guide instinct.
Shades that harmonize the
surrounding space. Shy emotion
that stands out with elegance.*

White Page

Confident expression of perfection. Affirmative and sincere, it does not need explanations. Quiet and indispensable.

“

A freshly plastered wall, cotton tablecloths spread out in the sun, linen curtains blown by the wind during a wedding.

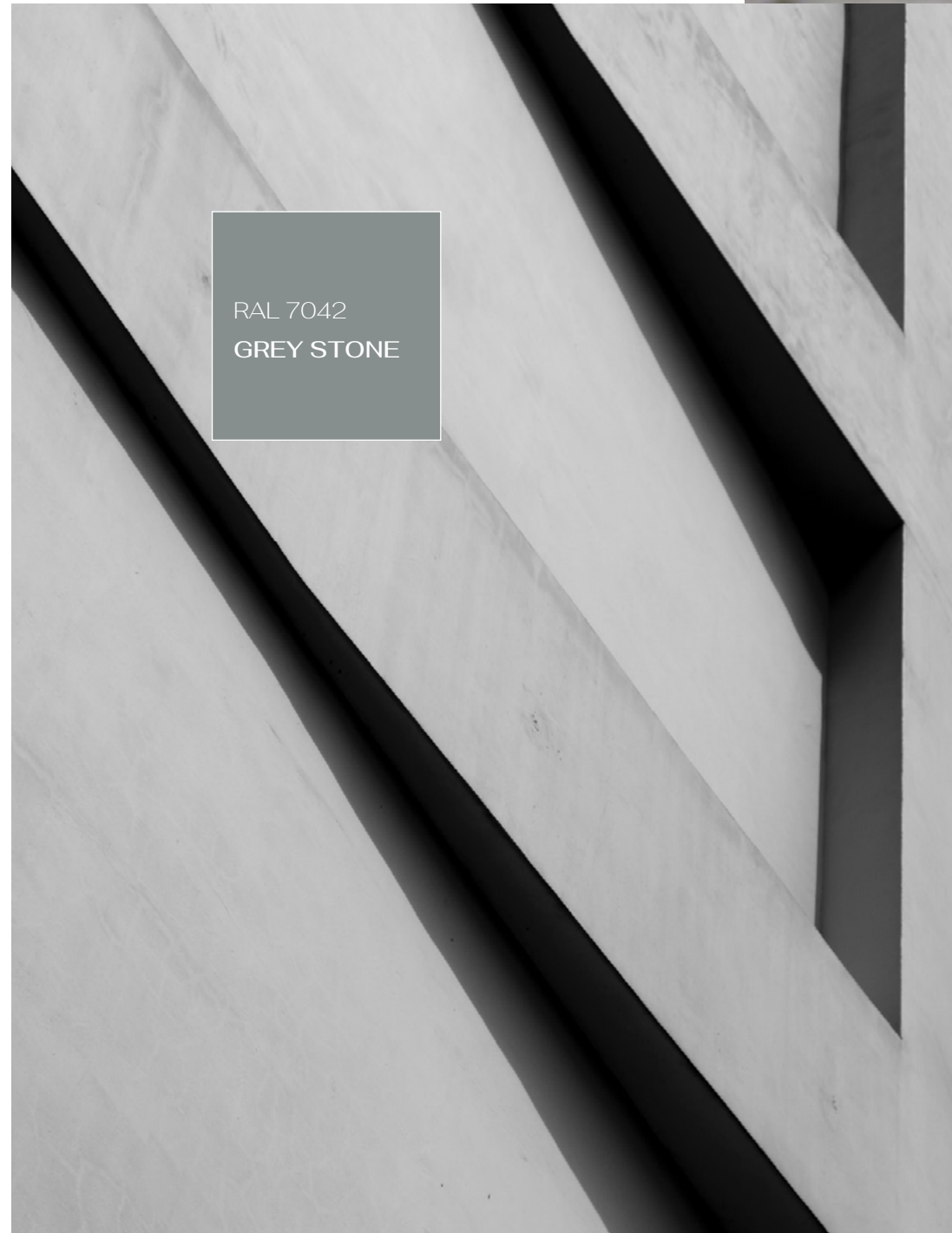
RAL 9002
WHITE GRAY

RAL 9003
COTTON

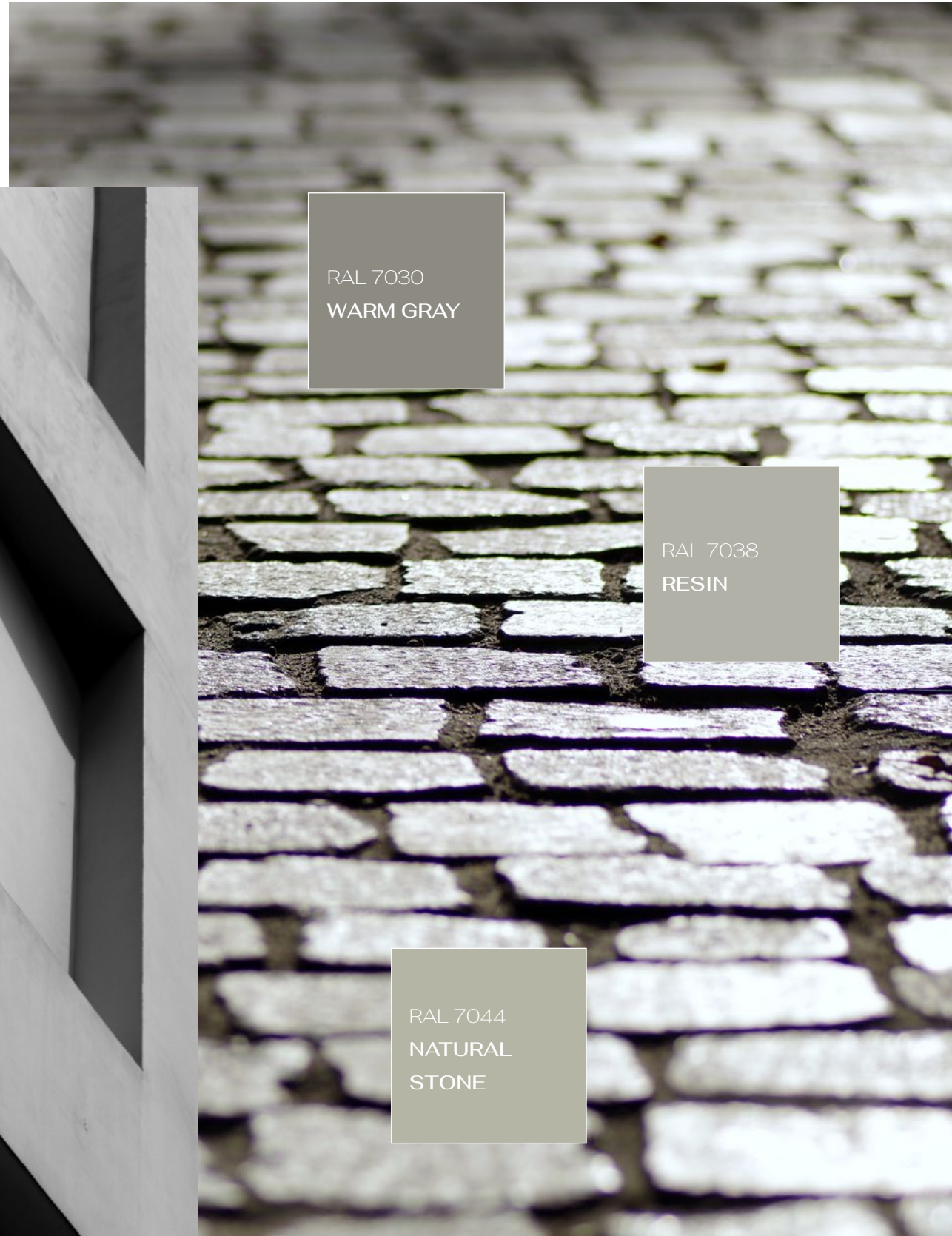


Gray Walls

All around, inside, outside, it stands out under the echo of the steps along the path. Solid presence, like stone, which fills the space with refinement, care and elegance. Subtle but omnipresent shades.



RAL 7042
GREY STONE



RAL 7030
WARM GRAY

RAL 7038
RESIN

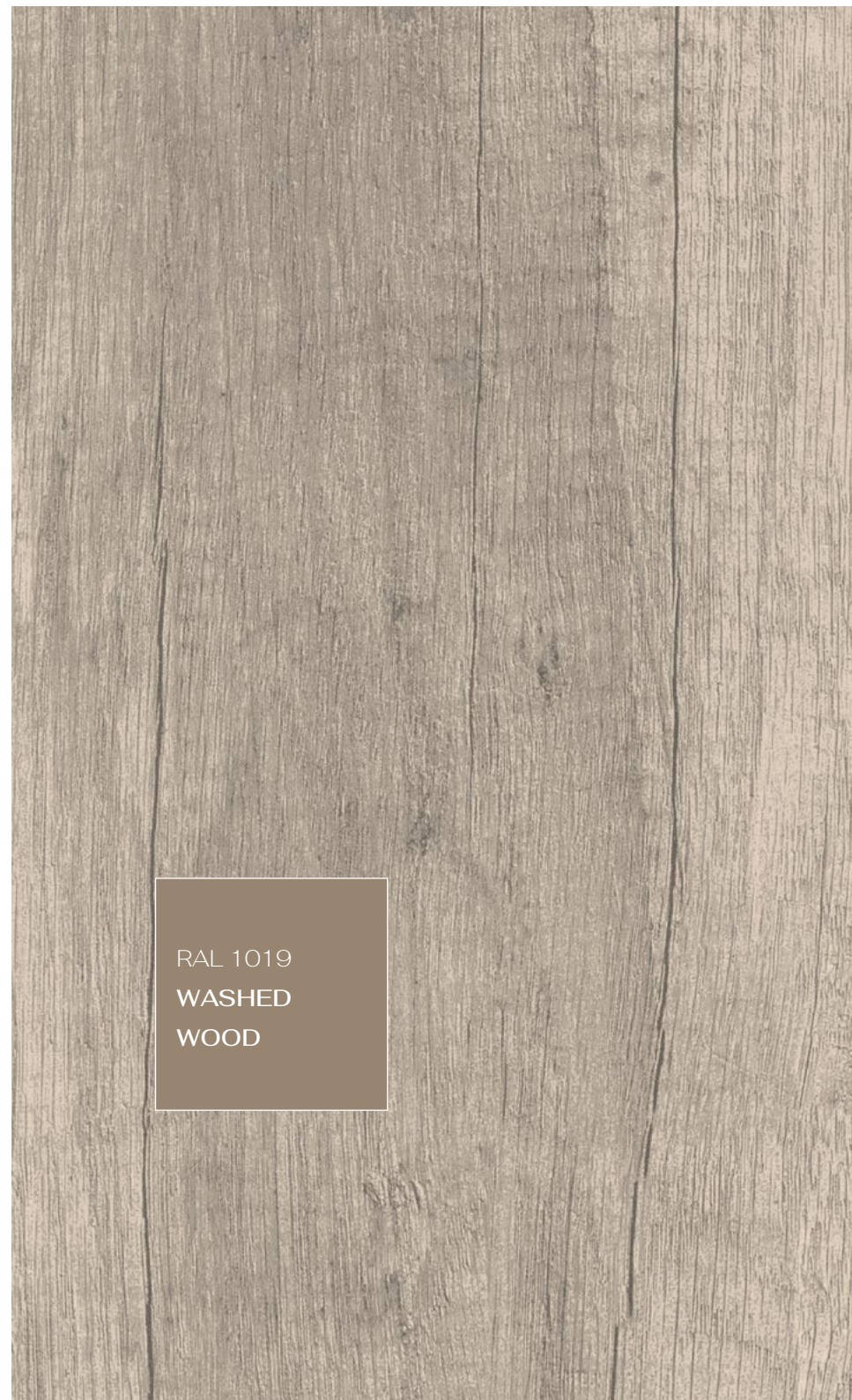
RAL 7044
NATURAL
STONE

“

The hard concrete, the basalt slabs, the solidity of the stone with which it is built.

Natural Feeling

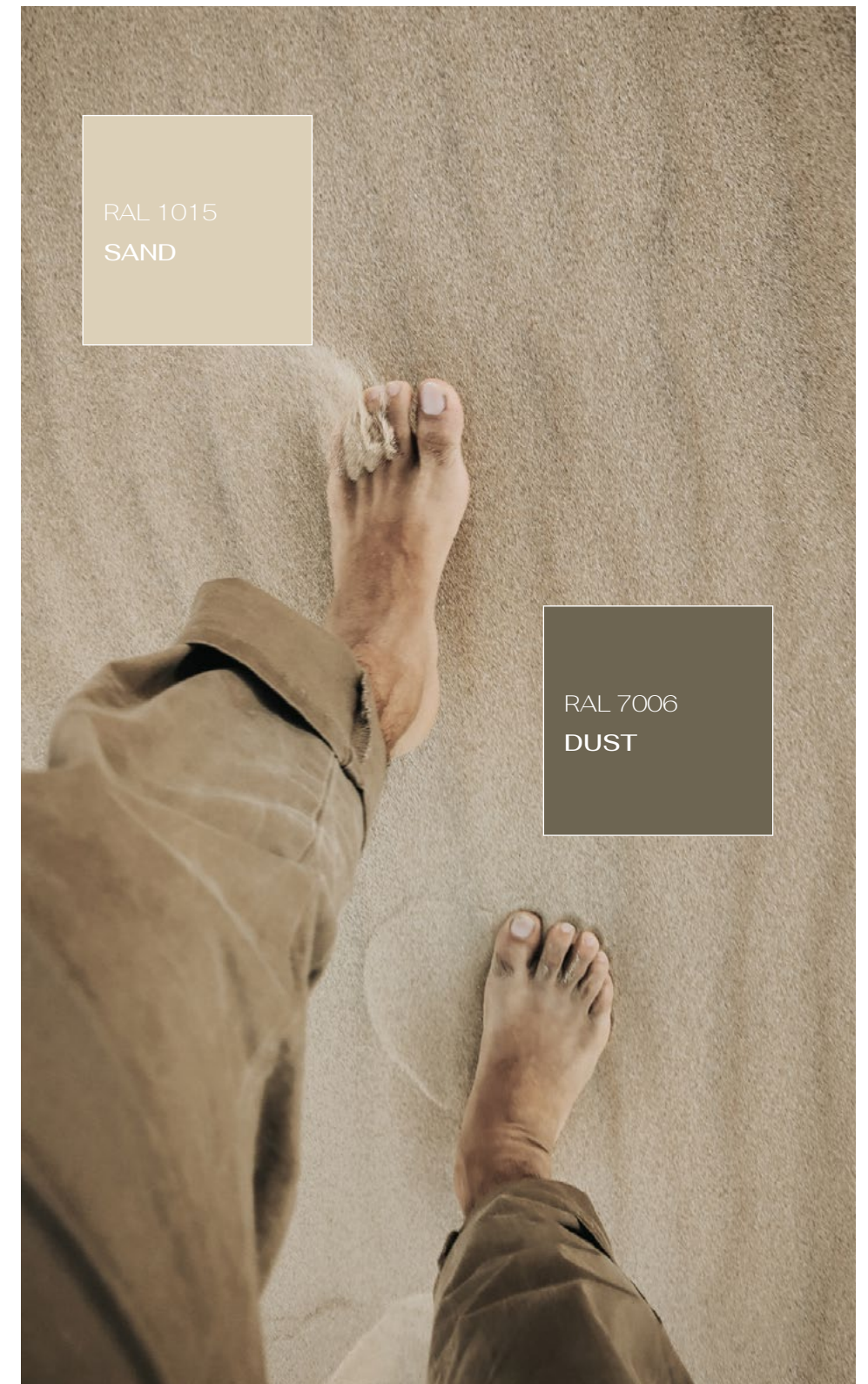
Place where everything makes sense. Moment in which the differences between inside and outside disappear and the circle closes. Conjunction between the house inside us and nature.



RAL 1019
WASHED
WOOD

“

Body contact with nature, bare feet on the sand, an aperitif in the shade of a weather-bleached wooden gazebo.

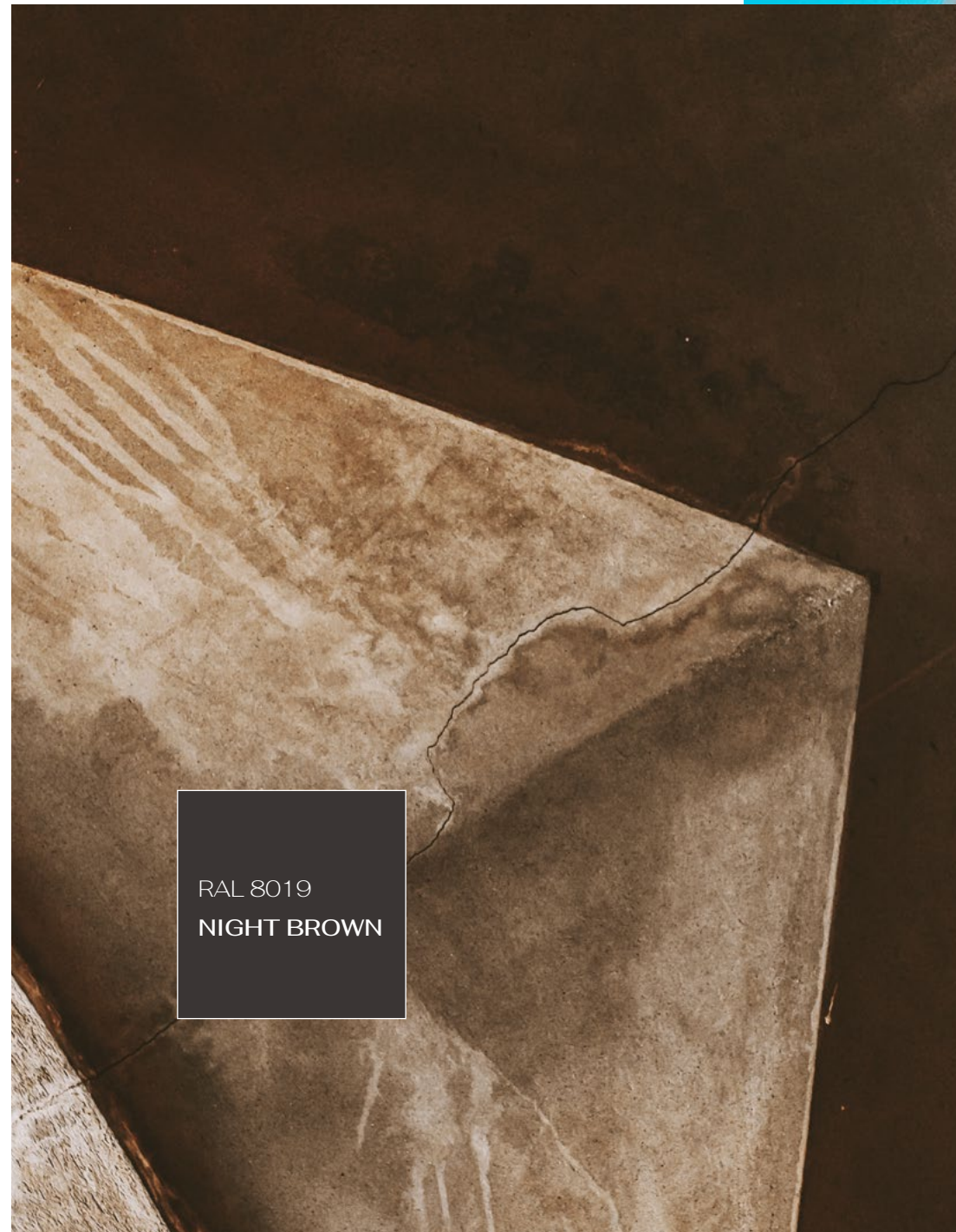


RAL 1015
SAND

RAL 7006
DUST

Brown is the New Black

Look that turns away and fills the disorienting void. Emotions that were thought to be lost return from the harsh land. Reassuring, enveloping and paternal charisma.



RAL 8019
NIGHT BROWN



RAL 8017
GROUND

“

The solidity of the earth, the harsh soil scorched by the sun, the passage of time through matter.

False Blacks

Introverted presences, almost indecipherable. They do not claim the lively fame of worldliness, they do not like to reveal themselves. Mystery and magic, caresses destined for the profound. Brush strokes capable of portraying the most memorable emotions.

“

The arrival of darkness that changes everything, the lights go on and the music rises, an environment that comes to life.



RAL 3007
BLACK RED

RAL 6007
MIMETIC

RAL 7021
OFF BLACK

Green Everywhere

Ineluctable dream of a renewed world. After having been long offended and mistreated, as the most flourishing and vigorous of the sovereigns, nature returns to impose its surprising magnificence. Universal flexibility in full harmony.

“

The color of a lawn, the sign of planetary change, of fluid tones that harmonize with mountains and forests.



RAL 6003
FOREST



RAL 6025
LEAF

Selene Mist

The reflected light hides a hidden side made by instinct. Radiant femininity that influences the waves of the imagination by stimulating the unconscious. Sensitive memory of influences that transform the essence between air and water.

“

Gaseous elements between air and water, an ethereal story made of blues and whites, colors that blend with a landscape at sunset.

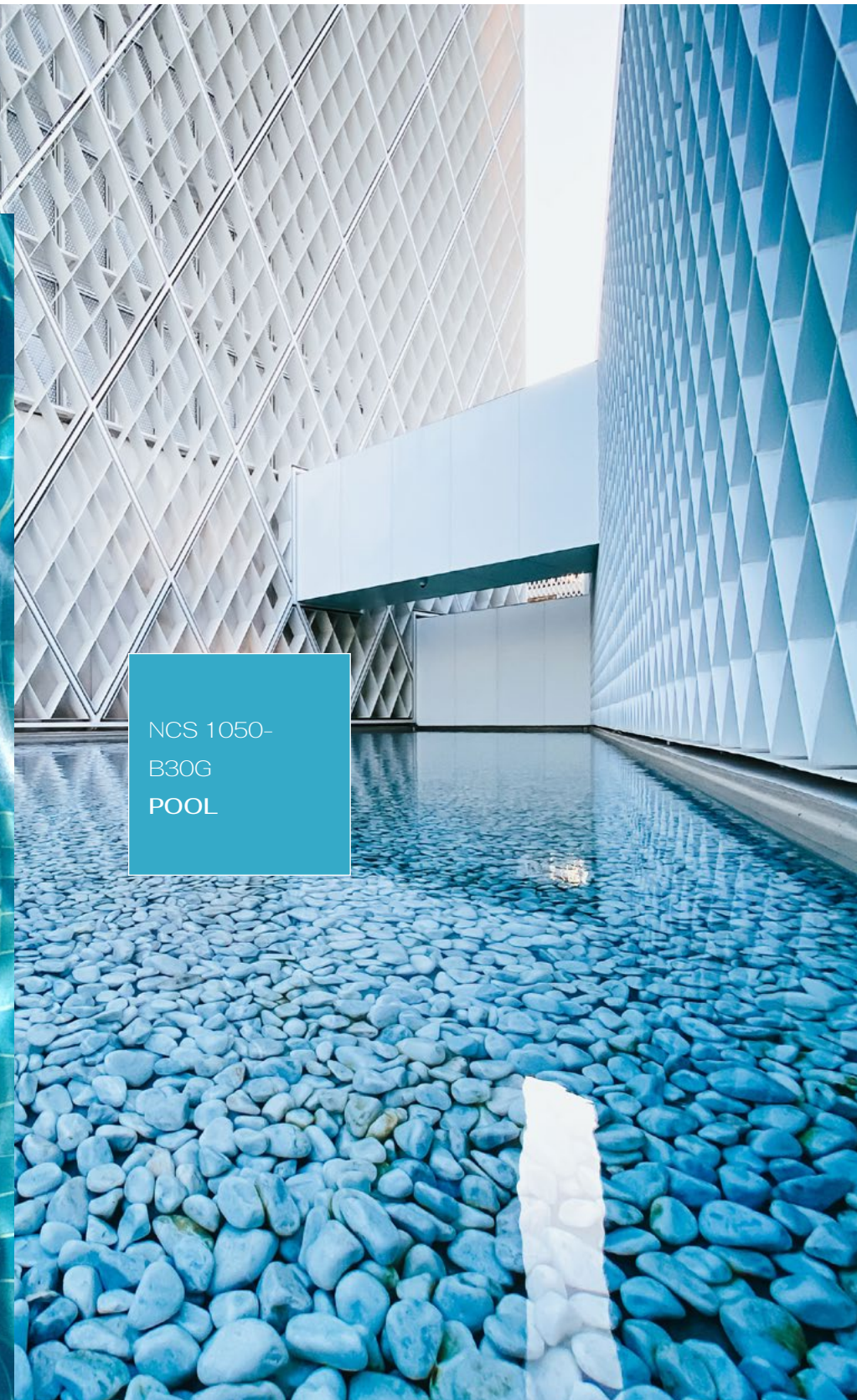
NCS S1515-
R80B
SKY

RAL 5000
MOONLIGHT



Aquamarine

Courage to be submerged in order to achieve nothing but peace. Fluid and deep calm that is instilled in the soul. Refraction between past and future that deviates in the present moment.



NCS 1050-
B30G
POOL

“

A dip in the deep blue, a fluid and liquid alternative to white overlooking the pool, a color that combines water and sky.

Cardinal Shade

Combination of sense and sensitivity with multiple results. Light radiation that stands out and is accentuated between black and white, dark and light.

“

True color that defines, modern and uncompromising, like a Bauhaus project that denotes courage.

RAL 3002
PRIME R

RAL 1023
PRIME Y

RAL 5002
PRIME B



Essential

RAL 9010 WHITE - WHITE MATT	RAL 1013 OFF WHITE - OFF WHITE MATT	RAL 9006 ALUMINIUM - ALUMINIUM MATT	RAL 9007 DARK ALU. - DARK ALU. MATT	RAL 7006 DUST MATT	RAL 8017 GROUND MATT	
RAL 8014 CLASSIC BROWN MATT	CORTEN ROUGH	RAL 7016 IRON MATT	CARBON ROUGH	RAL 3007 BLACK RED MATT	RAL 8019 NIGHT BROWN MATT	RAL 7021 OFF BLACK MATT
				RAL 6007 MIMETIC MATT	RAL 6025 LEAF MATT	RAL 6003 FOREST MATT

Sensitive

RAL 9003 COTTON MATT	RAL 9002 WHITE GREY MATT	RAL 7038 RESIN MATT	RAL 7044 NATURAL STONE MATT	RAL 5000 MOONLIGHT MATT	NCS S1515- R80B SKY ROUGH	NCS 1050- B30G POOL MATT
RAL 7042 GREY STONE MATT	RAL 7030 WARM GRAY MATT	RAL 1019 WASHED WOOD MATT	RAL 1015 SAND MATT	RAL 5002 PRIME B MATT	RAL 1023 PRIME Y MATT	RAL 3002 PRIME R MATT

* Colours without specification are understood to be semi-gloss.

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