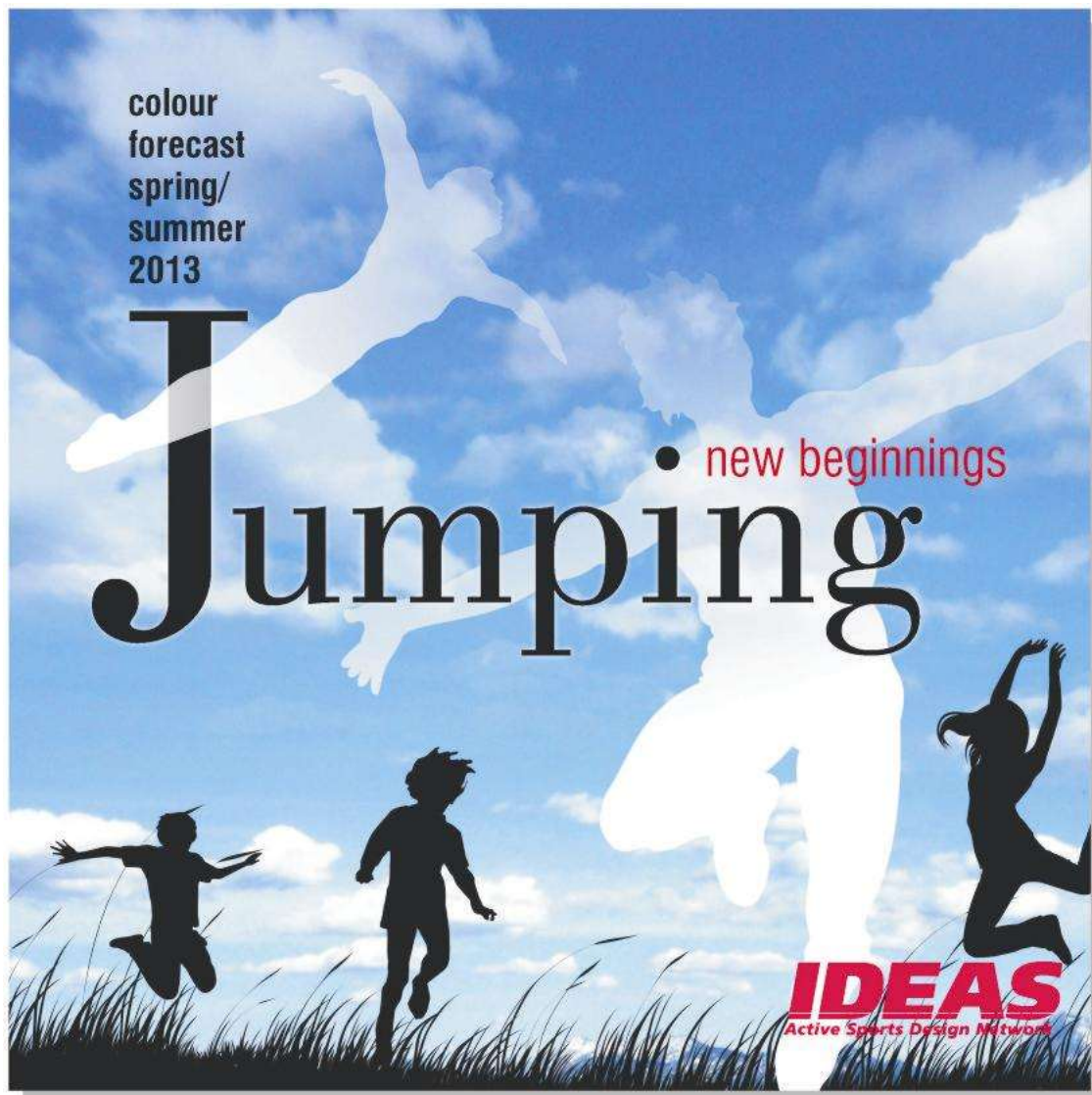


**Nora Kuehner**

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Presentation at Performance Days shows in Munich/ Germany, November 21, 2011  
and Annecy/ France, November 24, 2011.

**Colour perspectives for Summer 2013 and Winter 2013/14**  
based upon the IDEAS colour forecast spring/summer 2013 “JUMPING”



The headline of the IDEAS colour forecast plays with the idea of performing a jump – a jump into the unknown. Overcoming obstacles and gathering fresh hope. New beginnings emerge out of this cheerful moment.

IDEAS has defined six different colour stories following the jump from the beginning to the landing:

at the edge, locomotion, go with the flow, transitory heights, touch down and ode to joy.

Please find a short description of each single colour theme below.

“**at the edge**“ is a homage to a lifestyle which we have to modify significantly in order to preserve the planet for the next generations. A close-up of a wonderful man-made world with fading brilliancy.



The colour palette shows both warmth and coolness – highlighted by an edgy fluo green. Intense red and light rose pair with sparkling champagne. Contrasted by bright aqua. Neutral tones and icy white set the background.

Some keywords concerning fabrics and the look:

- rich & authentic materials
- aged metallic glimmer
- peeling colours
- hand-crafted details

„**locomotion**“ pairs acceleration and vibrant spontaneity. Action and passion reflect the current urban spirit. Playfully criss-crossing back and forth, up and down.



Retro colour harmonies with fresh and vibrant energy. Bright colours face softer chalky tones of mint green, apricot and taupe. A delicate and intense colour atmosphere.

Some keywords concerning the appeal of fabrics:

- focus on comfort & well-being
- synthetics with a matt cotton look
- a breeze of '50s enchants active sports
- intensely coloured curvy patterns

„go with the flow“ – a sense of exploration and adventure. The swift wind of an energy shift. Resolutely forward driven.



An array of colours deeply grounded in nature. Aquatic blues stand out against earthy browns and tomato red. Acid fluo yellow sets strong accents.

Keywords for the fabrics:

- fabric surfaces reflect the crystalline clarity of water
- fluidity with a technical spirit
- graphics inspired by geometric street art

“transitory heights” – every jump encloses the magic feeling of flying. Temporarily airborne. Blurring lines. A hint of things to come.



Black and radiant white predominate this pure and sober colour palette. Ephemeral splashes of colour. Shades of red set intense accents. Cooled down by sky blue, petrol and fresh green.

Further keywords:

- fabrics get close to dematerialization
- ultra-lights with perfect functionality
- luminous play of colours, textures & transparencies
- fluid & sensual

„**touch down**“ – down to earth again. Reinforcing timelessness. Traditional craftsmanship experiences a renaissance in combination with contemporary technologies. A fascinating and inspiring tension between the old and the new.



A subdued and harmonious colour range. Earthy tones from vanilla to khaki are combined with deep bluish tones. Beautifully balanced yet spiced up with powerful fluo-orange.

Some keywords concerning the look:

- fabrics with a dry, natural handle
- wood and vegetals like linen, wheat and sisal inspire textures & finishes
- fusion of natural and synthetic fibres
- craftsmanship

„**ode to joy**“ – Successfully overcoming obstacles. Effervescent pride and joy. Delighting in the cheerful emotion of the moment.



Broad daylight characterizes the vitality of the colour range. Intense colours like cheeky pink, brilliant orange and bright green are paired with luminous pastel shades.

Keywords for the mood:

- the charm of improvisation and fantasy
- fabrics with subtle washings
- glazed surfaces
- large-scale graphics

**Looking forward to winter 2013/14 we see 4 strong colour themes:**

“turbulences”: A theme strongly influenced by all the pictures we have get used to see about natural disasters, political riots and the economic crisis. An array of translucent grey and blue shades contrasted by brilliant green and softly framed by light rose.

“supranatural”: We dream of intact nature ... Modern cities create urban settings which imitate natural structures and forms. Full of colour and movement, reaching out for the sky. The colours reflect these developments: intense and bright reds mark the spirit of this theme. Steel blue, bright quirky green and black set the accents.

Virtual living in clouds, ever faster living in the digital era – food for another important colour story. “Blurring lines” deals with the dissolving boundaries in the modern way of live. The colours from soft anis to pale olive are delicate and light. Grounded with darker shades of cobalt blue, petrol and plum.

As the Olympic Winter Games will take place in the winter 2014 we also see some inspiration coming from the history of the Olympic Games. The spirit of the late 40ies/ early 50ies mixes with the desire to overcome obstacles and to catch one’s dream. The classic sports colours from luminous red to yellow and blue pair with black and white. Vintage gold adds a refined touch.

The complete IDEAS colour forecast summer 2013 (62 pages with graphic inspirations, recommendations for colour combinations) can be purchased exclusively by direct order via e-mail: [news@ideas-designers.com](mailto:news@ideas-designers.com).

Please note:

The colour forecast for winter 2013/14 will be available by end of January 2012.

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