

# Infographic: PANTONE® color predictions

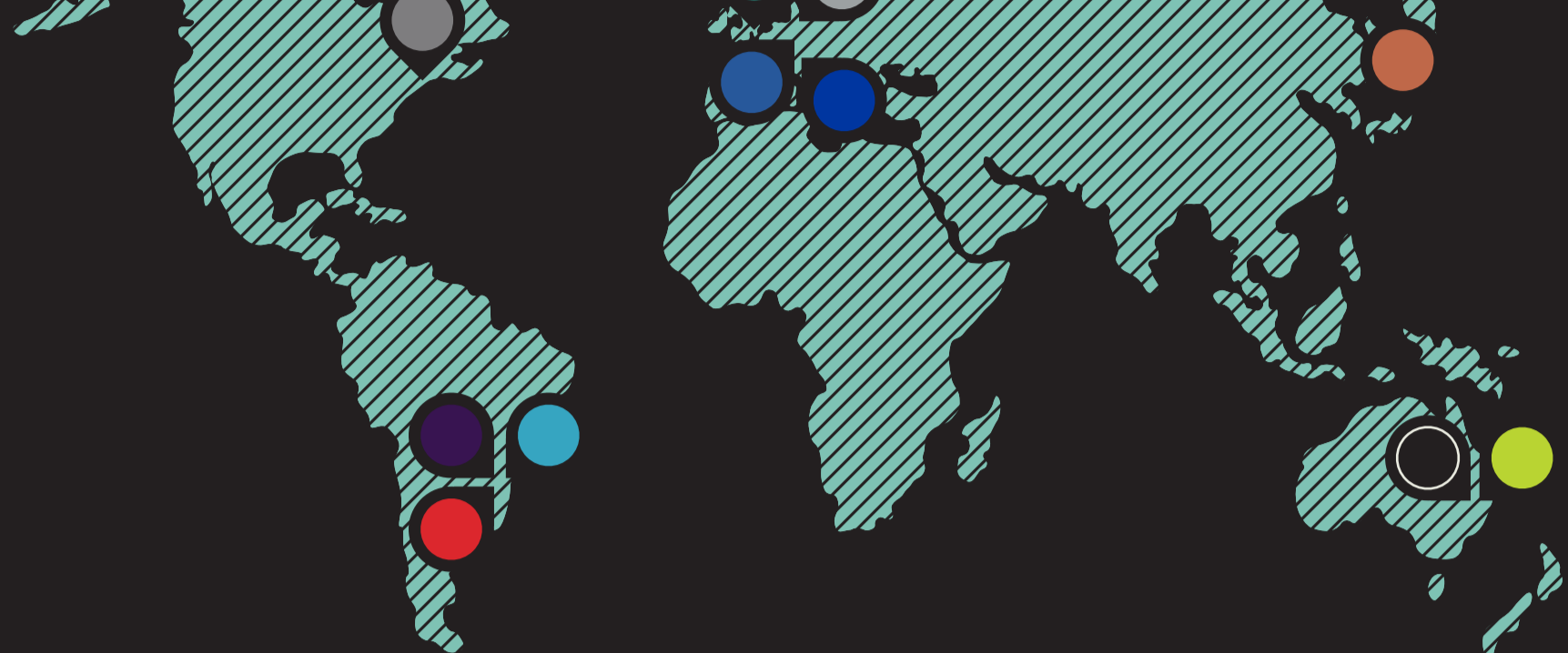
As Emerald Green steps down to make way for a new PANTONE color king, we turn to our own color experts (our creative friends who work with color every day) to find out what hue they'd like to see take the throne in 2014.

## PANTONE® Predictions

# COLOR OF THE YEAR

## 2014

Pantone will soon announce its 2014 Color of the Year, but while we wait for the color gurus to mull it over we thought it would be fun to ask creatives around the world what color they'd pick and why. Here are their selections:



**PREDICTION:**  
PANTONE Black 3 C



**ADAM FERRIER, SYDNEY, AUSTRALIA**

Chief Strategy Officer, CumminsRoss

“I think 2014 will be the year Pantone does something a little more funky and unexpected. I'd personally love to see black as the color of 2014. It's used a fair bit, and is very slimming!”

**TOMOYUKI SHUDO, TOKYO, JAPAN**

Executive Presentation Designer, Gekko Production Inc.

“As the world gets continuously more chaotic next year, people might want to seek out the safe and sound (down to earth) life, rather than an escape.”

**PREDICTION:**  
PANTONE 7583 C

**PREDICTION:**  
PANTONE 179 C



**ALEXANDRE RAVAGNANI, SÃO PAULO, BRAZIL**

Executive Creative Director at F.biz

“If I had to bet on just one, it would be tomato red. I believe 2013 was a hard year, so let's heat things up and bring more life to advertising, fashion, art and cityscape architecture. It also makes for an interesting mix when combined with pastel tones, adding balance without making it too heavy.”

**MICHELE MARIANI, MILAN, ITALY**

Executive Creative Director, Armando Testa

“The same color as Yves Klein's female bust; the deep blue that marked the artistic experimentation of this French artist. It's a reassuring, dimensionless blue able to instill calm and tranquility — perfect for protecting the authenticity of the pure idea.”

**PREDICTION:**  
PANTONE 286 C

**PREDICTION:**  
PANTONE 333 C



**ARTHUR CAREY, LONDON, UK**

Designer, YCN studio (Young Creative Network)

“This is an outsider, not from the same place as the predominantly “warm” statement colors of the past few years. It represents a new direction in the approach to color used across the design world. Its tone harks back to the palettes of the early 1990s, which will continue to become more visible in the 2014 visual culture.”

**SHEENA LIDGETT, NEW YORK, US**

Art Director, Getty Images

“I would love to see a charcoal grey similar to the classic, impeccably tailored wool suit. It's the perfect representation of timelessness while still being on the forefront of the ever-trendy 'crafted' movement.”

**PREDICTION:**  
PANTONE 425 U

**PREDICTION:**  
PANTONE 396 C



**TIM BÜSING, SYDNEY, AUSTRALIA**

Creative Director, Reactive

“It's an in-your-face green, capable of punching above its weight.”

**ROGER MACEDO, SÃO PAULO, BRAZIL**

Partner & ECD, DLKTSN

“I have observed similar and complementary shades in several fields: in fashion, interior design and digital. I myself have just painted a wall with a similar tone, trying to match Pantone's color. I think it's a color that will grow more popular in the coming year.”

**PREDICTION:**  
PANTONE 2627 C

**PREDICTION:**  
PANTONE 7686 C



**SIMON ERDMANN, MUNICH, GERMANY**

Jr. Art Director, serviceplan one

“I like the strong character and the intensity of dazzling blue, which lets you dive right in.”

**FABIO ISSAO, SÃO PAULO, BRAZIL**

Strategic Design Director, Mandalah

“This sky blue is clear, open and inspiring!”

**PREDICTION:**  
PANTONE 638 C

**PREDICTION:**  
PANTONE 422 C



**REBECCA SWIFT, LONDON, UK**

Head of Creative Planning, iStock

“Visual communication is getting warmer, using more earth tones. Grey can look industrial (it is associated with the color of concrete) but this grey is nearer to the light and tone that is aspirational in photography. It is softer and nearer to the color of pebbles.”