

# Cultivate and Apply

Marsala, Pantone's colour of 2015, as expressed in CMYK.

Colour is something of a design enigma. Few know exactly how to apply it; many don't dare to try. For some it comes 'naturally' – Rafael de Cárdenas uses colour instinctively, and Peter Pilotto calls it a 'sensitivity' – so it's only 'natural' that nature is the go-to source for inspiration. As materials innovation-and-technology specialist Natsai Audrey Chieza says: 'We've always borrowed from nature to dye and colour material artefacts, and that will not change.'

What already *is* changing is the way we borrow from nature. A wood-and-green scheme – calming, like a walk in the woods – is passé. Designers are becoming detectives, delving deeper and looking closer to discover what's not immediately visible to the naked eye. What they find might not even *look* natural, but it *is* – and that's the beauty of it.

From there, many creatives are experimenting in labs and farming their own pigments. With so much left to chance, how can we even begin to predict the future of colour? The thought prompted us to pull apart the colour-forecasting industry and to envision our own palette for 2015. –TI

**Pantone**  
**18-1438**

Marsala is the Pantone  
Colour of the year 2015

[pantone.com](http://pantone.com)

*'Today colour  
is a commodity  
mechanically made  
and claimed for  
mass consumption'*

LAURA DAZA, DESIGNER, ARTIST,  
MAKER AND COLOUR HUNTER

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