FANZUN



«Classic Blue» is Pantone Color of the Year

Medienmitteilung

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In times as turbulent as the past few months, people long for calm, harmony and a sense of security. At least, that is what the Pantone Color Institute believes. To underline this longing for a reliable foundation, the colour institute has chosen «Classic Blue» as its Colour of the Year 2020.

«The colour radiates calm and is considered extremely elegant. That's why it's often called «the royal colour». Combined with brass, this elegance is emphasised even further,» says Corina Bossart, interior designer at Fanzun. «What's more, the colour is reminiscent of the evening sky, which has a calming effect and helps to organise one's thoughts.»

However, the trend colour does not play the leading role in her projects, explains Andrea Giger, interior designer at Fanzun. «Other factors, such as the architectural language, the context, the materials and the client's wishes, are more relevant to us. In the fashion industry, the trend colour certainly has a greater influence than in interior design.»

Nevertheless, the two know how the colour can be used in their field: «As a wall colour, with decorative elements or textiles – there are no limits. However, it is an accent colour that should only be used sparingly.» Strong colours generally need to be used with care, as they can quickly become overwhelming to the eye. «But if colours are used skilfully, they can even influence human perception to a certain degree,» says Bossart.

A touch of «Classic Blue» at home

All you trendsetters out there don't need to paint your entire home blue right away. Even small accents can make a big difference. «The colour can easily be introduced through crockery, decorative elements and textiles such as rugs, curtains and furniture,» says Giger. Anyone who still wants to reach for a paintbrush or wallpaper is welcome to do so. After all, interior design is still a matter of taste, the two interior designers agree.

Photos: Ingo Rasp

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