

# translucid.

## Living in an ambivalent world



The 65 colors of BASF's Automotive Color Trends 2017-18 — Translucid.

**Self-driving cars, electro-mobility and new car sharing concepts — major changes are on the way. Cars will develop from a vehicle into a highly complex product that the user has to understand and interact with. These developments are the starting point of BASF's Automotive Color Trends 2017-18 — Translucid. The designers at BASF's Coatings division have translated the transformation of mobility and the digitalization of cars into new colors for automotive surfaces. In the future, automotive colors will be more**

**transparent and reveal effects like mat or structured textures. The complex invisible structures will bring the car closer to our daily routines.**

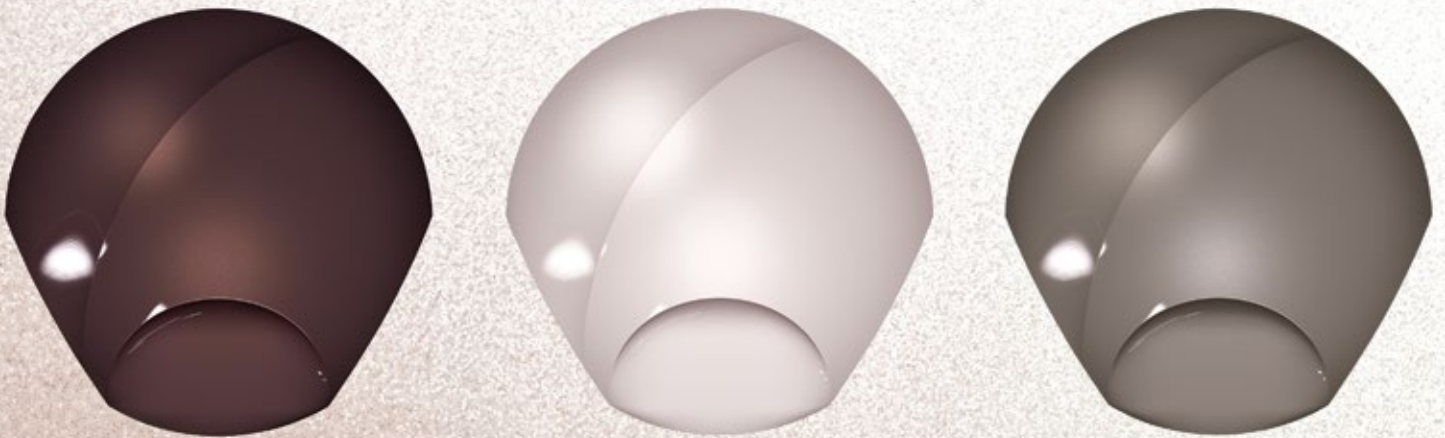
**The increasing interaction between the car and the driver and between the car and the environment demonstrates humans' ambivalent relationship with the digital world: individual control over personalized information versus the need for extensive data-gathering to examine new technical and social possibilities. In the current collection Translucid, the designers have translated the paradoxical need for transparency into two main color trend worlds: the consequences of digitalization for the individual, on the one hand, and the impact of progressive ideas on behavior in society, on the other.**

**Translucid shows the complexity of future developments through layers and effects — and communicates a clear idea about upcoming automotive color trends. The colors are based on intensive research that takes into account both technological developments and societal changes throughout the world and in the regions of Europe, the Middle East and Africa (EMEA), North America (NA) and Asia-Pacific (AP). Every year, the designers at BASF's Coatings division in the studios in Germany, the United States, China and Japan create the Automotive Color Trends — a collection of 65 up-and-coming colors. The collection shows how colors for the automotive industry reflect regional differences and global similarities among future trends and provides information about how they are translated into specific colors.**

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# collective body

## The impact of technology for the individual



The trend color selection responds to changing systems in society.

### Authority (EMEA)

The black with the red flop and milky appearance shows its rusty red sparkles only in direct light conditions. This effect creates a sensual dark brown evoking used materials, reminding us of the artifact of the automobile's bygone times.

### Mis en Abyeme (NA)

The shining golden color forms a counterpoint to the digital airbrushing and minute perfections of a virtual world. A "body within a body" means that so much of what we do is complex and unique while at the same time, the organisms' functions comprise the same materials.

### Gray Figure (AP)

A little purplish warm gray with a shimmer expresses the blurred image of our body through the digital filter. The solid-like texture with delicate highlights shows that finding one's own personality in the virtual world is not easy. Now the physical layers, such as cosmetic skin, are appearing in real life. That makes it more confusing to get the real you.

**Thanks to digital devices, the perception of our body can be influenced in terms of beauty, health and durability. In this way, digitalization transforms the human body. The process of self-optimization collects data about our living patterns and needs to be translated into channels of interaction between the user and the device.**

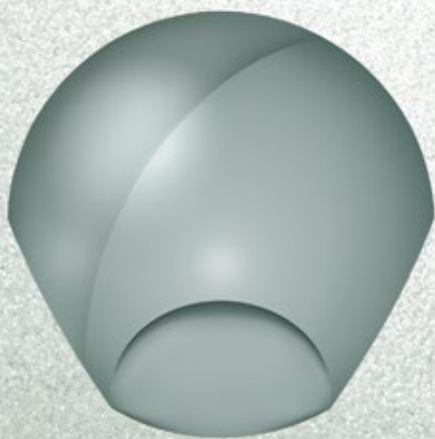
**When it comes to mobility, the focus of the increasing interaction between driver and car is on the human body – the collective body. Additionally, not just our movements, but also our feelings are in the focus of data collectors. Emotions are becoming a case of logic and measurement – calculable and perhaps even scalable on demand.**

**Alternatively, more and more people are asking whether they really need all this stress and want to know what happens to their data. They are focusing on the unmeasurable “bare body” and its raw beauty. As such, they think twice about the devices we use to enhance aesthetics and efficiency.**

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# fluid grid

## The impact of progressive ideas on societal behavior



The trend color selection reflects a new people-centered approach to technology.

### Point Zero (EMEA)

New products call for new colors. Washed-out pastels have great potential and may show that there is much more to see than form and functionality.

### Abyss (NA)

A black-tinted clearcoat over a black metallic rejects any notion of being categorized, except as a point zero. The product source O/O/O focuses on people rather than a specific target group, which offers great potential for sustainability.

### Unseen (AP)

We see higher functionalities and more advanced technologies in products. There is a need for a new appearance of futuristic images in this age that features their quality and innovation. To this end, more brightness is added to a metallic white. This uniqueness is enhanced by coordinating it with vivid colors.

**Everything is fluid in our globalized and digitalized world: Migration and cultural influences are questioning borders in geographic, social, personal, economic and even political terms. The tradition of time and space is being reconfigured by high-speed trains and car-like capsules. And even solid objects with intelligent layering structures are refusing to be categorized as wood, steel, glass or brick. The grid of life is erratic.**

**Borders in society's systems need to be newly adapted to changing living conditions. As societies, we need to discuss more and find solutions by questioning our thinking. New answers about how we want to live are emerging, with designers also focusing on the purpose of products, not "only" dealing with function and forms. And the connection of auto mobility to the environment will be intensified and is putting the focus on the grid behind mobility – thus redefining the product's surface.**

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# direct verbindung

No detours on the way to the clear and simple



The trend color selection shows the new openness and optimism in North America.

## De-crenellated Gray

This sepia-tinted gray with micro white mica and aluminum creates a polished and gritty look. The antagonistic elements reflect the sense of the street and urban emancipation. It is about getting away from the “pretty, overprotected bubble” of the family and defining who you are in a rough environment.

## Cabochon

Forward to nature: This trend color has been created to satisfy the human need to exist in nature. Humans need sunlight for their well-being. This interconnectivity between light and humans is manifested in a color that travels from a deep blue to an elegant silver green. This unique trend color is like the sunlight: penetrating yet unobtrusive and welcoming.

## Preternatural Blue

An intense and bold blue is created through a blue-tinted clearcoat. Jettisoning old habits, this trend color with its direct, undeniable statement indicates a new direction of ideas and the willingness to debate. It is not about avoiding confrontation, but about having an open debate and learning how to find new solutions.

**North America anticipates an optimistic future by nurturing skillful debate and discourse. Especially on the streets and in public debates, the mood of openness and clarity is present. The younger generation is looking for an open arena to get new ideas and to find ways to express their personality with streetwear styles and street art. Innovative design concepts respond to many aspects of these societal changes.**

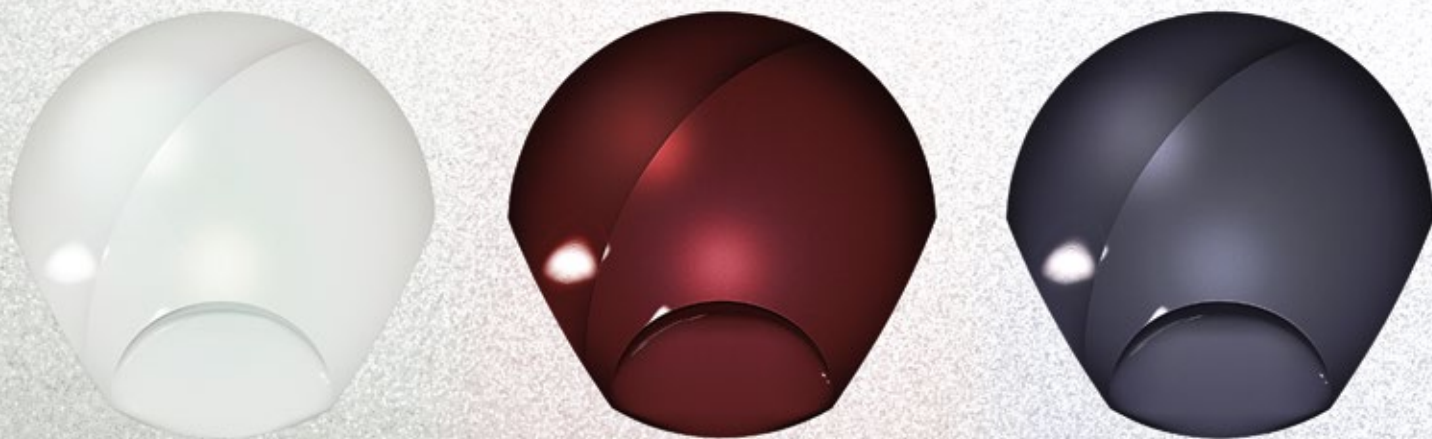
**The focus lies on a clear and simple way to connect people. For this purpose, designers from North America are taking a great deal of inspiration from nature — biomimicry is a driver for innovation. New products and concepts enhance people's well-being by combining technological advancements with highly effective and elaborate principles of nature. A direct connection between the artificial and the natural is taking place. The automotive color schemes reflect these activities.**

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# unbound

## My own free will



The trend color selection represents the energetic potential of Asian identity.

### White space

This new expression of white pearl shifts from blue to green to gold depending on the light. It demonstrates a unique Asian style: White pearl is very popular on the Asian continent and it is one of the iconic colors that embodies the unique spirit. Asian people are allowing their culture to grow on their own style and creativity.

### Rebellious Red

A deep saturated red reflects the inner voice of Asia's young generation. They are facing different pressure from family and society, but want to confront others with their own visionary and enlightened ideas. The brilliant glass flakes of the trend color underscore that the members of this young generation are setting their minds free and raising their voices in a sophisticated style.

### Solemn Purple

Cool, dignified images reflect young people's confidence in the future. This purplish gray metallic with a sparkle of blue mica and aluminum has a cool mood and reflects this attitude. This trend color contains a clear message: It's up to you to take your future in your own hands.

**“Unbound” describes the mood in the regional trend landscape of Asia-Pacific. Today, innovative ideas and trends from this region are strongly connected to the Asian culture and are developed in an unseen power. These new products with a unique Asian style are attaining high value and importance on the global stage. A major indicator for this unbound Asia is communication technologies such as applications, gadgets and interaction concepts that affect social lifestyle in many areas, including shopping, entertainment and mobility.**

**Thanks to this development, the appreciation of Asian culture is increasing locally and globally, and the sense of personal identity is reaching new heights in this region. At the same time, an energetic mood is emerging that promotes attention, provocation and confrontation. This gives a voice to young people and to diversified groups that have been struggling to be recognized in the economic upswing in Asia in recent years. The automotive color trends from Asia are characterized by this energetic spirit in terms of both technology and society.**

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# #notready

## Integrating physical elements to digitalization



The trend color selection depicts new cultural and technological influences in EMEA.

### Stereolet Red

This medium light brick-like color with red highlights and a solid flop has been retrofitted with a super-smooth effect to achieve a new upgrade for “vintage” solid colors. The acceptance of and the need for the digital age is leading to the desire for archaic products — which is why we have combined new and old.

### Gold FR

The whitish gold with a structured clear-coat is inspired by the Middle East, which has always been fascinated by gold and exquisite materials. The color highlights the development of a new luxury-oriented product language that caters to extremes such as precious and rough, elegant and strong, different and common, lending it the capacity to build a bridge to a mysterious world.

### Elpis

This intense greenish shade that is outside the regular standard automotive color palette adds intensity and freshness. The yellowish green effect with a mat clearcoat is surprising and provocative at the same time — making a statement in our highly balanced world.

**Digitalization and globalization are flattening different regional tastes and peculiarities. People are using the same social platforms, consuming the same news and like the same products. But wait: Europe, Middle East and Africa are actually seeking the periphery of a global lifestyle and searching for customized product landscapes. The trend for retro-style “antiques” like vinyl records and the switchover to a new luxury-oriented product language inspired by the Arab world are setting a counterpoint to a globalized swarm. As a result, the up-and-coming trend for automotive colors in Europe is off the grid. Various shades of intense colors like gold and green effect colors are invigorating the public roads. Intense sparkle effects evoke the uniqueness of a culture, while structured and mat clearcoats underscore the most obvious individual element of the “product car”: the color of the surface.**

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# key colors

The key colors highlight important and trend driving colors or color areas from the regions North America, EMEA and Asia-Pacific.

**LK Black** — designed in EMEA



The range of standards for automotive colors needs to be rethought and will have added functionalities like those of this bluish anthracite color called LK Black. This modern interpretation of a dark anthracite uses Solaric technology. The solar heat management system reflects near infrared light and in doing so reduces the temperature on the surface and inside the car when it is hot and sunny. LK Black outwits the grid.

**Undercurrent Blue** — designed in North America



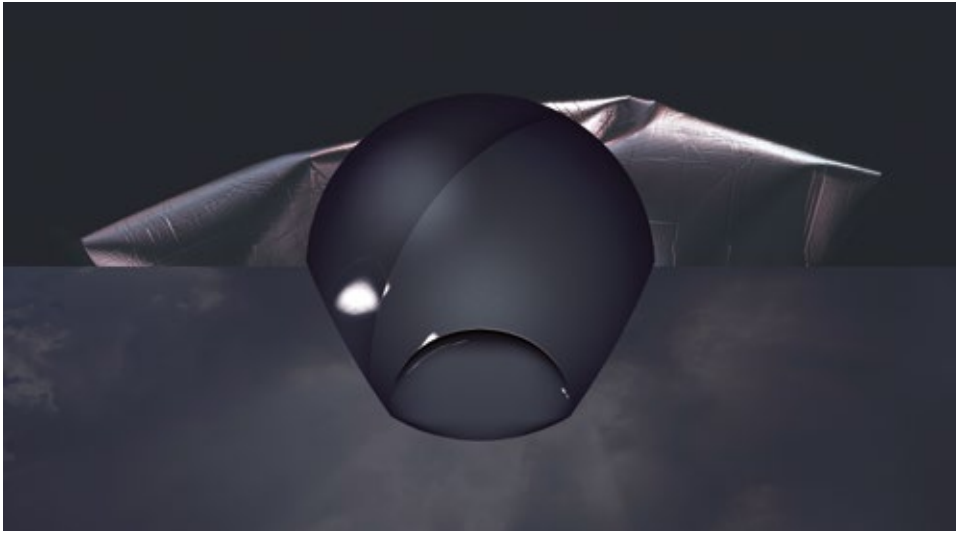
A very dark navy blue color with a silky texture exudes a sense of mystery and celebration of self. This color leverages a straightforward, in-use pigmentation technology while offering a sophisticated color position.

**Bioluminescence** — designed in Asia-Pacific



This vibrant metallic color is transparent and clear, but fuzzy. In a word: translucent. Thanks to a color travel pigment, the impression shifts from turquoise to dark blue depending on the light. The key color from Asia Pacific makes visible the momentum and power in this evolving world. Everything is fluid, but the assessment of the changes depends on the point of view.

**LK Black** — designed in EMEA



**Undercurrent Blue** — designed in North America



**Bioluminescence** — designed in Asia-Pacific



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