



color

alert. 2020 Key Color | **Seed of Life**

ASIA PACIFIC



A new decade begins with a **Seed of Life!**

Seed of Life delivers a statement of simplicity and origin that counters the busy-ness of life. Born of nature, this warm, neutral beige delivers a trend forward message. This Asia Pacific Key Color for 2020+, and growing into the new decade, succeeds in adding a sense of calm and connection amidst modern scenes.

Seed of Life is the antithesis of rampant technology; it is the color for going off-road, for exploring, and for returning to one's roots. It becomes the chromatic off-button to wind down and inhale a moment. Timeless in architectural applications, including residential and commercial interiors, it will also move into fashion and accessories. With a touch of special effects, it will shimmer with metallics, or soothe with a matte finish.

Emerge into the next decade with a tranquil hue that connects to nature and leads to better, healthier lives, starting with **Seed of Life**.

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