



2022 Key Color | Hope

Hope is the Color Marketing Group's Asia Pacific Key Color for 2022. Emerging from discussions and research in 2020, it is the culmination of the region's anticipated color stories for 2022.

A clear yellow with low chromaticity, **Hope** has the slightest touch of red to add additional warmth to a hue destined to define comfort. **Hope** is created to exude optimism and renewal as the region, with the world, continues to emerge from the pandemic. Visually related to nature, light, and growth, **Hope** will create a color environment of optimism and comfort.

Hope is anticipated as a highly useful color in product industries related to home, as well as commercial spaces. Designing with nature-inspired colors such as **Hope** will transform spaces into safe, warm harbors. Paints and coatings in both interior and exterior applications will add visual warmth to interiors, creating a potential aura of welcome and comfort with a hue that suggests health and happiness.

As the kitchen has become an integral part of home-life hosting not only meals, but serving as space for work and school at home, **Hope** is anticipated to adorn kitchen and tabletop products ranging from appliances to tableware, textiles to case goods. The color's warmth and soothing definition create a continuous flow of energy.

The interim years leading to 2022 will change business models for working at home, home design, and the office environment. For residential spaces where a work office is possible, **Hope** will extend its reach to textiles for use on upholstery and window treatments, and underfoot in rugs and broadloom designs.

Well-being is an important element of life for the Asia Pacific region and outdoor access and recreation are key to physical and mental health. **Hope** is anticipated to be used in outdoor spaces as well as for recreational equipment to add a visual touch of warmth to the environments as well as products used for leisure time activities.

As the definition of a future normal continues to emerge, **Hope** will stand as a hue to characterize the optimism and confidence of the region moving forward. New ways of living and working, new appreciation for the planet's environment, and a deeper sense of concern for others will underscore the meaning of **Hope's** hue.

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