

PRESS

NOVEMBER

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This winter, colour and material design studio, **Colour of Saying**, will be sharing **Ethical Colour**. The outcome of pioneering research into climate-positive colour sources and processes, Ethical Colour is an exciting package of actionable resources and interactive experiences for individuals and organisations.

Covering key themes: *Colour Waste & Reincorporation*, *Emissions, Pollution & Regeneration*, and *Biotech Solutions*, THE ETHICAL COLOUR REPORT takes a deep dive into eight diverse conscious colour directions, each illustrated by a notable designer and ethical hue. A comprehensive colour *Directory* and *Lexicon*, activating *Colour Recipes*, and a “how to” *Guide to Ethical Colour Choices* are all included, taking you through essential questions and considerations to inform better colour-in-design decision-making at every stage.

It's not about trends anymore. Ethical Colour is an ongoing piece of research by Colour of Saying that champions the broader tectonic shift in mindset we must all adopt. *Ethical Colour Workshops, Talks and Material Displays* are all part of this initiative, which combines circular models and emerging colour processes to reveal the nuances of meaningful aesthetics. *The Ethical Colour Report is* a beautiful and pragmatic tool that empowers brands, designers and manufacturers to make informed and responsible colour choices with confidence, enabling you to take a lead in responding resolutely to social, environmental and planetary change.

INTERACTIVE RESOURCES, TALKS AND
WORKSHOPS TO GUIDE ETHICAL
COLOUR DECISION-MAKING.



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**EXPLORE AND BUY THE ETHICAL
COLOUR REPORT**

Available December 2022.
SIGN-UP NOW VIA OUR NEWSLETTER

INCLUDES:

- An introductory overview of key ***Ethical Colour Themes & Issues***
- An ***Atlas of Ethical Hues***
- ***8 Colour-in-Design Directions*** featuring approaches ranging from small batch natural pigments to recoverable industrial colour streams and fully scalable living colour systems
- ***4 Activist Colour Recipes***
- ***Guide to Ethical Colour Decision-Making*** a user-friendly guide the design process
- Emerging Colour, Material & Finish (CMF) concepts
- ***Circular Economy CMF Resources***
- ***8 Circular Models*** for Colour Design and Production with actionable industry takeaways
- Directory of ***Ethical and Circular Colour Sources and Resources***
- +30 Images

“80% of environmental impact is determined at the design stage.”

ARUP, 2022



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WORK WITH ETHICAL COLOUR AND COLOUR OF SAYING

Commission us for:

WORKSHOPS

1. Working with Waste Colour (making processes)
2. Colour & Circularity (models and processes)
3. Explore & Make an Ethical Colour Palette

TALKS

Colour & Circularity

What's the Future of Regenerative Colour?

MATERIAL DISPLAYS & EXHIBITIONS

Interactive CMF sample displays for in-house design studios or public events

{NOTES TO EDITORS}

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☐ COLOUR OF SAYING

Colour of Saying is a London-based design studio dedicated to empowering designers and manufacturers to harness colour and materials as agents of change. Founded by Laura Perryman, CMF designer, forecaster and author of *The Colour Bible*, Colour of Saying collaborates with creatives internationally to champion the intentional use of colour for human and ecological good.



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{NOTES TO EDITORS} CONT.

ETHICAL COLOUR AT CMG 2022

Ethical Colour was first presented at the Color Marketing Group (CMG) annual summit in the US in November 2022. Over three days, Colour of Saying presented a keynote talk, curated exhibition and interactive circular colour workshops to 130+ attendees. The exhibition showcased eight progressive colour makers whose work addresses key Ethical Colour themes: Waste & Reincorporation, Emissions, Pollution & Regeneration, and Biotech Solutions.

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