



ColourHive

メンバーシップのご案内

Colour Hive メンバーシップ



Be informed, not overloaded

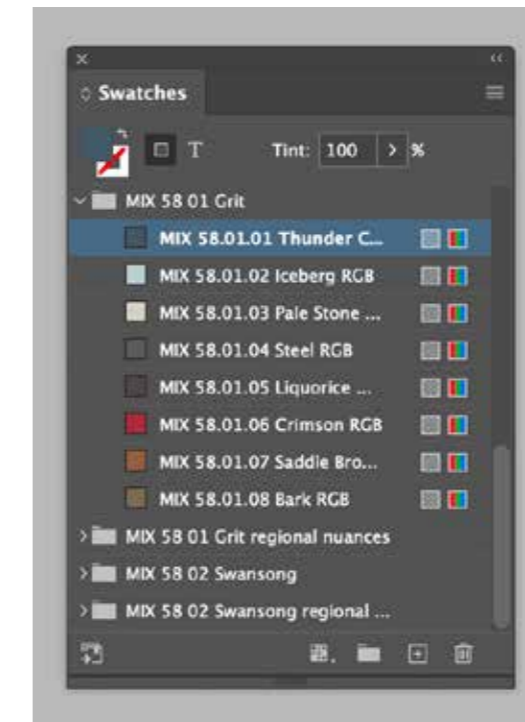
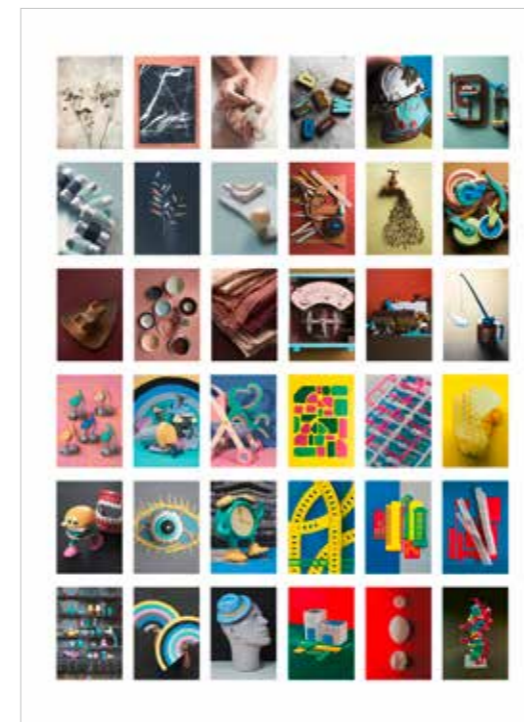
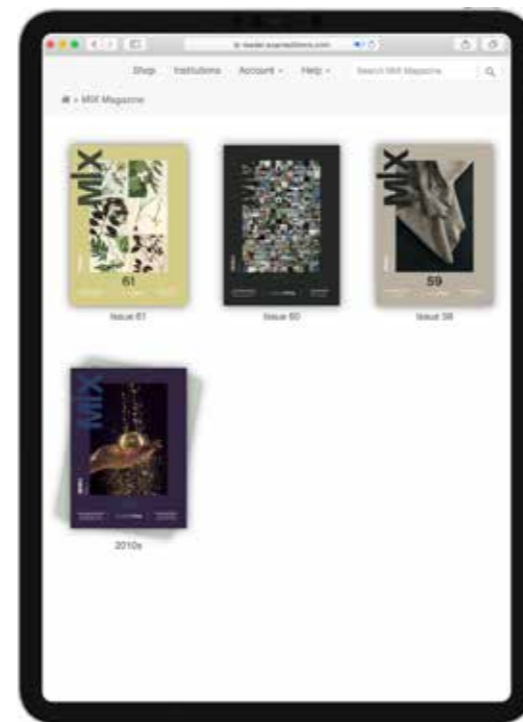
Colour Hive メンバーシップでは、トレンド、カラー、素材に関する洞察、分析に焦点を絞り不要な情報をカットしご案内します。
発想からアプリケーションまで、Colour Hive メンバーシップはトレンド、商品開発に
欠くことのできない基本要素をお届けします。



Membership includes

メンバーの皆様には以下の特典をご用意しています。

各シーズンに2年先行したトレンドとカラーフォーキャスト、MIX マガジンのサブスクリプション、オリジナルMIX image、デジタルカラーパレット、トレンド解説ウェビナー、年2回の綿密なCMFフォーキャスト、デザイン・ディレクション・フォーキャスト



MIX Magazine

Trend and colour forecasts with a difference



Created by Colour Hive

インテリジェント&インスピレーション;各シーズンに2年先行したデザイン・ディレクション

MIX Magazine



Trend drivers






毎号、フォーキャストの背景や詳細を示す専門の寄稿者からの示唆に富んだエッセイと洞察力のある記事を取り上げます。

Essay: freedom of expression

The impact of Covid-19 on the fashion industry cannot be over-estimated. Stocks have plummeted, retail outlets have closed, catwalk shows have been cancelled. At the same time, creative drivers have been fundamentally altered, turning inwards rather than outwards, re-evaluating what is important, rejecting the theatrical and attention seeking for something that feels more honest and meaningful. Essay by Sam Donnachie.

Toxic materiality

Every second, 310 kg of toxic chemicals are released into the environment by industry, amounting to over 23 billion pounds a year. As global pollution reaches a critical point, many businesses are working to design waste out of the system. However, some designers are taking toxic waste out of the materials chain in an attempt to design in desirability. Becky Lyon reports.



MIX Magazine

Influences

シーズン・ストーリーの背景にある考え方とインスピレーションを伝えます。

INFLUENCES

01 JAKKA OLANDERS
The studio based in Sweden...
www.jakkaolanders.com

02 ZEJIA TARIQ
Tariq's work...
www.zejia.com



03 HOMESET
The project by Design Academy Copenhagen...
www.homeset.com

04 MORGAN STOKTON
Characterized by a...
www.morganstokton.com

05 NORWEGIAN PRESENCE
In our very dark world...
www.norwegianpresence.com

06 HOLLY GOCCARD
Holly's influence...
www.hollygoccard.com

07 MONKEY GOODENESS
For 2020, the collection...
www.monkeygoodness.com

08 MUSEUMS OPEN
Museums open to the...
www.museumsopen.com

09 CALICO WALL PAPER
In the lives of us...
www.calicowallpaper.com

10 HELOISE CHARTEL
It's important to...
www.heoisecharTEL.com

11 ON BRASS
In our time of...
www.onbrass.com

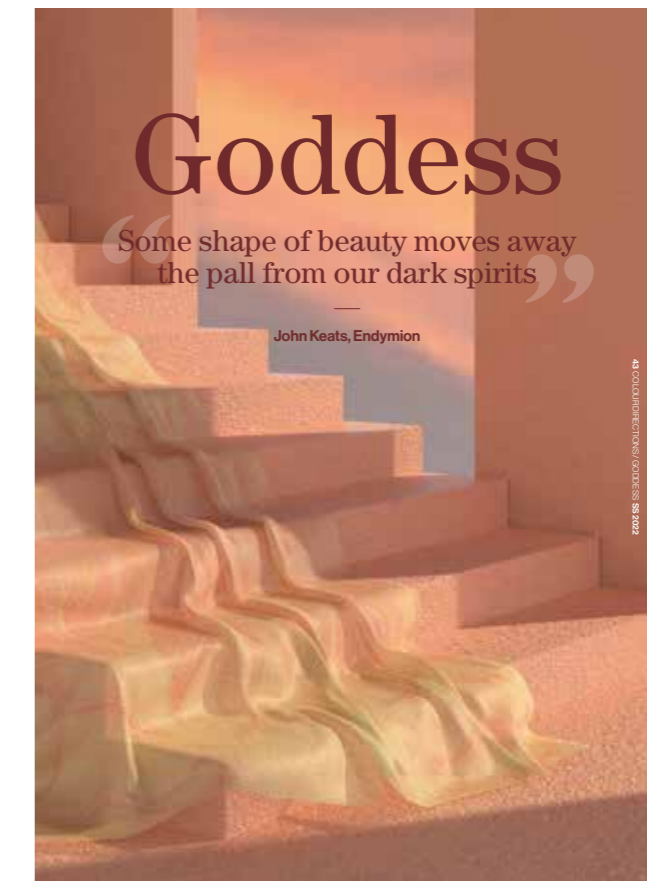
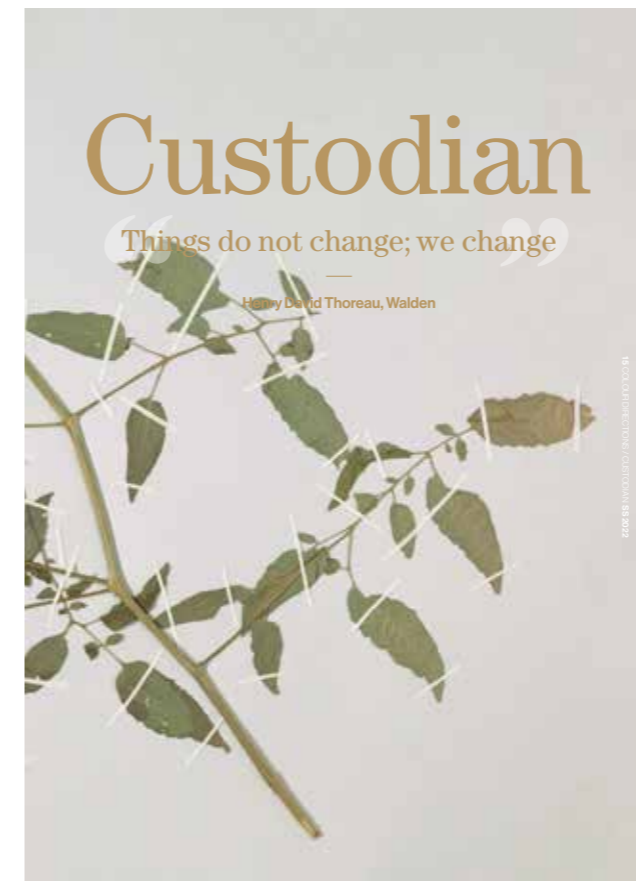
12 FARINONE
In an industry with...
www.farinone.com



MIX Magazine

Colour Hive design directions

各シーズンに2年先行したフォーキャストのトレンド・ストーリーは、オリジナルのコンセプトとフォトグラフィーをサーフェスやパターンのデザイン・ディレクションと共に掲載しています。



MIX Magazine

The colours

カラーのエキスパートである当社の考える方向性を示すカラーパレットは、どのように、そして何故そのカラーファミリーが考えだされたかといった綿密な情報で裏付けされています。



MIX Magazine

Regional focus

グローバルのフォーキャストは、専門家の地域的な所見やヨーロッパ、中東、南アフリカ、北米、ラテンアメリカ、インド、アジア、オーストラリア/ニュージーランド向けの色の微妙な差異によって補完されています。

Regional focus



From the initial concept, this story has evolved to reflect the seismic changes of 2020. Perhaps the biggest has been a recognition of the importance of wisdom, the fragility of health and a celebration of returning at last to simple, everyday pleasures after enforced isolation.

Europe
European nations have been slow to play with sleek, modern forms, especially toward through a historic and decorative spirit. A tough lockdown reimagined a rethink of the outdoor industry with less leaning on coffee shops and interval enough rather than solely looking good, vibrant and healthy. Streets and interiors have been made outdoor spaces, so it is to be hoped that the opening of the region's outdoor industry will encourage a blending of creativity and appreciation of the value of nature.

Middle East
Middle East reflects the incredible spirit for reimagining sustainable innovation and public consciousness. With increasingly sustainable and outdoor light on the Middle Eastern agenda, including through parks, dining, recreation and working parties will be highly welcome. This region is particularly relevant for the South Arabian community. After years of public entertainment activities, Middle East has a reimagined outdoor space of cinema, theater, concerts, game parks and sports events. All were well received, but the pandemic called us almost back to these positions as a celebration of outdoor spaces to remain on the cards.

South Africa
There, post-pandemic life should celebrate pleasure, working, getting out of houses and outside into nature, although anxiety over the thing to avoid could still remain. Being together again, laughing, seeing clearly, level of stress means that spaces for social interaction will once again flourish. The emphasis will be on localism, food markets and restaurants that bring the neighborhood.



North America
Authentic and sustainable remain central to North America, albeit by increased regulation in restaurants and hidden harmful behavior. The making of social media influence has become possible, driven by an expectation of authenticity as well as a growing respect for each other. With a movement toward wellness, people will be more inclined to protect the South American natural landscape, as connecting with nature continues to be a big part of well-being rather than just a hobby. Nature's healing properties should prove particularly relevant, given the stresses connected with social and political division, along with returning from the worst weeks of COVID-19.

Latin America
All over the region, people are waiting to be freed from the anxiety of the pandemic. In the event of a vaccine or effective treatment, traveling, eating and working will all feel special and new. There is a strong impulse to try much more focused on eating, design and the production process, allowing attention to detail and understanding that quality is worth more than quantity. The pandemic may also be necessary to be reimagined in the way with a changed consumer behavior. Health and beauty will remain relevant, but the emphasis will now be on local buy options, the more value on expertise, as the basis of health rather than traditional medicine.

Asia
The knowledge may still be in force, creating new products that will come from local and have already to solve some of the problems in business. Health of employees remains, the need for digital design has never been greater. If there is another strong design focus, it will be creating new products, design innovation for a more unique identity. There is a sense of an eternal problem, strong and powerful. The drive is more about quality and control rather than traditional Western ways of doing.

India
The focus is highly relevant as it encompasses a range of sub-regions and countries. There has been strong evidence of the pandemic on borders all through the pandemic phase. In particular, the golden (Pant), who made the world. It is a move down from the innovation and away the cultural world, or otherwise. It is a move of the concept of life, slowly transitioned to "The time that has passed" and "The time that is to come". The pandemic may also be necessary to be reimagined in the way with a changed consumer behavior. Health and beauty will remain relevant, but the emphasis will now be on local buy options, the more value on expertise, as the basis of health rather than traditional medicine.

Regional nuances

Europe
The pandemic has been a major factor in the region, in particular government and cultural institutions. Right now, the government work will be the shared focus and a new season, reflecting regional capabilities.

Middle East
A sense of rebirth to both Eastern and Western. The region has been a story associated with progress in the region. New design (New Design) is a story of innovation, and it is a story of innovation for more sustainable. Progression and innovation towards more sustainable is a story of innovation for more sustainable. Innovation and innovation towards more sustainable is a story of innovation for more sustainable.

South Africa
Culture, nature, and innovation are the focus. The region has been a story of innovation, and it is a story of innovation for more sustainable. Progression and innovation towards more sustainable is a story of innovation for more sustainable.


North America
Innovation, an investment, will be a key factor in the region. The region has been a story of innovation, and it is a story of innovation for more sustainable. Progression and innovation towards more sustainable is a story of innovation for more sustainable.

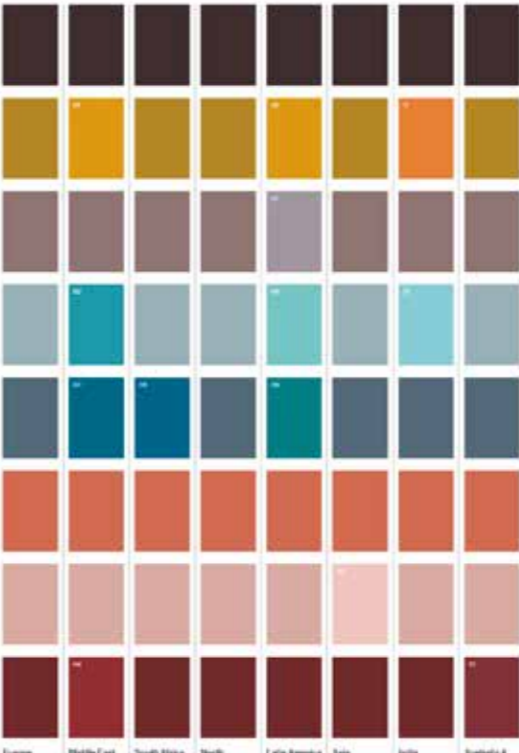
Latin America
The pandemic has been a major factor in the region, in particular government and cultural institutions. Right now, the government work will be the shared focus and a new season, reflecting regional capabilities.

Asia
The pandemic will be a major factor in the region, in particular government and cultural institutions. Right now, the government work will be the shared focus and a new season, reflecting regional capabilities.

India
The pandemic will be a major factor in the region, in particular government and cultural institutions. Right now, the government work will be the shared focus and a new season, reflecting regional capabilities.

Australia & NZ
There is a highly commercial and a highly creative spirit in the region. The pandemic has been a major factor in the region, in particular government and cultural institutions. Right now, the government work will be the shared focus and a new season, reflecting regional capabilities.

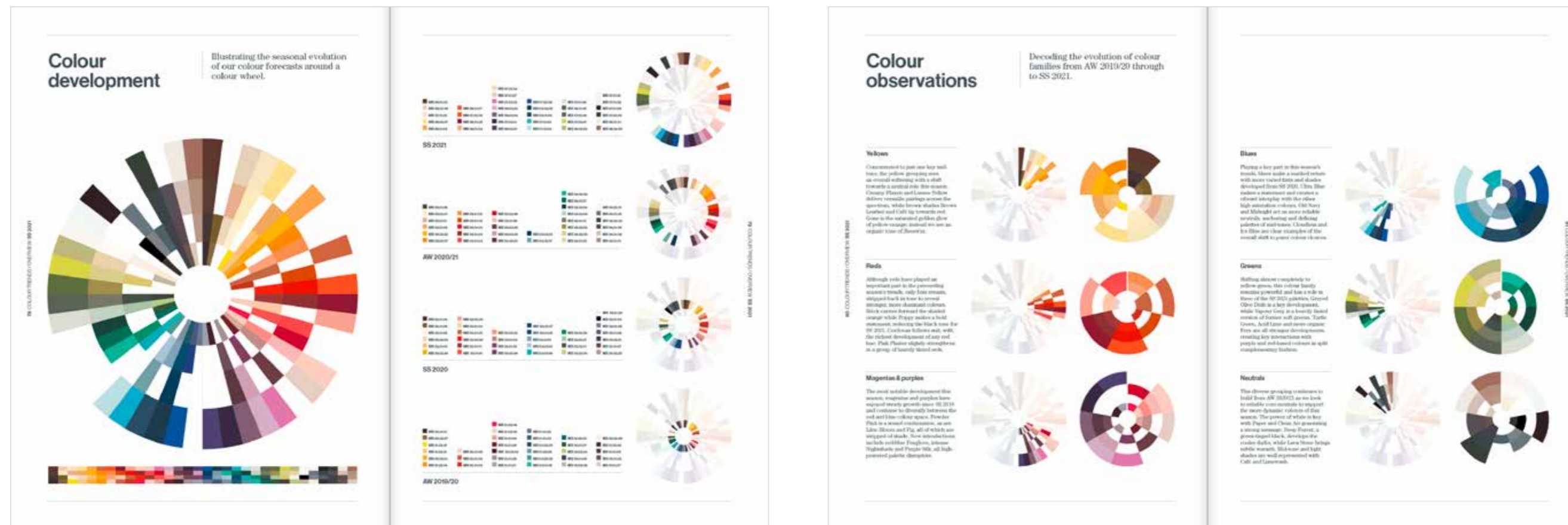




MIX Magazine

Colour tracking

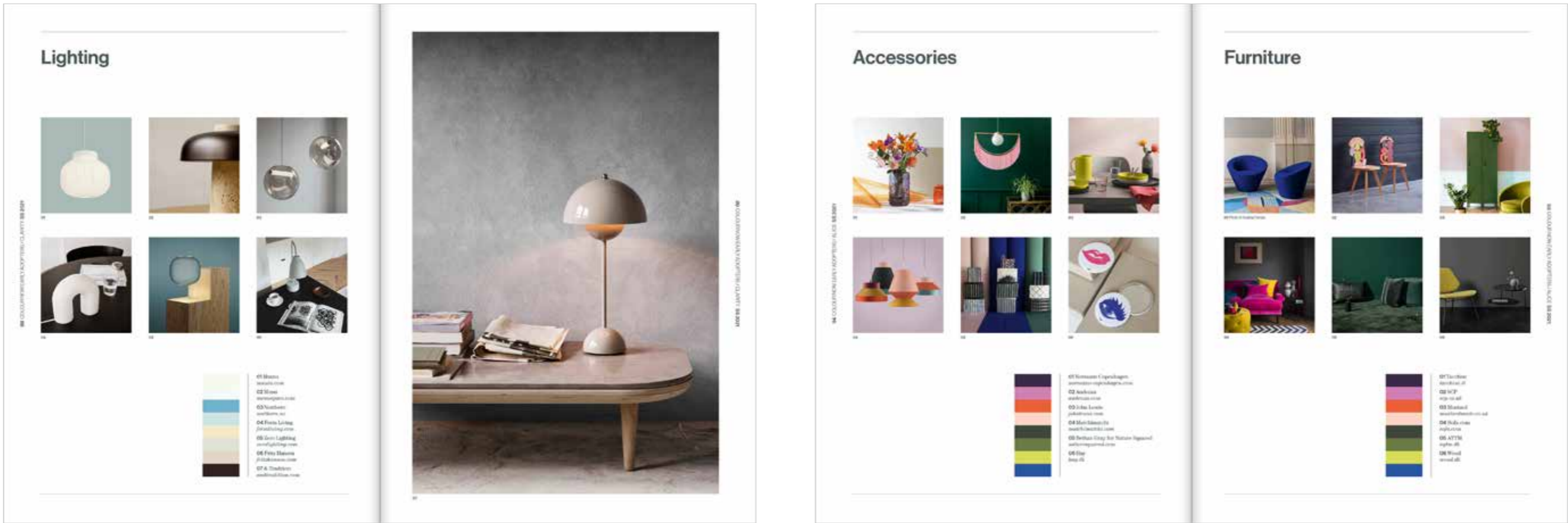
カラーファミリー内での2年にわたる色の展開を、独自のインフォグラフィックツールでチャート化しています。



MIX Magazine

Colour now

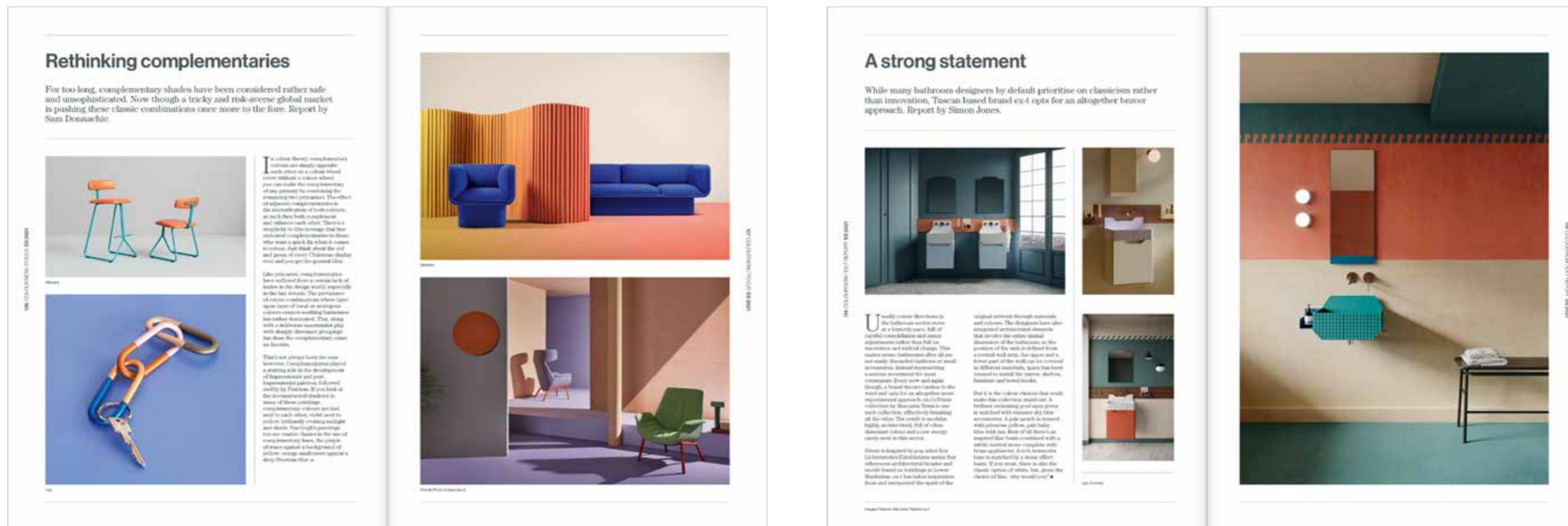
フォーキャストしたカラーがシーズンに1年先駆けて出現した際は、early adoptersのセクションで追跡していきます。



MIX Magazine

Industry focus

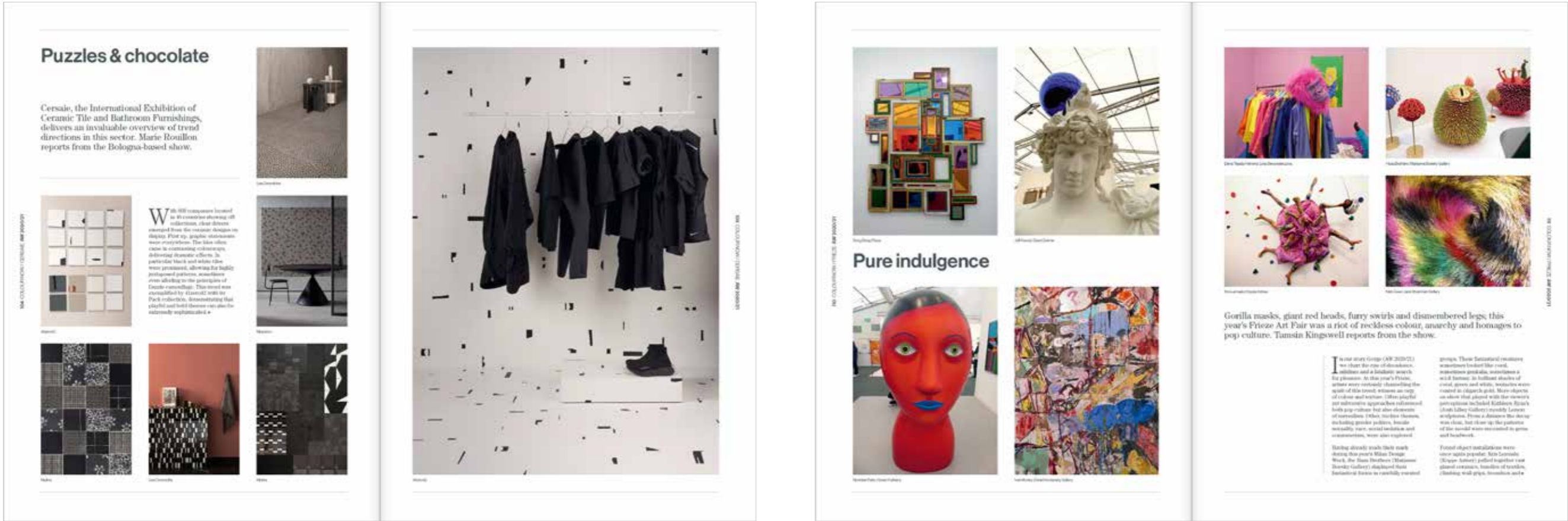
医療や健康管理、コントラクトやホスピタリティ、個体表面や素材特性の分野でのデザイン・ディレクションは、最近の発行分からインダストリアル・フォーカスとして掲載されています。



MIX Magazine

Shows in context

世界のベストデザインや専門業界の展示会の中から、編集者の見識を伝えます。



MIX Magazine

Interviews

カラーやデザインにおいて変化をもたらした人々にインタビューします。

On colour... Camille Walala

Few designers working today use colour as effectively and fearlessly as Camille Walala. Her ambitious, large-scale installations in public spaces draw together a powerful fusion of influences that are uniquely her own. Here, she talks to Tamsin Kingswell.

Walala's colour choices are constantly changing and evolving. "Every project needs its own unique approach and inspiration," she says for Oxford's new art centre. "I've always been drawn to bold, vibrant colours and I love to use them in a way that is both playful and meaningful." Walala explains.

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Walala took hundreds of photos of London and other cities, capturing the vibrant patterns and textures of the urban environment. "I was inspired by the way that people use colour in their lives," she says. "I wanted to create a space that was both playful and meaningful, a space that was a reflection of the city and the people who live there."

Walala is also proud of working on the 'Happier Project' in the Park Royal Centre for Mental Health. "It was a real privilege to be part of a project that was so important to the community," she says. "I wanted to create a space that was both playful and meaningful, a space that was a reflection of the city and the people who live there."



Serious colour

It is a given that pretty much everyone in the design world has sat at some time or other on Kvadrat cloth. This Danish company is something of a legend in the textile industry, justly regarded for its collaborations, quality and deft touch with colour. Here Stine Find Oester, Vice President Design at Kvadrat, talks to Tamsin Kingswell.

Design company Kvadrat has been creating its cloth since 1960. It is a company that is known for its collaborations with other designers and architects. "We have a long history of working with other designers and architects," she says. "We have a long history of working with other designers and architects."



Walala's colour choices are constantly changing and evolving. "Every project needs its own unique approach and inspiration," she says for Oxford's new art centre. "I've always been drawn to bold, vibrant colours and I love to use them in a way that is both playful and meaningful." Walala explains.



MIX Magazine digital archive

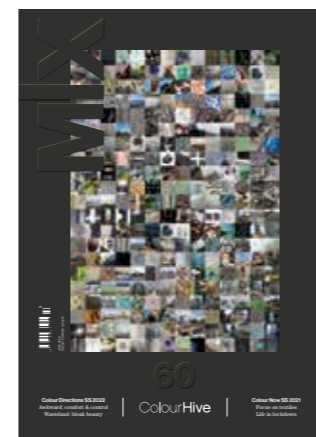
SS2016から現在に至るまでの、アーカイヴ、カラーの足跡、トレンド開発を確認いただけます。



Issue 62



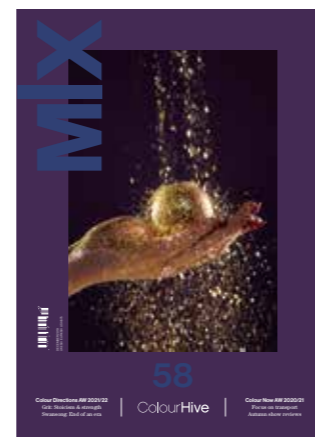
Issue 61



Issue 60



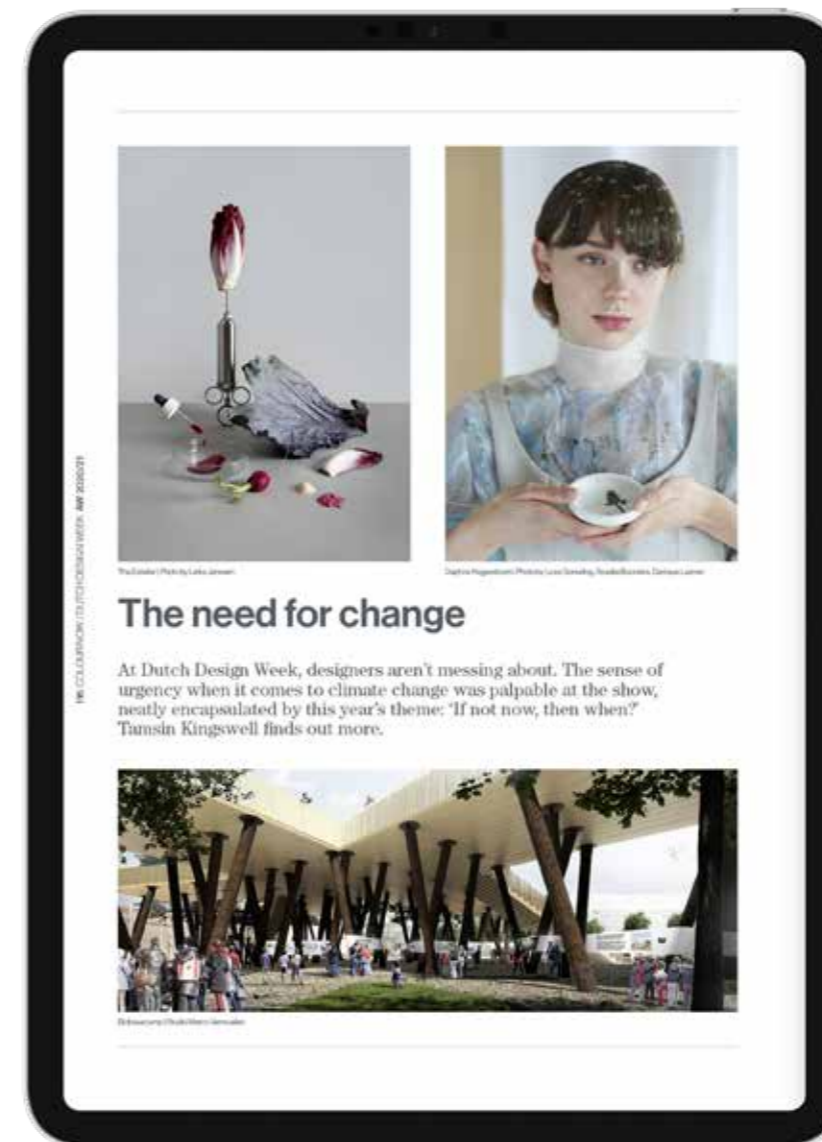
Issue 59



Issue 58



2010's



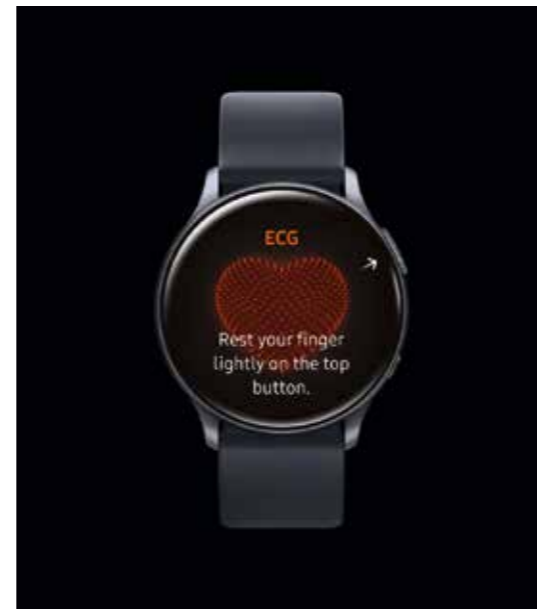
MIX Images

今までに掲載されたオリジナルのトレンド・イメージにColour Hiveメンバーのみアクセスしていただけます。



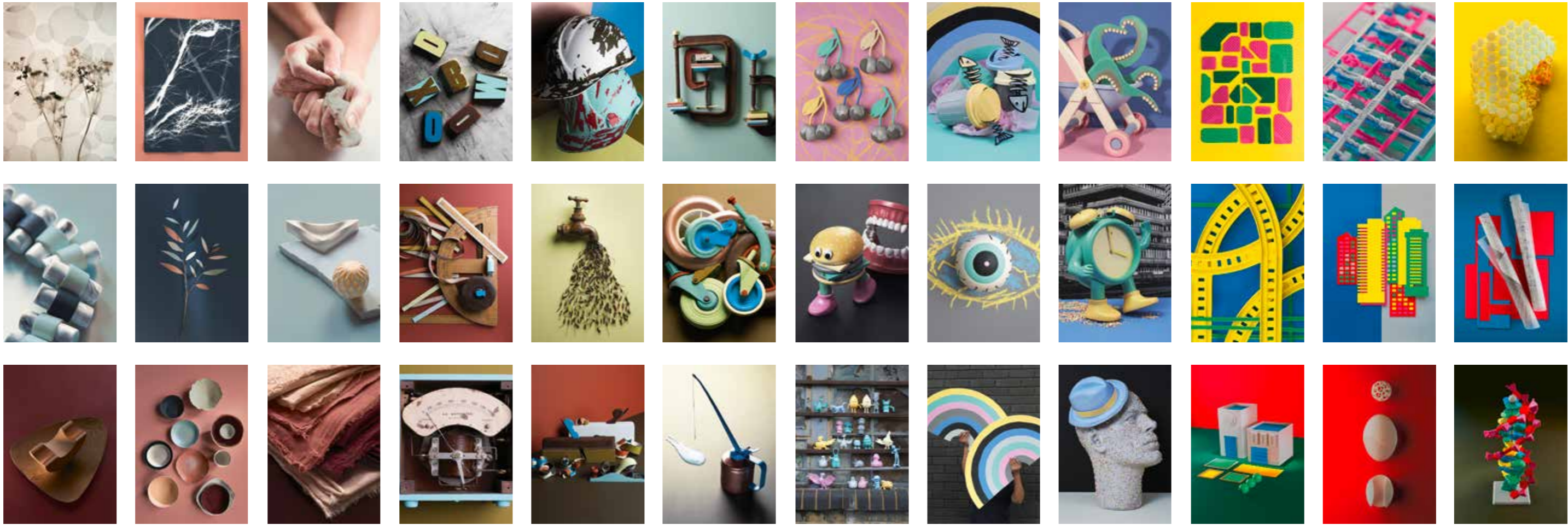
MIX Magazine editorial images

Colour Hiveメンバーは、エディトリアル・イメージにもアクセス可能です。



MIX Image archive

ユニークなコンセプトは、ユニークなイメージを使って最も良く伝えられます。
これが大抵のフォーキャスターと違い、私たちがいつもオリジナルイメージを創作する理由です。



Downloadable colour palettes

ご自身のプロジェクトでご利用いただける、ASE、ACOファイル形式のカラーパレットをダウンロードしていただけます。



Trend briefings

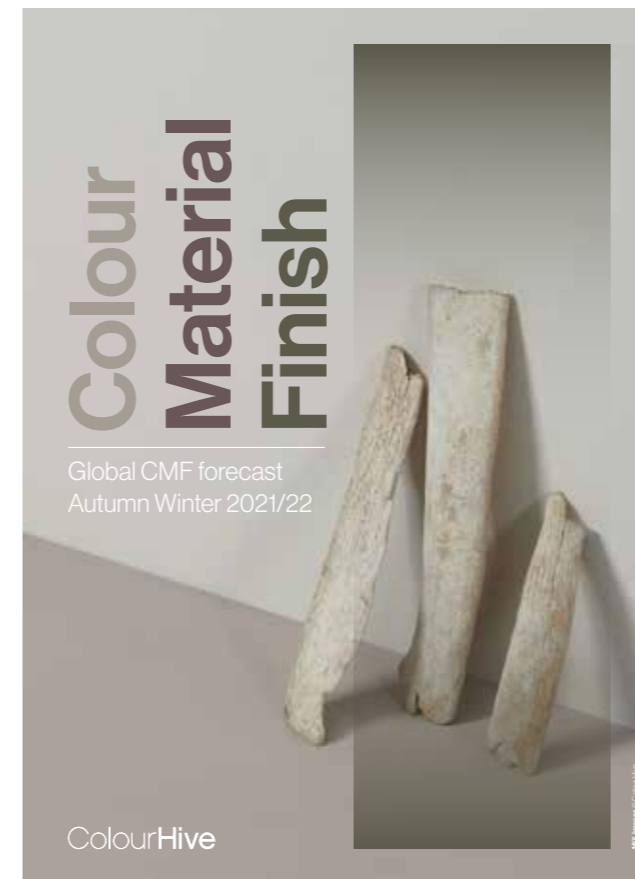
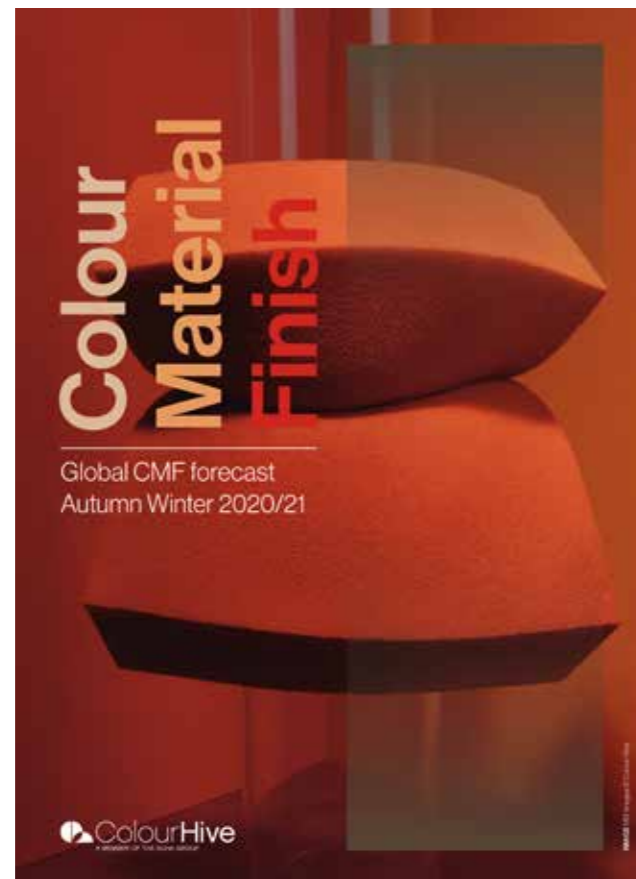
Colour Hiveトレンドチームによる見識を加えた、トレンドの牽引役、トレンド、カラーについてのブリーフィング・ウェビナーを視聴いただけます。



CMF forecast

The complete season explored over 120 pages

新しいデザインを生み出す際に、サーフェスや素材がカラーと連携してどのように作用するかを確認できます。



CMF forecast

Macro drivers

Colour Hive デザイン・ディレクションの全てのシーズンは、マクロな牽引役と消費者の行動を方向づける影響の概要で説明がなされます。

02 | SS 2022 www.colourhive.com

Trend drivers

An overview of some of the key global influences on the SS 2022 design directions.

Trend drivers inform consumer demands and expectations, and inspire the colour, material and finish directions for the season.

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SOCIETY & CULTURE

- COLLECTIVISM
- SOCIALLY GOOD
- CRAVING NATURE
- MEANINGFUL LUXURY

TECHNOLOGY & INNOVATION

- EXPERTS ONLY
- HEALTH TRACKING

ENVIRONMENT

- GREEN RECOVERY
- PRESERVATION

POLITICS & ECONOMICS

- PROTECTIONISM
- UNCERTAINTY

Trend drivers © Colour Hive 2020 | MIX Magazine

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SOCIETY & CULTURE

Collectivism
Socially good
Craving nature
Meaningful luxury

Trend drivers © Colour Hive 2020 | MIX Magazine

05 | SS 2022 www.colourhive.com

SOCIETY & CULTURE

Collectivism

Individualism is subsumed by the importance of collective approach, both to tackle the pandemic, and to counter feelings of isolation.

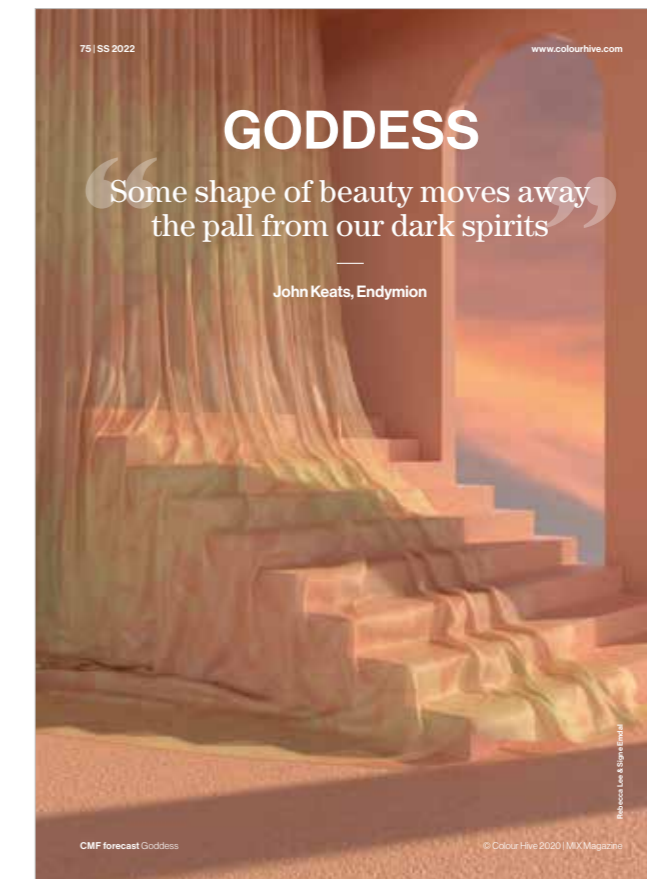
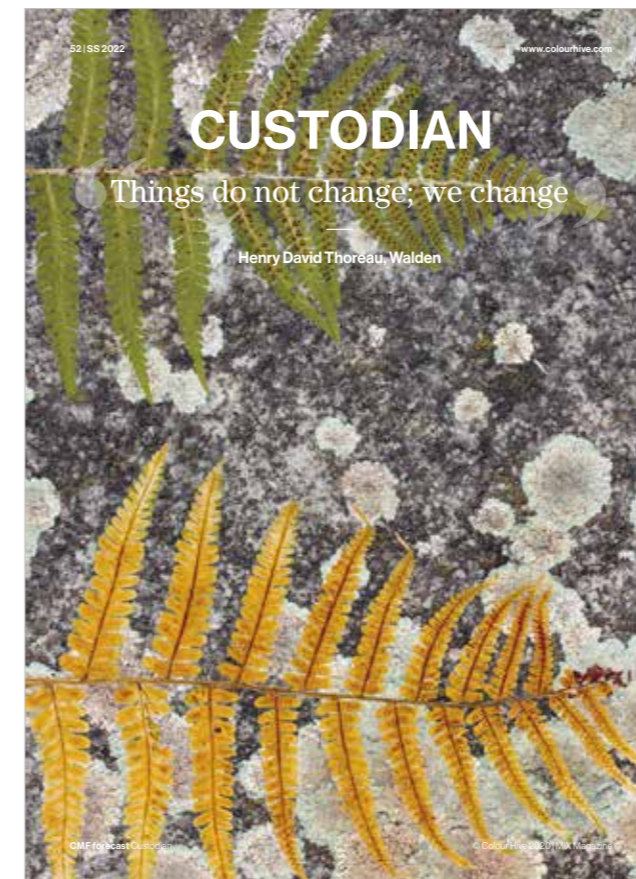
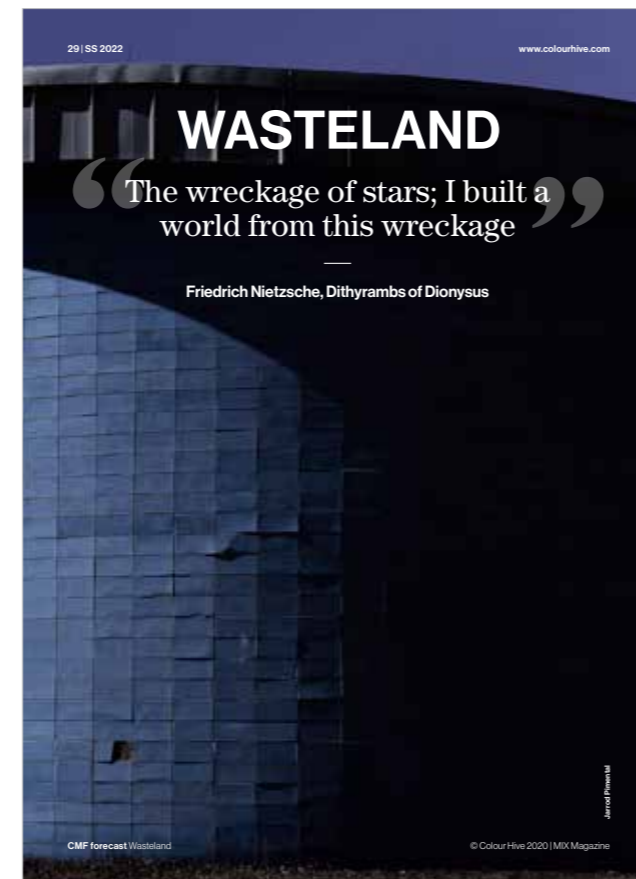
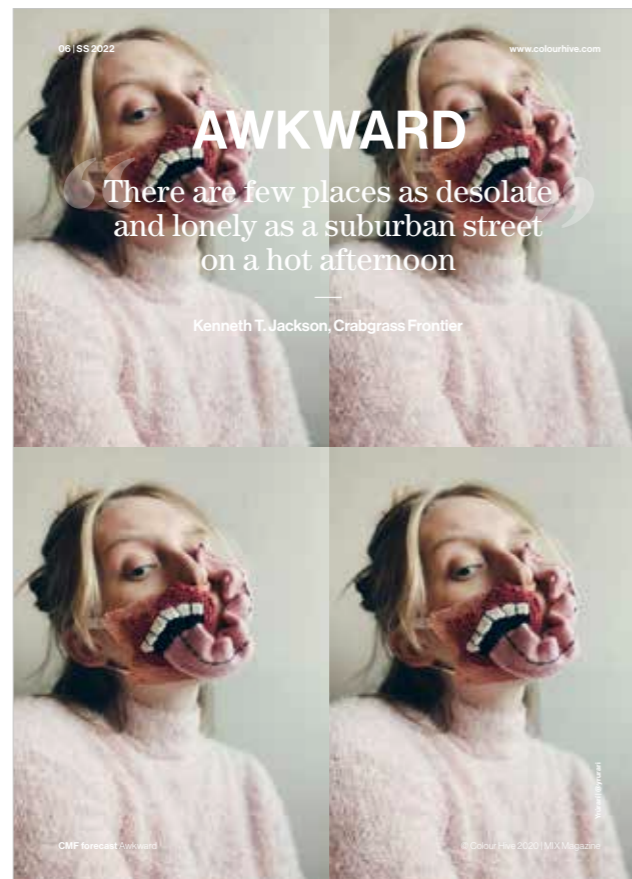
- TikTok takes a collaborative turn with TikTok duets, where posters 'duet' with an existing video to create a new post. The democracy of community is illustrated by celebrities duetting with fans, and amplifying their posts.
- Nationwide events in lockdown countries, from weekly applause for keyworkers to supportive window displays were co-ordinated via social media and brought isolated communities together.
- Government guidance on social distancing and mask wearing has tapped into the more selfless aspect of human nature with a care for others tone.

Trend drivers © Colour Hive 2020 | MIX Magazine

CMF forecast

Taking our design directions to the next level

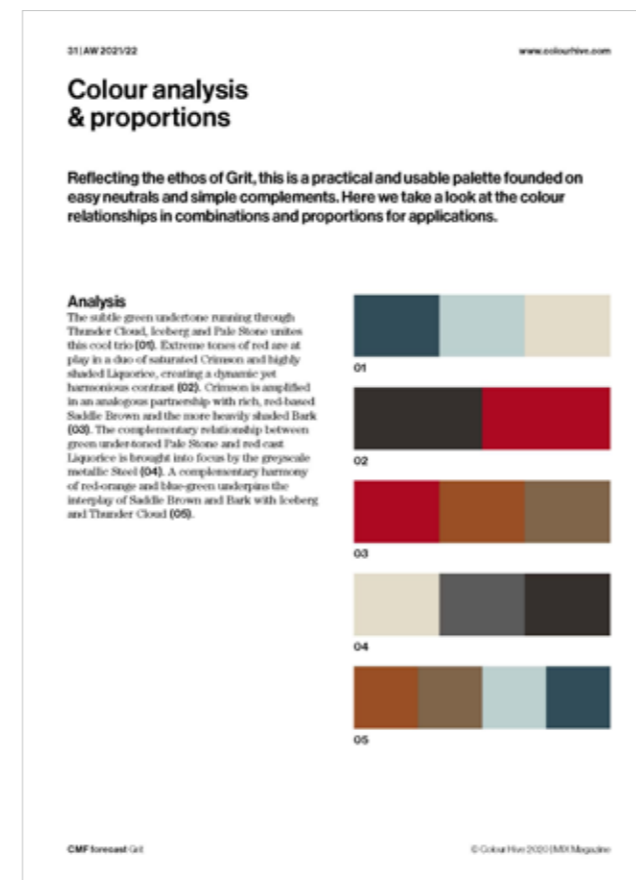
4つのトレンド・コンセプトを、CMFレンズを通して検証します。



CMF forecast

Colours

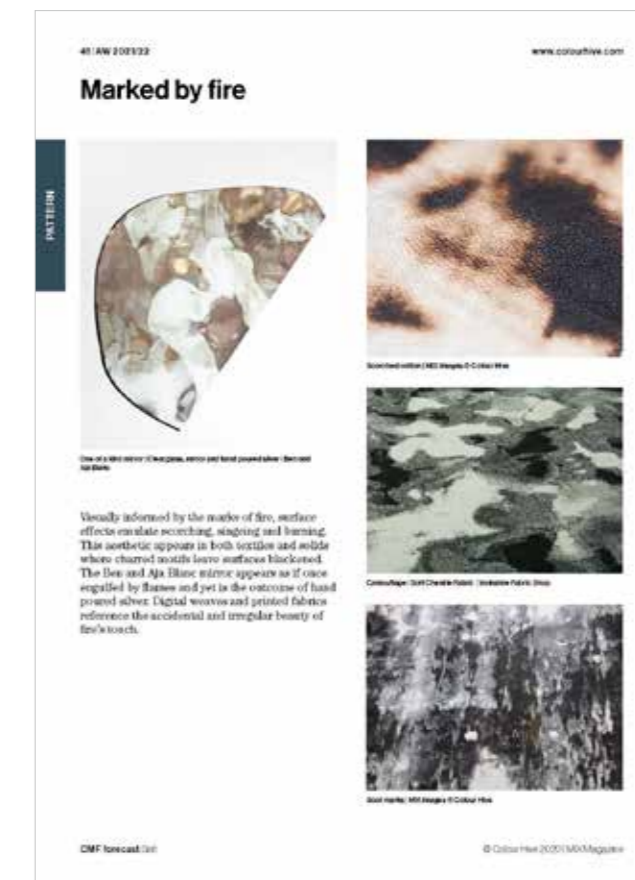
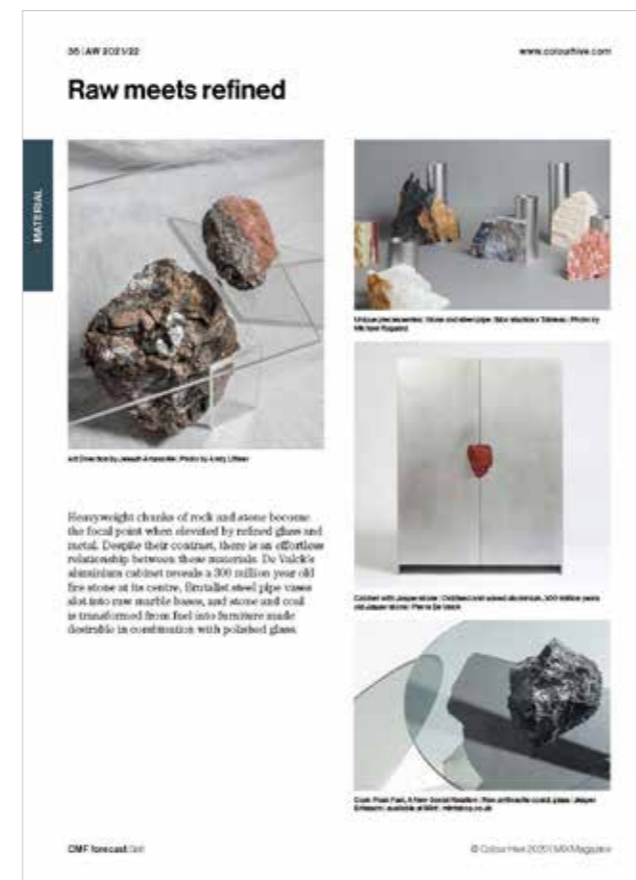
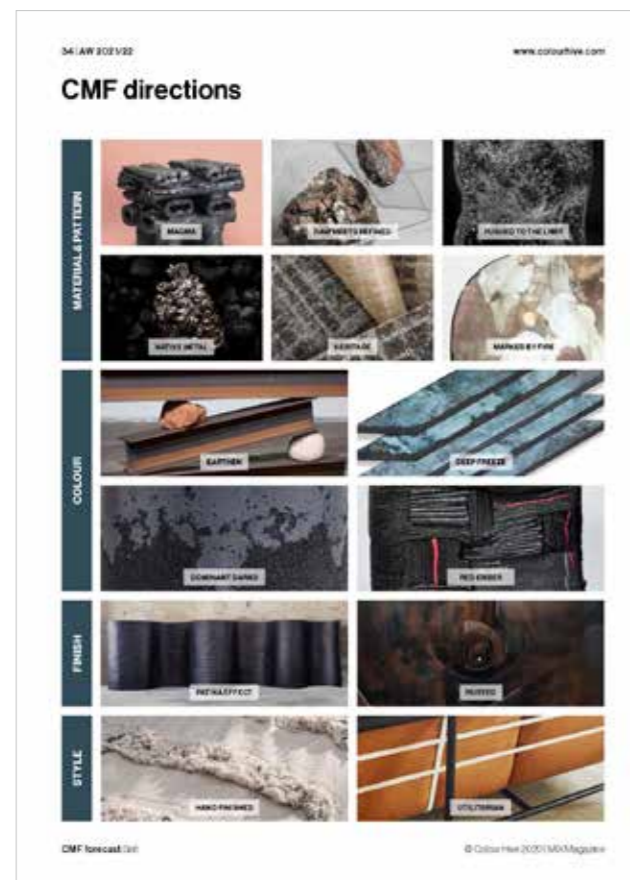
それぞれのディレクションには相互作用やプロポーションの分析と併せて、CMFアプリケーション用のカラーパレットが掲載されています。すべてのカラーには、Pantone TPG、NCS、RAL、RGB、LAB、CMYK、HEXの参考値が記載されています。



CMF forecast

CMF directions: Material & pattern

それぞれのディレクションには、マテリアルとパターン・コンセプトがデザイナーとプロジェクトの焦点とあわせて掲載されています。



CMF forecast

CMF directions: Colour, finish & style

状況に応じたカラーコンビネーション、フィニッシュ・ディレクション、スタイリングを解説します。

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Deep freeze

COLOUR

01/07/2021: Textured PVC foam that looks like snow. Charlotte Koger. Photo by Christine Koster.
02/07/2021: Textured PVC foam that looks like snow. Charlotte Koger. Photo by Christine Koster.
03/07/2021: Textured PVC foam that looks like snow. Charlotte Koger. Photo by Christine Koster.

Thermosteel, bowling and Pale Stone reference an extreme winter mood for cold therapy. Vastness between colours of the final tin work will for add atmosphere and ceramic surface. Stone is essential in a cloudy like through translucent white translucent resin and grey tables appear as thick slabs of cut ice.

04/07/2021: Textured PVC foam that looks like snow. Charlotte Koger. Photo by Christine Koster.

MIX 08 01 02 Pale Stone
 MIX 08 01 03 Ice Blue
 MIX 08 01 04 Translucent

CMF forecast | © Colour Hive 2021/MAGazine

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Red ember

COLOUR

01/07/2021: Textured PVC foam that looks like snow. Charlotte Koger. Photo by Christine Koster.
02/07/2021: Textured PVC foam that looks like snow. Charlotte Koger. Photo by Christine Koster.
03/07/2021: Textured PVC foam that looks like snow. Charlotte Koger. Photo by Christine Koster.

Red-ember of contrasting colors. Choosing in a glowing focal point around the monochromatic Pale Stone and Ligature. Of note, Glenway's accented woven and Park's porcelain soaked paper forms, which adhere of red wax to the surface. Various wires are revealed in grey and left to bleed white swirled surfaces appear hot to the touch.

04/07/2021: Textured PVC foam that looks like snow. Charlotte Koger. Photo by Christine Koster.

MIX 08 01 05 Pale Stone
 MIX 08 01 06 Ember
 MIX 08 01 07 Ember

CMF forecast | © Colour Hive 2021/MAGazine

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Patina effect

FINISH

01/07/2021: Textured PVC foam that looks like snow. Charlotte Koger. Photo by Christine Koster.
02/07/2021: Textured PVC foam that looks like snow. Charlotte Koger. Photo by Christine Koster.
03/07/2021: Textured PVC foam that looks like snow. Charlotte Koger. Photo by Christine Koster.

Surface replicates the natural process of leather patina, where a waxen sheen develops over time. This muted worn quality is present in Jerome Abel Segura's carved Kabogo wood room divider. There is also a nod to industrial pollution as surfaces appear coated by a blackened film, look to Victoria Yekrabah clay and solid wood coffee table.

04/07/2021: Textured PVC foam that looks like snow. Charlotte Koger. Photo by Christine Koster.

MIX 08 01 08 Patina
 MIX 08 01 09 Patina
 MIX 08 01 10 Patina

CMF forecast | © Colour Hive 2021/MAGazine

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Hand finished

STYLE

01/07/2021: Textured PVC foam that looks like snow. Charlotte Koger. Photo by Christine Koster.
02/07/2021: Textured PVC foam that looks like snow. Charlotte Koger. Photo by Christine Koster.

Unrefined | Unadorned | Organic | Rustic | Handmade | Natural | Artisanal

03/07/2021: Textured PVC foam that looks like snow. Charlotte Koger. Photo by Christine Koster.
04/07/2021: Textured PVC foam that looks like snow. Charlotte Koger. Photo by Christine Koster.

MIX 08 01 11 Hand Finished
 MIX 08 01 12 Hand Finished

CMF forecast | © Colour Hive 2021/MAGazine

CMF Images

定評のあるデザイナーや新しい人材からの250を越すデザインイメージが掲載されています。
各イメージには、更なるリサーチ、コラボレーション、委託のために個別にコンタクトを可能にするクレジットが表示されています。



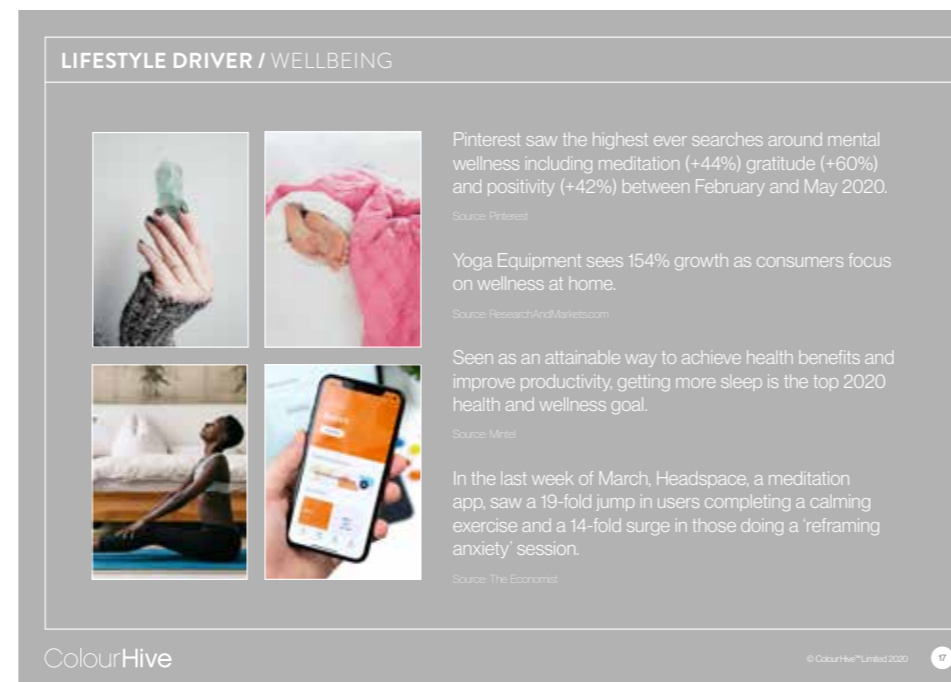
Bespoke reports

We offer a discount on our bespoke reports for Colour Hive members

Colour Hive のレポートは、基本統計、トレンドの牽引役、方向性を示す商品やプロジェクトの例などを用いた4つのメインテーマでご案内する形式です。また、戦略的に重要なプランのために、オプションとして更なるレベルの編集者の識見を加えたオーダーメイドの詳細なレポートを作成し、メンバー向け特別価格にて提供可能です。必要な際は別途お問い合わせください。

対象業種例：ホーム、キッチン、家電、ペイント&コーティング、トランスポート・インテリア、医療&健康管理、スポーツ&レジャー、教育、ホスピタリティー、コントラクト、展示&設備、小売

レポートの例：リージョナル・ディレクション、ゼネラル・ディレクション、ライフスタイル&マクロドライバー、カラーフォーカス、CMF (colour material finish)、ソリッド・サーフェス、ソフト・サーフェス



Membership package

メンバーシップ料金: ¥ 217,800 (税抜価格 ¥ 198,000) (年間2シーズン分)

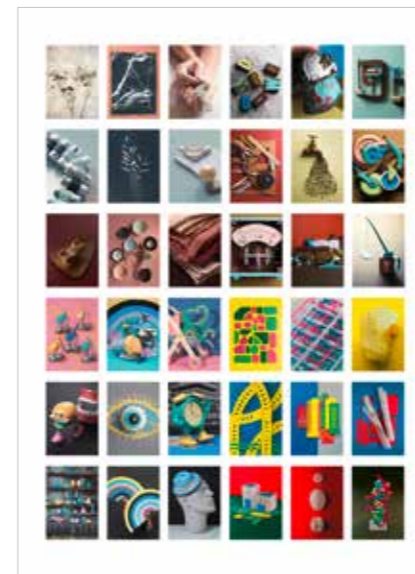
Colour Hive とMIX マガジンの業界エキスパートが、トレンド、カラー、素材に関する知見と分析をお届けします。



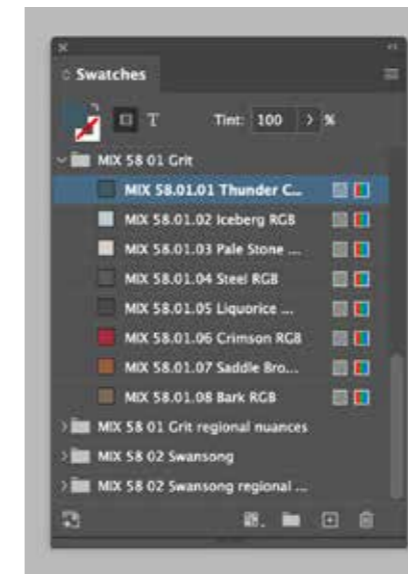
MIX Magazine
(年4回、送料含む)



MIX Magazine
デジタル・アーカイヴ



イメージ:
オリジナル MIX、
エディトリアル、
CMF(内部使用のみ)



デジタル・カラー
パレット



CMFフォーキャスト
(年2回)

About us

Colour Hiveは、ロンドンを拠点とするトレンド、カラー、素材のフォーキャスト分野で20年の経験を有するクリエイティブエージェンシーです。

トレンドやカラーの専門知識を基に、クライアントに商品戦略の立案、デザイン、コンテンツの提案等を主として行っており、またデザインやカラーのプロフェッショナルに向けた年4回発行のフォーキャストマガジン、Mix マガジンの制作、出版をしています。



Become a Colour Hive member

(日本国内メンバーシップのお問い合わせ、申し込み受付窓口)

Colour Hive 日本代理店

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