



LAURIE PRESSMAN

## Playful Release

PANTONE COLOR INSTITUTE

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In this age of uncertainty, where we see political instability, environmental concerns, increased urbanization and a distrust of the establishment coming forward, many are looking for ways to add meaning to their lives within their everyday actions. Taking responsibility for their impact on the world by leading meaningful, considered lifestyles built on positive connections, we are seeing a new spirituality emerging focused on an individual understanding of self and a deep-seated respect for materiality and the world around us. In this quest for deeper connection, people are finding respite in play, reaching out for uninhibited tactile interaction and reverting to childlike exploration and experimentation.



Playful Release

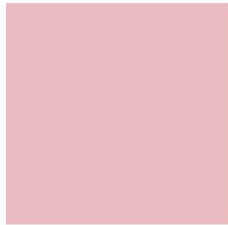


Acting as an antidote to everyday mundane stresses and pressures, honest and innocent play allows us to express our true selves. Bold and defiant designs of product, space and fashion are injected with a sense of humor, highly saturated color palettes edge towards surrealism and art for art's sake experiences a renewed appreciation. These new unpretentious designs avoid any sense of posturing instead displaying unapologetic aesthetics whose sole purpose is to please, amuse and delight.

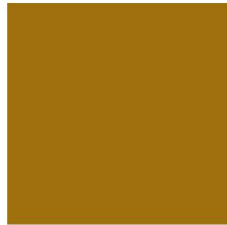
### Colors



**PANTONE 13-0746**  
Maize



**PANTONE 14-1511**  
Powder Pink



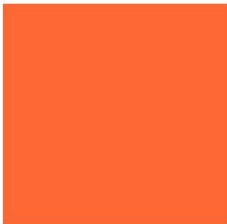
**PANTONE 18-0940**  
Golden Brown



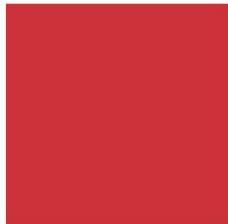
**PANTONE 17-5633**  
Deep Green



**PANTONE 19-4050**  
Nautical Blue



**PANTONE 16-1459**  
Mandarin Orange



**PANTONE 18-1550**  
Aurora Red

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*Laurie Pressman is the Vice-President of the Pantone Color Institute and has 20 years experience in the world of color and trend. She loves traveling the world looking for what is new and next and sees color as the story of life.*