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THE COLOR NARRATIVE

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# VOL<sup>4</sup>.

# UMES



## THE COLOR NARRATIVE

CONNECTIVITY

COLLABORATION

COMMUNICATION

COLLECTION





# VOL<sup>4</sup>.

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# UMES

For SSI's Look Book Vol. 4 we are integrating the macro trends (which have established the structural base described in our foundational Fusion piece), with both our Super Matte solid color palettes and our new accent collection which is called The Color Narrative. Our four new chapters are Connectivity, Collaboration, Communication and Collection.

While we understand the main over-arching design themes - which are simpler, cleaner and classic - we still need to have fun with creative color contrasts and combinations. We can add a new dimension and a uniqueness to our interiors (both commercial and residential) by using vibrant colors in unexpected layers, matte finishes contrasting with heavy textures and deep colors in dramatic moments.

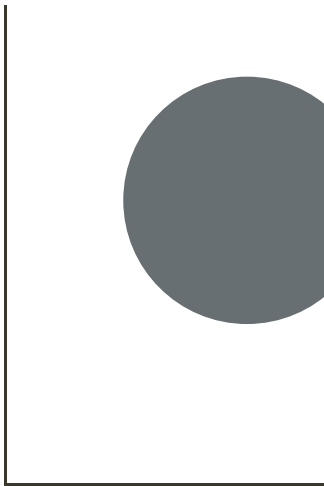
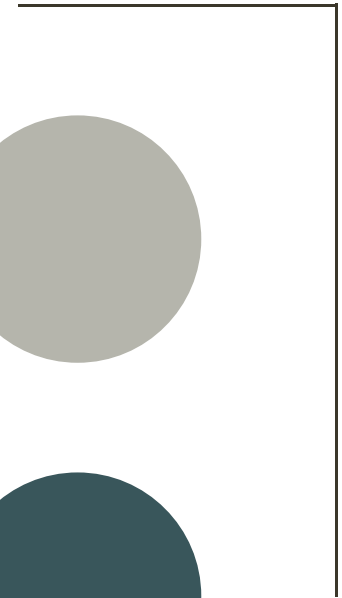
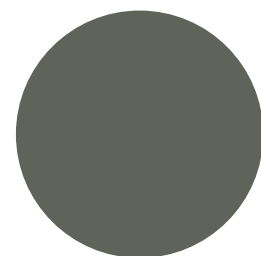
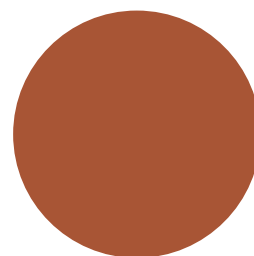
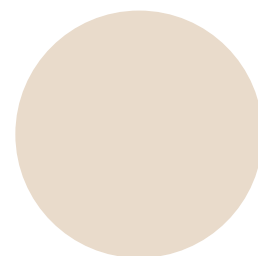
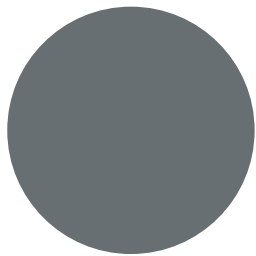
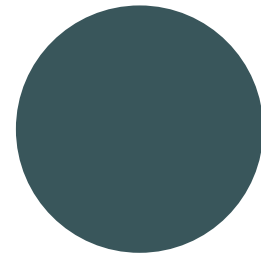
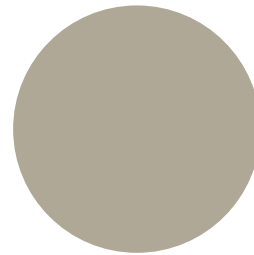
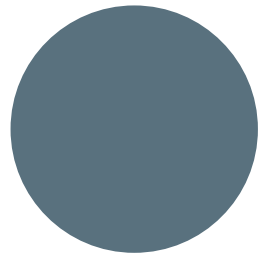
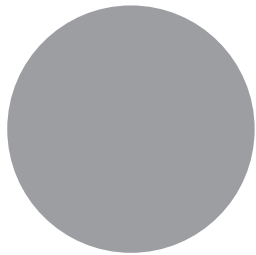
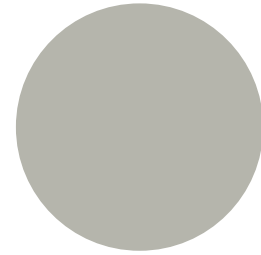
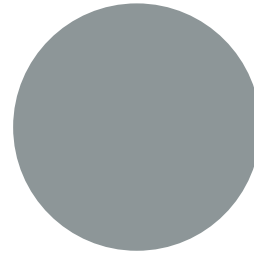
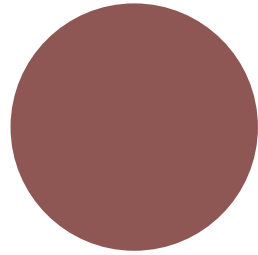
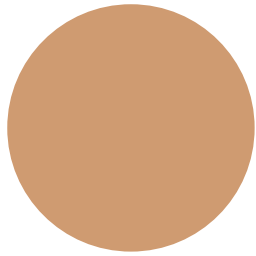
We have identified twelve couture inspired colors to add to our base palettes, creating fresh looks and emotions. We are showcasing these colors, juxtaposed with new woodgrain designs, to inspire and delight with just the right dash of playfulness and joy.





VOL 4.

# colorful characters.



VOL 4.

# new chapters.







connectivity.



collaboration.



communication.



collection.

VOL 4.

# connectivity.

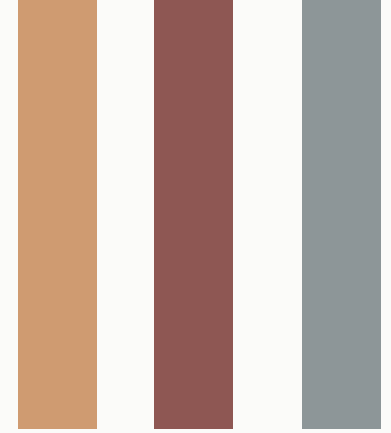
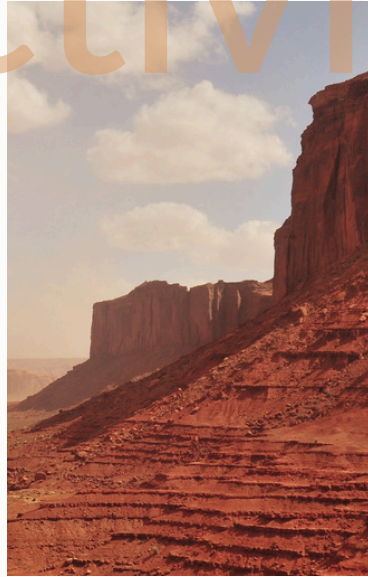
We are celebrating the connections between time and place, songs and tastes and the memories of fleeting moments that are magical and unexpected. It is a synthesis of experiences that capture relationships across cultures and folklores, giving this trend a more global (even inter-galactic!) expression and reinforcing the color contrasts that create vibrant, dramatic even surreal interiors.

The Color Narrative palette works interchangeably with all four trends but we have selected Cinderella SM, Rusty Red SM, and Arctic Grey SM as the main accent stories of the Connectivity trend.



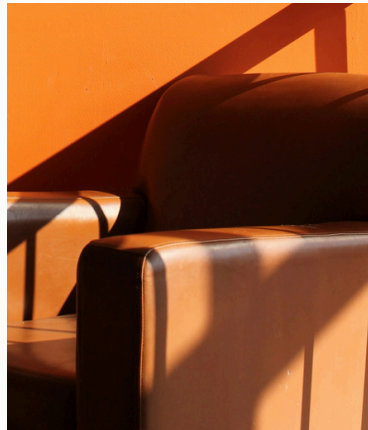
# connectivity.

CULTURE



UNEXPECTED

FOLKLORE



MAGICAL



COLOR PALETTE

VOL 4.

# collaboration.

Collaboration is the primary basis of a sustainable approach. Sustainability has many interpretations - conservation, eco-friendly materials and the ultimate circular approach of using waste as a resource as examples. This latter collaborative effort requires improvisation and creativity, and a willingness to celebrate the imperfect, organic and sometimes unexpected nature of the results. The metamorphosis of "trash" to unlikely hero has a redemptive element, and bringing this sense into designed interiors has a calming, harmonious effect. There is an emphasis on desaturated colors, bio based natural dyes and fibers with calming quiet colors and finishes.

The Color Narrative palette works interchangeably with all four chapters, but we have selected Turmalin SM, The Weekend SM, and Onyx Grey SM as the novellas of the Connectivity trend.



# collaboration.

KINTSUGI



— IMPERFECT

UNREFINED



— DESATURATED



TURMALIN SM

BOARDWALK  
NOMAD

THE WEEKEND SM

WHITECAP GRAY

ONYX GREY SM

CLOUD FOREST

— COLOR  
PALETTE

VOL 4.

# communication.

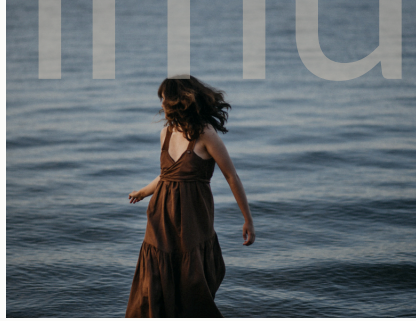
It is increasingly evident that our physical environment significantly affects our well-being. Designers can respond to this information by understanding that interiors are a form of communication - intentionally focusing on beauty and nature to speak to its' occupants needs. This design vocabulary creates bridges towards warmer, biophilic, complementary spaces with more layers, textures and translucence while still expounding the Well Building foundational tenets. Spa-like, holistic and sensorial designs are features with personalization and customization offering an additional communication medium.

The Color Narrative palette works interchangeably with all four trends, but we have selected Violet Grey SM, Seattle Grey SM, and Smokey Blue SM as key exemplars of the Communication story.



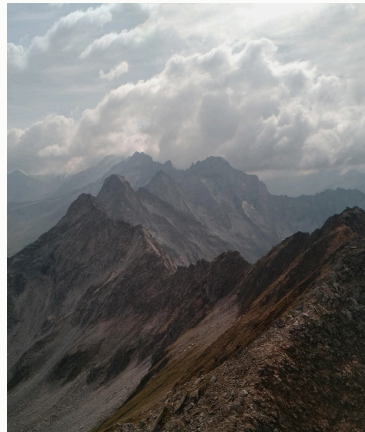
# communication.

HOLISTIC



— SPA

BIOPHILIC



— NATURAL



— COLOR PALETTE



VOL 4.

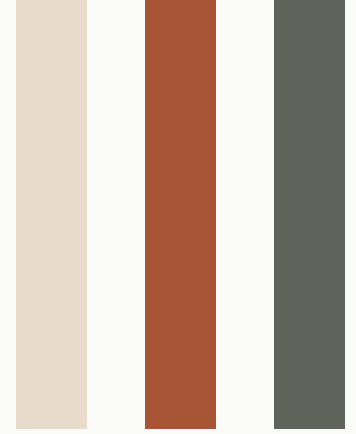
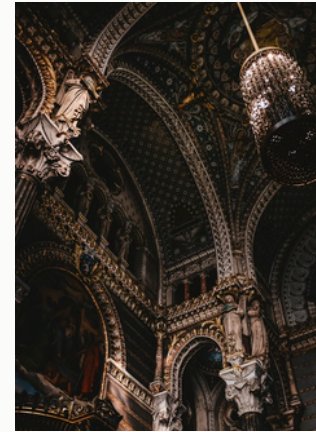
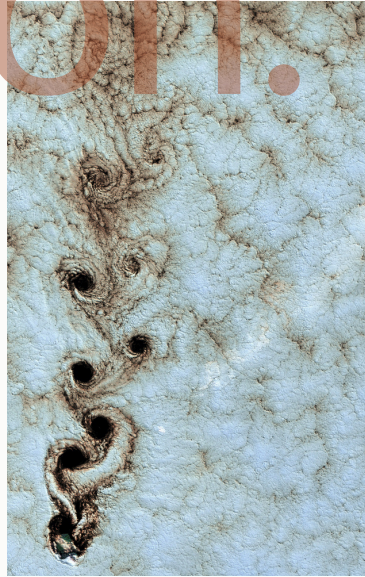
# collection.

Collection elevates the everyday with color combinations that are instinctive yet curated. There is an informal, serendipitous quality to interiors sparking social interactions and conversations and just like our personal relationships, palettes can be harmonious yet contrasting. There is warmth, craftsmanship and a sense of heritage in this design trend with treasured items showcased against moody backdrops. Vintage items are mixed with reproduction to create instant collections - Grand Millennial, Dark Academia and English Country trends all fit into this category.

The Color Narrative palette works interchangeably with all four trends, but we have selected Ivory Beige SM, Living Coral SM, and Verde SM as key narrators of the Collection story.

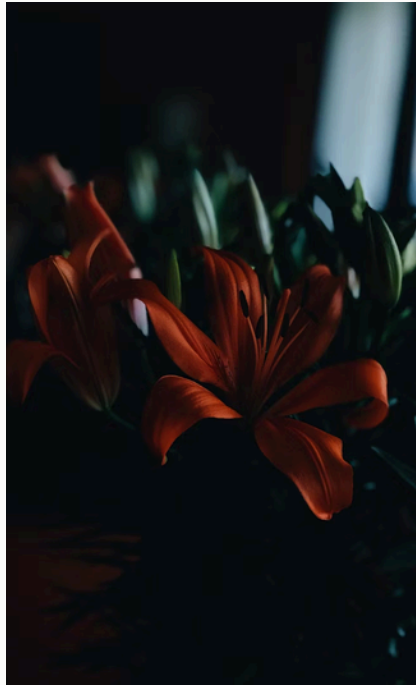
# collection.

HARMONIOUS —



— DARK  
ACADEMIA

MOODY —



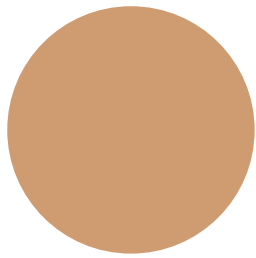
— HERITAGE



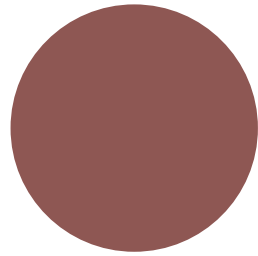
— COLOR  
PALETTE

VOL 4.

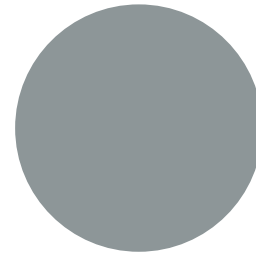
# colorful characters.



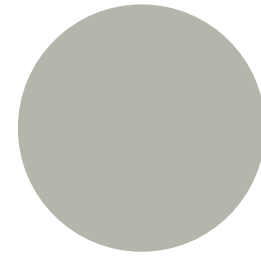
CINDERELLA SM



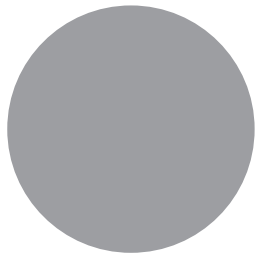
RUSTY RED SM



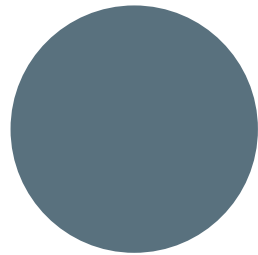
ARCTIC GREY SM



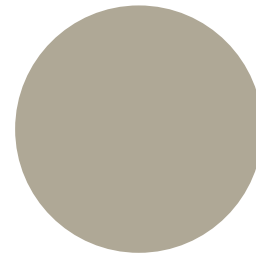
SEATTLE GREY SM



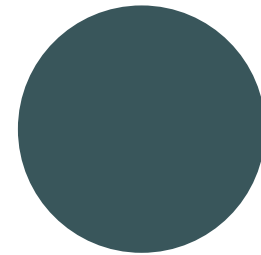
VIOLET GREY SM



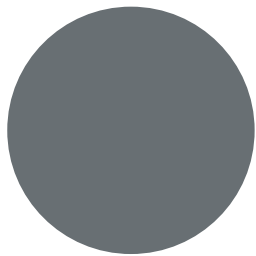
SMOKEY BLUE SM



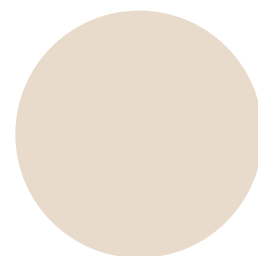
TURMALIN SM



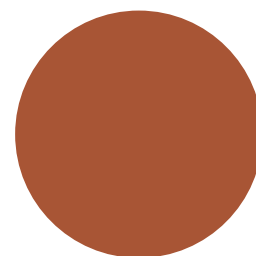
THE WEEKEND SM



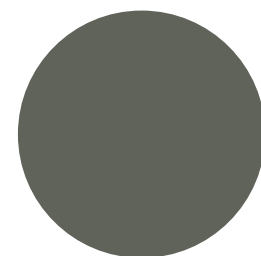
ONYX GREY SM



IVORY BEIGE SM



LIVING CORAL SM



VERDE SM



VIEW  
LAUNCH  
SHEETS



VOL 4.

# new chapters.



WOODLAND WAY



TAWNY TRAIL



SMOKEWOOD VALLEY



CLOUD FOREST



STORMY NIGHT



NAUTICAL BROWN



WHITECAP GRAY



SAND DUNE



MISTY MORNING



BOARDWALK NOMAD



CHAMELEON



RHAPSODY



VIEW  
LAUNCH  
SHEETS



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