

To a new beginning

Esquire's resident design expert Cyril Zammit on colours in a brighter year ahead for us all



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Last month, during Downtown Design, I was moderating a talk organised by Le French Design on the future of the 'Art de Vivre'. Just before ending it, I asked my guest panelists to close on a positive note. We've all had enough negative energy around us for the past few months. I thought it might have been a challenge, but surprisingly all three of them shared their views on an optimistic future in their field of architecture and design.

From the new technology enhancing and supporting traditional crafts to survive to fully-pledge sustainable construction methods, there are many positive signs to hang on to and consider as strong messages for our future.

So what do we see when we look into the crystal ball of design for 2022? Colours.

Last year, when I forecasted the year, my read turned out to be pretty on point considering the tremendous feedback I received. So let us look at the trends again. It might be taken as a sign of the times but when Pantone created their 'Colour of the Year' series, only one was announced... last year, two were declared colours of 2021 (grey and yellow) and for 2022? Not less than 10! But before we review them, let's try to understand the context.

During the talk in November, the French designer and museographer Adrien Gardère mentioned the explanation: it is not the end of the globalisation but the end of the standardisation. We are now running our lives in a more centered manner and therefore developed specific tastes, needs and demands. Hence, the selection of ten colours for 2022 to simply match to a more complex market out there, to a tailoring that is supporting by algorithms to deliver more precisely what we are looking for.

Next year will be the Spring after a long winter of darkness, a gloomy period where survival was the key objective to everyone. The year to come is already showing strong signs of recovery, just look at how packed the streets of Dubai are again.

So prepare to be surrounded with refreshing and cool tones next year... from cheery yellow, light-hearted pink, coral rose, naturally rich earth-baked brown or coffee quartz... with a pinch of sharp and acidic fragile sprout and a delightful bubble-gum incarnating playfulness and positivity.

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All these hues have one and a single purpose: rejuvenate our daily lives and environment. It brings a strong contrast to last year's tones as we all aim to a new beginning with familiar shades to build a comfortable haven. They all inspire optimism and

accompany us to mark 2022 as a guaranteed successful year.

And because I know we are all impatient to plan ahead, here are some hints for 2023... From Digital Lavender to Verdigris, the year will be welcoming you with additional stronger tones like luscious red, sundial yellow and a serene tranquil blue. Remember you read it first here in *Esquire Middle East* [Editor: nice plug!].

I wish you all an exciting, fulfilling and surprising year of 2022, keeping in mind this quote by Aristotle: "We are what we repeatedly do. Excellence then, is not an act, but a habit." 🍷

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