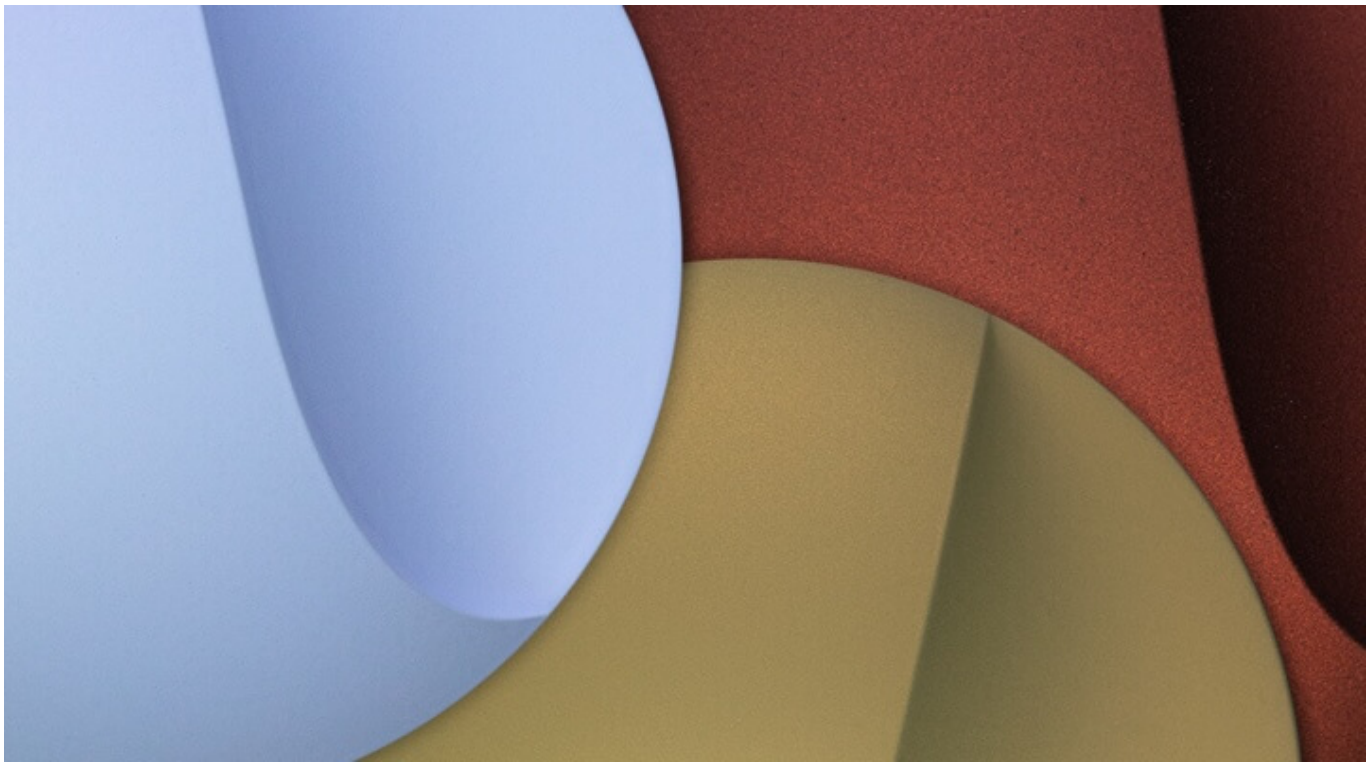
Mankiewicz reveals 2027 Colors of the Year



The Mankiewicz 2027 Colors of the Year are Flux (a clear, slightly artificial shade of blue), Biophilia (a soft, yellowish green shade with a golden sheen) and Soul (a deep dark red shade)

Mankiewicz has unveiled its 2027 Colors of the Year: Flux, Biophilia and Soul.

"We explore how the tension between digital fascination and the desire for authenticity can be expressed through color and surface design," Mankiewicz said of the selections in its November press release.

The three shades tell a story that goes beyond functionality and aesthetics: Explore how coatings can capture emotions, reflect societal trends, and bring new dimensions to product design.

" Artificial Intelligence is transforming the way we perceive the world around us," Mankiewicz said in its press release. The global design team at coatings manufacturer Mankiewicz translates this trend into three Colors of the Year 2027. Flux, Biophilia and Soul make conflicting feelings about AI visible as well as tangible through color and surface texture.

For the Colors of the Year 2027, the Mankiewicz design team analyzed international design trends, exchanged ideas across industries, and reflected on developments in society.

“Our perception of AI swings between fascination and fear, between endless possibilities and uncertainty,” said Nina Karsten, Head of Design at Mankiewicz

Flux: Digital versus real life
A clear, slightly artificial shade of blue that reminds us of glowing screens and the vastness of the sky. Flux visualizes the growing convergence of digital and real worlds. As AI penetrates ever deeper into our personal lives, questions arise about its role: Will it remain a tool, become a source of inspiration, or even a lifelong companion? Flux represents this search for the right balance between human

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autonomy and technological possibilities, Mankiewicz said.

Biophilia: Smart circularity
A soft, yellowish green shade with a golden sheen, somewhere between hay and clay. Inspired by nature's building methods, Biophilia stands for "Smart Circularity." Whether bird nests or termite mounds, nature has developed highly efficient structures over millennia. AI can help decipher these principles and apply them to architecture and product design. Biophilia conveys calmness, stability and naturalness.

Soul: Human singularity
A deep dark red shade with a warm sheen and a tactile texture. Soul stands for creativity, empathy and genuine craftsmanship. For an appreciation of authentic materials and slight imperfection – which is precisely what makes them valuable.

"In addition to human sensibility, this shade also represents all the things that only humans are capable of – where they are neither surpassed nor improved upon, and where sometimes an imperfect result is exactly right," said Karsten.

Design beyond color
With the Colors of the Year 2027 Mankiewicz emphasizes its design expertise: surfaces are far more than just functional coatings. It is the interplay of color, sheen, effect, and texture that creates a finish that reflects trends in society and evokes emotions.

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