



color alert

LATIN AMERICA

2022 Key Color | **Despertar**



Change is constant and is a circular, awakening process that affects everything. **Despertar (Awakening)**, Color Marketing Group's Latin America 2022 Key Color, is the color destined to symbolize the emergent spirit of change and growth.

The pandemic years leading to 2022 are being projected as semi-morphic, with transformations that evolve into a slightly different way of life instead of completely changed. The changes will be viewed with optimism and as 2022 arrives, **Despertar's** intense, saturated orange hue will represent the power of the sun and nature's strength.

Societal experiences, expressions, and actions will shift to savoring life and nature. The changes imposed on everyday life have revealed tenacity and resilience to forge a future with new possibilities and meaning. **Despertar** will be the defining color equivalent to the dawn of the revival period.

The revival period will contain behavioral changes towards nature and the environment. The adjustments in consumption habits and reducing environmental impacts strike a balance between want and need. The warm, bold color of **Despertar** is considered revitalizing with its connection to nature and is a natural addition to design.

Whether enhancing interior spaces or fashion, **Despertar**, is a hue created to suggest eco-living, offer a sense of warmth, and energize whatever it embraces. **Despertar** will awaken the senses to a new world of possibilities and direction.

Eco-living will become key for interior spaces as the need to connect to nature will continue unabated. New designs will embrace the power of nature's life-sustaining force with **Despertar** as the key color to inject products with energy. Ranging from upholstery to rugs, accessories to architectural coat-ings, interior spaces will express the awakened mood of the inhabitants.

Cosmetics, fashion, and graphics will be more expressive in 2022 as **Despertar** makes a statement on the screen, the street, or a video call. **Despertar** is a hue designed to enhance a sense of self and offer an unflinching flash of color that defines self-awareness and strength. This orange is drawn from the earth, as well as the fiery sun, shall become an expression of individual and societal awakening.

Captured in sumptuous textiles, it wraps the torso in powerful color. When rendered more casually, it suggests nature's whims and glories. The color message may be evident on the sleeve of a garment, a casual accessory, or swiped across the lips. No matter where it is used, **Despertar** will rise to be noticed.

As a color with a strong presence, **Despertar** will also embrace industrial design and graphics. As the pandemic years saw exponential growth in online interaction, **Despertar**, will be an effective accent color, or stand as a back-ground for packaging, signage, and online imaging.

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