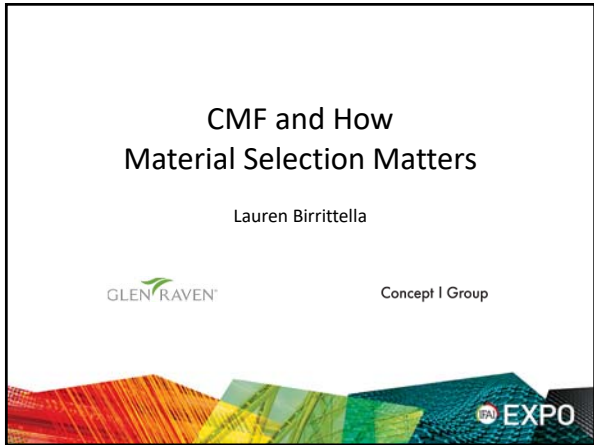




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EXAMPLES OF CMF SUCCESS STORIES

Ultimate Ears

Ultimate Ears' new speaker line is a testament to the power of CMF. The speakers are designed to be both functional and aesthetically pleasing, with a focus on durability and performance.

Oti

Oti's smartwatch is a perfect example of CMF success. The watch is both functional and aesthetically pleasing, with a focus on durability and performance.

Logitech

Logitech's new mouse is a testament to the power of CMF. The mouse is designed to be both functional and aesthetically pleasing, with a focus on durability and performance.

Puma

Puma's new shoes are a perfect example of CMF success. The shoes are both functional and aesthetically pleasing, with a focus on durability and performance.

BMW

BMW's new car is a testament to the power of CMF. The car is designed to be both functional and aesthetically pleasing, with a focus on durability and performance.

Kuhn Rikon

Kuhn Rikon's new kitchenware is a perfect example of CMF success. The kitchenware is both functional and aesthetically pleasing, with a focus on durability and performance.

Lauren Birrittella | Senior Curator + CMF Specialist | Oct. 3, 2019

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COLOR PSYCHOLOGY

The simplest language to read and understand, crossing cultural barriers.

Our perception of colors are linked with feelings and emotional states.

Red Excitement Love Energy	Orange Confidence Warmth Enthusiasm	Yellow Creativity Optimism Cheer	Green Nature Growth Freshness Quality	Blue Trust Calm Security Competence
Pink Compassion Sensitivity Romanticism Sweet	Purple Royalty Mystery Spirituality Ambition	Brown Dependable Steady Trustworthy Simple	Black Formality Drama Sophistication Security	White Clean Simplicity Innocence Honest

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COLOR + SENSORY EXPERIENCE

Would you agree that plants and grasses smell like the color green? Or that a citrus scent is warm and orange?

HOW MIGHT WE USE THIS KNOWLEDGE TO DESIGN PRODUCTS THAT EVOKE EMOTION, INFLUENCE BUYING BEHAVIOR AND + CREATE A BETTER EXPERIENCE?

"Scents trigger up to 75% of human emotions related to memory"

MARTIN LINDSTROM

Someone say citrus orange Sunbrella®?

#FAA408 citrus

#F8B12F grapefruit

#FA4032 ruby red

#FEF3E2 off white

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**2020/2021
COLOR FORECAST**

A neo-nude palette of edgy neutrals accented by muted jewel tones
Nostalgic and simple, reassuring, comforting, calm and strong.
Inspired by tranquility, peace, privacy and a touch of mystery.

Image sources left to right: justina.com, hollibaugh.com, designbridge.com

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**SURFACE FINISH +
E-COMMERCE**

*HOW MIGHT ADVANCEMENTS IN DIGITALLY DISPLAYING TEXTILES +
AND OTHER SURFACE TEXTURE POSITIVELY IMPACT ONLINE SALES?*

Tanvas.

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CMF TRENDS IN CONSUMER ELECTRONICS

ARTISANAL / NATURAL MATERIALS
Inspiration: Interior design, home decor
Keywords: HANDMADE, COZY, ZEN
Image sources: [https://www.pinterest.com/pin/1000000000000000000/](#), [https://www.pinterest.com/pin/1000000000000000000/](#), [https://www.pinterest.com/pin/1000000000000000000/](#)

BRUSHED / MATTE FINISHES
Inspiration: Jewelry, fashion accessories
Keywords: BLUESH, SOFT, PINKISH
Image sources: [https://www.pinterest.com/pin/1000000000000000000/](#), [https://www.pinterest.com/pin/1000000000000000000/](#), [https://www.pinterest.com/pin/1000000000000000000/](#)

CANDY / FASHION COLORS
Inspiration: Apparel, clothing goods
Keywords: BRIGHT, ZANY, BAMBINOLORE
Image sources: [https://www.pinterest.com/pin/1000000000000000000/](#), [https://www.pinterest.com/pin/1000000000000000000/](#), [https://www.pinterest.com/pin/1000000000000000000/](#)

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SUSTAINABLE MATERIAL SELECTION

HOW MIGHT THESE ADVANCEMENTS IN SOLAR TECHNOLOGY BE USED TO CREATE INNOVATIVE PRODUCTS THAT INFLUENCE THE FUTURE OF SHADE?




Stretchable solar cells that can generate electricity when stretched - eliminating the need for batteries. In R&D at Stanford.

Solar-powered charging station made of carbon and bamboo. Surplus power can be used for domestic use. By iWOW DesignWorks.

Completely clear solar cell that can turn transparent surfaces into power generators. In R&D at Michigan State.

Image sources: IBM to iQIG; iWOW.com; James Berkegroup.com; berkegroup.com

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INNOVATIVE MATERIALS SHOW + TELL

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WHAT TRENDS ARE YOU SEEING / INTERESTED IN?

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