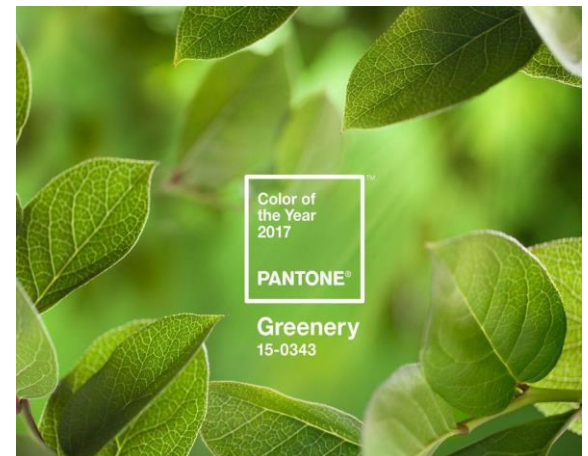


# ЦВЕТОВАЯ И ЛИНГВОЦВЕТОВАЯ КАРТИНЫ МИРА *PANTONE*



Докладчик: Ситун Н.В.,  
Амурский государственный университет, 894-ом гр.  
Научный руководитель: Ма Т.Ю., д. филол. наук, доцент

# PANTONE COLOR INSTITUTE



# OUR HISTORY



1963

Pantone introduces the **Pantone Matching System®**, a color communication system with 500 colors.

1987  
More Designer color! Pantone increases its color palettes with **Metallics, Pastels** and the **Process Color System** of 3000 colors.



1980s

Pantone **licenses software** to manufacturers for desktop publishing, later adopted by Adobe Systems Inc., Hewlett-Packard Company, Xerox Corporation, Microsoft Corporation, Canon Inc., Electronics for Imaging Inc., and other leading digital solution providers.

1963 – 1983

Pantone establishes itself as the **graphic arts industry standard** for color specification extending its "Library of Colors" to 747 colors.

1986  
Pantone establishes the **Pantone Color Institute**—color consulting and trend forecasting that helps designers and brands harness the power of color.



1999

Pantone announces the first ever Color of the Year – **Cerulean**.



1988

Pantone introduces **new standards** for textile, fashion interior design and home industries.



2007

Pantone is **acquired by X-Rite**, an industry leader in color technology and color measurement devices.



1994

Pantone Color Institute directs designers and corporations on color trends with launch of **View Colour Planner**.



2010

Pantone introduces **Pantone Plus**, a standard color communication system with over 1,300 colors. Also introduced: Neon colors and Premium Metallics.

2008

**myPantone app** for the iPhone is introduced—an immediate best seller, featured in Apple iPhone ads.



2012

Industrial and healthcare conglomerate **DanaHER Corp** buys X-Rite, which owns Pantone.



2012

Pantone introduces **PantoneLIVE**, a cloud-based printing solution for achievable, repeatable color across substrates.



2016

Pantone reinvents myPantone as **Pantone Studio**.



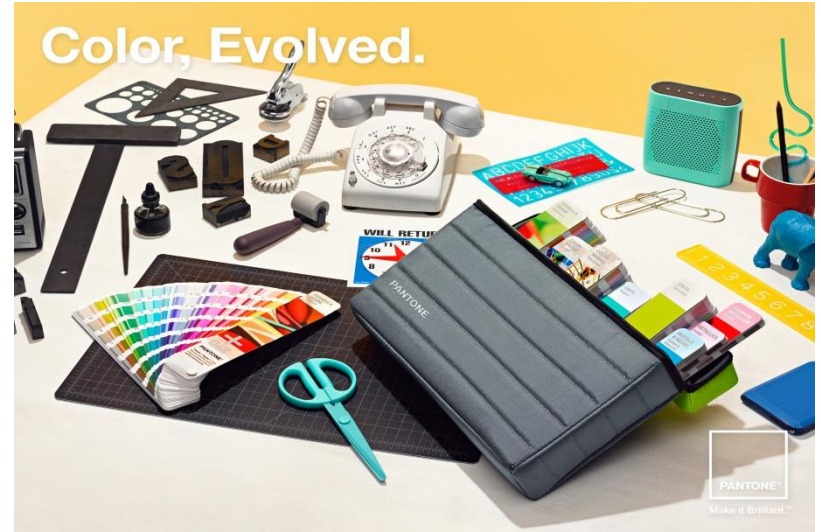


# PANTONE COLOR INSTITUTE EXPERTS



LEATRICE EISEMAN

Executive Director of the Pantone Color Institute, Lee has helped many companies to make the best and most educated choice of color for product development, brand imaging, interior/exterior design or any other application where color choice is critical to the success of the product or environment. The author of nine books on color, Lee is widely quoted and is recognized by Fortune Magazine and the Wall Street Journal as one of the most influential people in the world of color.



DAVID SHAH - publisher

KEITH RECKER – co-author

TOD SCHULMAN – creative director

LAURIE PRESSMAN – business strategist

# Fashion Color Trend Report: A/W 2020/2021



# Palace Blue (L) and Little Boy Blue (NY)



Palace Blue **sparkles with energy.**  
**Stirring and impressive,** a brighter  
blue for the days ahead.



With the expectation of the clear blue  
sky, Little Boy Blue is no longer for  
little boys only. Suggestive of  
**expansiveness and continuity,** this  
azure blue shade **reassures us with its**  
**promise of a new day.**



# Spiced Apple (L) and Chili Oil (NY)



**Brown with a red undertone,  
the warm, wholesome and  
engaging Spiced Apple adds flavor to  
the Spring 2018 palette.**



Seasoned yet season-less,  
Chili Oil is an earthy brown based  
red that **adds flavorful definition**  
to the spring 2018 palette.

# Mandarin Red (L) vs Amberglow (NY)



An amplified and provocative orange-infused red tone, Mandarin Red is a **dynamic force**.



A radiant autumnal orange, Amberglow promotes **self-confidence** and **creative self-expression**.



# МЕТАФОРЫ В ОПИСАНИЯХ ЦВЕТА



**PANTONE  
17-3020**

*sparkle with energy, reassure, add flavor,  
add flavorful definition, summon in, bring a  
breath of fresh air, bring a flirtatious charm,  
take into a new direction, introduce a new  
dimension, add strength and substance*

# НАЗВАНИЯ ЦВЕТОВ

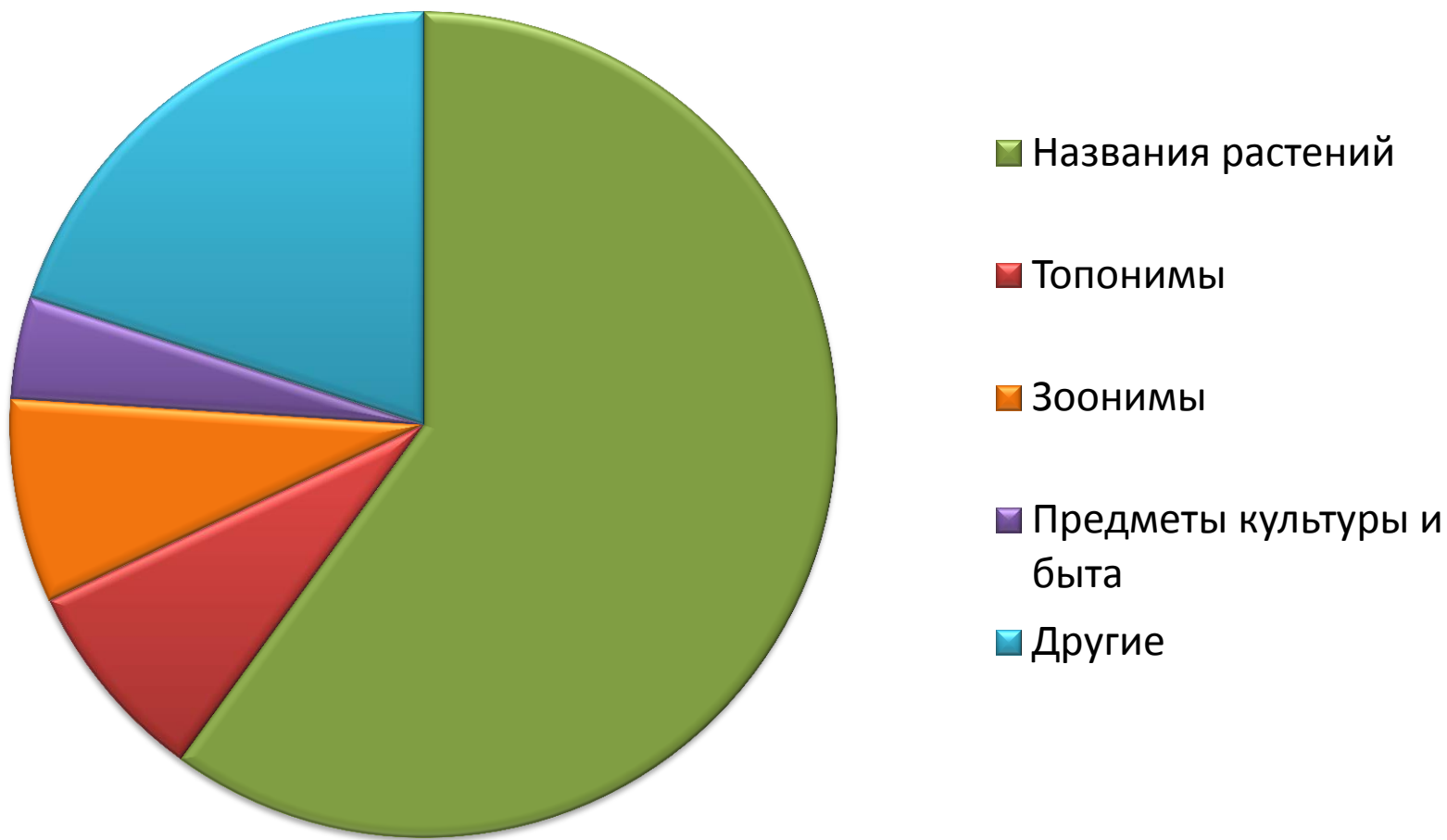
Rose - *Rapture Rose*

Lime - *Lime Punch*

Lavender - *Pink Lavender*



# СФЕРЫ-ИСТОЧНИКИ ЦВЕТОНАИМЕНОВАНИЙ





# MEADOWLARK

(луговой трупиял - иволга)



# Цвет года по версии *PANTONE COLOR INSTITUTE*



- Выбор цвета является отражением чувств и потребностей людей.
- Традиция выбора цвета года заставляет людей выражать **вербально** свои мысли и эмоции, связанные с цветом.

# TURQUOISE (2010)

*Turquoise inspires thoughts of soothing,  
tropical waters and a comforting escape from  
the everyday troubles of the world,  
while at the  
same time  
restoring  
our sense  
of wellbeing*

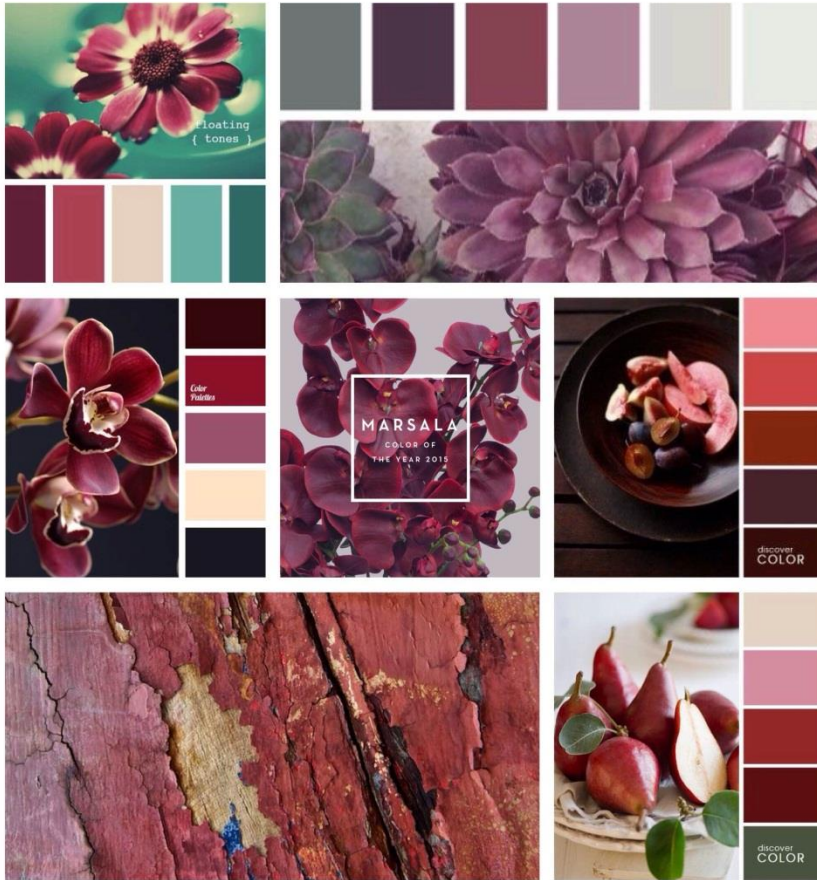
2010

**Turquoise**  
**15-5519**





# MARSALA (2015)



Much like the fortified wine that gives Marsala its name, this tasteful hue embodies the satisfying richness of a fulfilling meal while its grounding red-brown roots emanate a sophisticated, natural earthiness

# CLASSIC BLUE (2020)



We are living in a time that requires truth and faith. It is this kind of constancy and confidence that is expressed [...]. Challenging us to think more deeply, increase our perspective and open the flow of communication.

# ВЫВОДЫ

1. Объявляя цвет года, рабочая группа Института Цвета PANTONE создает новый фрагмент цветовой и лингвоцветовой картин мира.
2. Этапы номинации и вербальной интерпретации смысла – важнейшие этапы для формирования и сохранения наиболее значимых фрагментов цветовой и лингвоцветовой картин мира.
3. Цветовая палитра модных оттенков и цвет года – результат научной и творческой деятельности Института Цвета PANTONE.



# ВЫВОДЫ

4. Современная цветовая картина мира индустрии моды и её вербальная репрезентация – неотъемлемый элемент глобальной социокультурной жизни современного человека.
5. Цвета, их номинация, интерпретация и метафоризация оказывают существенное влияние на развитие цветовых и лингвоцветовых картин мира, а также соответствующих сфер производства и потребления, на сознание и поведение людей.
6. Использование языка как средства коммуникации, достижения взаимопонимания между представителями разных профессиональных, социальных и национальных групп указывает на важность языкового кода для развития *fashion*-индустрии.

**СПАСИБО ЗА ВНИМАНИЕ!**