

 LG Hausys

**2015-
2016**



Color Chord Builder

An urban color, grey



CCB

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It is an era of 'Big Data.' The world has already too much information to guess which direction it will be headed for. And it also becomes difficult to predict which choice customers will make. Furthermore, now almost all things of the world are made public, and monopolizing information and knowledge is impracticable. Therefore, customers are changing into main agents of active consumption. They are not subject to one-sided information provided by companies any longer. However, too much information can be not unlike no information.

Modern society already has too much information and so does information related to the current trend. The world says that it already gave us a wide range of information, so we should search for it on our own. Nevertheless, too many choices surround us like a wall, so we feel that they look like the background of life prior to being provided with information.


LG Hausys picks out the trend related to people's everyday lives and styles of home life among a number of trends and suggests colors associated with it every year. And these colors become one sound, and combined colors will complete a gorgeous harmony by being arranged everywhere in the house.

The color of grey makes us recollect the image of a city, the sky which is about to rain, platinum, a dove, Buddhism, and Zen meditation. It often symbolizes neutrality, but it also reminds us of dignity which is the least likely to change over time. Besides, it is refined and poised, so it sometimes considered to be a color of 'no character,' which is harmonious with all other colors and is suitable anywhere and at any time.

Nowadays we can see that the grey background is increasingly used in interior design. Of many reasons for such trend, the clearest one is that grey has a feature of adjusting itself to surroundings. It is not the color of grey itself but surrounding colors that determine how light grey is and how dark it is. Depending on them, the same color sometimes looks light and other times dark.

The color of grey is too weak to be called masculine and too threatening to be called feminine. It is neither warm nor cold; it is neither mental nor physical. From that point, regardless of all faults and weak points, the color of grey is vague and have no characteristic, so it can be the best medium to make surrounding colors look better and promote the harmony of colors in various lifestyles.





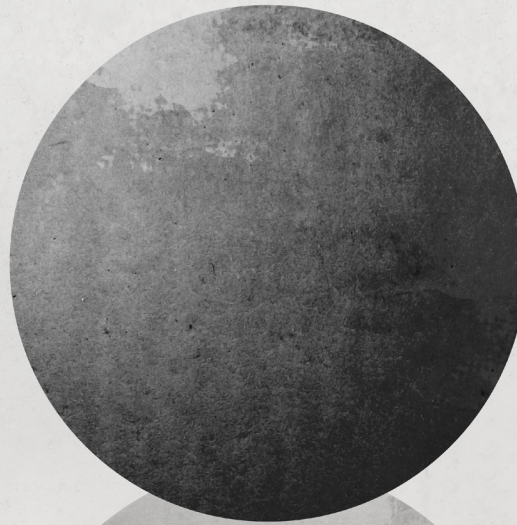
An urban color, grey

As an urban color, grey is perhaps more familiar than the blue sky. grey, the color of concrete, sometimes looks like a gloomy color standing for industrialization, but it is also an urban color which looks indifferent but is really chic. And embracing all things, grey is often more gentle and suitable. In daily life surrounded by numerous media of information and stimulus of consumption, the interior of the neat tone of grey makes us calm ourselves and brings tranquility and stillness to our busy lives.

Silent color of nature, grey

Grey mainly represents a city, but it is also the most tranquil and silent color of nature. As a medium of blueness of trees, the red sun, the earth of red clay, and the blue sky, grey hardly has a colorful image, but it also evokes the profound and sophisticated quaint beauty beyond description.

Grey has the stillness of ink-and-wash painting, placidity of ceramics, and the variety and depth which the color tone of ink stick brings. Grey leads us to the world of light and shade.





Polar White

Polar White



Dove White

Dove White



Magnolie

Magnolie



Silica



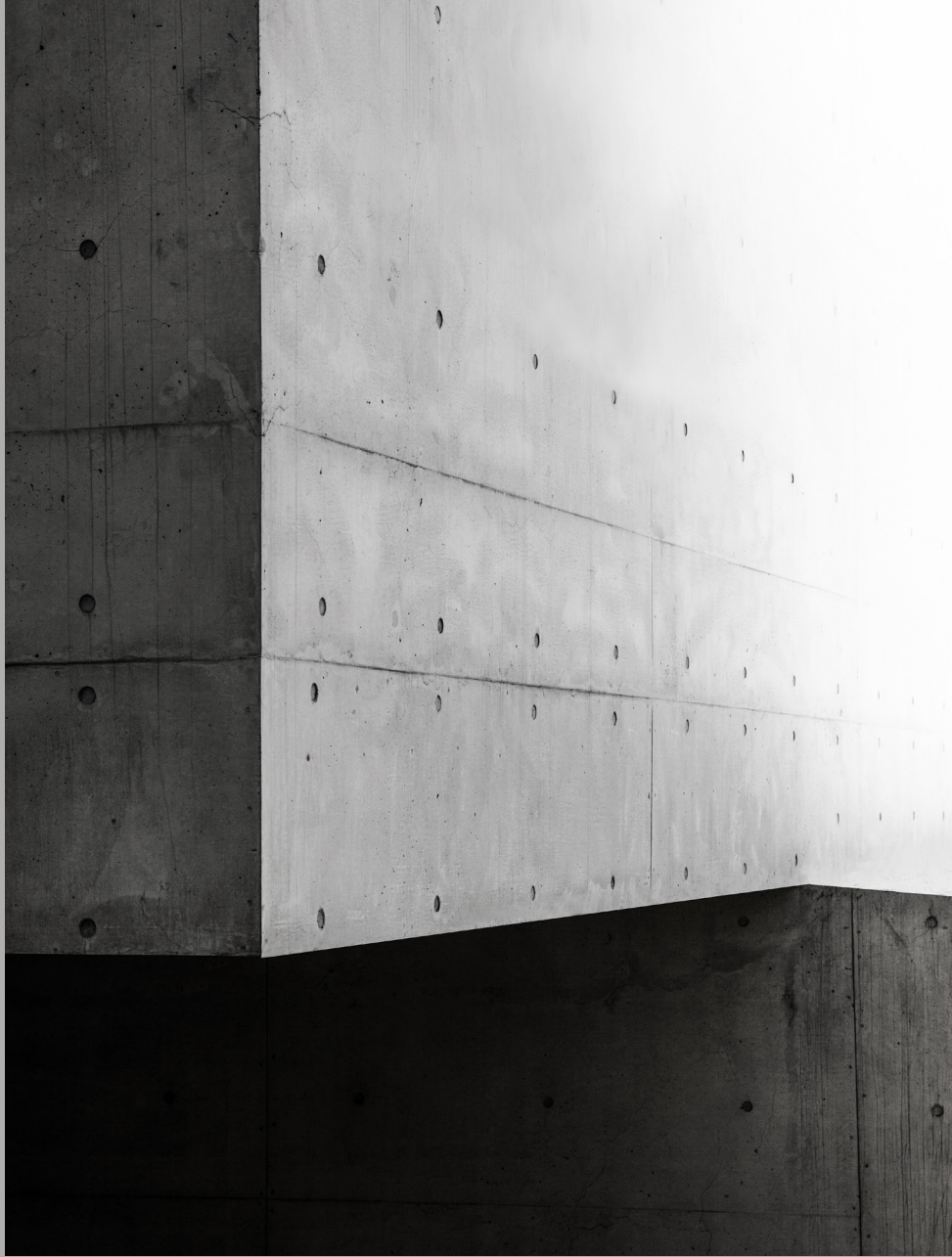
Silver Grey

Silver Grey



Cashmere

Cashmere



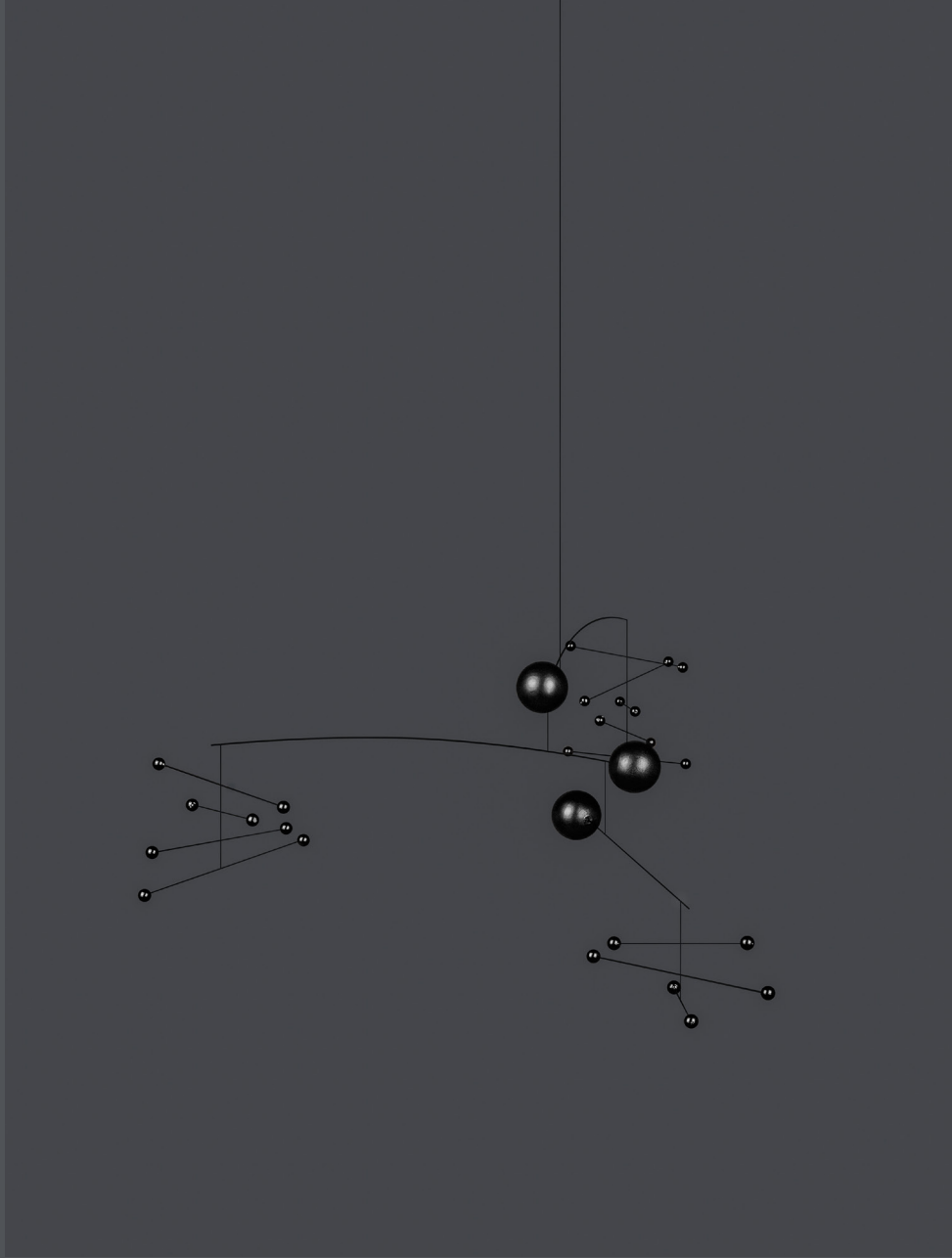
Dove

Dove



Winter Gates

Dark Grey



Dark Grey



Slate

Slate



Olive Green

Olive Green



Petrol Blue

Petrol Blue



Bosporus Green

Bosporus Green



Lux Orange

Lux Orange



Fiesta

Fiesta



Marsala

Marsala

A

Simplicity

Nature

Charm

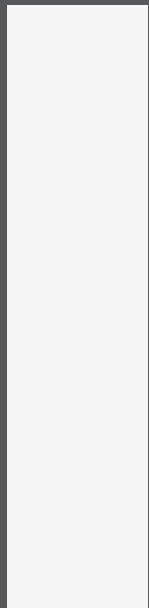
Authentic

Gentle

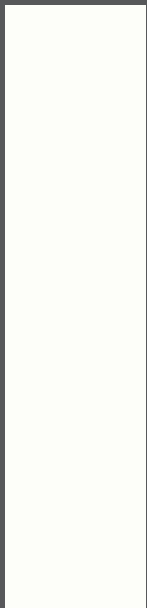


SLOW

FAST



Polar white



Dove White



Magnolie



Silica



Silver Grey



Cashmere



Dove



Winter Gates



Dark Grey



Slate

B

Nature
Traditional
Ethnic



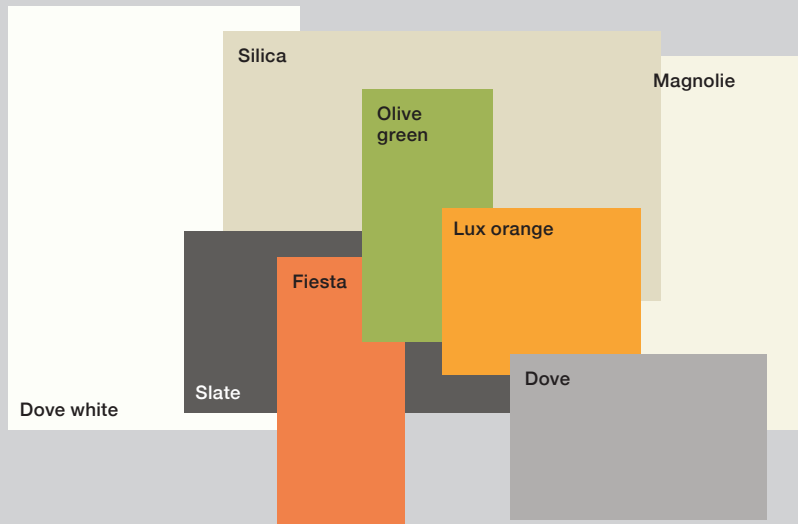
Olive Green Petrol Blue Bosporus green

C

Travels
Ethnic
Bohemian
Cosmopolitan



Lux Orange Fiesta Marsala



Case A

At the heart of this color construction a natural, organic white is surrounded by grainy grey tones and milky soil tints to form a reassuring foundation for spring, soft and warm, warm mineral shade of creamy grey.



Case B

A soft, elegant base of neutrals inspired by noble ceramics is joined by fresh, tender, barely colored pastel greys to compose this palette.