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News

Dec.17,2015

On December 17, 2015, DuPont

**BASF Receives "Design for Asia Awards 2015" for Coatings Color Trend Book**

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On December 17, 2015, BASF announced that it has been recognized at the "Design for Asia Awards 2015" for the latest edition of its annual color trend book, "RAW". The book, published by BASF's coatings division, makes color trends and colors tangible for automotive designers in the region and around the world.

The international competition "Design for Asia Awards" has been held by the Hong Kong Design Centre since 2003 and honors outstanding designs directed at the Asian market. In 2015, a total of 765 entries were submitted from 24 countries. The book's successful concept has also been recognized in the past at the world's most renowned design awards, including Horizon and RedDot.

"The book is one of the key elements in our dialog with designers from the automotive industry," explained Astrid Van der Auwera, Global Strategic Marketing at BASF Coatings. "The overall design of the trend book reflects the components of the color collections we have developed and in so doing creates understanding about the trends we have identified with our intensive research."

The international team works together to compile the content for the book by analyzing the areas of technology, society and individuality. In this way, each year 65 new colors are created, pointing the way to the automotive color trends of the years to come. "It's important that in addition to our global orientation, we also recognize regional distinctions and identify connections. Cultural and social differences, especially in Asia, have a deep impact on the color climate. Our collection reflects this very uniqueness," explained Chiharu Matsuhara, Chief Designer, Color Design Asia Pacific, BASF.