



Rely on it.

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Follow the signs of trends and colours



AUDI AG



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Valentino



HEAT

Red reigns supreme as a powerful and persuasive hue. It has long been considered the colour of passion, passion for artistic expression, travel, romance, community, and the planet. It can also represent good fortune as well as stand as a warning. Its recognized inherent energy, and numerous connotations makes it readily adaptable to varied design aesthetics and uses.

All of that is the inspiration for *Heat*, an intense, true red colour that smoulders and burns with intent for mood and design. Inspired by magma, the extremely hot liquid and semi-liquid rock within the Earth, *Heat* offers a powerful colour element to any product or designed space, indoors or outdoors.

As if extracted directly from the Earth, *Heat* combines with the deep brown of *Rare Earth*, the glistening metallic look of golden *Treasure*, and the dark wood grain of *Noce Lucca Natural Synchro* to create an ambience born of nature at its most untamed. Yet, it all translates to a look of warm opulence, especially in a more traditional environment, but is also stylish in a contemporary space. Whether on cabinetry, textiles, or wallcoverings, *Heat* injects its special élan into a design palette and other hues benefit from its proximity, adding to their visual interest.

The power behind *Heat* can be balanced and embrace nature when it is coordinated with new, muted colours such as the light value of *Airy Blue* and the subtlety of *Smoke Green*. The cooler hues are natural ways to offset the internal fire of *Heat*, and their relatively discrete qualities offer a contemporary nuance of nature.

Considering the expanse of the universe, *Heat* is a perfect color companion to an interior or exterior space inspired by grand ideas and designs. "Heat, like gravity, penetrates every substance of the universe, its rays occupy all parts of space.," wrote Jean-Baptiste-Joseph Fourier.

Indeed, *Heat* is the hue to use as a center for almost any design space and palette. With inspirational origins from deep within the Earth, it translates as a powerful ally to other hues, but is equal within a design. It is confident and bold, yet still comforting and supportive. It is a color for living and working spaces that will inspire design now, and tomorrow.