

Trans -

Color
Proposal
2019



Basic & New
NIPPON PAINT AUTOMOTIVE COATINGS



Trans - concept

The theme for this year is "Trans-".
As known "Trans-" is a prefix with a variety of meanings;
change, across, beyond and so on.

We are living in the era where we can easily get ones
that suits the times without owning any stuffs.
More and more freedom than ever before is expected
to enjoy the selection exceeding the standard and the limits.
That is intangible values.

We propose those intangible values from five perspectives
which people are unconsciously going drawn to.

Let us find together new values that we can challenge for this flexible choice.



Magnetic

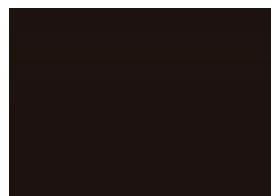
Focused on the attaction that we are unconsciously getting into.
At first glance you may not be so moved but their attractive,
addictive feelings will soon creeping up on you.



TRS001



TRS002



TRS003



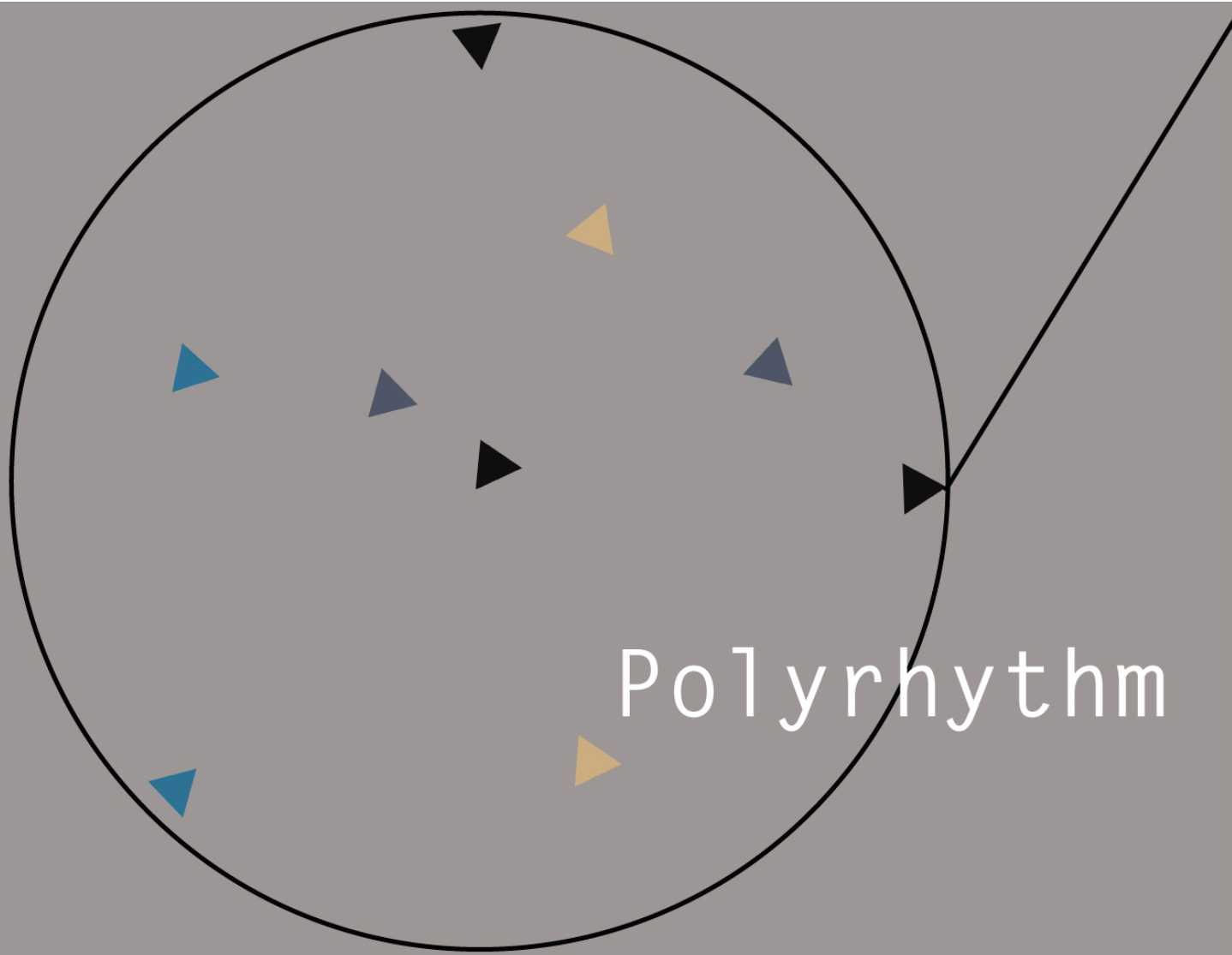
TRS004



TRS005



TRS006



Focused on the harmony that arises when things with different characteristics never thought to have any contact points run on together, such as speed, rhythm and vector. The moment has been expressed in colors when different material properties are intersecting.



TRS007



TRS008



TRS009



TRS010



TRS011



Unlimited

Focused on the values which we can challenge
without any constraints like increasing popularity of e-sports.
Some bold, adventurous colors are presented here.



TRS012



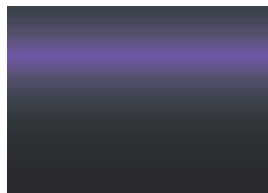
TRS013



TRS014



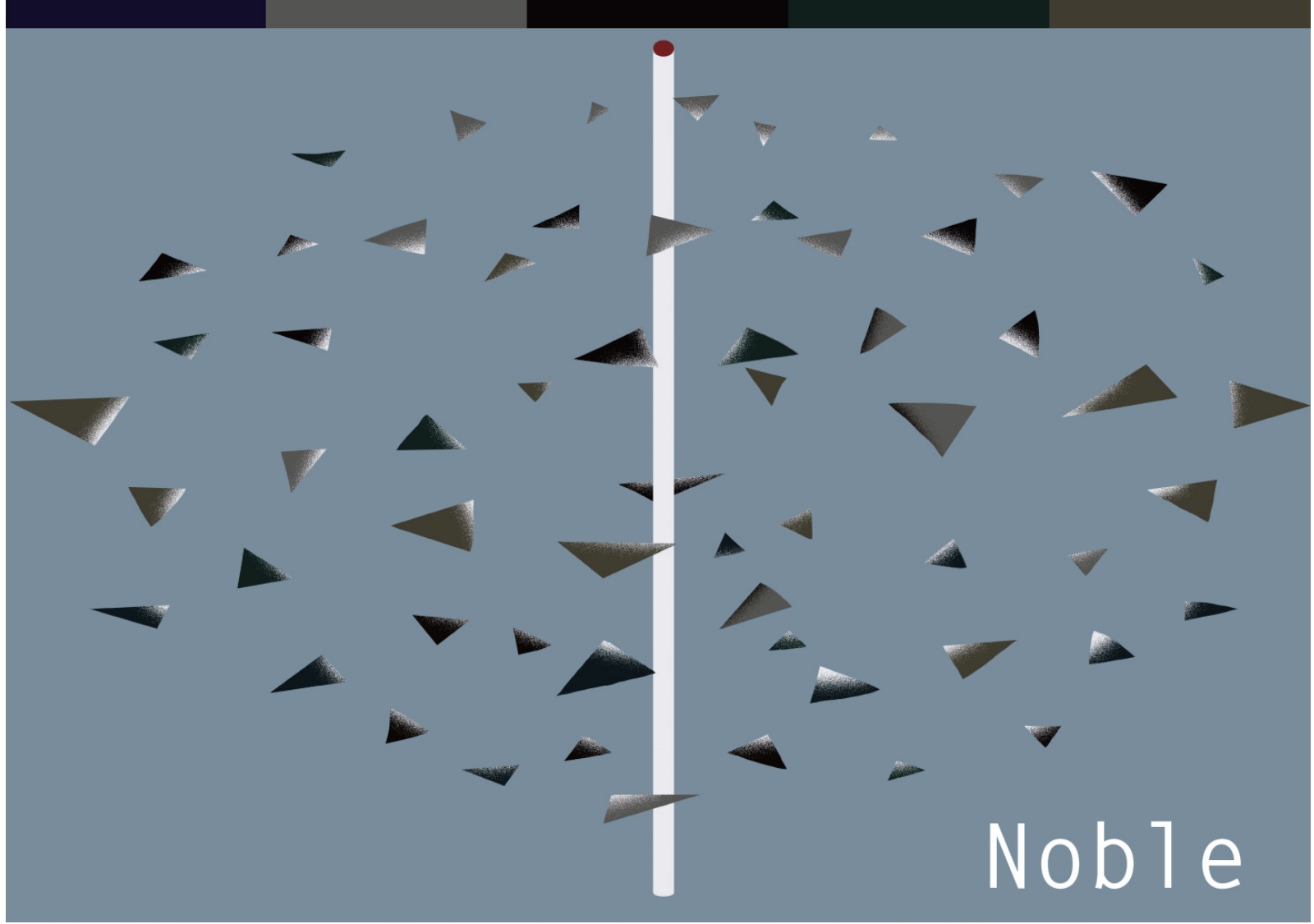
TRS015



TRS016



TRS017



Focused on the core mind that should be inherited invariably
even though surface design is changed.
The heritage accumulated over the years is expressed
in colors that will surely stay in our mind.



TRS018



TRS019



TRS020



TRS021



TRS022

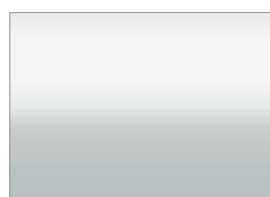
Morphing



Focused on multifaceted nature,
having multiple characteristics each of which is true.
A wide variety of textures in similar colors are lined up.



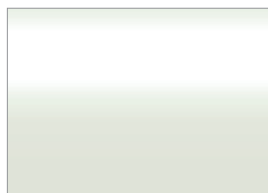
TRS023



TRS024



TRS025



TRS026



TRS027