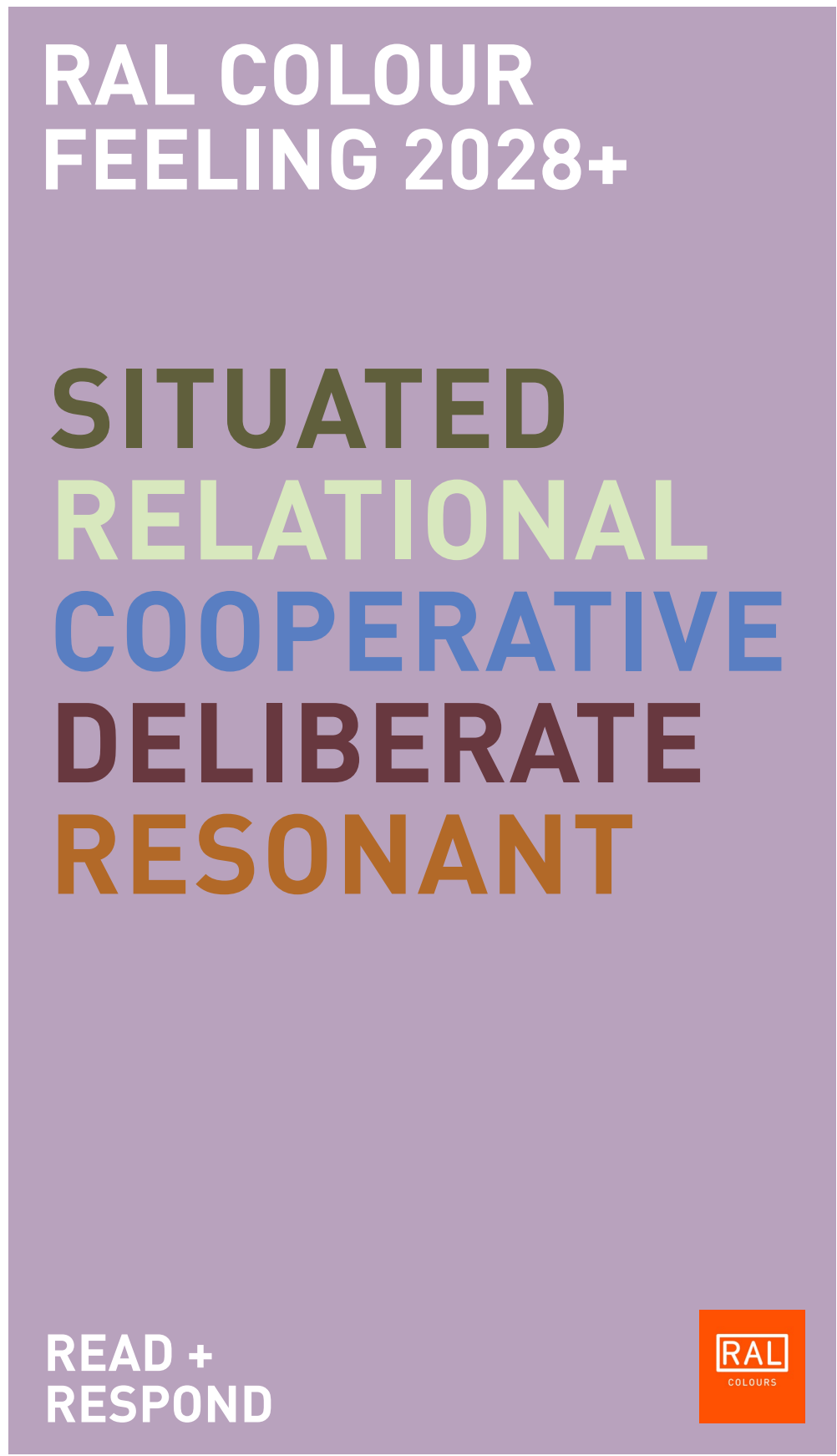




# 2028+



## READ + RESPOND

Artificial intelligence raises the question of whether we have understood the design disciplines correctly until now. While AI handles the legwork with ease, we must rediscover and lay bare the human core of our work.

„Read“ describes the ability to read a situation: to attentively comprehend place, material, light and context, and to find threads to pick up. „Respond“ means answering what has been read with careful design and imagination: not overwriting the existing entirely, but building on it, honouring its traces, continuing or reconfiguring them.

The colours may differ from the original RAL sample due to printing.

|                                        |                                             |
|----------------------------------------|---------------------------------------------|
|                                        | <b>RAL 010 30 20 *</b><br>Pinkish brown     |
|                                        | <b>RAL 030 50 50</b><br>Maple red           |
|                                        | <b>RAL 030 60 30 *</b><br>Antique pink      |
|                                        | <b>RAL 040 40 30</b><br>Chestnut brown      |
|                                        | <b>RAL 050 80 20</b><br>Soft orange         |
|                                        | <b>RAL 060 50 50</b><br>Date fruit brown    |
|                                        | <b>RAL 080 60 30</b><br>Golden quartz ochre |
|                                        | <b>RAL 080 80 40</b><br>Straw yellow        |
|                                        | <b>RAL 090 85 05 *</b><br>Pepper white      |
|                                        | <b>RAL 100 40 20</b><br>Broccoli green      |
|                                        | <b>RAL 120 90 20 *</b><br>Kiwi sorbet green |
|                                        | <b>RAL 180 80 10 *</b><br>Light teal        |
|                                        | <b>RAL 270 60 35</b><br>Butterfly blue      |
|                                        | <b>RAL 310 70 15</b><br>Transparent mauve   |
|                                        | <b>RAL 350 50 40</b><br>Madder rose         |
| <b>* CONSCIOUSLY CONTINUED COLOURS</b> |                                             |

RAL COLOUR FEELING 2028+ sees itself as a mediator between colour and place, between global colour tendencies and context-based design. The report distinguishes between colour notations and colour experience; what happens when colour enters an environment, is set into a space, and enters into relation. All colours were tried and tested experimentally on site.

To design in a **situated** way means working in context, inspecting the real space, and finding colours there. This design becomes **relational** when it builds relationships between people, space, object, material and colour. It succeeds when finding processes are shaped **cooperatively**, decisions are made jointly, and different needs are recognised. **Deliberate** design knows its responsibility for the sustainable functioning of a design. A design is good when it is **resonant**. When it brings into being a constellation between object, place and person that creates something greater than the elements on their own.

The palette follows the principle of continuity: five colours are carried forward, ten are renewed. This approach holds it together beyond the single season, makes combining colours easier, and extends the half-life of every decision; standardisation as part of a quality strategy oriented toward permanence and long-term usability. The report thus delivers not a mere prognosis, but a reasoned foundation for colour decisions in product, collection and spatial contexts.

Follow RAL COLOURS's social media channels for further inspiration and practical application tips.

Professional design tools on „COLOUR FEELING“ and beyond are available on the RAL COLOURS website.

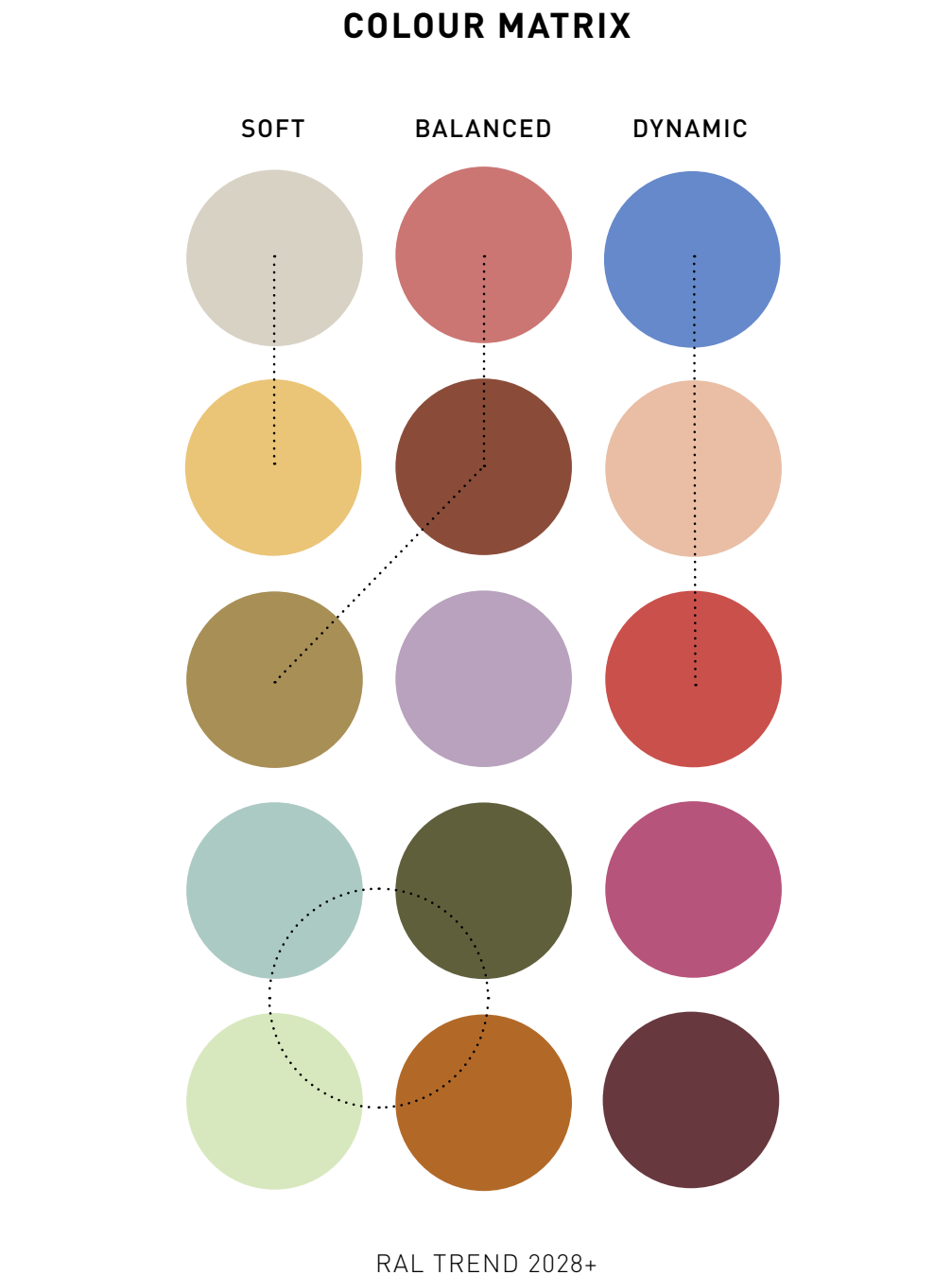
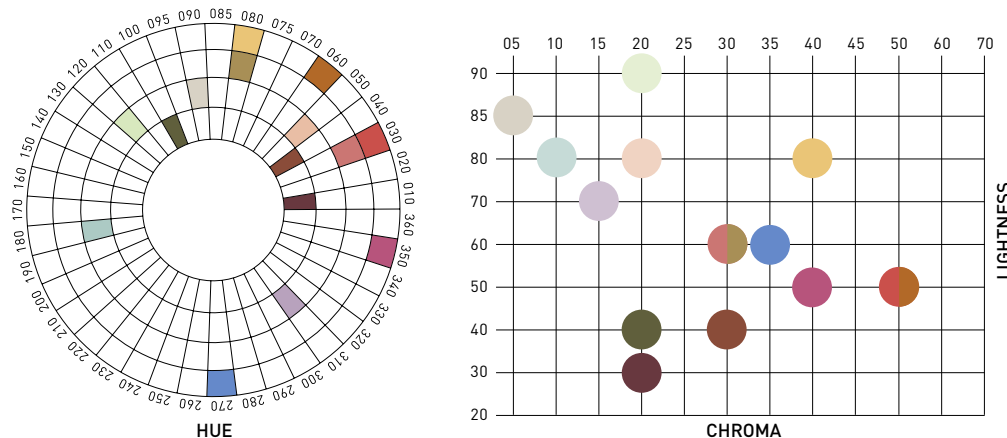
[www.ral-farben.de/en/colour-feeling](http://www.ral-farben.de/en/colour-feeling)



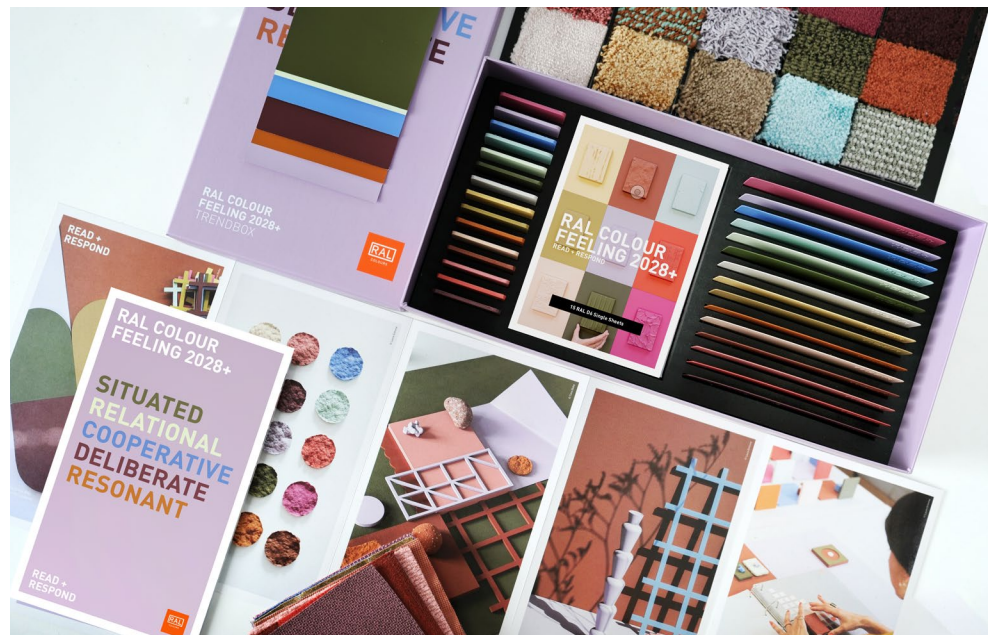
## CREATING ATMOSPHERES

The colour combinations appearing most frequently in our research can be divided into five basic design directions. They present inspiring colour profiles as points of connection for situation-oriented decisions; for diverse and appealing working and living spaces. In the relationship between people, space and material, colour contributes to wellbeing, provides orientation and order, and makes products tangible in their embodied function and their distinct emotional content.

## COLOUR SYSTEMATICS



Every colour within the matrix combines seamlessly with all others. The palette is curated and arranged to generate endless compelling combinations; from dynamic contrasts to subtle tonal progressions. These versatile relationships enable design solutions precisely calibrated to specific contexts, brand identities or audience segments. Products gain distinction and differentiation, while spatial sequences can be fine-tuned both atmospherically and strategically.



## COLOUR MATERIAL EXPERIENCE

The RAL TRENDBOX is the practical companion to the trend report. All 15 colours are available as RAL D6 individual sheets, powder-coated metal samples and plastic samples, and have been translated into carpet and textile samples. Colour concepts can thus be developed and implemented across material boundaries. In the interplay of materials, it becomes apparent how a colour is experienced differently depending on the surface.

All colours are selected from the RAL DESIGN SYSTEM plus. The colour system allows for easy expansion of the 2028+ selection and adaptation for specific projects and products. With 1,825 standardised nuances, the system ensures colour communication worldwide.

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**WWW.RAL-FARBEN.DE/EN/COLOUR-FEELING**

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