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Pantone hopes its 'life-affirming' color of the year will make everyone feel better

潘通希望“充满活力”的年度色能雀跃人心

Citing consumers' desire for real human connections amid an increasingly negative social media landscape, the trend forecasters and color experts at Pantone have selected Living Coral, a "life-affirming" and "nurturing" shade, as 2019's color of the year.

由于消费者在日益负面的社交媒体环境中渴望建立真正的人际关系，潘通的潮流预测员和色彩专家选择了“活力珊瑚色”作为 2019 年的年度色彩，这是一种“充满活力”、“滋养生命”的色调。

"With everything that's going on today, we're looking for those humanizing qualities because we're seeing online life dehumanizing a lot of things," Laurie Pressman, the Pantone Color Institute's vice president, told the Associated Press.

潘通色彩研究所副所长劳里·普雷斯曼在接受美联社采访时表示：“在纷繁复杂的当今时代，我们正寻找着那些被赋予人性化品质的色彩，因为我们看到网络生活使许多事情丧失了人性。”

Since 2000, Pantone has been analyzing cultural trends in order to predict what color will

be ubiquitous in the art, fashion and design worlds in the coming year. But more recently, the company has hinted that it's hoping to influence society, too.

自 2000 年以来，潘通一直在分析文化趋势，以便预测什么颜色将在未来一年的艺术界、时尚界以及设计界中普遍流行。但最近，该公司暗示它也希望对社会产生影响。

Living Coral was chosen because it conveys a sense of optimism. "In reaction to the onslaught of digital technology and social media increasingly embedding into daily life, we are seeking authentic and immersive experiences that enable connection and intimacy," the company explained in a news release, suggesting that the orange-pink hue would offer "comfort and buoyancy in our continually shifting environment."

选择活力珊瑚色是因为它传达了一种乐观的情绪。该公司在新闻稿中解释说：“面对日常生活中大量存在着的数码科技与社交媒体的冲击，我们正在寻求一种真实且身临其境的体验，这种体验可以建立起人与人之间的联系与亲密感。”该公司还表示，橘粉色色调将“在当下不断变化的环境中给人们带来舒适感和愉悦感”。

The tropically-inspired color choice also deliberately evokes undersea coral reefs, which are rapidly disappearing due to climate change. Speaking to Quartz, Pressman said that the environment had been the company's "overriding influence" this year.

这种以热带为灵感的颜色选择也有意地唤起人们对海底珊瑚礁的注意。因为气候变化，这些珊瑚礁正在迅速消失。普雷斯曼在接受 Quartz 采访时表示，环境是该公司今年“最为重视的影响因素”。

Will it solve the problems of the world? Probably not. But, talking to the AP, Pressman described the color as providing a sense of "emotional nourishment."

它能解决世界的问题吗？可能不会。但是，普雷斯曼在接受美联社采访时说，这种颜色提供了一种“情感滋养”。

"It's a big hug," she said.

她说：“这无异于一个大大的拥抱。”

重点词汇

life-affirming /'laɪf əfɜːrmɪŋ/

adj. 积极向上的，励志的

- Such a life-affirming film!

amid /ə'mɪd/

prep. 在其中，在其间

- The house stands amid the trees.
- amid laughter and shouts
- amid fears/rumours

landscape/'lændskeɪp/

n. 风景；形势环境

- the political landscape
- the social landscape

coral/'kɔːrəl/

n. 珊瑚

nurture/'nɜːrtʃər/

v. 养育，培育

- to nurture plants

humanize/'hjuːmənaɪz/

v. 赋予人性，使更人道

dehumanize/,diː'hjuːmənaɪz/

v. 使失去人性，使无人性

ubiquitous/juː'bɪkwɪtəs/

adj. 普遍存在的，无所不在的

- Coffee shops are ubiquitous in big cities these days.

onslaught/'ɒːnslɔːt/

n. 攻击，猛攻

- The attackers launched a series of onslaughts on the city.
- The town survives the onslaught of tourists every summer.

embed/ɪm'bed/

v. 把...牢牢地嵌入、埋入

- to embed the pilings deep into the subsoil
- These attitudes are deeply embedded in our society. (=deeply rooted in)

immersive/ɪ'mɜːrsɪv/

adj. 沉浸式的，虚拟现实的

intimacy/'Intɪməsi/

n. 亲密，关系密切

- the intimacy between human beings

hue/hju:/

n. 色调，色彩

buoyancy/'bɔɪənsi/

n. 心情愉快，乐观；（经济或股市的）活跃

- to remain buoyancy
- the buoyancy of the market

shifting/'ʃɪftɪŋ/

adj. 移动的，变化的

deliberately/dɪ'lɪbəɾətli/

adv. 故意地，有意地

evoke/ɪ'vəʊk/

v. 引起，唤起（感情、记忆等）

- The music evoked memories of her youth.

undersea/'ʌndərsi:/

adj. 海面下的，海底的

reef/ri:f/

n. 礁，礁脉

overriding/,əʊvər'raɪdɪŋ/

adj. 最重要的，凌驾一切的（override v.）

- The government's overriding concern is to reduce inflation.

nourishment/'nɜ:ɪʃmənt/

n. 营养品，滋养（nourish v.）

- Books are the nourishment of scholars.