

## Pantone hopes its 'life-affirming' color will make everyone feel better

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.

coral 珊瑚的; 珊瑚

life-affirming 积极向上的

"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**.

dehumanize 使丧失人性

the Associated Press 美联社

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.

ubiquitous 无处不在的

hint 暗示

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."

onslaught 猛攻

authentic 真正的

immersive 沉浸式

hue 色彩

buoyancy 浮力; 轻松的心情; 乐观

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.

tropical 热带的; 热情的

deliberately 故意地

reef 暗礁

overriding 高于一切的; 最重要的

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*."

nourishment 营养品; 滋养品

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