

Out & About

issue 05
www.bluemarinbd.com

Welcome to Out & About, Blue Marlin's review of interesting stuff around a central theme that has caught our eye. We hope you like it and we'll send you another one

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This issue is about **matte**.

Designers are finding more ways of using matte finishes to turn everyday items into objects of desire.

"In marketing you must choose between boredom, shouting and seduction," Roy H Williams.

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Photo credit:
<http://www.aiaiai.dk>

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Photo credit:
<http://www.dualit.com>

Matte is seductive and sensuous. It invites tactility and exudes a quiet sense of assurance that is so much louder for being whispered. Bling is dead; long live divinely dull.

dull is the new interesting

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③ Photo credit:
<http://www.bimme.rtoday.de/2010/05/18/bilder-bmw-m3mitcompetition-paket-in-frozen-black-metallic/>

④ Photo credit:
<https://www.shoei.com.au>

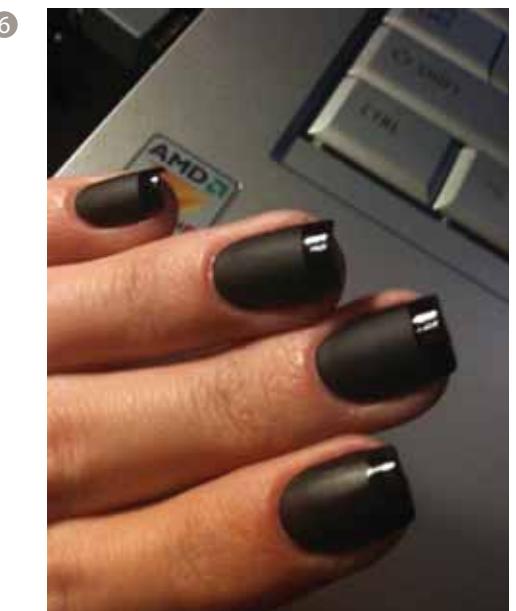
⑤ Photo credit:
<http://www.behance.net/HarcLee>

⑥ Photo credit:
http://1.bp.blogspot.com/y2vWq9kE_88/TYTiVEZKpl/AAAAAAAMCY/PNl_gtha7o/s1600/Shiny+black+with+matte+black.jpg

The matte black finish suggests stealth, wealth and exclusivity.
Early applications include cars, motor accessories and tech products.

Or how about a more eco friendly Coke can in unfinished aluminium, with embossed branding?

If you want to get personal, check out this manicure, featuring matte varnish with a gloss accent.



from around the Blue Marlin network

SYDNEY

Bombay Sapphire's limited edition handcrafted bottle celebrating the 250th anniversary of the brand's secret recipe is a first for luxury drinks packaging. Using a laser etching process to create 3D images of the botanicals and brand marque, it achieves the illusion that the graphics are floating within the glass bottle. The bottle itself has a bottle within a bottle effect, creating the impression that it is suspended within a decanter, thanks to a clever glass blowing technique. The adaptation of technologies from other industries results in an intriguing and unique effect that adds depth and a sense of soul to the brand.

7 Polly Williams,
Design Director, Blue
Marlin Sydney, Photo
credit:
<http://www.webbdevlam.com/>

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8 Darren McMurtie,
Design Director, Blue
Marlin Bangkok,
Photo credit:
www.scotch.co.th

BANGKOK

The concept of premium in the East is vastly different to that of the West, as a stroll through a typical Asian supermarket shows. A smooth and shiny ultra gloss finish equals premium. Gold foil is instantly seen as more expensive and it represents prosperity or good luck for your health. The West might view these as out dated ideas, but not so here. Colour and texture were (and still are) highly symbolic to a culture that pays great respect to traditional techniques. But then the products are different too. Bird's nest drink anyone?

9 Ruth Nicholas,
Communications
Director, Blue Marlin
London, Photo
credit:
<http://www.etsy.com>

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10 Greg Dillon,
Stategist, Blue Marlin
New York, Photo
credit:
<http://www.matteformen.com/>

LONDON

In this age of considered consumption the minimalist mantra, less is more, takes on ever greater resonance. Diamonds have traditionally been immune to such restraint – rocks rock and the bigger and sparklier, the better. However, black diamonds have been gaining popularity. Natural black diamonds are rare, found only in the Central Africa Republic and Brazil. They are more porous and difficult to polish and to add to the rarity factor they are often described as having come from outer space – the result of meteor impact on the land. Whatever. To our mind they prove that you don't have to sparkle to shine.

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NEW YORK

In a city of high fashion, high energy and the constant strive for the latest curated look, it's refreshing to see glossy finishes do not always mean perfection. There is something beautifully understated about products without a glossy shine and that new and perfect feel, opting for a look that feels edgy, real and fresh. The New York Times talks of men looking for a more professional, mattifying finish to their skin, especially those with shiny domes. Mintel predicts there will be 36 new male "mattifying moisturizers" this year. Seemingly matte is the new shine when it comes to beauty as well as high-end consumer products.

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