

# N E L COLORE

COLOR TREND  
SPRING SUMMER

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BY NELLO MARELLI



COLOR TREND SPRING SUMMER 2025

**MAGICAL**



## COLOR TREND SPRINGSUMMER 2025

The new sense of color. Our era offers us previously unimaginable possibilities and technological development has profoundly influenced our culture by soliciting new approaches to color, it is no longer true, as it has been for centuries, that the archetypes of color are exclusively attributable to nature. The chromatic scenario of the contemporary world is very dynamic and continuous technological evolutions question many practices and certainties of the past. We have revolutionized the relationship between material and colour. A new generation of luminaires based on new technology, with which it is possible to change the color of the light and diffuse an infinite range of shades. It is even possible to intervene directly on the three attributes of colour: hue (the variation in wavelength that strikes the eye), luminosity (the quantity of light or dark which distinguishes the colour) and saturation (the degree of color purity). We are faced with a dizzying multiplication of artificial chromatic stimuli. That is, we can choose from 256 shades reaching up to 16 million different combinations of saturation and brightness. In the digital age, the virtual world makes several million colors available to us even if it hasn't been proven that our eye is able to visualize them. A new sense of color is emerging and therefore a new perception of it. (Prof.M.Caiazzo 2023). The SS25 color trends title is MAGICAL. Welcome to the race of artificial intelligence. When Microsoft launched Windows, it was the start of a revolution. Instead of typing cryptic instructions today we can simply point and click on a screen. That revolution continued with the launch of Apple's iPhone, an interface that shrunk computers and the Web into the palm of our hand. The biggest impact of AI-powered tools will be on how we interact with the myriad of increasingly "intelligent" devices in our lives. We'll stop pointing and clicking and tapping and instead start having entire conversations with our devices. The way we interact with computers is about to change. Artificial intelligence has gradually crept into every area of our private and professional lives, to the point of vanishing into the background and becoming almost invisible (from this point of view, its evolution is somewhat reminiscent of the internet, which today powers practically everything without that you don't even notice it anymore). The latest innovations,

presented June 3, 2023, at Google I/O, are magical, they are all based on AI, here they are: searches done in a new way, an AI-generated box will appear, which summarizes the results and with which we will converse to ask more questions. Bard, the rival of ChatGPT, will accept images as input and can also generate new ones. A new button in Gmail with which to generate and write a full text from a prompt or to have the AI read a text and receive a suggestion. Draggan software or „Magic editor“ for photos, they will allow you to move subjects of a photo and AI will complete all the missing parts in a perfect way! Goodbye “metaverse.” Hello “spatial computing.” Apple announced its first augmented-reality headset, the Vision Pro, describing the high-tech goggles, which allow the user to layer digital elements over their surroundings, as a “wearable spatial computer. You can see, hear and interact with digital content just like it’s in your physical space, and you control Vision Pro using the most natural and intuitive tools: your eyes, hands and voice,” said chief executive Tim Cook as he introduced the new product. Arthur C. Clarke, author of 2001 A Space Odyssey, said, „any sufficiently advanced technology is indistinguishable from magic.“ Over time, however, this magical effect fades as our awareness of its true workings increases. The more their use becomes daily, the more these tools become trivial. This will happen with generative artificial intelligences: we will gradually stop being amazed and mistaking their behaviour for something intelligent from a human point of view. Not only that: as time goes on, perhaps we will understand that there is no need to evaluate the progress of these tools on a scale that, at its peak, must lead to true intelligence. On the other hand, deep learning algorithms are constantly improving while never taking a step forward in the direction of “sentience”. MAGICAL - SS2025 color proposal, this season humans will return to the Moon, our satellite, with the ARTEMIS 3 mission (Artemis 3 - Cosmo). The digital transformation will be completed, and designers and artists will also use AI algorithms for creative activities (Midjourney - Being virtual). Dear Earth, attention to our planet will always be greater, both for the commitment of young people and because the new European rules (Cactus - Solaris - Abyss) will be applied. Consciously we will simultaneously experience the reality and virtuality of things, new symbols will influence spirituality (Totem – Be Bold). SS25 motto is: “Under the sun, over the clouds, to the moon and back”.  
Nello Marelli

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KATALIN WINTER. Textile designer, graduated from State Acedemy of Art and Design Stuttgart (Germany) in 2021. Currently working and researching in Como (Italy). She has a deep knowlege in textiles: printing, weaving and knitting. As well as a high affinity for colors, shapes, materials and techniques in Design.

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**08**

NINE THEMES

**28**

COLOR TREND  
SPRING SUMMER 2025

**46**

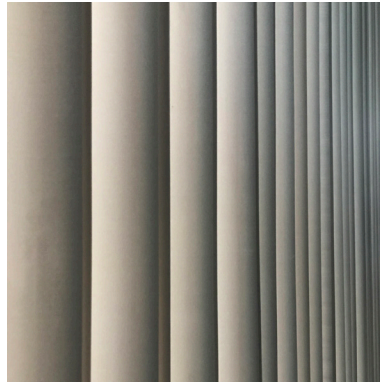
COLOR SYSTEM  
CORRESPONDENCES

# NINE THEMES

MIDJOURNEY



ARTEMIS 3



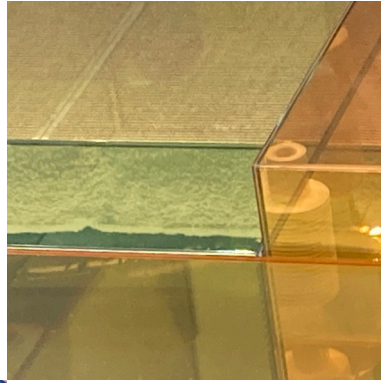
COSMOS



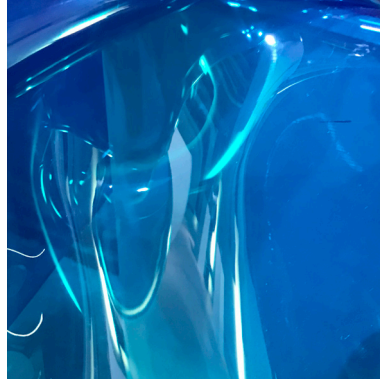
CACTUS



SOLARIS



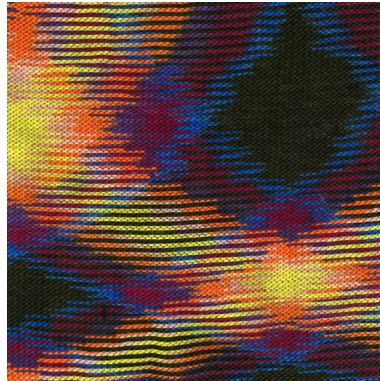
ABYSS



TOTEM



BE BOLD



BEING VIRTUAL

