



清华大学 艺术与科学研究中心色彩研究所
Colour & Imaging Institute, Art & Science Research Centre, Tsinghua University

Aesthetics of Sustainability



Covestro Global Color & Design (CMF)

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Unique Collaboration

Covestro has collaborated with the prestigious Colour & Imaging Institute of the Arts & Science Research Centre at Tsinghua University to explore the CMF aesthetics of more sustainable plastics.

This collection of colors and effects, based on Covestro's recycled and renewably attributed polycarbonates, has been delivered through consumer surveys, expert interviews, big data mining, and design industry research in China.

Covestro and the Colour & Imaging Institute of Tsinghua University are committed to creating an aesthetic design scheme for the future with materials based on their sustainability attributes. The collaboration aims to accelerate the market adoption of more sustainable plastics by striking a delicate balance between aesthetics, performance and sustainability.



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In ancient Asia, people followed the principle of “harmony between man and nature”. In other words, people followed the laws of nature, got along with nature, and made compromises in life. Therefore, people in Asia have had the concept of “circularity” since ancient times.

Song Limin
Director of the Institute of Urban Landscape Design, Tsinghua University

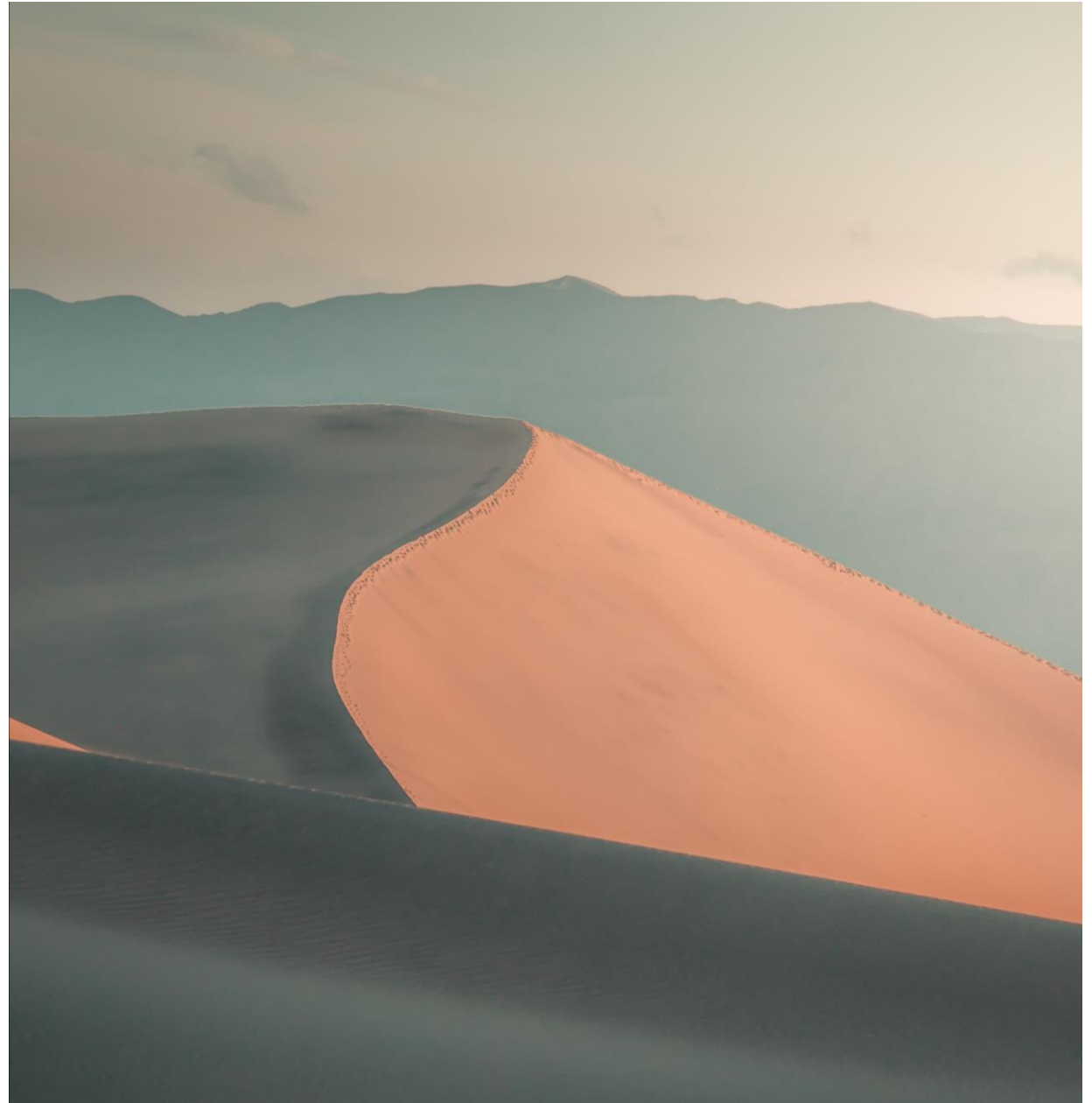
- 1. Earth
- 2. Water
- 3. Gems
- 4. Stone
- 5. Black & White



Earth

Asian and western countries have different perspectives on nature and the concept of sustainability. In daily life, Asian people have embraced more refined and sophisticated designs for products that incorporate sustainable concepts.

Song Limin
Director of the Institute of Urban Landscape Design, Tsinghua University



Earth

The Earth holds everything, nurtures everything, and encompasses everything quietly and silently.

The earthen tones with low-saturation and medium-high brightness come from nature, and are familiar and intimate, making us feel relaxed and safe. The Earth is as simple and beautiful as it was at the beginning of creation, reminding us of the intimate symbiosis between man and nature.

The Earth is like the wilderness in a spring breeze, telling the stories of changing seasons, and of life and growth in nature. There are no words that can fully describe the beauty of the Earth, only sing of its wondrousness.

Sand White

Bayblend®
FR3021R5B

RAL 070 80 10



Burly wood
Khaki

Bayblend®
FR3010R75

RAL 060 70 20



Pebble Grey

Bayblend®
FR6017R30

RAL 000 80 00



Moss green

Bayblend®
FR3010R75

RAL 120 70 20



Rock Pink

Bayblend®
FR3008R65

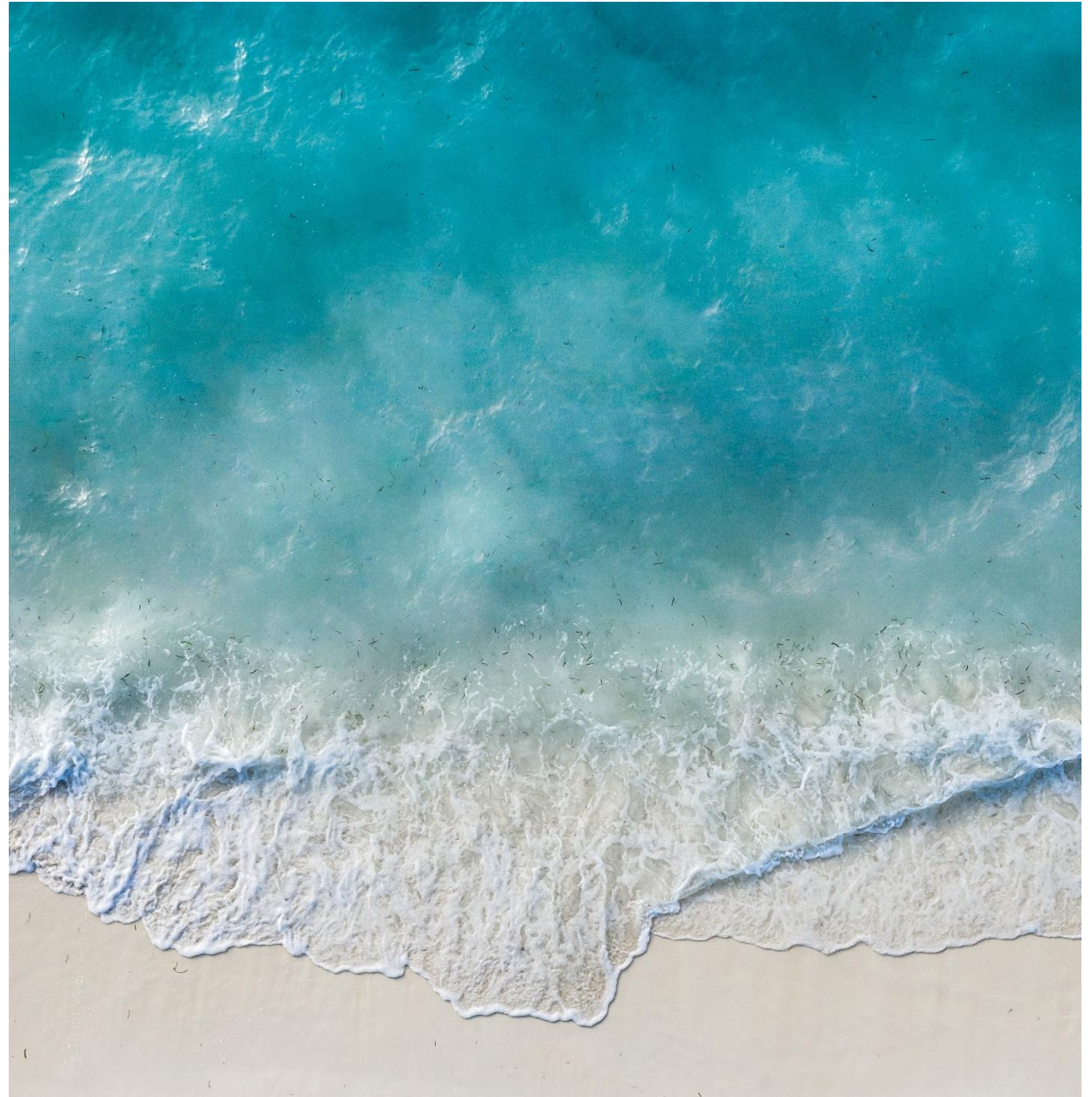
RAL 030 70 20



Water

Far back in ancient times, Emperor Shun established the oldest environmental protection management organization in the world. In ancient China, environmental protection legislation was usually presented in the form of laws, imperial edicts, rites, prohibitions, etc. Most of them were released at the same time as other legal provisions, showing comprehensive characteristics.

Wang Yige
Literary and Art Commentator & Curator



Water

There are long rivers and vast seas, high gorges and flat lakes on the Earth. Water is the source of life and the cradle of civilization.

Transparent/translucent texture plus the color of water ensure transparency and purity.

The unobstructed view of the content reflects the truthfulness of circular materials taking examples from nature, and the sense of control brought to mankind by the development of high technology.

The water color with high saturation is glittering and translucent, representing pleasure and freedom. With low saturation the water color is tender and introverted, representing broad mindedness and tolerance.

Let us intertwine our feelings and let our feelings show with water.

Green Lake
Makrolon®
2407RE

RAL 130 70 60

Smoky Quartz
Makrolon®
2407RE

RAL 070 40 40

Blue Coral
Makrolon®
2407RE

RAL 230 30 20

H2O
Makrolon®
2407RE

RAL 250 70 10

Lake Blue
Makrolon®
2407RE

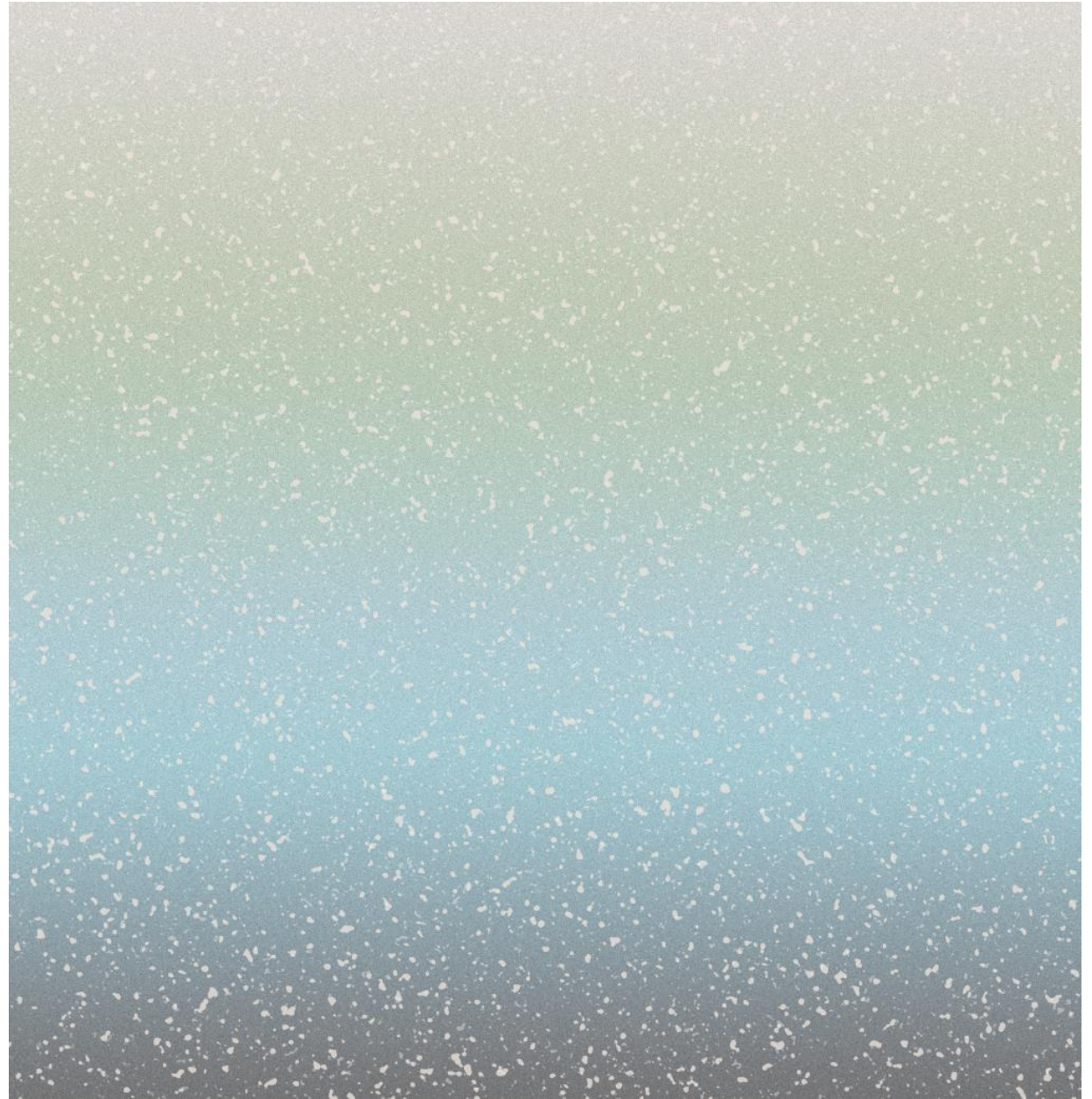
RAL 240 60 35



Stone

In the future, people will even accept defective products that are not dyed, unsaturated, nostalgic, and close to people.

Yan Yang
Principal of Transportation Design Specialty,
School of Arts and Design, Tsinghua University



Stone

Stone, thick and solid, is the most familiar natural material having the longest history.

The essence of heaven and earth is condensed into stone, piercing the surface. A product of boiling lava under heavy pressure, stone is naturally endowed with a hard, calm and restrained texture.

Soft and soothing colors, combined with mild and long-lasting temperament, give double appearance and multi-level textures to this series, highlighting the charm of recycled materials recreated in forging.

Calcite White
Bayblend®
FR3008R65
RAL 320 90 05

Sea Kelp
Bayblend®
T85XR25
RAL 110 40 20

Lavender
Grey
Bayblend®
FR3010R75
RAL 000 50 00

Dawn Grey
Bayblend®
FR3070R35 CN
RAL 130 80 10

Winter Sky
Makrolon®
705R50
RAL 230 80 10



Gems

To truly move people at the heart, it is necessary to inform consumers from the most direct visual level that more sustainable materials like recycled plastics are expensive and exquisite.

Shi Xiaoxi
Mentor of Tsinghua's x-lab



Gems

A gem is an aesthetic treasury of nature.

Throughout history, mineral pigments have been a means of achieving the ultimate pure colors. The gorgeous color, crystalline texture and brilliant luster have always been the embodiment of luxury and quality.

A gem, which is rich in color and luster yet retains a natural coarse texture, gives a delicate and magnificent charm to circular materials while preserving the natural atmosphere.

Lapis lazuli
Makrolon®
FR6017R30
RAL 290 60 25



Turquoise
Makrolon®
705R50
RAL 210 70 35



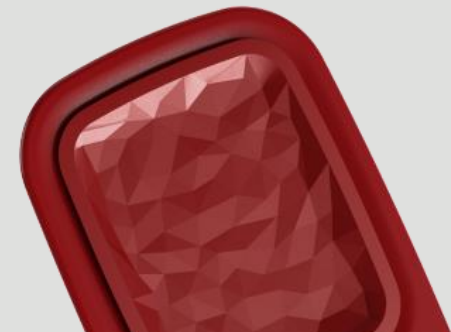
Jadeite
Bayblend®
FR3010R75
RAL 150 30 20



Amber
Makrolon®
2407 RE
RAL 080 70 80



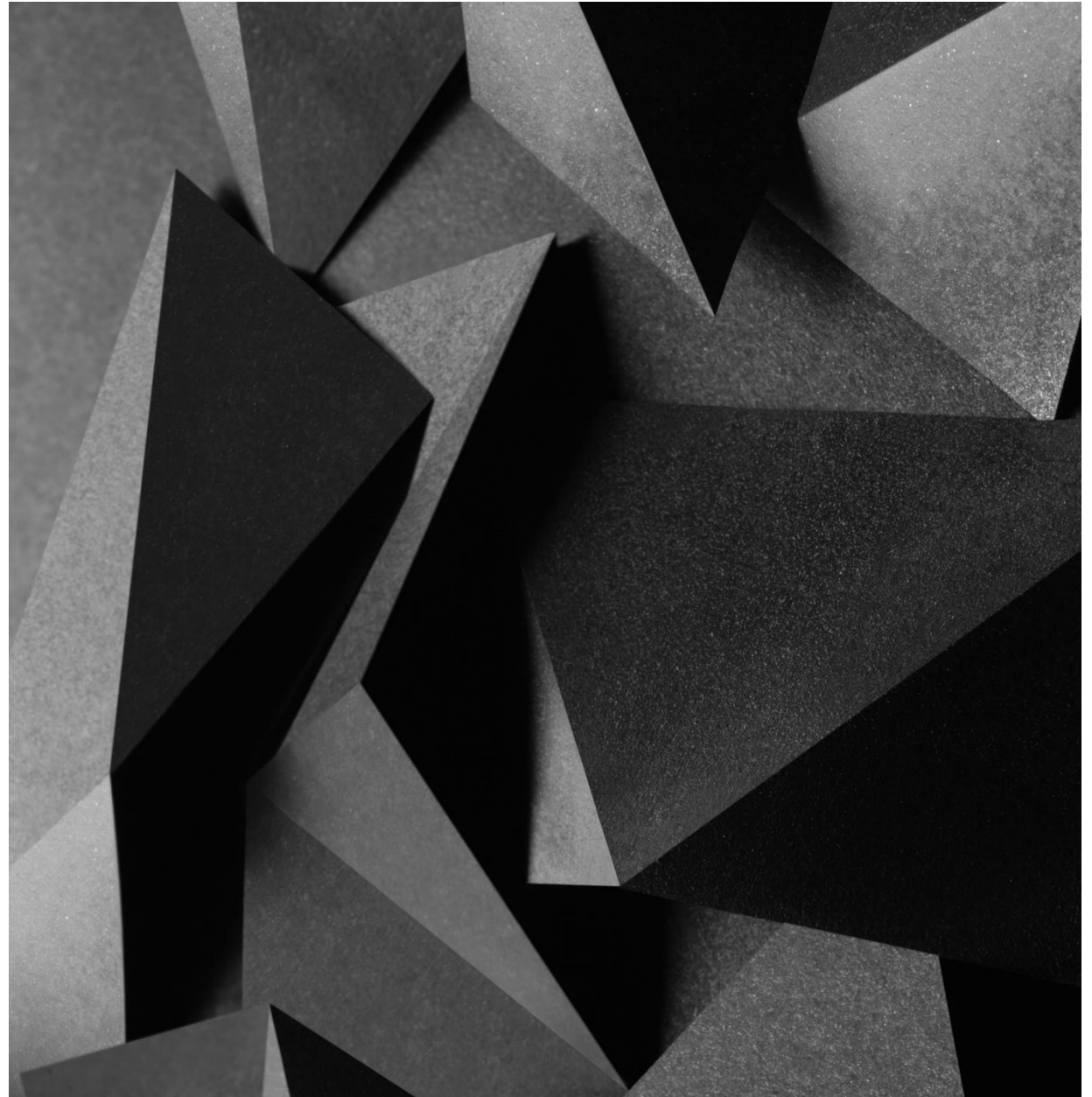
Tourmaline
Makrolon®
FR6017R30
RAL 030 40 60



Black & White

Circular materials are described as sturdy and durable.

Zhou Haoming
Director of the Sustainable Design Research Institute, Art and Science Research
Centre, Tsinghua University



Black & White

Black and white are the first words for color appeared in human language, and they signify the most original and important cognition of natural colors by human beings.

Sunrise is bright; it is, therefore, called white. Midnight is dark; it is, therefore, called black.

White is the confluence of all colors, while black is the disintegration of all colors.

The visual simplicity and cleanliness make them enduringly classic colors. Black and white are omnipresent in the design.

Eternal alternation of day and night, and the everlasting black and white, perfectly match the sustainable nature of recycled materials.





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In collaboration with:



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Chris Lefteri **Design**^{Ltd}

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 **GERMAN DESIGN COUNCIL**
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