

What is your
favourite colour?

**It's one of the most common questions we are
asked as a child, but do we still know the answer?**

We are approaching eight highly regarded, influential creatives
to answer this question as a kickstart to G.F Smith's search for
the World's Favourite Colour.

WE WOULD LIKE YOU TO ...

1. Share your favourite colour with us

* Note – we will need to replicate your chosen colour in print therefore please avoid colours such as fluro or metallic

2. Allow us to photograph you
in your creative space

3. Answer the below questions;

A) Has this always been your favourite colour?

B) What has influenced or informed your choice of favourite colour?

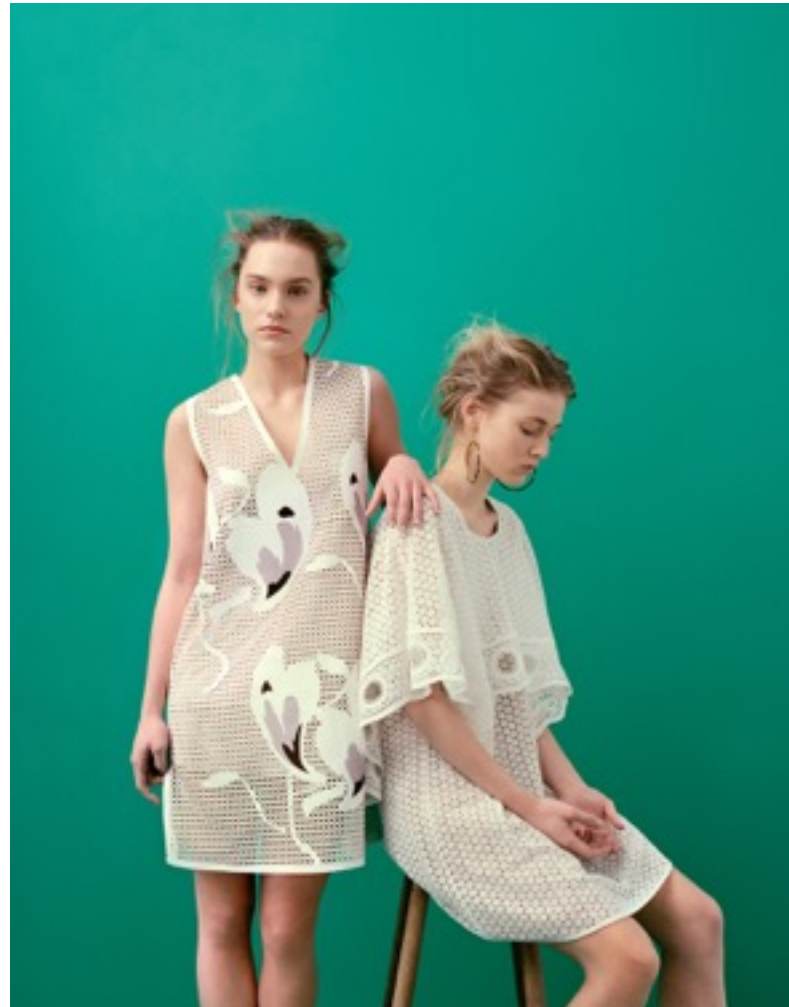
C) Does your favourite colour feature in your everyday life?
i.e Do you wear it? Does it feature in your home? Are you
drawn toward eating food of this colour?

D) How does colour influence your work?



Mock up – we will come to you with a paper background of your chosen favourite colour

A C C L A I M E D P H O T O G R A P H E R – T O B Y C O U L S O N



We will use portrait photographer Toby Coulson to photograph you in front of your favourite colour within your creative space.

Be that your workspace, outdoors or at home.

A B O U T T H E P R O J E C T

We are working with trend forecasting agency FranklinTill who are creating an editorial piece to accompany your portrait based on the below findings.

“In adulthood it is widely believed our colour preference is determined by the desirability of objects we associate with that colour. The idea being the more experience-based feedback that a person receives about a particular colour that is associated with a positive experience, the more the person will tend to like that colour. Or, in the most basic sense, we like colours that we associate with pleasant things. Results have suggested that in general, people should favour colours associated with clear sky and clean water - blues and cyans - and be repulsed by colours associated with negative reactions - brown, for example, which is associated with rotting food and faeces.

We therefore want to test if blue really is the world's favourite colour.”

Your portrait with accompanying editorial piece will be the kickstart to asking a global audience for their favourite colours to discover what is the world's favourite colour.

A B O U T G . F S M I T H

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