

# The Vision of Colour

Milan, Italy

EXHIBITION

**CLIENT**

PPG & Sigma Coatings

**PROJECT**

10 outdoor palettes

**DATE**

2022

The Vision of Colour is the innovative outdoor projects by Studio Marco Piva in collaboration with Sigma Coatings, a brand of PPG Architectural Coatings. This original initiative promotes **a new culture of colour** that gives value to the uniqueness of the Italian landscape and is an expression of the sustainability of the building and its surroundings. The colour is used as a tool for redevelopment of the architectural urban fabric, becoming an expression of the sustainability of the building and its surroundings.

The architectures become **dynamic** organisms in **harmony** with the landscape: the colors change, adapt to the pre-existing ones and model themselves through the sunlight, becoming vehicles for **emotions**.

For The Vision of Colour, Architect Marco Piva and his Studio have developed 10 palettes in collaboration with Sigma Coatings - Pulse, Power, Purity, Extreme, Game, Kindness, Spirit, Levity, Nude and Glow - inspired by different **landscapes of the Italian regions** and at the same time characterised by an international soul with the aim of expanding worldwide, each composed of an equal number of colour selections.



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