As Emerald Green steps down to make way for a new PANTONE color king, we turn to our own color experts (our creative friends who work with color every day) to find out what hue they’d like to see take the throne in 2014.

**TOMOYUKI SHUDO, TOKYO, JAPAN**
Executive Presentation Designer, Gekko Production Inc.

**PREDICTION:** PANTONE 7583 C

**ROGER MACEDO, SÃO PAULO, BRAZIL**
Partner & ECD, DLKTSN

**PREDICTION:** PANTONE 2627 C

**ADAM FERRIER, SYDNEY, AUSTRALIA**
Chief Strategy Officer, CumminsRoss

**PREDICTION:** PANTONE Black 3 C

**FABIO ISSAO, SÃO PAULO, BRAZIL**
Strategic Design Director, Mandalah

**PREDICTION:** PANTONE 396 C

**TIM BÜSING, SYDNEY, AUSTRALIA**
Creative Director, Reactive

**PREDICTION:** PANTONE 179 C

**MICHELE MARIANI, MILAN, ITALY**
Executive Creative Director, Armando Testa

**PREDICTION:** PANTONE 286 C

**ARTHUR CAREY, LONDON, UK**
Designer, YCN studio (Young Creative Network)

**PREDICTION:** PANTONE 333 C

**REBECCA SWIFT, LONDON, UK**
Head of Creative Planning, iStock

**PREDICTION:** PANTONE 422 C

**Technological advancements are driving a return to nature. PANTONE is following the rise in eco-friendly, organic, and biodegradable materials with an increased interest in natural hues.**

**TOMOYUKI SHUDO, TOKYO, JAPAN**
Executive Presentation Designer, Gekko Production Inc.

**PREDICTION:** PANTONE 244 C

**FABIO ISSAO, SÃO PAULO, BRAZIL**
Strategic Design Director, Mandalah

**PREDICTION:** PANTONE 584 C

**TIM BÜSING, SYDNEY, AUSTRALIA**
Creative Director, Reactive

**PREDICTION:** PANTONE 632 C

**REBECCA SWIFT, LONDON, UK**
Head of Creative Planning, iStock

**PREDICTION:** PANTONE 422 C

**Visual communication is getting warmer, using more earth tones. Grey can look industrial (it is associated with the color of concrete) but this grey is nearer to the light and tone that is aspirational in photography. It is softer and nearer to the color of pebbles.**

**This sky blue is clear, open and inspiring!**

**I have observed similar and complementary shades in several fields: in fashion, interior design and digital. I myself have just painted a wall with a similar tone, trying to match Pantone’s color. I think it’s a color that will grow more popular in the coming year.**

**It’s an in-your-face green, capable of punching above its weight.**

**This is an outsider, not from the same place as the predominantly “warm” statement colors of the past few years. It represents a new direction in the approach to color used across the design world. Its tone harks back to the pale tones of the early 1990s, which will continue to become more visible in the 2014 visual culture.**

**The same color as Yves Klein’s female bust; the deep blue that marked the artistic experimentation of this French artist. It’s a reassuring, dimensionless blue able to instill calm and tranquility — perfect for protecting the authenticity of the pure idea.**

**If I had to bet on just one, it would be tomato red. I believe 2013 was a hard year, so let’s heat things up and bring more life to advertising, fashion, art and cityscape architecture. It also makes for an interesting mix when combined with pastel tones, adding balance without making it too heavy.**

**As the world gets continuously more chaotic next year, people might want to seek out the safe and sound (down to earth) life, rather than an escape.**

**I think 2014 will be the year Pantone does something a little more funky and unexpected. I’d personally love to see black as the color of 2014. It’s used a fair bit, and is very slimming!**

**I would love to see a charcoal grey similar to the classic, impeccably tailored wool suit. It’s the perfect representation of timelessness while still being on the forefront of the ever-trendy ‘craziest’ movement.**