

# Presentation:

## Greeting:

Hello, my name is Ben Le and in this presentation I will describe my project: Is the World Losing its Colours?

## Problem - Introduction

We are noticing a change in the overall aesthetics of our world, and it is going to the more greyscale part of the spectrum. Glancing at parking lots, just a madness of white and black cars. You catch a movie at the theatre, just the same washed out colour grades on every end. What used to be vibrant has become sterile. What used to pop out and catch our attention now fades into the background.

## Research:

The colours around us aren't just changing. They're disappearing. According to major auto paint suppliers, more than 80% of new cars are now grayscale. Black, white, gray, & silver dominate the roads. That is because grayscale car paint is easier to reproduce. Philosophically, modernists in the early 20th century helped push Western culture's extreme suspicion of colour. This proves how sensory were suppressed due to the sterile tone of the things around us. In today's world, we associate colours with childishness or overwhelming palettes, creating "chromophobic worldviews". However, we should understand that colours are needed to express more of a lifestyle or personality, so don't look down as it is something chaotic. Colours can also change when you age, thanks to cataracts. Cataracts could develop as you age, and it grows in your lenses. Elderly people often experience washed out or even altered colours, since cataracts make them harder to distinguish. Cataracts grow by clumping excessive proteins in your eyes and turn yellow. So it proves it is not just philosophical theories and changing designs that are factors to the problem, however majorly they are. More about the monochrome switch, minimalism is the main reason why. Consumers nowadays have been noticed by paint manufacturers to prefer more of a grayscale palette. Purchase of black, white, gray, silver and beige cars went from around 60% of the market share in 2004 to roughly 80% in 2023—a 20% increase. Though the new palette may feel monochromatic, the ugly truth reveals that gray is preferred to make reselling and dealerships easier because those common colours can match everyone's preferences. Tech companies these days also joined in the minimalist actions, including Apple, although they sometimes did try maximalist devices too but not many consumers cared anyway. Big companies switch to a grey-er end to satisfy their customers, but depending on styles, it's up to your decision.

## Conclusion:

We still need the colours to stay, because it was proven to boost human's morale and mood. Don't judge colours like a childish thing, because in reality the hues are everywhere. Thanks for listening to my presentation.