



FANTASIA®

COLORS AND SPECIAL EFFECTS FOR ENGINEERING THERMOPLASTICS FROM BAYER MATERIALSCIENCE

eNewsletter

Welcome to Special Effects Trends for 2005 and Beyond from Fantasia®

Special effects – those features of a product that distinguish it, define it and make it, well, *special* – are playing an ever-greater role in cutting-edge product design. Whether it's in fabrics, cosmetics, home furnishings or transportation, color is emerging in every industry that touches consumers. Special effects can create multiple colors seemingly out of one. And in minimalist design, a special effect can accentuate simple, elegant lines and give the product an appealing advantage.

In this eNewsletter, Bayer MaterialScience, with its Fantasia line of colors and special effects for thermoplastic resins, is pleased to present the Special Effects Trends for 2005 and Beyond. The accompanying Special Effects Trends chart shows what effects are hot this year, and conveniently provides the Fantasia offerings that can make that effect come to life in your design.

To get your ideas flowing in the area of special effects, and in honor of the upcoming 77th Annual Academy Awards, Fantasia is pleased to provide this simple quiz about special effects on the silver screen. And don't forget to check out the Special Effects Trends chart on the next page when you're done.

Contact us so you can start spinning the next sequel to your design story with the help of the Fantasia line of colors and special effects.

And the Oscar goes to...

Special Effects in the Movies Trivia Quiz

1. In what year was "Special Effects" added as a category to the Academy Awards?
2. What 1970s' film won the first Special Achievement Award: "Visual Effects"?
3. What film is commonly credited with introducing computer-generated special effects to the movies?
4. What movie's special effects have been cited as the most inspirational by some of today's leading filmmakers, such as Peter Jackson, James Cameron, John Singleton, and Ridley Scott?
5. What trilogy has won an Oscar for "Visual Effects" for all three films?
6. After recognizing that the two effects covered in the "Special Effects" category may not necessarily occur in the same movie, the Academy created what two categories?
7. What film won the first "Visual Effects" Oscar?
8. What three movies are nominated for the 2005 Academy Award for "Visual Effects"?



[Click here for answers](#)

Special Effects Trends for 2005

Special Effect

Trend



Pearlescent

Pearlescent effects are increasingly common, especially in home applications. Fashion-related applications are seeing a return to rich white colors. The luxuriant softness of pearlescent colors are expected to be the sought-after look for 2005-6.



Hi-Tech Black

Even though brown is the new black, the demand for black remains very strong, especially when paired with such special effects as sheen and metallic fleck – flat black color is just *not* fashionable.



Metallic

The demand for chrome should continue to be strong in 2005 and beyond. Copper, chrome and stainless steel appearance are established in applications for the home, while the brushed or matte metal look is coming on strong. Subtle (and not so subtle) doses of color added to a metallic effect are the latest play on the lasting popularity of the metallic appearance. Pure gold color is a very strong trend in this vein, as are matte and toned-down metallic effects (less *bling*).



Fluorescent

Edge glow effects in all their variants, from the subtle to the intense, are still in strong demand. Designers use these effects to try to capture the essence of light or the appearance of water.



Translucent

This effect, first seen in home electronics, is maintaining its strength in all types of home applications, by adding a three-dimensional effect to items such as room dividers and packaging. Designers capture the essence of fog and air with this effect, as they engage consumers' eyes by providing glimpses of the inner workings of the applications.



Natural Materials

The appearance of stone, granite, marble, wood grain and rice paper are still sought after, but consumers demand that the faux appearance look convincing. The handmade look is also trending up across the globe. Texture is being used to add impact to surfaces ranging from unexpectedly soft, flexible or grippy to fibregraphics (surfaces that have complex graphic elements and feel like fabric or suede).



Fantasia Offerings

LEDA® technology's **MIRAGE**® effect showcases a broad palette of both pearlescent and white colors, which we can use to support this color trend. **IMAGIO**® and **FARIA**® technologies can also be used to achieve a pearlescent effect.



The **LEDA** metal flake effect, **Black Starlight**, is directed at the latest trends for black colors, as is **Eightball**, our new black lacquer effect. Other effects from **IMAGIO**, **FARIA** and **MILENA**® technologies will take your blacks wherever they need to go.



Three of our newer **LEDA** metallic effects, **Silverado**, **Heart's Desire** and **Titanium**, as well as our **FARIA** bright and matte chrome appearance films, support this trend. Combining **FARIA**'s chrome appearance with **AURA**® coloration, we have generated stunning effects with a range of metallic appearances (e.g., copper chrome, gold chrome, blue chrome, etc.). **IMAGIO** also contains a vast range of metallic effects.



Edge glow and fluorescent effects are captured in **LEDA**'s **SASS**® and **AZAR**® families, respectively. **LEDA**'s **Deja Blue** effect has a glowing, electric blue appearance that is sure to grab attention. The full spectrum of fluorescent effects also can be obtained using **AURA**.



The translucent effect is captured in **LEDA**'s **ARIA**® effect family. **AURA** also can be used to add color to uncolored parts that contain light-diffusing compounds (e.g., translucent white sheet). **IMAGIO** and **FARIA** also may be used to achieve a translucent look.



The new **LEDA** marble effect, named **White Marble**, is directed at this trend. **IMAGIO** includes coatings with a soft-touch topcoat that can make any surface feel unexpectedly soft. **FARIA** allows the user to generate the appearance of any type of natural material that can be printed onto our films (e.g., wood, stone, plant, etc.). **FARIA** also can use Makrofol® (PC) films over a soft TPU substrate to give rise to flexible pieces with extraordinary graphics. Alternatively, **FARIA** can use soft Dureflex® TPU films, as well as fibregraphics films, over a hard substrate to create surfaces with a wide range of tactile properties.

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Special effects information contained in this newsletter is based on guidelines developed by the Color Marketing Group (CMG). www.colormarketing.org

And you thought special effects only came out of Hollywood...

We hope you have found the latest eNewsletter about special effects to be helpful. All Fantasia eNewsletters are conveniently archived for you on the Fantasia Web site at www.bayerfantasia.com.

The next Fantasia eNewsletter will focus on more great applications of Fantasia color and special effects.

Special Effects in the Movies Trivia Answers

1. 1939 – The Rains Came
2. The Poseidon Adventure
3. 2001: A Space Odyssey
4. Star Wars
5. The Lord of the Rings
6. Visual Effects and Sound Effects
7. 1963 – Cleopatra
8. Harry Potter and the Prisoner of Azkaban;
I, Robot; Spider-Man 2

 [Click to return to quiz](#)