

Colour Effects in the Rhythm of Nature

Iriodin® – cinema on the material surface

One example how Iriodin® pearl lustre pigments develop their unique effects on large surfaces was created by the Swiss colour designer Monica Hug-Wehle.

She implemented Iriodin® to design the balcony panelling on a flat house in the town of Oberengstringen in Switzerland, thus creating an impressive interaction between architecture and natural surroundings, a »cinema on the material surface«. The building presented itself in a doomy grey-brown before renovation, and now changes its colourful outfit with both the angle of viewing as well as with the colour atmosphere of the momentary daylight. »effekte« interviewed Monica Hug-Wehle about the project.

effekte ... Mrs. Hug-Wehle, how did you get the idea to implement Iriodin®?

Hug-Wehle: My major goal was to create an aesthetic connection between the building and the environment. Iriodin® constantly reflects the changing colour atmosphere of daylight; morning light, midday light, evening light, and thus transmits the rhythm of nature.

effekte ... How did you implement Iriodin®?

Hug-Wehle: On the flat surfaces of the balcony balustrade, a three dimensional diamond pattern was applied in a screen print processing in addition to a protective UV lacquer coating with Iriodin®. Without a notable additional effort, we could thus considerably improve the visual dimension and 3-D effect of the surface.



Monica Hug-Wehle: Graphic designer and qualified colour consultant and colour designer develops corporate identity and communications tasks for firms and organisations.

effekte ... Which materials do you judge most suitable for an Iriodin® application?

Hug-Wehle: Coated applications on a multitude of materials. Since Iriodin® pigment platelets are loosely imbedded in sprayed coating applications, they support an optimal reflection property.

effekte ... Does an application with Iriodin offer technical advantages?

Hug-Wehle: I appreciate Iriodin®'s compatibility with various binder systems materials. This permits us to plan with visual effects without narrowing the choice of techniques or materials.

effekte ... Do Iriodin® pearl lustre pigments create a world of experience?

Hug-Wehle: Mother of pearl is frequently associated with luxurious things; an adventure world could benefit from that. Iriodin®'s spectrum goes much further however. Surfaces with Iriodin® demonstrate a polar diversity which can strengthen the impression of a material or an object, or it can distort this impression. Iriodin® is a cinema on the material surface.

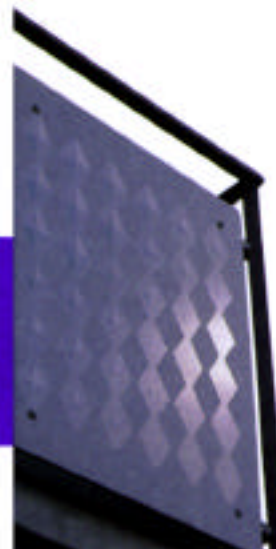
effekte ... How do you estimate the general trend in colour design?

Hug-Wehle: Recently a more differentiated handling of colours can be seen. The demands and the offers have increased considerably.

The challenge today lies in harmonising the colour diversity. Iriodin® could play an important role as a connecting element by emphasising structure and material aesthetic.

effekte ... Which properties of Iriodin® pigments have personally convinced you the most?

Hug-Wehle: The aesthetic effect, the steerability of this effect, and the reflection property of the surrounding colours.



Balcony Façade with Iriodin®



effekte ... Do you intend to carry out other projects with Iriodin®?

Hug-Wehle: The work with Iriodin® has considerably supplemented my palette of design possibilities. First, I would also like to mention the excellent local advice by Mark Weingart at Merck AG (Switzerland).

I am looking forward to implementing Iriodin® with various techniques in further projects.

effekte ... Mrs. Hug-Wehle, we would like to thank you for this interview and wish you much success, joy and creativity in your work in the future, especially with Iriodin®.