Inside the Minds of Automotive Color Designers

Mr. Scott Kanamaru

What is automotive color design?
How are the colors created?
What inspires the designer to create a new automotive color?

According to a study, “Color” is often ranked highly when consumers are asked the important factors when purchasing a vehicle. In recent years, variation of automotive body colors are increasing, further challenging new innovative expressions. All of these colors are specifically designed by automotive Color Designers, and there is a story to each and every color that is available in the market. Find out how automotive color designers actually create these colors, and how color / material / finishing have the power to change the image of automotive design.

PROFILE
Scott Kanamaru
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Born in Japan, and moved to the United States during childhood.
Received B.A. in Economics, and pursued a certificate program in Visual Art (UCLA).
Grew up in Los Angeles, and have over 20 years of experience in automotive color design.