

**RARIFIED GLOW**  
It started in the lab in 1898, when a scientist discovered a colorless gas that gave off a bright glow when electrically stimulated. Without it, we'd have no Vegas.

ELECTRONICS, ALTERNATIVE ROCK AND DIGITAL TECHNOLOGY — plug those influences into one socket and you get a blast of high-voltage look-at-me colors. We're not shying away from them; we're splashing them across everything from cars to appliances to upholstery. It's consumerism as self-expression, giving the bold and the not-so-bold equal permission to be nonconformists. All those bold hues need a palette purifier, bringing black, white, gray and clear acrylics into the picture.

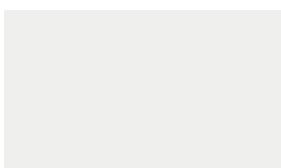
6875 GLADIOLA



6991 BLACK MAGIC



7006 EXTRA WHITE



6921 ELECTRIC LIME



6950 CALYPSO



6859 FEVERISH PINK



6840 EXUBERANT PINK



7018 DOVETAIL



6914 EYE CATCHING



6967 FRANK BLUE



#### NATURE AGLOW

Sea jellies (technically they aren't fish) can be clear or fabulously phosphorescent. They're found in every ocean, from the surface to great depths.

#### ELECTRIC DECOR

Furnishings like this Disco Chair by Kiwi & Pom are a party unto themselves, even without anyone in the room.



#### BOLD PERFORMANCE

Big color is being embraced, not just as an accent, but as something central to self-expression and performance.