

1960s colours and styles

"the swinging sixties"

1960s events

- 1961 - Satellites for global communications.
- 1962 - The Beatles and pop music.
- 1963 - President Kennedy assassinated.
- 1963 - Martin Luther King fights racism.
- 1965 - Troops sent to Vietnam War.
- 1967 - First heart transplant on human.
- 1969 - First man on the moon.
- 1969 - Woodstock rock festival.
- 1969 - The internet is introduced.



colour explosion

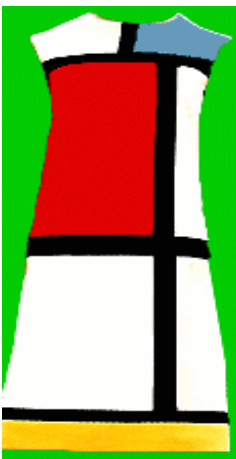
The swinging sixties were an exciting, revolutionary and turbulent time of great social and technological change.

Psychedelic colours and designs were seen in fashion, furnishings, advertising and graphics. New materials provided fashion and interior designers new opportunities in colour and form, from the lycra mini-skirt to the first seamless plastic chair. New dyes brought a range of brightly coloured cottons and synthetics to mass markets for both furnishing and clothing.

Messages about racial equality, gay rights, women's liberation, peace movements and anti-war campaigns were sent around the world via daring photography and faster satellite communications. Youth culture erupted in the 60s - sex, drugs and rock n roll were rampant. The contraceptive pill allowed more sexual freedom; the new beat of music from the Beatles, Hendrix or Joplin; psychedelic drugs; people turned to colour!



Life in the fast lane - John Steed from The Avengers - Indian takeaways - Crimplene suits
 Contraceptive pill - Drug education - Twiggy the skinny model - Men's hair pieces



sportswear, textiles and fashion

These new synthetic textiles were easy to wear as they stretched and moved with the body. Sports people like boxer Muhammad Ali and the runner Peter Snell, who broke the 4-minute mile in 1962, introduced flexible materials to fashion and swimwear. Blocks of colour, and black and white Op-Art were made popular by designer Yves Saint Laurent, inspired by artist Piet Mondran.

To recreate, try Resene Black, Resene White, Resene Lemoncello, Resene Decadence, Resene Roadster.

Stronger colours were seen in women's and men's clothing - orange, pink, green, turquoise and yellow, more intense than the pastels of the 50's. Men wore lime, orange and hot pink ties with matching sox to uplift their grey suit and white shirt. Later they moved into coloured shirts like the one Elvis is wearing and grew their hair longer like the trend set by the Beatles.



Women were inspired by fashion heroes such as Jackie Kennedy, Mary Quant and Twiggy with mini-skirts and coloured opaque tights.



And the colours from fashion and art transferred to home interiors in no time at all...



Create these looks with Resene Endorphin, Resene Paua, Resene Supernova, Resene Wham, Resene Fireball, Resene Roadster, Resene Subzero.



new materials and colours

New materials and manufacturing processes accommodated new furniture designs. Some modular chairs popular during the sixties were seamless and styles were more casual. The bean bag emerged at the end of the sixties in youth culture.

Resene

the paint the professionals use

The square-edged green set of drawers on peg-legs is a good example of bedroom furniture seen in homes during this decade - plain and unadorned. Similar shapes were seen in radio-grams and cocktail cabinets.

Textile designs with circles and curves dominated, and later became more flamboyant and psychedelic. Green and orange were popular, such as Resene Happy Hour and Resene Hero, often teamed with woodgrain melamine furniture.



furniture from the 60's

interior design in the sixties

The majority of homes in this decade were furnished with an eclectic mix from a variety of styles, but young people setting up their own flats bred a new youth environment. Large, bold patterns in brightly coloured combinations were seen in bedspreads, curtains, cushions, posters and art. Primary colours and geometric shapes were applied to furniture and fabrics, and knock-down flat packs of furniture stimulated the DIY market, which became more affordable to mass markets.

Scandinavian design in chairs and stainless steel cutlery were sought after, as well as Italian designed lighting and glass for the more discerning homeowners.

Open-plan was widely accepted, especially combining living/dining rooms. Plastic chairs and blow-up furniture as well as bean bags emerged in a wide selection of bright colours. Perfect for students moving flats - pick up and carry. The developments in moulded plastics and nylon meant that the structure altered drastically.

The transistor revolution allowed downsizing of television sets and radio sets. Sony and Hitachi and other Japanese firms were starting to dominate the market from 1966. Colour television arrived in the USA in 1965 and Britain in 1967.



Interior concrete block walls and raised fireplaces.

Resene

the paint the professionals use



living areas

Rooms were simple and lines were rectangular. Kitchens had laminate or stainless steel benchtops, cupboards often had sliding doors, sometimes finished in leather-grain hardboard, with recessed pulls. Floors may have been linoleum or cork tiles, and wall-ovens were introduced. A servery through to the dining area was common when the kitchens were opened up to the adjoining living areas.

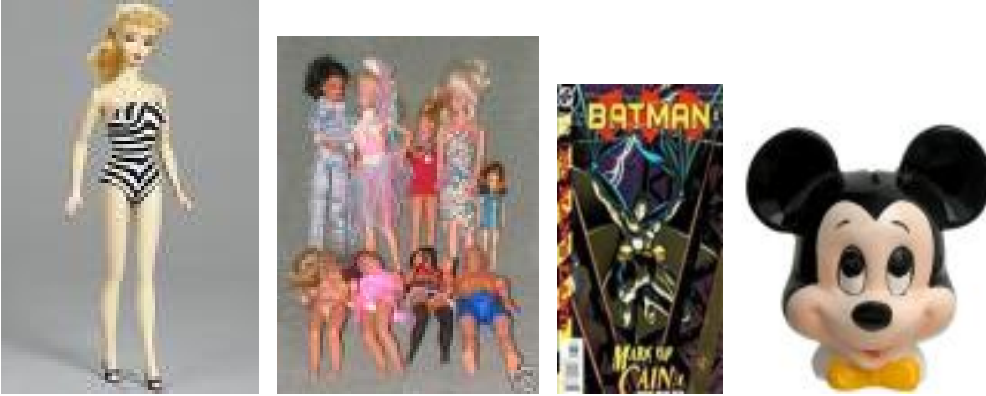
Living rooms were rather spartanly furnished, windows were floor to ceiling and aluminium joinery was becoming popular. Hessian and Brussella were inexpensive and hardwearing floorcoverings.

television

The first television transmission in New Zealand was in June 1960. Initially it was only for a few hours per night, two nights per week. The first New Zealand programmes started in 1966 - 'C'mon and Country Calendar.



Some of the first television family entertainment included The Hillbillies, Mr Ed, The Munsters and Bonanza.



Toys and entertainment came from movies and television, science fiction and fashion. Barbie and Ken dolls wore adult fashion styles, or combat clothes when the war was in the news. Ceramic ornaments of television or movie characters were collected by children.



holiday house

Popular and cost effective building materials were Fibrolite, Pinex Pine, Concrete Blocks, Vertical Corrugated Iron, Stained Timber. These were seen in the 60's as designers looked for new ways of working with materials. There was an influence by Scandinavian architects and use of unconventional materials by some architects.

1960 style houses in New Zealand



Oiled timber house in country and a typical brick and tile house in the city.

Modern house designs using variety of building materials...



Decimal currency was introduced in NZ on 10 July 1967. The above "currency computer" was designed to make the transaction easier for shoppers.

The VW Beetle and Mini were probably the most fondly remembered cars of this era. Another popular model was the 1100. Like fashion and interiors, new and bolder colours were also seen in the automotive industry.



Try Resene Roadster, Resene Supernova, Resene Speed Demon, Resene Decadence.



faster transport

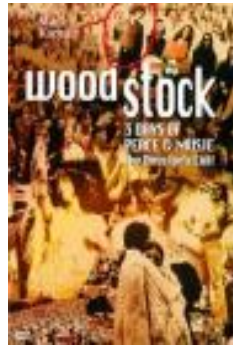
- The Bullet Train, designed and built in Japan, broke speed records of over 200 km per hour and set a new standard for rail in 1965.
- In 1969 the Concorde made the first supersonic flight.
- At the end of the 1960's the QE2 made her maiden transatlantic crossing.
- The faster the transport and communications, the faster the colour trends reached every corner of the world.

space

rock

transplant

war



speed

television

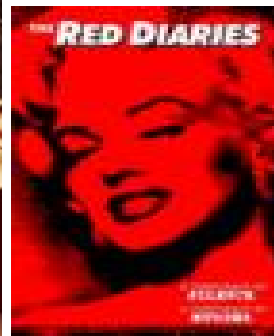
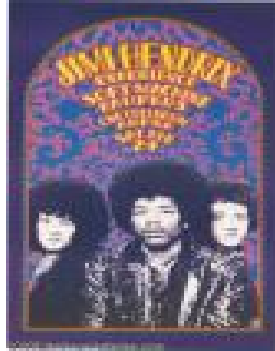
protests

NZ army

idol

rock

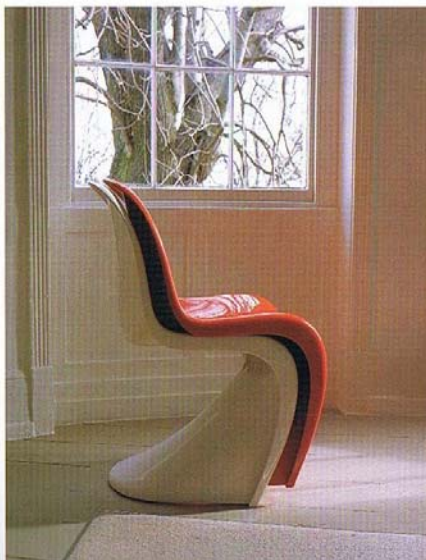
equality



model

suicide

assassination



key cultures

- Primary colours, bold designs, geometric shapes, straight lines.
- Plastic chairs, blow-up furniture, bean bags, floor cushions.
- Pop art, psychedelic, black lights, discotheques.
- Heroes, pop stars, film stars, musicians, bands, rock concerts, beach movies.
- Space, speed, action, astronauts, moon landing, lava lamps.
- Beatle mania, beatle boots, beatle caps, beatle hairstyles, black.
- Peace marches, anti war protests, free love, communes, racial equality.
- The twist, booze, cigarettes, drugs, riots, spaced out, utopia.

key colours

- Hot pink, vermillion orange, grass green, cyan blue.

Try Resene Supernova, Resene Wellywood, Resene Scooter, Resene Highlight, Resene Gossamer, Resene Lipstick, Resene Windsor, Resene Tangerine, Resene Black White, Resene Roadster, Resene Okey Dokey.

Resene

the paint the professionals use