



GLIDDEN Paint Unveils COLORTOPIA Exhibit in INNOVENTIONS at EPCOT

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New interactive exhibit creates colorful experiences for guests of all ages

LAKE BUENA VISTA, Fla.--(BUSINESS WIRE)--Nov. 16, 2015-- The GLIDDEN® paint brand has unveiled the COLORTOPIA™ exhibit, a new colorful experience in Innoventions at Epcot, part of Walt Disney World Resort, that entertains, informs and inspires guests about the power of color.

The *Colortopia* exhibit by *Glidden* paint welcomes park guests to explore the many aspects of color and the impact it has on the world around them. At the *Colortopia* exhibit, the *Glidden* brand invites guests to walk through three unique areas to encounter exciting interactions that bring to life color theory, the psychology of color and the perception of color, all while engaging guests in fun and surprising hands-on activities.

The *Colortopia* exhibit by *Glidden* paint demonstrates that color is not only a visual treat, but also a dynamic and emotional experience. A visit to the highly interactive, over 3,700-square-foot *Colortopia* exhibit is expected to last about 30 minutes.

"Combining *Glidden* paint's rich tradition of innovation and color inspiration with the creative power of Walt Disney Imagineering was a perfect collaboration to create a one-of-a-kind experience that engages visitors with color in ways they never have before," said Max Wetzel, chief marketing officer and general manager of home centers, PPG Architectural Coatings, U.S. and Canada, makers of *Glidden* paint. "With the *Glidden* brand, we know the important role color plays when selecting paint for your home. Color also has a powerful role in our everyday lives, and it is truly brought to life in the *Colortopia* exhibit."

"Starting with Disney's premier full-color film in 1932, our company has been fascinated by color," said Melissa Valiquette, vice president, Epcot. "That fascination is evident throughout our parks and our resorts and is why we're thrilled to collaborate with Glidden as we work together to bring Colortopia to life for our guests."

Colortopia Exhibit Experience

The *Colortopia* exhibit by *Glidden* paint is comprised of three zones where guests can experience color in an entertaining, interactive environment:

- **"The Power of Color"** in this special designed standing theater, guests will enjoy a short presentation that explores the psychology of color by immersing guests in a full spectrum of colors.
- In **"The Color Lab"**, guests can play *Color Mix 'n Match*, an interactive game that allows guests to mix red, green and blue to create bold new colors. A second interactive station, *Spinning Spectrums*, teaches guests about the persistence of vision through painted spinning discs. Here guests can try to guess what color their eyes will perceive once the multi-colored discs start to spin quickly.
- In **"Color Our World"**, guests can play with fun color shadows while they wait to receive a magic paint brush, which they can use in the studio to bring the world around them to life with their personal color choices.

Colortopia by Glidden Paint Mobile App

The *Colortopia* experience extends beyond the exhibit with the *Colortopia* mobile app and website, allowing guests to bring a world of colorful fun into their own homes. The palette of options include:

- **In-Park Mobile Interaction** – guests can play an interactive color-matching game that responds to the illuminated walls of the pavilion itself, or they can save the colorful murals created in "Color Our World" to continue the fun at home.
- **World Showcase Color Palette** – The *Colortopia* app unlocks *Glidden* paint color palettes as guests travel around the World Showcase at Epcot. By collecting and saving the unique *Glidden* paint palettes inspired by each country within the World Showcase, guests can bring home color inspiration from their vacation for use in their own homes.
- **Bring a World of Color Home** – The app enables users to photograph and digitally paint their own home spaces and décor using unique *Glidden* paint color palettes inspired by each country within World Showcase at Epcot as well as 96 other *Glidden* colors.
- **Grab Color Inspiration From a Photo** – With just a click, the app can match colors from photos from users' mobile device camera or photo library with the closest shades from the *Glidden* palette. Users can also colorize their personal photos with a range of vivid palettes.

The Glidden brand is a product line of PPG Architectural Coatings, a business of PPG Industries, the world's leading coatings company.

To learn more about *Glidden* paint, visit glidden.com. To learn more about the *Colortopia* Exhibit Experience, visit experiencecolortopia.com.

EDITOR'S NOTE: For additional information, photos and video, visit the *Colortopia* Exhibit [online newsroom](http://newsroom.ppg.com/GliddenColortopia): newsroom.ppg.com/GliddenColortopia.

About PPG Architectural Coatings

PPG Architectural Coatings, U.S. and Canada, is an industry leader in residential and commercial coatings, delivering the latest technologies and operational advancements through its strong portfolio of brands. It is a business of PPG Industries, the world's leading coatings company, and manufactures and sells interior and exterior paints, stains, caulks, repair products, adhesives and sealants for homeowners and professionals. Its distribution network includes more than 15,000 touchpoints through company-owned stores, independent dealer locations and all major home improvement centers across the U.S. and Canada. For more information, visit PPGAC.com.

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About *Innoventions* at Epcot

Innoventions is located in the heart of Epcot at Walt Disney World Resort in Orlando. Creativity and imagination abound as guests celebrate the inspiration and innovations that improve their lives and expand their horizons. Hands-on, interactive exhibits allow children and adults to be immersed into ideas that inform, entertain and inspire. For more information about *Innoventions*, visit <http://innoventions.disney.com>.

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