# Artist Stuart Semple launches YOLO paint inspired by unseen colour Olo



British multidisciplinary artist Stuart Semple has introduced a new acrylic paint named YOLO, engineered to capture the essence of a colour that has traditionally remained beyond human perception. This vibrant blue-green paint draws from a recently documented hue known as "Olo," which was identified by researchers at the University of California, Berkeley.

The colour Olo is unique in that it is only visible under stringent experimental conditions, created by using lasers to selectively stimulate one type of cone cell in the retina. Because of these specialised circumstances, very few individuals have been able to witness this colour firsthand. Semple’s YOLO paint aims to synthesise this unseeable colour experience in a tangible form accessible to artists around the world.

Speaking to Trend Hunter, Semple explained the nature of his new creation: "Whilst YOLO isn’t exactly the same as firing a laser into your eyeball, the experience of the colour is as close as you’ll ever get with a paint." He elaborated that the paint’s formulation, which includes a precise mix of high-frequency pigments and brighteners, is specifically designed to stimulate particular visual wavelengths, thereby approximating the novel sensory experience produced by the original colour.

This development forms part of broader trends identified by Trend Hunter, including the use of high-frequency pigmentation to extend the visible colour spectrum in art supplies, the synthesis of previously unseeable colour experiences for artistic exploration, and the expansion of human colour perception through new scientific insights.

The innovation has notable implications across several industries. In the art supplies sector, it introduces a new frontier in colour vibrancy and uniqueness, offering artists innovative tools to explore. Optical research related to this work hints at future advances that could lead to products embedding experiential colour qualities not previously attainable. Furthermore, the design and fashion industries could leverage these cutting-edge colour technologies to create aesthetic effects with dimensions hitherto seen as impossible.

Semple has previously gained recognition for developing pigments such as The World’s Blackest Black and The Pinkest Pink, and his latest offering continues his exploration of the boundaries of colour perception and artistic expression.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://news.artnet.com/art-world/olo-new-color-yolo-stuart-semple-2635547> - Corroborates Stuart Semple's release of YOLO paint inspired by the Olo color, detailing the scientific basis and pricing structure for artists.
2. <https://culturehustle.com/products/yolo-newly-discovered-colouriest-colour> - Confirms YOLO's formulation using high-frequency pigments and brighteners designed to mimic the Olo color experience, as stated by Semple.
3. <https://www.dezeen.com/2025/04/24/stuart-semple-yolo-paint-newly-discovered-colour/> - Validates Semple's claim that YOLO is the closest physical emulation of Olo, produced through an intensive lab process.
4. <https://www.instagram.com/stuartsemple/reel/DI3JwIiI_9S/> - Provides direct confirmation from Semple's social media about the launch and artistic intent behind YOLO paint.
5. <https://www.iflscience.com/artist-creates-a-paint-inspired-by-the-new-color-olo-called-yolo-78942> - Supports the scientific context of Olo's creation via retinal laser stimulation and YOLO's use of fluorescent brighteners to approximate it.
6. <https://news.google.com/rss/articles/CBMiWEFVX3lxTE9FOHpUNGtRenRBT1ZTdWZVb0psNERrZDdZMkxzNUFZVjhHcnJ4ejlaR2dYalFIY1dhSW1Vc2pTUGtfSDdMbDZ6andmaGFjQ1RJN09IQ29wdHrSAV5BVV95cUxNOXUtZTRQWkwzOWRJZk9FUlFIVXVSRkVJTi1IQTBFWjZGakFGdGVpTDkwdVc5UnhmUWo1eFVDY25abmg5MXRUb3BzZjEzMnRFc1I0Y0JOakFWOVpQQmNB?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data