

CF19

COLOURFUTURES™ 2019
INTERNATIONAL COLOUR TRENDS



Next Architects



THE EVOLUTION OF COLOUR TRENDS

Each year, AkzoNobel gathers international design experts for three days of intensive analysis of global trends. This group – senior designers, trend analysts, architects, editors and creative directors – share knowledge from across the world and the cultural landscape to identify the design trend that best captures the times.

LAST YEAR

2018 was tumultuous: people felt overwhelmed by the deluge of news and demands upon their time. They saw divisions across society and lost faith in their usual sources of reassurance. In this unpredictable time, many chose to turn away, looking for sanctuary in the spaces where they live, work and play.

THE WORLD TODAY

Our trend analysis has identified a shift in attitudes. Our experts noted that people were becoming more aware of the world around them: the impact of their built environment and their role within a community. Around the globe there is a fizz of growing energy. If the unpredictability of last year forced people to retreat and regroup in familiar spaces, this is their awakening.

WHAT DOES THIS MEAN FOR COLOUR?

This year, people want to feel quiet optimism to contrast with the tumult of the previous 12 months. In public and private spaces, they are looking for their world to feel energising and warm, natural and true. This leads us to the classic, comforting tones of Spiced Honey™...



Images above: our experts consider the trends that will influence colour in 2019



COLOUR OF THE YEAR 2019

SPICED HONEY

Spiced Honey™ captures the optimism and confidence of a deep ochre: a colour that is stimulating and known to lift mood. It is balanced by the warmth and earthiness of mid-brown and burgundy: soft but serious colours that can feel quietly supportive. It is a tone that our trend analysis identified as a contemporary yet timeless classic, and one that is currently being seen in new architecture and interior design all around the world.

PALETTES

No colour lives in isolation. To support our colour of the year, we have created four interior palettes that help to emphasise the energy and warmth of Spiced Honey™.



JIM BIDDULPH
Editor-at-large,
Material Lab



SAM DEVILLART, AMERICAS
Professor
for Cultural Analysis,
School of Visual
Art NYC

MEET THE EXPERTS

As part of our industry-leading colour research, we invite a dozen independent experts to join us at our Global Aesthetic Center in Amsterdam, where they forecast the emerging design trends for the next 12 months. The expertise of this group is extensive, ranging from architecture to cultural analysis, technology and innovation. By immersing ourselves in these detailed global insights, our team develops a powerful understanding of where our consumers are heading, allowing us to devise colour palettes that will perfectly match their needs.



CARLOTA GASPARIAN, LATIN AMERICA
Surface and color
designer,
Atelier de Pinturas



ADRIANA PEDROSA, LATIN AMERICA
Surface and color
designer,
Atelier de Pinturas

“THERE’S A NEW SENSE OF POSITIVE ENERGY, SMALL ACTS CAN MAKE A BIG DIFFERENCE, IT’S ABOUT DOING SOMETHING THAT COMES FROM WITHIN”

Adriana Pedrosa



STEPHIE SIJSSENS, EUROPE
Color Design Manager,
AkzoNobel Automotive &
Speciality Coatings



WILLEKE JONGEJAN
Designer, Global
Aesthetic Centre



CLAUDIA LIESHOUT, GLOBAL
Creative Director
Trend Research,
Philips



CAMERON WOO, SOUTH EAST ASIA
Principal,
Cameron Woo
Design

“PEOPLE NEED A PLACE WHERE THEY’RE AT ONE WITH THEMSELVES, TO RECONNECT AND TO GIVE THOUGHT TO WHAT’S IMPORTANT TO THEM”

Cameron Woo



ZUZANNA SKALSKA, EASTERN EUROPE
Founding Partner,
360°Inspiration



HELEEN VAN GENT, NETHERLANDS
Creative Director,
Global Aesthetic Center,
AkzoNobel

“WE ARE NOTICING A SENSE OF AWAKENING. THERE’S A FRESH NEW MOOD AND WE NEED SPACES THAT REFLECT AND SUPPORT THAT”

Heleen van Gent

Heleen joined the Global Aesthetic Center in 2009, following 20 years of working in the magazine industry as an interior stylist and design editor. After graduating from The Royal Academy of Art in The Hague, she went on to teach at the Artemis Design Academy in Amsterdam and has edited many books on interior and colour design. She travels the world offering guidance on colour and design to the AkzoNobel markets.



LEON SUN
Editor Director,
ELLE DECORATION
China



MARIJN SCHENK EUROPE/CHINA
Architect,
Next Architects



BARBARA MARSHALL, ASIA
Marshall Design



INTERIOR PALETTES

Guaranema house. Project: v&ao arquitetura (anna juni, enk te viníkel e gustavo debonero)

THINK SPACES FOR CALM



The Think colour scheme creates spaces that encourage careful consideration for those within them. The warm neutrals and honey tones are positive but calm, soft but serious. This is a palette for any space where people may need to relax, focus and take the time to contemplate.

Feather Pillow 90GG 83/011	Just Walnut™ 90YR 73/029
Golden Light 20YY 63/149	Soft Stone™ 80YR 59/089
Colour of the Year Spiced Honey™ 00YY 26/220	Smooth Maple 00YY 48/171
Leather Case 70YR 20/239	Angora Blanket 20YY 43/083
Finest Burgundy 78RR 06/137	Cobalt Night 30BB 05/022

DREAM SPACES FOR SUCCEEDING



This palette helps to create spaces that are more soothing. It works anywhere that you need to encourage imagination and relaxation due to the restful properties of pale blues and violet. Consider it for healthcare and anywhere you want to encourage relaxation and wellness.

Gentle Moon 30YY 68/024	Calming Camomile 70YY 65/090
Floating Petal 10YR 57/080	Garden Grey 10GG 53/030
Violet Dream 70RB 50/062	Restful Slumber 30BB 45/049
Heart Wood™ 10YR 28/072	Concrete Grey 00NN 37/000
Colour of the Year Spiced Honey™ 00YY 26/220	Vintage Smoke 50YR 13/032

LOVE SPACES FOR SHARING



Use the Love palette to create spaces that subliminally bring people together. The deep reds are stimulating and lively, and overall the rich hues give a sense of warmth without feeling heavy or overbearing. Consider it for anywhere that people live or come together to socialise.

Love Letter 30YY 78/018	Waxed Wood 10YY 64/048
Colour of the Year Spiced Honey™ 00YY 26/220	Fragrant Herb 10GY 39/136
Auburn Flame 50YR 23/365	Storm Day 10GG 26/046
Spicy Paprika 30YR 13/471	Teal Lux 50BG 11/123
Velvet Cake 11YR 07/229	Writers Desk 70YY 06/088

ACT SPACES FOR ACTION



This palette can help to create spaces that encourage dynamism. The colours pop and are loaded with energy to encourage movement around the built environment. The 'Act' collection of colours is ideal for spaces that need to energise their occupants and encourage them to have a positive, creative attitude.

White Cotton™ 30GY 88/014	Narrow Lane 40YY 41/054
Sweet Citrus 60YY 55/504	Open Sky 50BG 62/133
Dynamite Red 29YR 19/621	Colour of the Year Spiced Honey™ 00YY 26/220
Pink Prose 70RR 40/168	Forest Festival 30GG 11/281
Active Orange 80YR 28/650	Pen Friend 62BB 08/369

USING SPICED HONEY AND ITS PALETTES, BY SECTOR

Spiced Honey™ and its supporting palettes can be adapted across many sectors, creating environments suited to everything from quiet contemplation to dynamic productivity.

MVRDV Masima Medical Center Veldhoven © Rob't Hart



THINK
SPACES FOR CALM



DREAM
SPACES FOR SUCCEEDING

One Space Design Studio



LOVE
SPACES FOR SHARING

Chengdu Zhimiao Decoration and Project Design Co., Ltd.



ACT
SPACES FOR ACTION



THINK

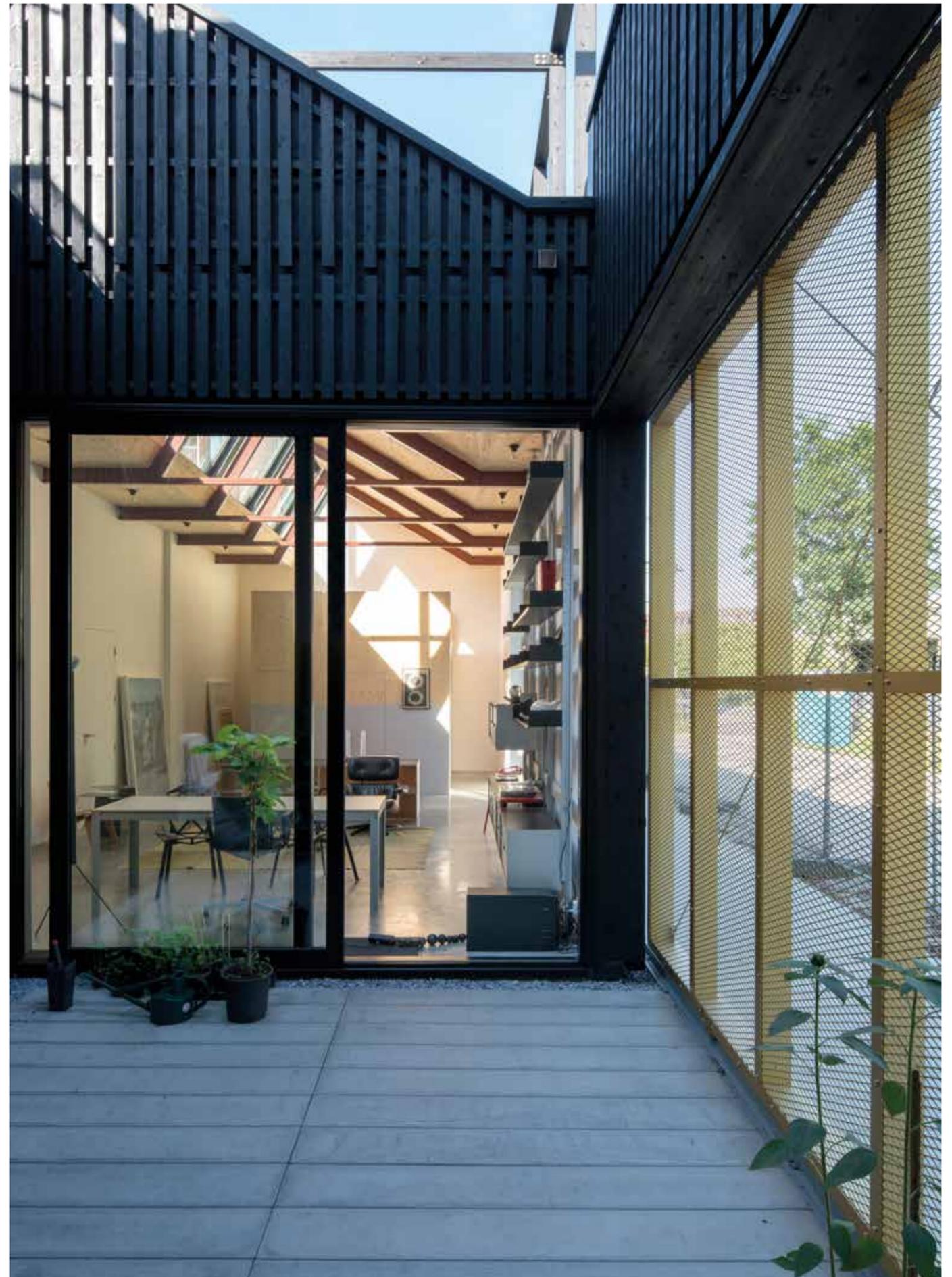
The earthy yet intense colour palette creates environments that offer a haven of calm and clarity of thought.

Angora Blanket
20YY 43/083

Just Walnut™
90YR 73/029

COLOUR OF THE YEAR
Spiced Honey™
00YY 26/220







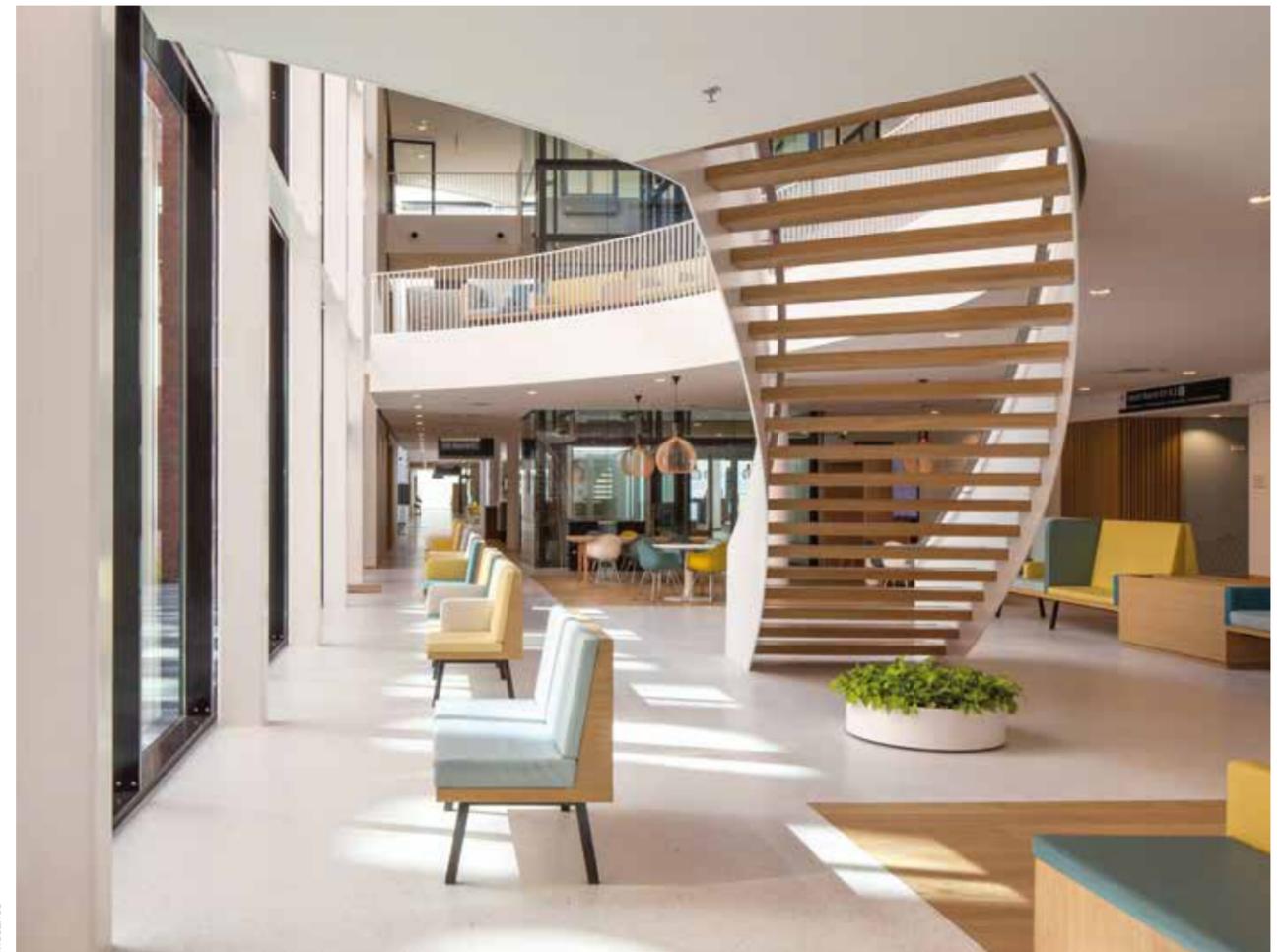
THINK SPACES FOR CALM

This palette of muted, warm neutrals quietly nourishes the mind and allows thoughts to breathe. The calm honey tones have a simple elegance that suggests the warm leather and polished wood of a well-stocked library.

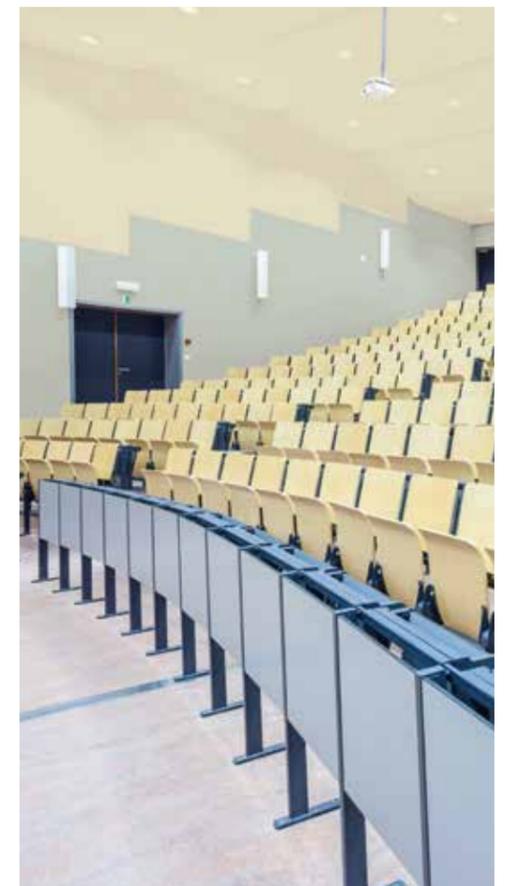
THE RESULT: a feeling that home is where you go for your mind to grow. A sense of safety, comfort and wellbeing for all who live there.



Mecanoo



Mecanoo



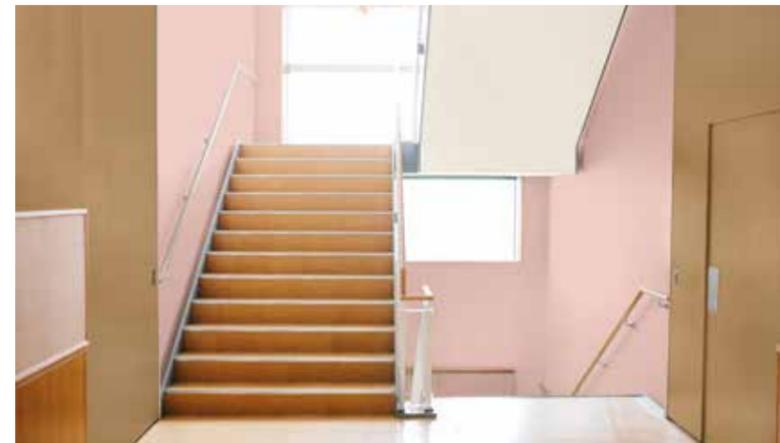
DREAM

Powdery pastels and soft neutrals create a soothing space, with accents of honey for depth and definition.

Concrete Grey
00NN 37/000

Vintage Smoke
50YR 13/032

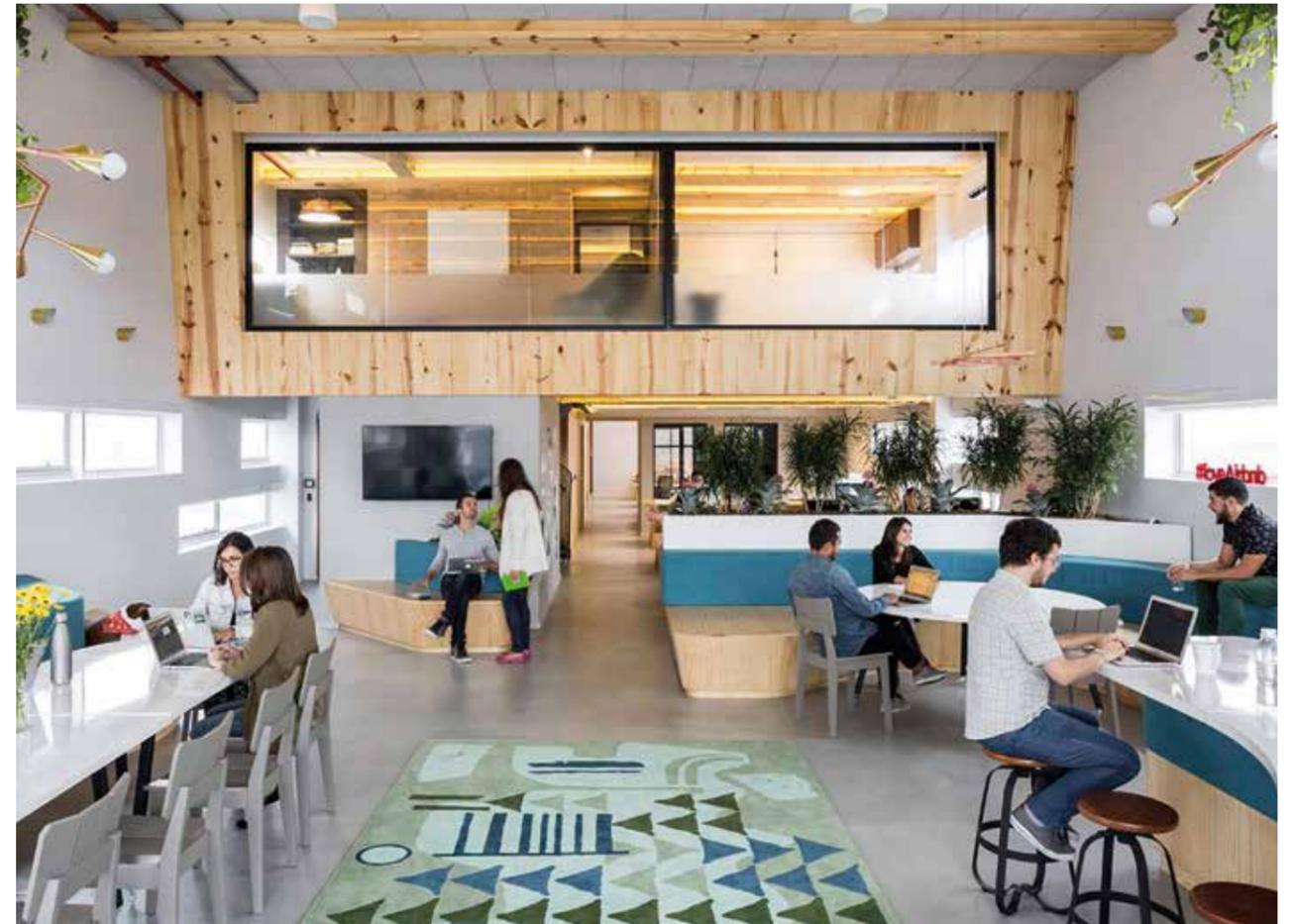
Gentle Moon
30YY 68/024



DREAM SPACES FOR SUCCEEDING

This palette of soft pastels supports a feeling of considered focus, working on the relaxing properties of pale blues, which soothe the mind and encourage deeper thinking. These shades are modern and clean and hint at natural fibres like linen and cotton.

THE RESULT: a sense that things will be taken care of for patients and for carers. A feeling that everything has been carefully considered well in advance.



LOVE

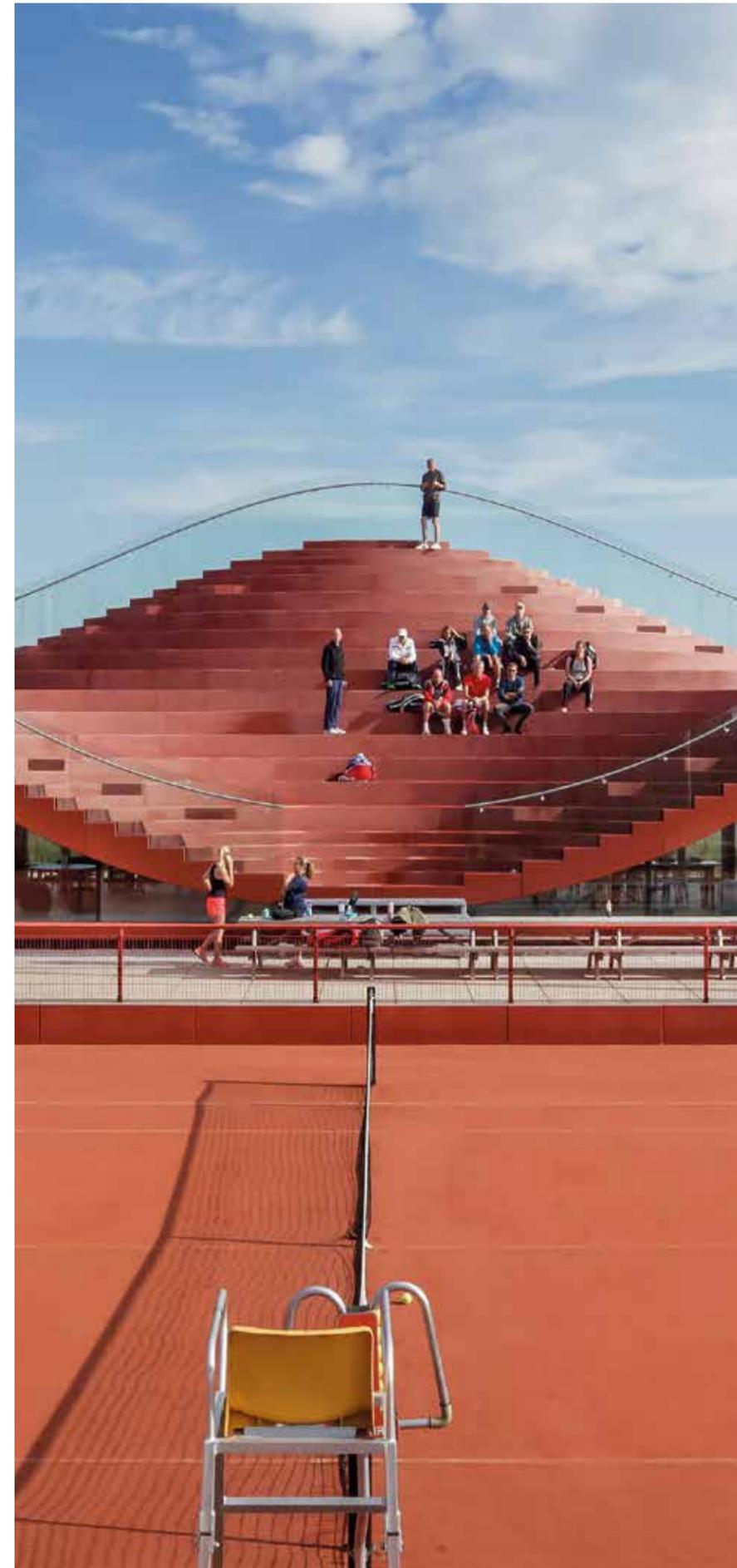
For intensely welcoming spaces, where richly coloured walls create an inviting atmosphere and a sense of belonging.

Storm Day
10GG 26/046

Auburn Flame
50YR 23/365

COLOUR OF THE YEAR
Spiced Honey™
00YY 26/220

Love Letter
30YY 78/018



LOVE SPACES FOR SHARING

The Love palette has full, rich tones for homes that are waiting to be filled with stories. We use darker colours that suggest warmth and permanence and draw influence from nature in the form of earthenware solidity, but also with the promise and playfulness of dark-fruit shades.

THE RESULT: a sense of belonging – colours that bring people in, whether in their homes or communal areas – a feeling of *hygge* and togetherness.



ACT

The mood in the ACT space is lively and uncomplicated, with bursts of vivid colour grounded by golden honey tones.

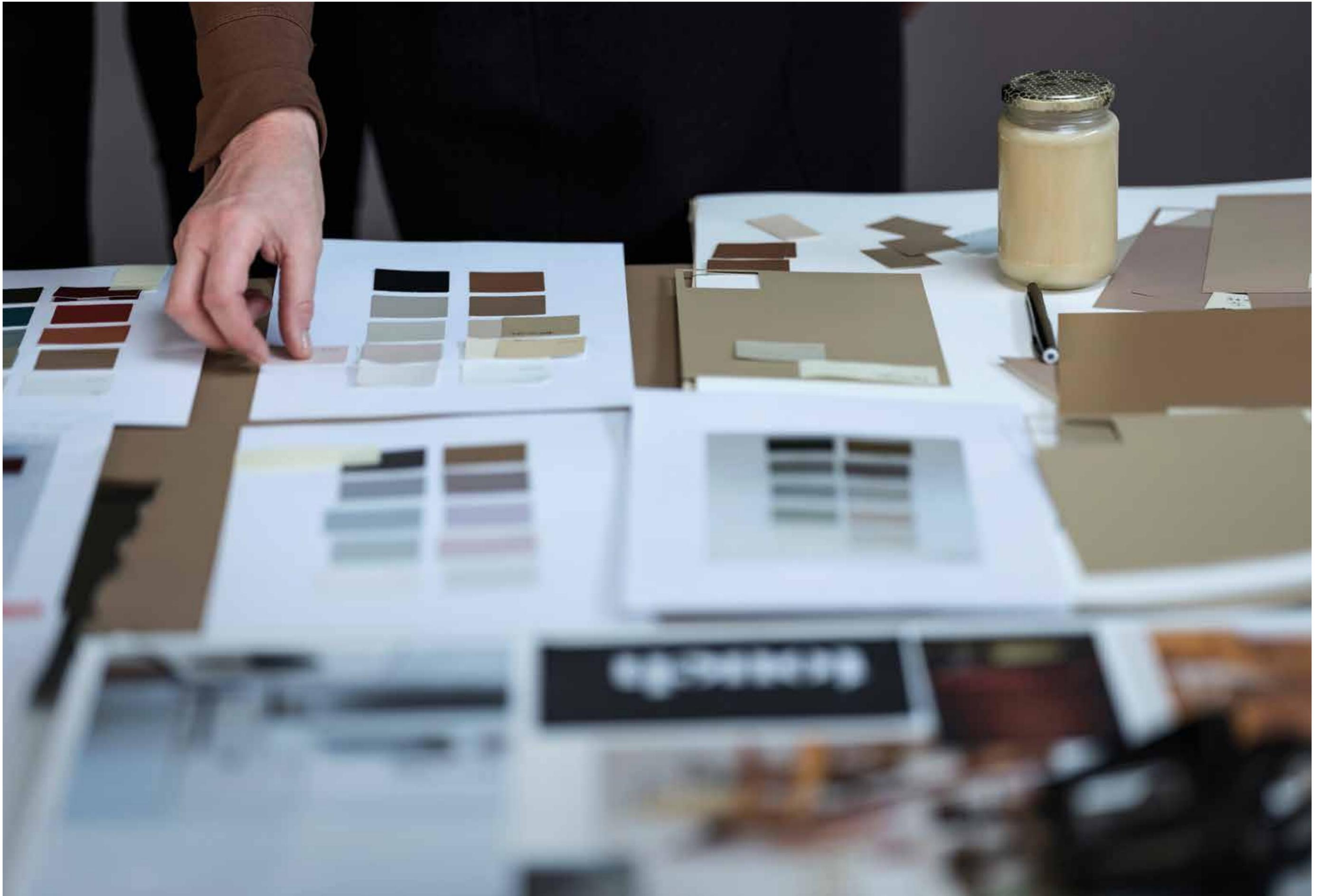




ACT SPACES FOR ACTION

These colours pop and are loaded with energy, to encourage movement around the built environment. The primary shades offer a dynamism that is young, playful and spontaneous. It is a palette that revitalises, encouraging a thirst for knowledge and a need to challenge established thinking.

The result: a space that excites and empowers and encourages us to ask, first and foremost, not 'why?', but 'why not?'





.....
AkzoNobel Decorative Paints
Wexham Road, Slough, Berkshire SL2 5DS

AkzoNobel, the AkzoNobel logo, the flourish, Dulux Trade, and ColourFutures are the trade marks of the AkzoNobel group®. AkzoNobel 2018

This ColourFutures™ reference manual is and remains the property of AkzoNobel N.V. and is loaned on condition that it is used solely to specify products manufactured/or supplied by AkzoNobel N.V. (and other companies in the AkzoNobel Group) and on condition that it shall be returned to AkzoNobel N.V. on demand. The contents of this reference manual are for information only. No representation or warranty is given, nor liability accepted, regarding the information given. We have reproduced paint colours as faithfully as printing will allow. However, the shape, size and lighting of a surface can influence the appearance of the final colour.