



CF20

COLOURFUTURES™ 2020 INTERNATIONAL COLOUR TRENDS

PAINT COLOUR TRENDS 2020

THE HUMAN TOUCH



AkzoNobel

AKZONOBEL
DECORATIVE PAINTS
GLOBAL AESTHETIC CENTER
PRESENTS
COLOURFUTURES™ 2020



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COLOUR PALETTE GUIDE

Welcome

“We’re excited to introduce you to the 2020 edition of ColourFutures™, which tells the story of how we transform key global trends into inspiring paint colour palettes for the home. Each year, the Global Aesthetic Center (GAC) invites top design-related specialists from a broad range of disciplines and cultures to share trend insight from around the world. Our colour experts use these findings to build a picture of what consumers are going to want in their homes. Then, from this, the GAC identifies the all-important Colour of the Year and develops colour palettes around it. In this book, we’ll show you how our versatile Colour of the Year and these beautiful new palettes can be used to transform each room. To bring this to life, we have created a wealth of content – from images and videos to print assets – which you will see online, in store and through our AkzoNobel Brand Center. We hope you enjoy exploring and using this content as much as we did creating it.”

FOREWORD BY
HELEEN VAN GENT

CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTER, AKZONOBEL



INTRODUCING

THE GLOBAL AESTHETIC CENTER

2020's new colour palettes began their journey at the AkzoNobel Global Aesthetic Center in Amsterdam. For more than 25 years, this has been our studio for trend analysis, colour design and art direction. Led by Creative Director Heleen van Gent, the creative team supports 80 markets around the world in empowering consumers and customers to choose paint colour palettes for their homes with absolute confidence.

In order to deliver beautiful new colour palettes that are perfectly matched to consumers' desires and lifestyle needs, we continually monitor social, cultural and design trends as they emerge all over the globe, gathering unique insights via an international team of design experts. Our colour team then uses this information to help identify the Colour of the Year and create four inspiring palettes around it.

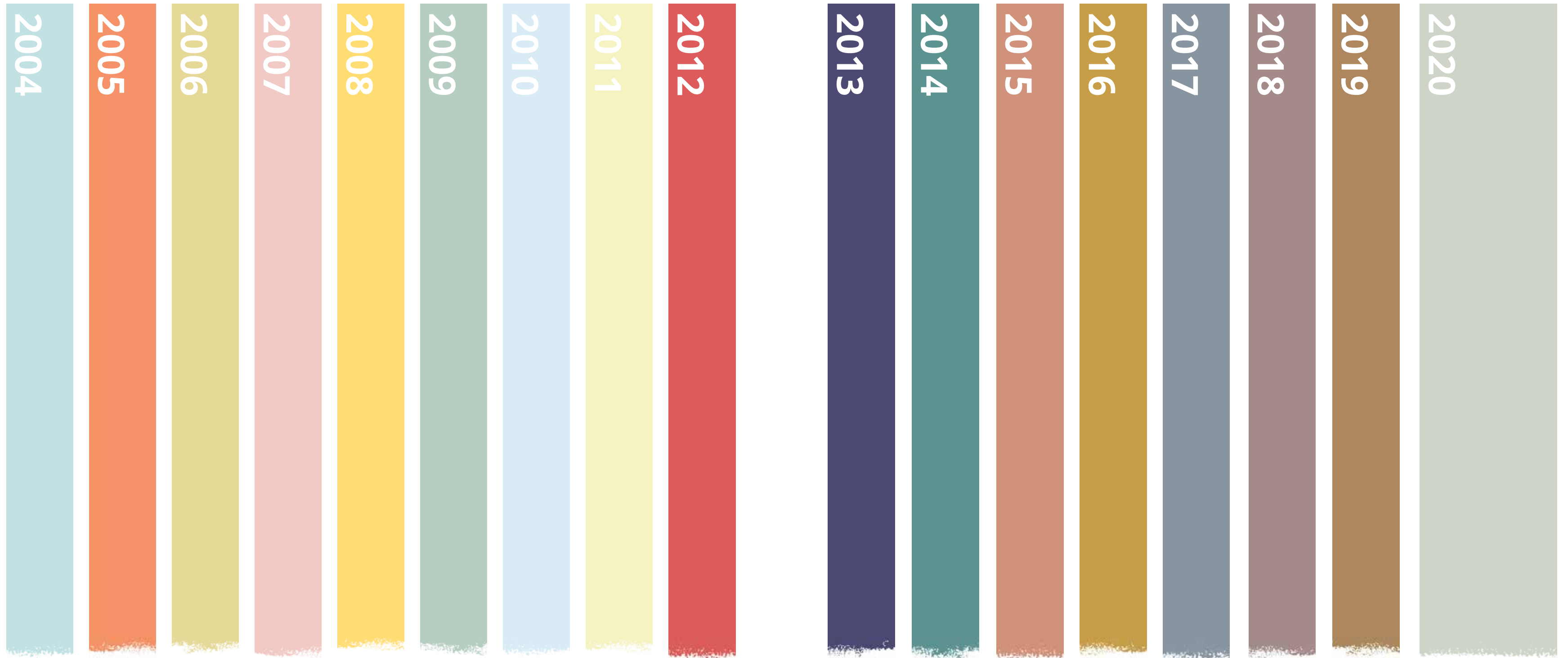
ColourFutures™ is central to the Global Aesthetic Center's work. It allows us to tell the stories behind this year's colours, and create a wealth of content to meet the needs of the media in passing these trends and palettes on to consumers. In tandem with our colour forecasting work, the team creates an array of assets, including hundreds of compelling images that demonstrate how the colour palettes will translate into real people's homes, all over the world.



COLOUR OF THE YEAR 2004-2020

Our journey through the colours that have defined the last 17 years

Each colour we select is designed to have longevity, which is why you'll find the Colour of the Year from the last five years playing a part in the CF20 colour palette.



Looking back at each Colour of the Year, we can see how they help to tell the story of our times. By exploring global cultural and socio-economic trends influencing the way people live, we can pinpoint the colours that consumers will respond to. In 2018, people were experiencing a sense of uncertainty that we responded to with soft and comforting Heart Wood™. Last year, consumers felt ready to let the light back in to their lives, so we chose the soothing and energising Spiced Honey™ as our Colour of the Year.

COPPER ORANGE

OCHRE GOLD™

DENIM DRIFT™

HEART WOOD™ references the tactile qualities of natural wood and has a soft pink tone that is the essence of 'A Welcome Home'.

SPICED HONEY™ is inspired by the varied tones and properties of honey and truly reflects the optimistic mood of 'Let the Light in'.

TRANQUIL DAWN™ is a soft, fluid shade reminiscent of the colours of the morning sky. It perfectly encapsulates our desire to treasure our most human qualities and give our homes 'The Human Touch'.

THE HISTORY OF COLOURFUTURES™

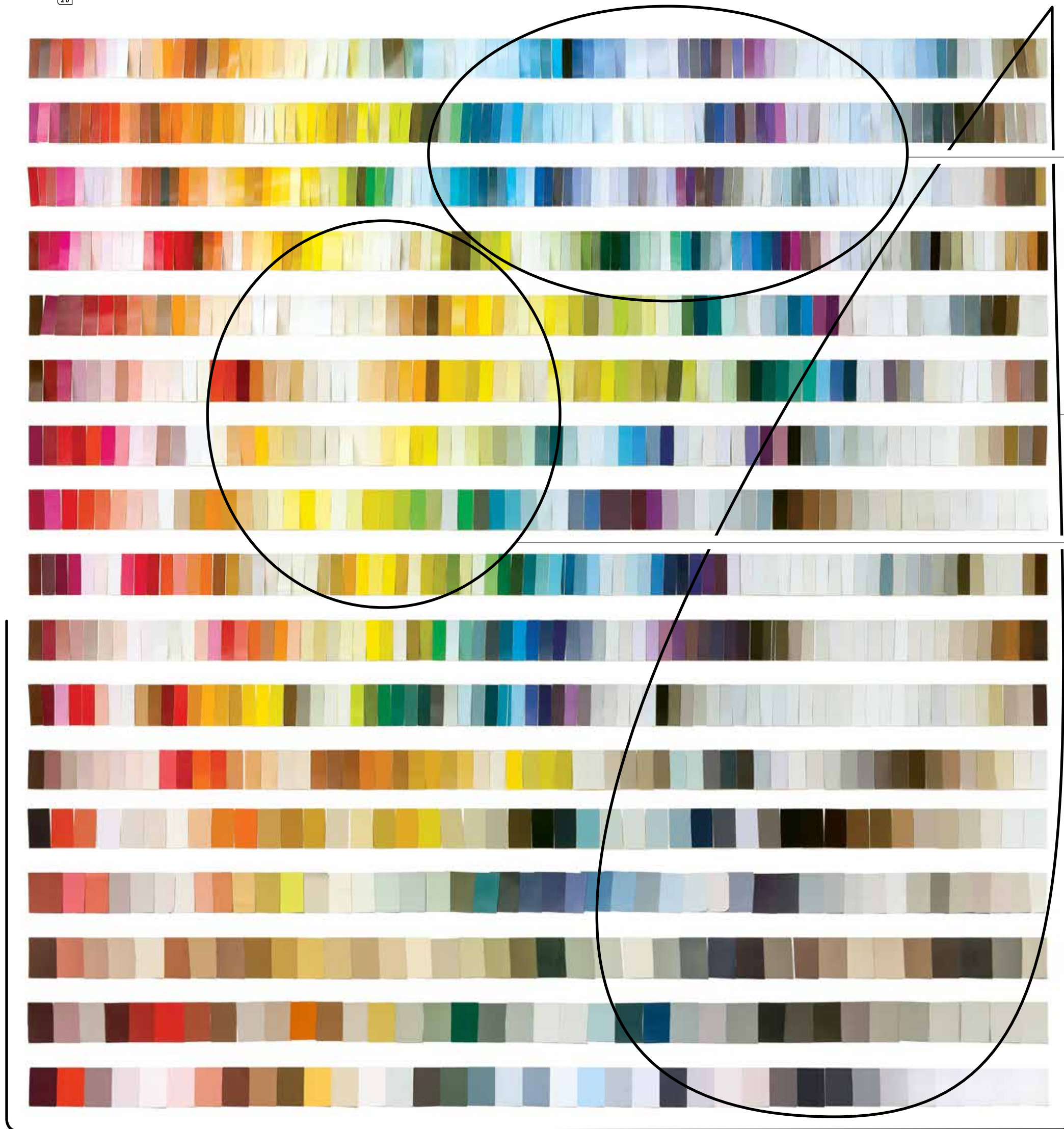
COLOUR ANALYSIS

The evolution of colour trends leading up to 2020

"When you see how our ColourFutures™ palettes have evolved over the years, you can chart the fluctuations in our consumers' appetite for different colours and spot connections with what is going on in the wider world.

Looking at the colours on the right, you will notice that neutrals are becoming more important than ever, with a growing interest in shades on the grey scale. And, nearly two decades on from the very first ColourFutures™, you'll see that we have curated the colours from 100 to 37, making it easier than ever for consumers to select the right palettes for their needs."

Heleen van Gent



2004 We started working with over 100 colours in 2004 to show the breadth of our colour expertise

2005

2006

2007

2008

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

2004-2007 COOLER BLUES
Calming blues and purples played a dominant role in the colour palettes of this period

2004-2020 NEUTRALS GROW
We've seen an increasing interest in neutrals, with earthy tones making more of an appearance

2007-2013 OPTIMISTIC YELLOWS
Sunny shades became more prevalent, with people looking for positivity in their interiors

2013-2020 MUTED TONES
The last few years have seen a growing desire for more neutral shades, with an increase in the popularity of greyish tones

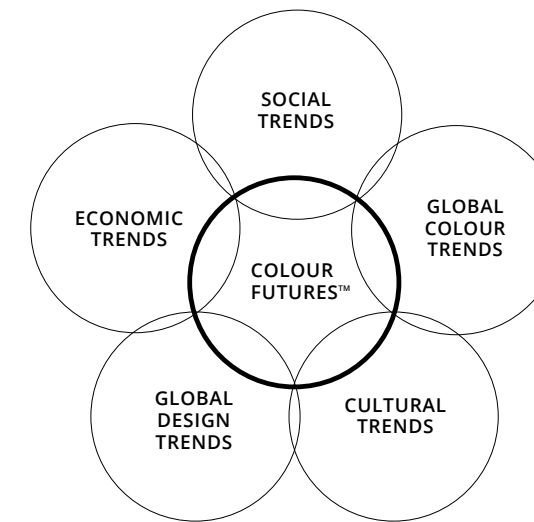
Today, research shows that it is easier to choose from a smaller number of colours - less is more

HOW IT HAPPENS

OUR GLOBAL TRENDS FORECAST

AkzoNobel continually invests in global colour research as part of our commitment to drive paint expertise forward. Each year, a team of globally acknowledged independent designers, architects, colour creatives and trend analysts assemble at the Global Aesthetic Center in Amsterdam to share their observations and insights with our colour team at an inspiring three-day forecasting session. Here, we examine cutting-edge cultural, design and lifestyle trends, then use

this to build a clear picture of the factors that are going to have the biggest impact on our lives in the near future. This helps us define the key consumer trends and the overall mood of the moment. We want to understand which societal, economic and design factors will influence the way our customers and consumers are going to live in the coming years – what keeps them busy? how will they work, relax and socialise? – and how this translates into the built environment.



“OUR EXTENSIVE TREND INSIGHTS ALLOW US TO PREDICT WITH CONFIDENCE WHAT IS GOING TO BE IMPORTANT TO CONSUMERS IN THE COMING YEAR”

Heleen Van Gent

THE TEAM

MEET THE EXPERTS

Around a dozen independent experts join us at the Global Aesthetic Center in Amsterdam, where we build a picture of the key trends that are shaping consumers' lives. The expertise of this group is extensive, with fields ranging from architecture to cultural analysis, technology to design innovation. Each expert begins by sharing their own observations, then we discuss how these various ideas fit together and analyse the insight gathered, looking at where it will take consumers in the coming year and how it will influence their way of living.



AKZONOBEL GLOBAL AESTHETIC CENTER TEAM
 From left: Marieke van der Bruggen, Designer (Content Creation); Willeke Jongejan, Designer (Consumer Brands); Heleen van Gent, Head of GAC and Creative Director; Suzanne Poort, Designer (Digital); Marieke Wielinga, Designer (Professional Brands)

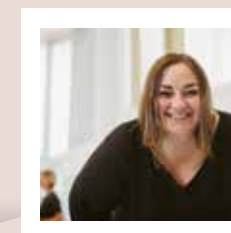
"AS A REACTION TO THE DIGITAL WORLD, PEOPLE WANT TO BRING MEANING AND WONDER INTO THEIR LIVES"
 Heleen van Gent



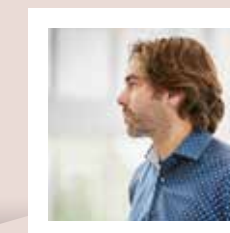
MICHELLE OGUNDEHIN, UK
 Design authority, writer, presenter and interiors consultant



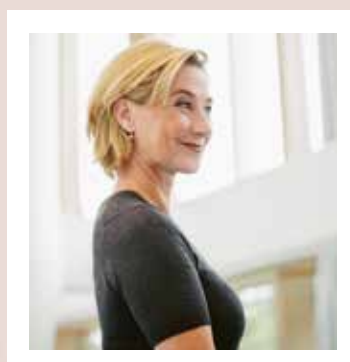
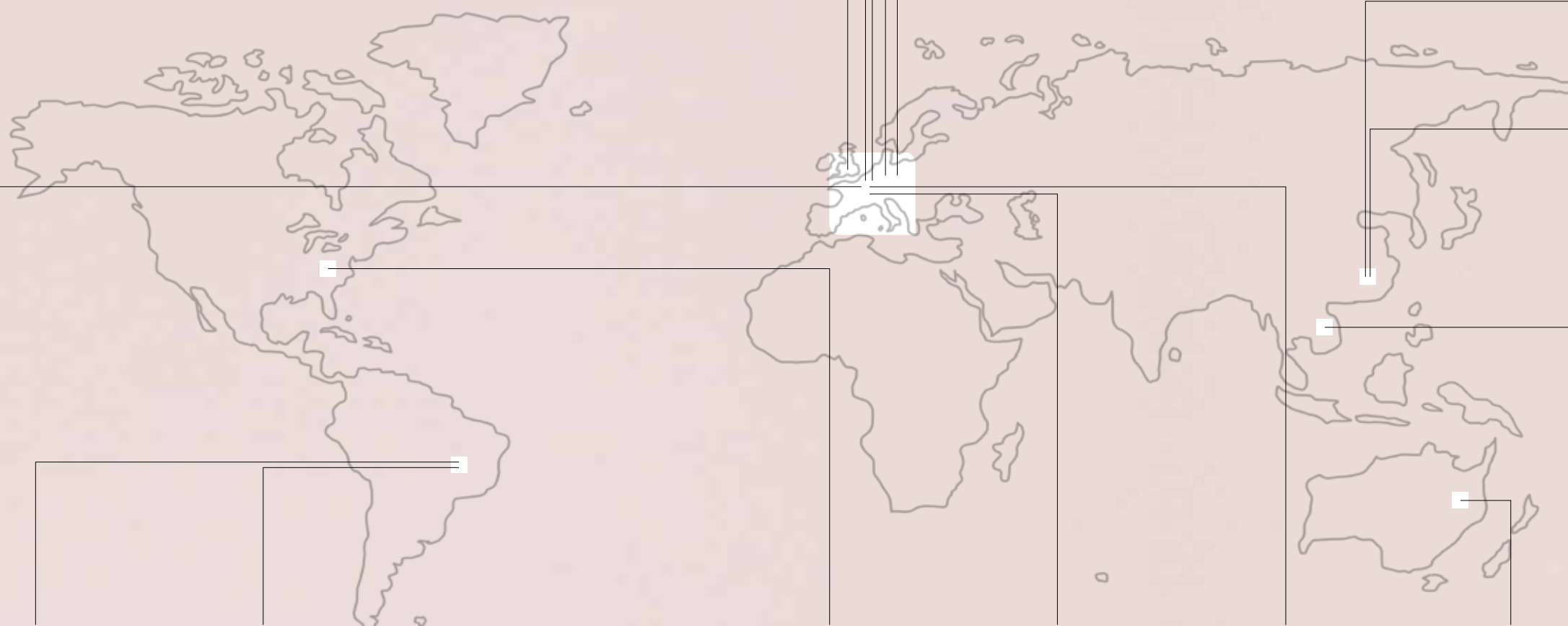
HENRIQUE STRIKER, EUROPE
 Global marketing manager, Global & CDJ



ZUZANNA SKALSKA, EUROPE
 Founding Partner, 360° Inspiration



MARIJN SCHENK, EUROPE & CHINA
 Architect, Next Architects



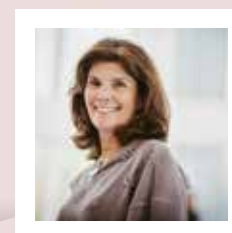
HELEEN VAN GENT, NETHERLANDS
 Creative Director, Global Aesthetic Center, AkzoNobel

"IN 2020, WE ARE LOOKING TO NEW HORIZONS AND ASKING IMPORTANT QUESTIONS LIKE, WHAT DOES IT MEAN TO BE HUMAN?"
 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.



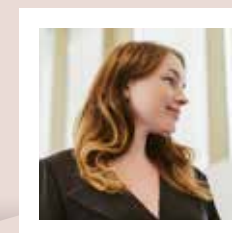
ADRIANA PEDROSA, LATIN AMERICA
 Surface and colour designer, Atelier de Pinturas



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



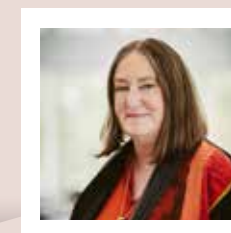
SAM DEVILLART, AMERICAS
 Professor for Cultural Analysis, School of Visual Art NYC



STEPHANIE SIJSSENS, GLOBAL COLOR DESIGN MANAGER
 Automotive and Specialty Coatings AkzoNobel



CHRISTIANE MÜLLER, NETHERLANDS
 Creative Director, Müller Van Tol



BARBARA MARSHALL, AUSTRALIA
 Marshall Design



MARIKE DE RUIJTER, SOUTH & SOUTH-EAST ASIA
 AkzoNobel Global Consumer Insights



YUAN ZHEN, CHINA
 Art Director, Elle Decoration China

THE PROCESS

TRANSFORMING TRENDS INTO COLOUR PALETTES

Following our trend forecast sessions, our in-house colour design team at the Global Aesthetic Center gets to work. By immersing ourselves in these detailed global insights, our team develops a powerful understanding of where consumers are heading, allowing us to devise paint colours to match their needs. We establish a central theme for the year ahead and, with this in mind, carefully identify a versatile Colour of the Year that will respond to consumers' needs and bring the new mood into their homes.

Our colour experts then develop a collection of inspiring palettes around this shade, offering people four different ways of using the Colour of the Year so that consumers can find one that reflects their lifestyle, aspirations and desires. Having devised these colour palettes, our talented team then goes on to create an extensive collection of assets for print and online use to communicate the trends to the media and consumers, as well as to property developers, interior designers and architects around the world.



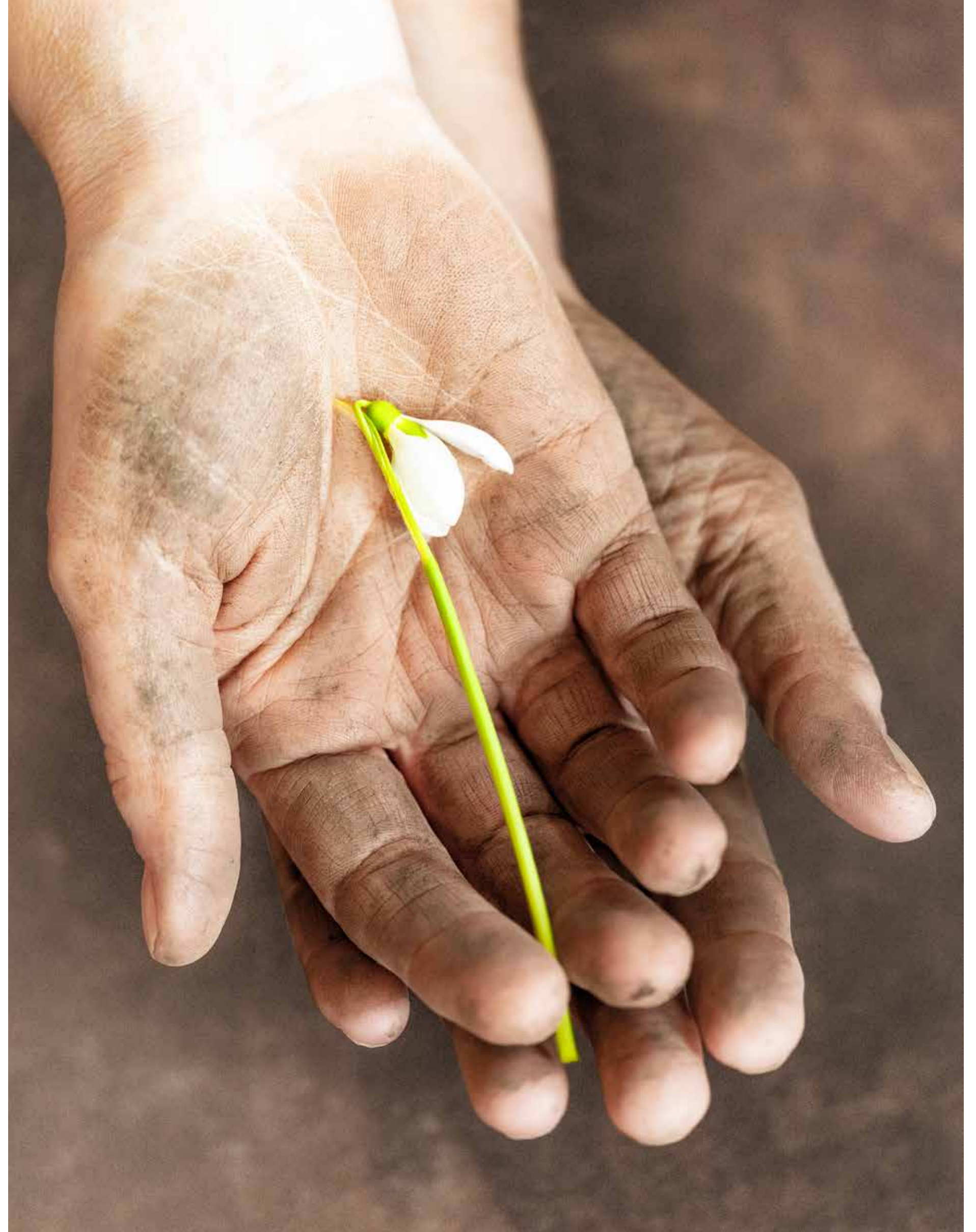
TREND #1

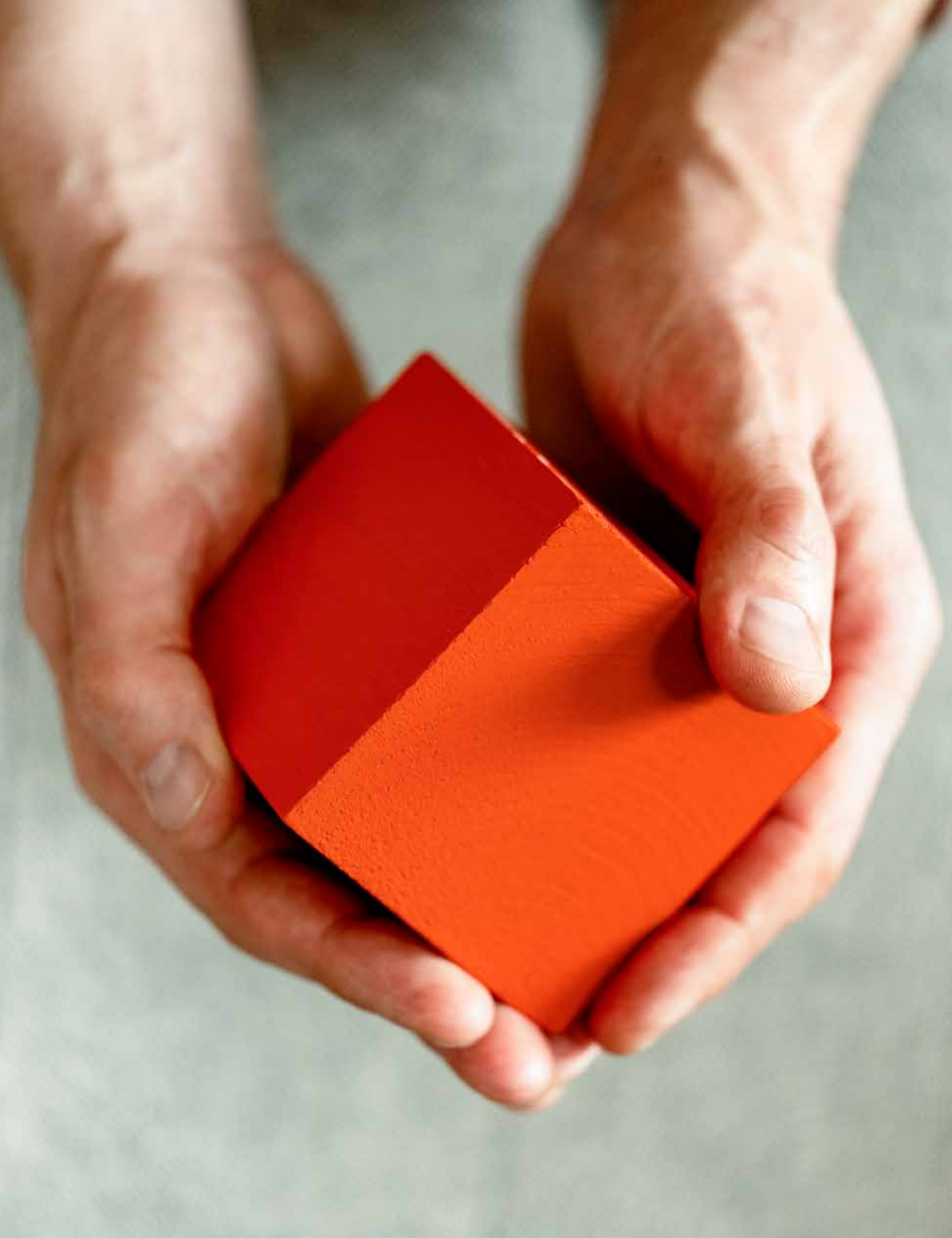
People want to care Modern life and our increasing reliance on technology and social media means we feel disconnected from the things that matter – our relationships, our wellbeing, our communities, the built environment and the natural world. There is a growing desire to make real, meaningful connections – with people, with nature, with our cities – and to ask, what can we contribute to society?

We are keen to rediscover the value of community and its positive role in our mental and physical health. People are embracing the benefits of interacting with, and caring for, one another as well as recognising the importance of self-care; **the global wellbeing industry is now worth \$4.2 trillion, up 12.8% in the last two years***.

In a bid to make our lives feel more 'human', we are seeing the emergence of co-living developments, as well as 'urban

villages' with gardens, lakes and even cows and chickens. Where once our vision of the future was of robotic helpmates, people now aspire to be surrounded by water and trees. By taking care of cities and nature, by creating a positive relationship with our environment, we feel we are better humans. By creating homes where we can enjoy good food, restful sleep and contact with the natural world, we are able to nurture the relationships that matter to us.





TREND #2

People want to be playful As we increasingly live our lives through the prism of social media, there's a growing desire to make room for joyful moments and unexpected experiences – to find delight in the real world. This means valuing the imagination, and being open and receptive to finding new ways of challenging outdated thinking.

As an antidote to the constraints of modern life, people want to stop taking themselves too seriously and let their imaginations run wild. We are keen to disrupt the norms and bring a new vibrancy into our existence. We want to understand what it means to feel alive.

(A recent survey suggested that 42% of people are seeking out holiday destinations that make them feel like a child again.*)

Our trend analysts have observed a rise in playful, interactive and immersive experiences as an alternative to more traditional cultural events and exhibitions. There is a desire to break away from our old routines and create stimulating and unexpected environments. The home can be a place that allows us to take pleasure in real-time experiences that delight our senses and make us feel truly alive.

TREND #3

People are seeking meaning Our trend analysts have observed that, in this busy, digitalised world which can feel superficial, we lack depth and meaning. The rapid advancement of technology is making us question our purpose, and with lives lived against a background of constant clamour – both real and digital – it can be hard to feel still, to experience awe.

Our cities are becoming increasingly overcrowded, **with the proportion of city-dwellers expected to rise from 55% in 2019 to 66% in 2020***. Against this hectic backdrop, there is a growing desire to clear our minds, and our lives, of unnecessary distractions in order to take stock and contemplate what it means to be human.

Silence has become the new luxury, with people seeking out rest and repose through remote travel experiences, in 'nap pods' and via tech-free time – **32% of UK and US users say they have closed or**

deactivated a social media account in the last 12 months.**

We are looking for ways in which to bring meaning, awe and wonder to our lives, and seeking 'soul' in what can sometimes feel like a soulless and superficial world.

There is a growing desire for homes where we can live simply and focus on the things we value, without meaningless distractions. We need spaces where we can find stability and be mindful – where we can re-channel our energies and renew our sense of purpose.

*NEWSTRUST.ORG **GLOBAL WEB INDEX 2019 TREND REPORT



TREND #4

People want to be creative With the rise of globalisation, mechanisation and technology, there is a realisation that we are losing the skills of our ancestors. Our capacity for creativity has been diminishing as ever more sophisticated virtual realities loosen our tethers to the real world.

It feels like the right time to ask the fundamental question: what makes us special and different from robots?

According to recent studies, **32% of people believe that artificial intelligence represents a threat to humanity***. This has resulted in a growing need for people to express themselves, doing the very thing that robots cannot do - whether that's making music, learning crafts, cooking or growing plants. Insight shows that **60% of people now value experiences over possessions**** as we move towards a more creative, less consumerist society. Alongside this quest for greater creativity,

we are looking to our heritage and identity to combat the effects of modern life. There is an overwhelming desire to connect with the past, with a huge surge of interest in ancestry-tracing websites. In the home, this translates into a need for spaces where we can express ourselves and tell stories, where we are able to indulge our curiosity, rediscover lost skills and give the past its proper place in our busy lives. We want homes that help determine who we are, that allow us to be individual.

*BROOKINGS. **BOOKING.COM



THE 2020 MOOD

This year, it's all about...

WHAT MAKES US HUMAN

Last year, we wanted to "Let the light in" to our lives. And, in 2020, light and clarity are needed more than ever, as we look to new horizons and ask ourselves, what does it mean to be human? People are keen to examine their values and bring new meaning to everyday existence. In an increasingly digitised, superficial world, our global trend research

suggests that people are experiencing a desire for positive real-world connections and relationships. We want to take care of ourselves, of each other and the natural world, to learn about our heritage and rediscover lost skills. We feel the need to make room in our lives for joyful and unexpected experiences, for awe and wonder.

HOW THIS TRANSLATES INTO OUR HOMES

We are looking for a place where we can contemplate our future, consider our purpose in this brave new world. Where we can better connect with our friends and family, our surroundings, with nature. Where we can express ourselves, be ourselves. We are looking to give our homes...

“The human touch”



OUR INSPIRATION FOR COLOUR OF THE YEAR 2020

NEW DAWN

We are at the start of **a new decade, a new dawn**. The world is full of possibilities which is why our colour team, when choosing a shade that brought to life our desire to treasure our most human qualities and give our homes **'The human touch'** looked to the soft, fluid colours and **tranquillity** of the morning sky for inspiration...



PROUDLY INTRODUCING
OUR COLOUR OF THE YEAR...





COLOUR OF THE YEAR 2020

Tranquil Dawn™ has an air of calm and clarity that perfectly reflects our theme. Inspired by the dawn horizon, it is a delicate, fluid shade that sits somewhere between green, grey and blue. Its effect changes depending on the colours it is used with, making it a beautiful versatile shade that gives our homes 'The human touch'.

INCREASINGLY DIGITISED LIVES



THE 24/7 ECONOMY



THE RISE OF AI & ROBOTICS

A DESIRE TO BE MORE CARING



THE RISE OF ESCAPISM



OUR SEARCH FOR MEANING



A QUEST FOR GREATER CREATIVITY

THE 2020 MOOD IS...
WHAT MAKES US HUMAN

THE OVERRIDING THEME IS...
THE HUMAN TOUCH

OUR FOUR CONSUMER NEEDS ARE...

A HOME FOR CARE

Consumers need a space for wellbeing and to make positive connections

A HOME FOR PLAY

Consumers want a stimulating space that delights the senses

A HOME FOR MEANING

Consumers are looking for space for awe and wonder that provides focus

A HOME FOR CREATIVITY

Consumers are looking for a space to be curious and rediscover who they are

THE CARE PALETTE

This soothing palette, which conjures up the colours of a crisp spring morning, helps breathe life into domestic spaces. Drawing nature into the home, the airy pastels create a caring environment, allowing us to be better humans

SOFT, FLOWING PASTELS

THE PLAY PALETTE

This joyful palette can be used to create an energising space that fires the imagination and challenges ways of thinking. Disruptive and playful, it delights the senses and encourages a child-like appreciation of life.

VIBRANT BRIGHTS

THE MEANING PALETTE

This minimalist palette, reminiscent of a remote chapel or monastery, can be used to create an atmosphere of contemplation and calm. Its elemental tones allow people to channel their energies and put their thoughts into perspective.

CLEAN AND SIMPLE TONES

THE CREATIVITY PALETTE

This rich, sumptuous palette provides a space for self-expression and storytelling. A modern take on heritage colours, it can be used to help consumers cherish the skills of the past while exploring new ways of doing things.

SUMPTUOUS SHADES

REVEALING THE COLOURFUTURES™ 2020 PALETTE...



Inspired by the clean, mutable shades of the morning sky, Tranquil Dawn™ conveys calm and stability, and reflects the widespread desire for a more meaningful existence. Its fluidity, coupled with the breadth of this palette, allows consumers to use Colour of the Year in a way that reflects who they are, how they want to feel and how they want to live.

This large palette divides up into four smaller palettes that reflect the four trends. Over the next few pages, we will show how these palettes, each representative of a different mood and horizon, can help bring a fresh perspective to people's walls and homes – with the versatile Colour of the Year, Tranquil Dawn™, playing a different role in each palette.



#1
A HOME FOR CARE

CREATING SPACE FOR...
WELLBEING | KINDNESS | EMPATHY | POSITIVE CONNECTIONS

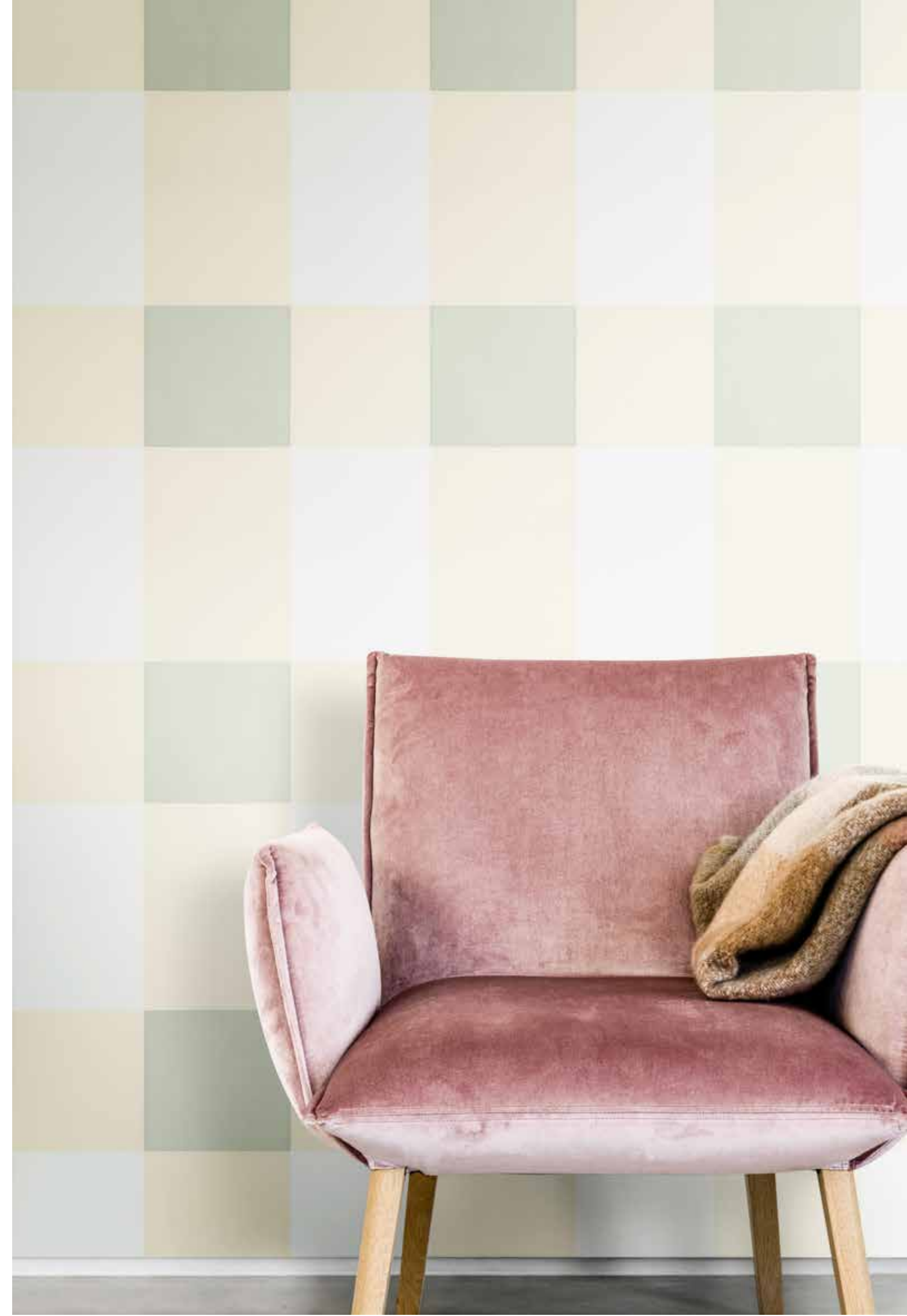
This soft and airy palette enables us to create spaces where we can make time for the relationships that really matter: with ourselves, with our loved ones, with nature, with our homes and with our built environments. The pared-back mix of gentle neutrals, including the Colour of the Year Tranquil Dawn™, is reminiscent of the horizon of a hazy spring morning – where the colours of the dawn flow into one another. There is a feeling of light and space created by simple lines and a relaxed style. Pale wood and suede are used alongside tactile velvets and wool throws to bring warmth to this contemporary look, while silvers, golds, coppers and mother of pearl introduce a precious element. Plants and botanical prints bring the outside in and boost a sense of wellbeing.



J5.03.71
45GY 55/052

F8.12.71
45YY 53/151

DN.03.86
80YR 83/035



SN.01.87
10BB 83/017

G4.05.81
65YY 71/071

J5.03.71
45GY 55/052

"THE COLOURS IN THIS PALETTE ARE INSPIRED BY THE SOFT, HAZY SKY OF A SPRING DAWN"



J5-03-71
45GY 55/052

G4-05-81
65YY 71/071



Narchara Shw unoplach

“PLANTS COMBINED WITH PASTEL HUES CREATE AN INVITING, NURTURING ENVIRONMENT”



S1 05 82
908G 72/063

T5 03 76
308B 62.044

J5 03 71
45G1 55/052

5N 03 77
908R 64/036



“IN THIS WELCOMING HOME, PEOPLE CAN ENJOY THE MOOD-BOOSTING BENEFITS OF BEING SURROUNDED BY BEAUTIFUL LUSH GREENERY”





TRANQUIL DAWN™, THE VERSATILE COLOUR OF THE YEAR, SEEMS TO SUBTLY SHIFT ITS TONE – FROM GREEN TO GREY TO BLUE – DEPENDING ON THE SHADES THAT IT IS COMBINED WITH. IT CONTRIBUTES TO THE LIGHT AND AIRY QUALITIES OF THE CARE PALETTE, WHERE IT BECOMES GENTLE AND SOOTHING.



#CARE

THE CARE PALETTE FOR A SOOTHING HOME

"THE CALM HORIZON OF A HAZY SPRING MORNING"





#2
A HOME FOR PLAY

CREATING SPACE FOR...
ESCAPISM | STIMULATING THE SENSES | LIGHT-HEARTEDNESS | JOY



This palette brings a transformative energy to the home, creating spaces that allow us to be open and receptive to playful experiences. The mood is young and vital, modern and relaxed. Inspired by the colours of the horizon on a bright summer day, mixing softer shades like Colour of the Year, Tranquil Dawn™, with smaller blocks of bold colour, such as coral and sulphur-yellow which bring an offbeat vibrancy to the palette.

The play home is light and bright with geometric patterns and a material mix that includes ply and statement accessories in bold textures. It's an environment that stimulates the senses and delights its inhabitants.



C9.21.58
50YR 36/263

JN.00.88
30GY 88/014

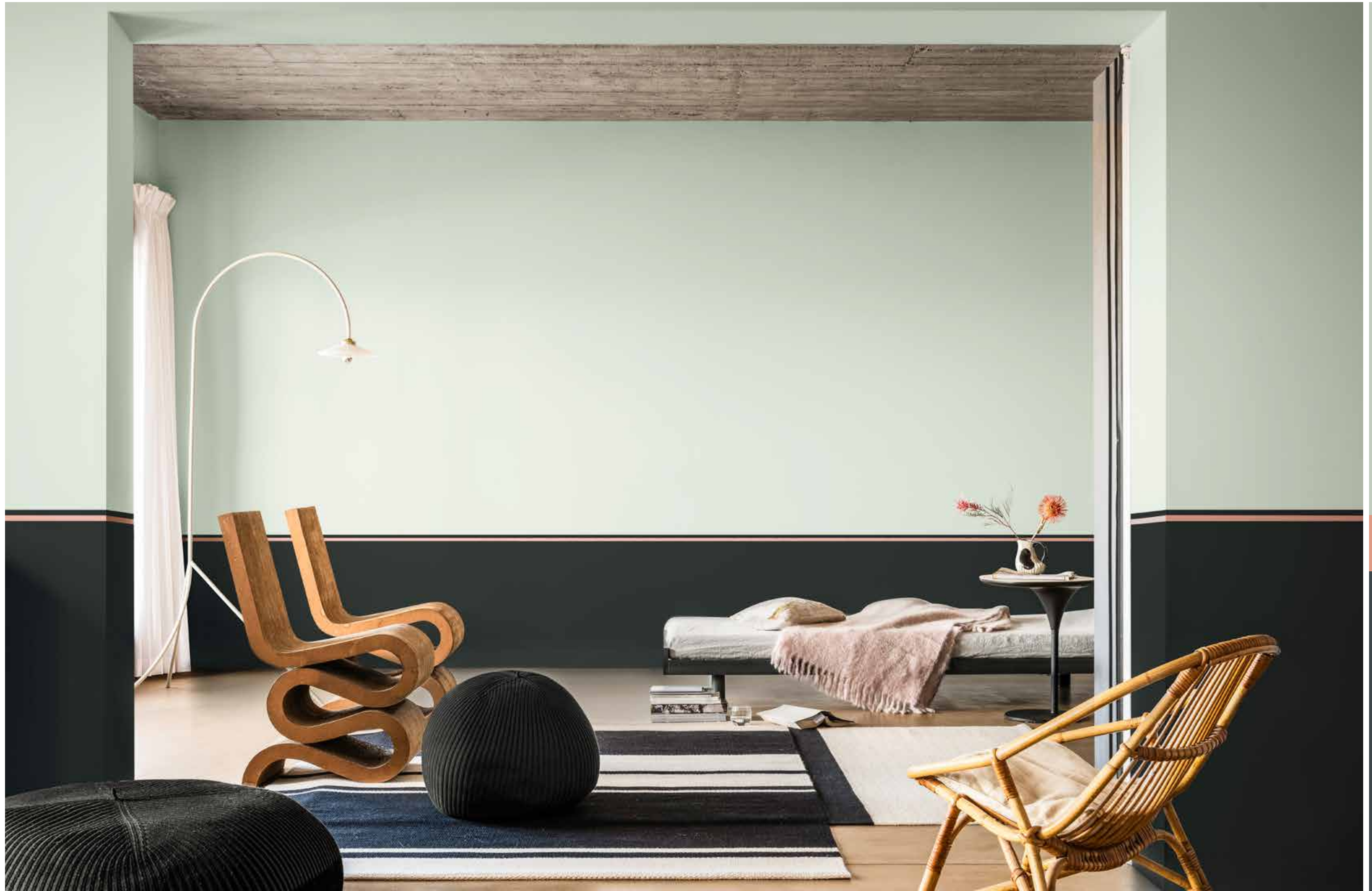
T7.05.25
42BB 09/032

J5.03.71
45GY 55/052



PIXASQUARE UNISPLASH

"THE VIBRANT COLOURS AND PLAYFUL GRID PATTERN ALLOW US TO FIND JOY IN THE UNEXPECTED"





UNEXPECTED PANELS OF OFFBEAT COLOUR, FROM VIBRANT ORANGES TO INTENSE BLUES, COUPLED WITH PLAYFUL STRIPES, CREATES A DYNAMIC, ENERGISING LOOK. SIMPLE, FUNCTIONAL FURNITURE AND BOLD ACCESSORIES ENSURE THE MOOD IS OPEN AND RECEPTIVE, FACING THE FUTURE WITH A LIGHT-HEARTED SPIRIT.





“THIS BRIGHT AND PLAYFUL LOOK PROVIDES AN ANTIDOTE TO THE STRESSES OF MODERN LIFE”

F9.44.69
50YY 51/519

S1.16.68
90BG 50/157

J5.03.71
45GY 55/052

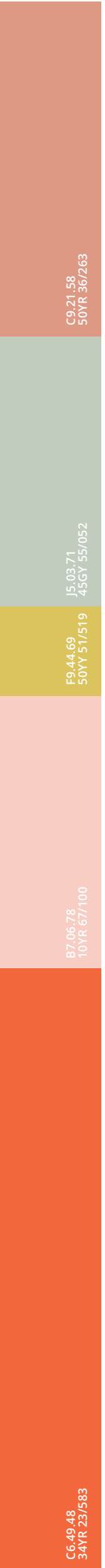
JN.00.88
30GY 88/014

S1.16.68
90BG 50/157

VN.02.67
10RB 47/036

J5.03.71
45GY 55/052

T7.05.25
42BB 09/032



THE PLAY PALETTE
 USES BOXY GRIDLINES,
 PLAYFULLY DISRUPTED BY
 BOLD DASHES OF COLOUR
 – VIVID PASTEL PINKS
 AND BLUES SET AGAINST
 CALMING TRANQUIL
 DAWN™. WITH RECYCLED
 PLASTICS, COATED METALS
 AND TEXTURAL TERRAZZO,
 THE MOOD IS FRESH AND
 BRAVELY MODERN.

#PLAY

THE PLAY PALETTE FOR A JOYFUL HOME

"THE BRIGHT HORIZON OF A HOT SUMMER'S MORNING"



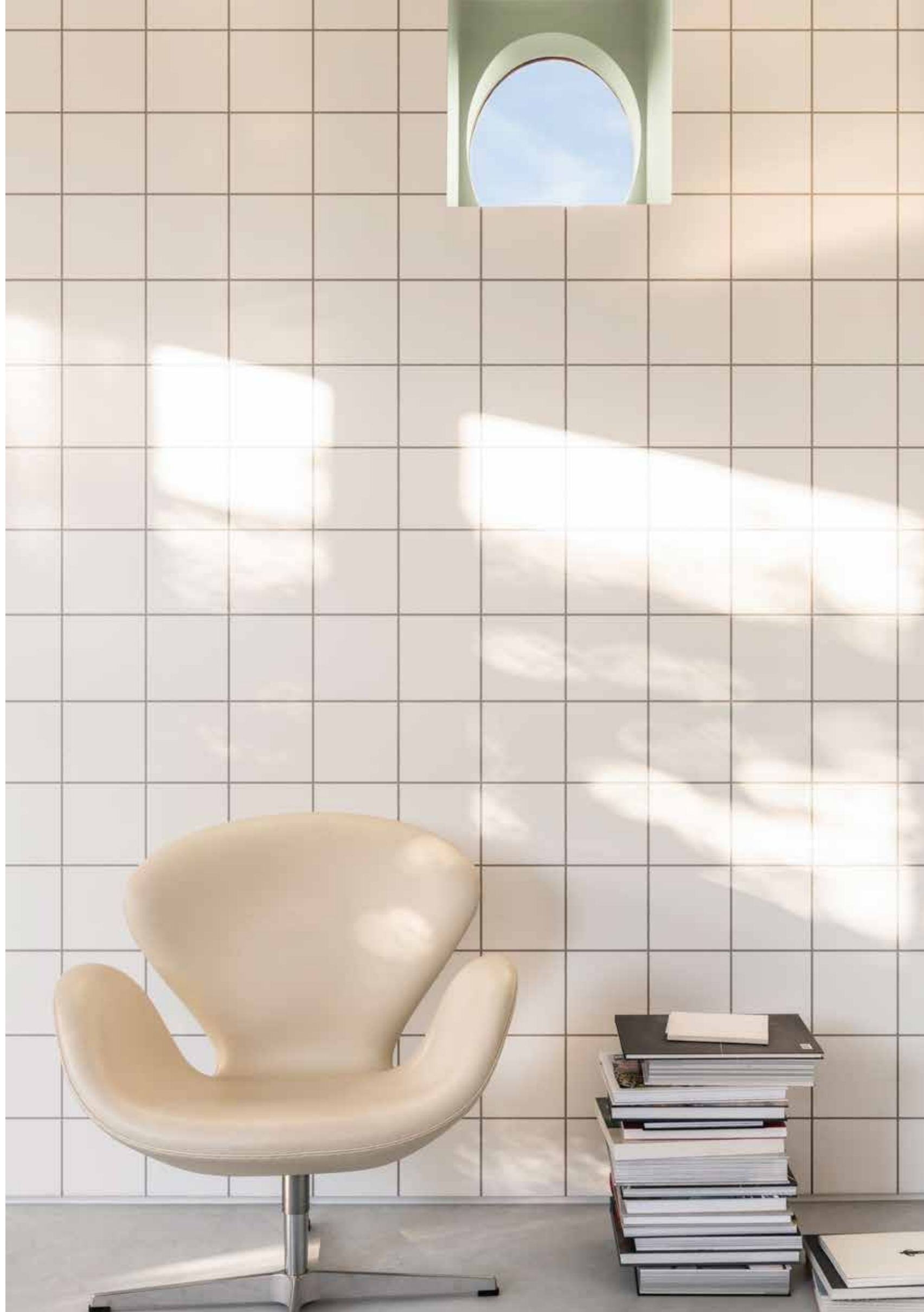


#3
A HOME FOR MEANING

CREATING SPACE FOR...
AWE AND WONDER | MEDITATION | PURPOSEFULNESS | PERSPECTIVE



People are seeking a space for silence and contemplation, awe and wonder. Where we can be still and free of distractions, to focus on our purpose and values. This home is pared-back and minimalist – but in a human way; comforting and comfortable, with an air of monastic calm. A subtly nuanced palette of crisp greys evokes the clear horizon of a cold winter's day, with Colour of the Year, Tranquil Dawn™, at its heart. Clean lines and functional forms complement elemental and tactile materials that include natural wood, leather and linen, as well as the soft sheen of gently polished concrete. There is an emphasis on timeless quality that will only improve with age. This palette offers a simple way of living that is luxury in its purest form.



0N 00 88
00NN 83/000

15.03.71
15GY 55/052



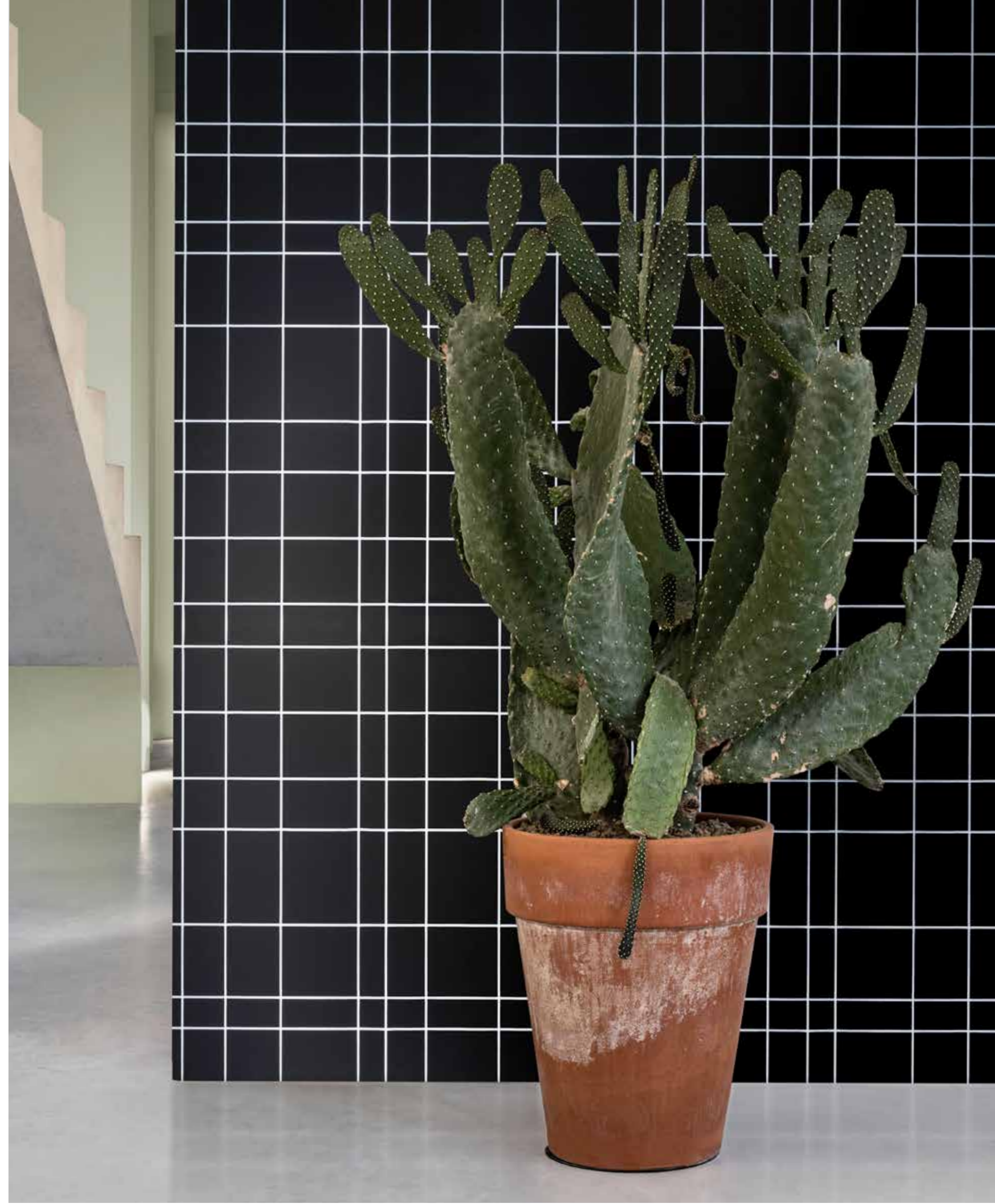
Joel-Filipe unsplash

THE MEANING PALETTE
HELPS TO CREATE
SPACES WHERE PEOPLE
CAN FOCUS ON WHAT
MATTERS MOST TO THEM.
IT IS MINIMALISM BUT
ON A HUMAN SCALE.
EVOCATIVE GREY TONES,
SMOOTHLY FINISHED
NATURAL WOODS AND
UNFUSSY LINENS ALL
HELP TO CREATE ROOMS
DEDICATED TO LIFE'S
SIMPLE PLEASURES.





“TRANQUIL DAWN™ TEAMED WITH SIMPLE GRAPHIC ELEMENTS CREATES
A PARED-BACK SPACE FOR CONTEMPLATION”



J5.03.71
45GY 55/052

ON.00.88
00NN 83/000

T3.04.12
00NN 83/000



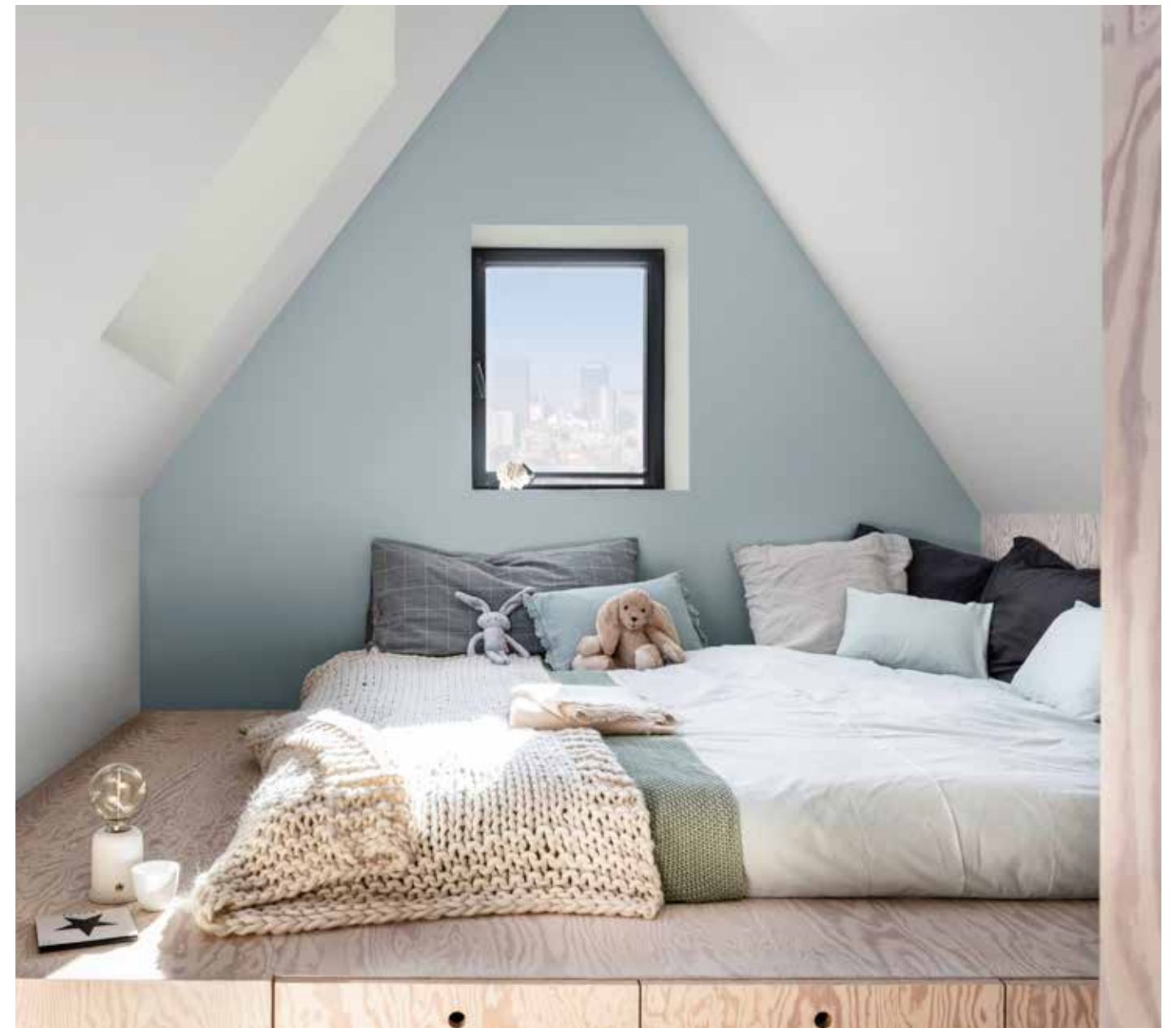
*THIS PALETTE HELPS
BRING A SENSE OF CALM
TO THE EVERYDAY.
WITH AN EMPHASIS ON
ELEMENTAL MATERIALS
AND BEAUTIFUL
ESSENTIALS, THIS LOOK
IS ABOUT CREATING
SPACES WHERE PEOPLE
ARE ABLE TO PAUSE AND
ENJOY THE MOMENT.*



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00NN 837/000

ON.00.76
888G 627/005

15.03.71
45.GY 55/052



“CALMING PALE SHADES OFFSET BY THE STILLNESS OF BLACK CREATE A SENSE OF TIMELESS SIMPLICITY”

#MEANING

THE MEANING PALETTE FOR A CONTEMPLATIVE HOME
"THE CLEAN, CRISP HORIZON OF A COLD WINTER'S DAWN"





#4
A HOME FOR CREATIVITY

CREATING SPACE FOR...
CURIOSITY | EXPLORATION | SELF-EXPRESSION | STORYTELLING



In the creative home, we are able to build our own narrative. We tell stories that blend old and new, taking the past and making it our own. It is where we indulge our curiosity, use our hands to become makers and celebrate perfect imperfection.

The creativity palette is rich and saturated, inspired by the colours of a warm autumn day and full of intense tones, including forest greens and earthy ochres, as well as paler, in-between shades like Colour of the Year Tranquil Dawn™.

This home uses the time-honoured materials of the past – wood, leather and pottery – but in a modern context, alongside painterly florals, printed cottons and hand-knitted throws. Texture and tactility help to create spaces that are moody, atmospheric and eclectic.





Jonas Jacobsson unsplash

THIS HOME OFFERS ITS INHABITANTS A WAY TO RECONNECT WITH THE PAST BUT IN AN UP-TO-DATE SETTING. RICH, INTENSE PAINT SHADES SIT HAPPILY ALONGSIDE CONTEMPORARY PIECES AND TEXTURED ACCESSORIES, ENHANCING THE FEELING OF HERITAGE AND WARMTH.



J5.03.71
45GY 55/052

P0.10.40
78GG 19/078

F1.35.35
20YY 15/245

P0 10_40
78GG 19/078

15 03 71
45GY 55/052

18 19 33
50GY 13/136



THE CREATIVITY PALETTE ALLOWS US TO CELEBRATE OUR INDIVIDUALITY AND ENJOY THE PLEASURES OF LIVING WITH HANDCRAFTED MATERIALS LIKE MOUTH-BLOWN GLASS. A RICH COLOUR PALETTE, SUMPTUOUS FABRICS AND FLORAL PRINTS CREATE A WARM AND INSPIRING ATMOSPHERE.





“ECLECTIC FURNITURE AND ARTISANAL PIECES ADD A SENSE OF AUTHENTICITY”

J5.03.71
45GY 55/052

D2.30.30
52YR 12/212

B5.05.52
10YR 28/072

J5.03.71
45GY 55/052



UO 10 20
46BB 08/059

F1 35 35
20YY 15/245

15 03 71
45 GY 55/052

#CREATIVITY

THE CREATIVITY PALETTE FOR AN EXPRESSIVE HOME
"THE RICH HORIZON OF A WARM, AUTUMNAL DAY"





THE TRANSFORMATIVE POWER OF PAINT

HOW WE USE THE COLOUR OF THE YEAR PALETTES TO

HELP CONSUMERS AROUND THE GLOBE

TURN THEIR LIVING SPACES INTO INSPIRING HOMES

OUR DEDICATED CONSUMER TOOLS – DO TRY THIS AT HOME!

Bringing the Colour of the Year palettes to life in real homes is simple with our unique colour system



Start with the Visualizer App...

The quickest way to see how paint can transform walls is to use the Sadolin Visualizer App. Easy, fast and a lot of fun.



then fine tune with the Colour Tester

Once wall colours have been chosen, you can confirm that they work with a room's light by using our Colour Testers.

ONE ROOM, FOUR WAYS

ONE LIVING ROOM, FOUR PALETTES

We want to show consumers how our four easy-to-use paint colour palettes can help them achieve a diverse range of beautiful looks in their own homes. So we've created a library of images (all freely available for media use via the AkzoNobel Brand Center). This extensive collection of inspiring photography covers all the key rooms and most popular interiors online search terms. The wide selection of image options, including 'before' shots, gives you the flexibility to build features that match the needs of your consumers.

The living room is where people come for relaxation, contemplation and to enjoy being in the moment. It's also a place to spend quality time connecting with friends and family. Consumers are always searching for new ways to make this a special room that expresses their personality and aspirations. Our images are there to meet your feature story needs; whether with simple 'before and after' shots or a more detailed exploration of how one of our paint palettes can transform this much-used space.



BEFORE



THE NURTURING SPACE



THE PLAYFUL SPACE



THE CALMING SPACE



THE EXPRESSIVE SPACE

ONE LIVING ROOM, FOUR PALETTES



BEFORE



BEFORE



THE NURTURING SPACE



THE PLAYFUL SPACE



THE NURTURING SPACE



THE PLAYFUL SPACE



THE CALMING SPACE



THE EXPRESSIVE SPACE



THE CALMING SPACE



THE EXPRESSIVE SPACE

ONE BEDROOM, FOUR PALETTES

In today's fast-paced and 'connected' world, the bedroom has become increasingly important as a private retreat, an intimate room where people can rest and recharge. Consumers are paying ever more attention to making this room meet their needs and provide a haven. We've created a wide selection of incredible images to help you easily compile a beautiful bedroom story to suit the tastes of your consumers, such as 'one bedroom, four ways', which will really bring home the transformative power of paint.



BEFORE



THE NURTURING SPACE



THE PLAYFUL SPACE



THE CALMING SPACE



THE EXPRESSIVE SPACE

ONE BEDROOM, FOUR PALETTES



BEFORE



BEFORE



THE NURTURING SPACE



THE PLAYFUL SPACE



THE NURTURING SPACE



THE PLAYFUL SPACE



THE CALMING SPACE



THE EXPRESSIVE SPACE



THE CALMING SPACE



THE EXPRESSIVE SPACE

ONE KITCHEN, FOUR PALETTES

All over the world, the role of the kitchen is changing – from functional cooking space to heart of the family home. It’s the most aspirational room, with people increasingly looking to include open-plan space for eating, entertaining, lounging and more. Our library of diverse images helps you put together beautiful features to meet the needs of your readers in a variety of ways, from simple ‘before and after’ stories, to an in-depth article on one of our inspiring paint colour palettes at work in a variety of kitchens.



BEFORE



THE NURTURING SPACE



THE PLAYFUL SPACE



THE CALMING SPACE



THE EXPRESSIVE SPACE

ONE KITCHEN, FOUR PALETTES



BEFORE



THE NURTURING SPACE



THE PLAYFUL SPACE



THE CALMING SPACE



THE EXPRESSIVE SPACE



BEFORE



THE NURTURING SPACE



THE PLAYFUL SPACE



THE CALMING SPACE



THE EXPRESSIVE SPACE

ONE BABY'S ROOM, FOUR PALETTES

Consumers are willing to devote ever more time, attention and money to creating children's bedrooms that are wonderful spaces to grow up in. They're searching for inspiration to help them in their efforts, so we've created an impressive collection of images that show how our four beautiful paint colour palettes will work in real rooms. To bring these images to life for your readers, you can use them in a variety of ways, for example by pulling out one key idea, such as 'how to use paint to bring character to your nursery'.



BEFORE



THE NURTURING SPACE



THE PLAYFUL SPACE



THE CALMING SPACE



THE EXPRESSIVE SPACE

ONE KID'S ROOM, FOUR PALETTES



BEFORE



BEFORE



THE NURTURING SPACE



THE PLAYFUL SPACE



THE NURTURING SPACE



THE PLAYFUL SPACE



THE CALMING SPACE



THE EXPRESSIVE SPACE



THE CALMING SPACE

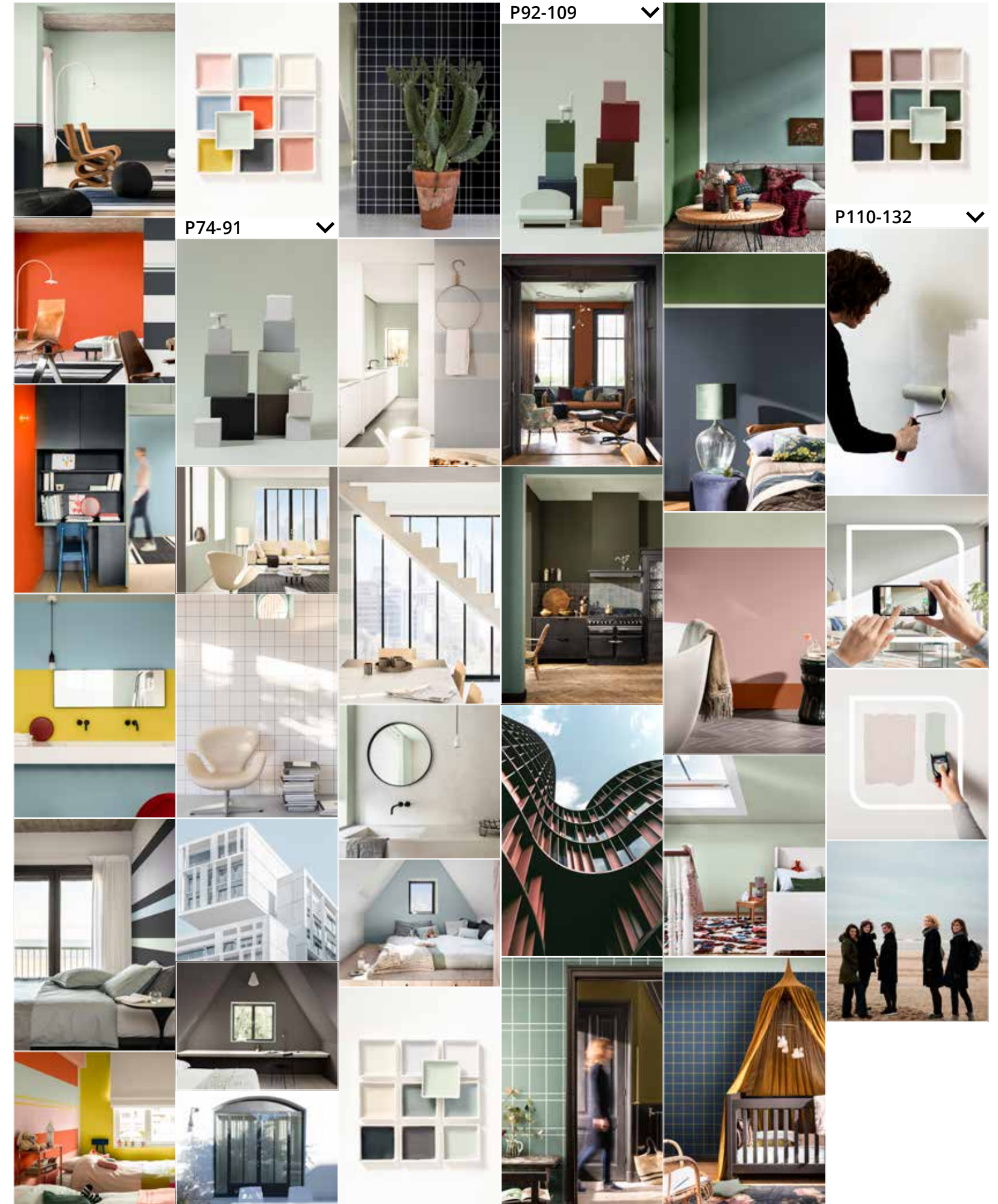
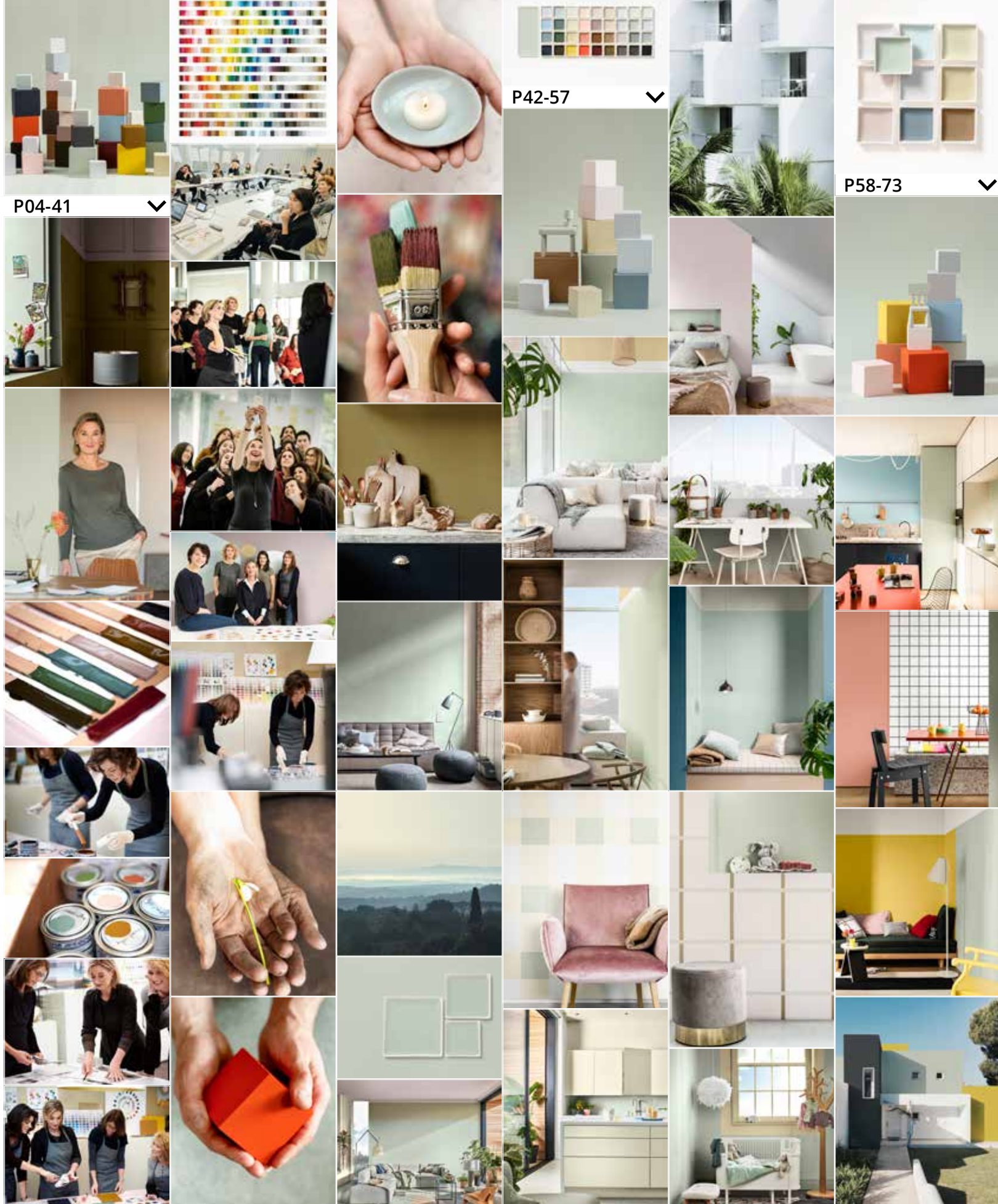


THE EXPRESSIVE SPACE

IMAGE LIBRARY

A selection of images from the AkzoNobel Brand Center, where a range of videos are also available

COVER



“USED IN EACH PALETTE, TRANQUIL DAWN™ IS A SOFT, FLUID SHADE WHICH REFLECTS OUR MOST HUMAN QUALITIES”

HELEEN VAN GENT, CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTER



CARE PALETTE

“Evoking the soothing horizon of a hazy spring morning, this airy pastel palette allows for meaningful connections”



PLAY PALETTE

“Bringing to life the bright horizon of a hot summer’s morning, this playful palette encourages spontaneity”



MEANING PALETTE

“Inspired by the clean, crisp horizon of a cold winter’s dawn, the calming palette creates space for awe and wonder”



CREATIVITY PALETTE

“Capturing the rich horizon of a warm autumnal day, this rich, painterly palette helps people be more expressive”

CF20

COLOURFUTURES™ 2020 INTERNATIONAL COLOUR TRENDS



DULUX
COLOUR
FUTURES
2020





THANK YOU FROM US AT THE GLOBAL AESTHETIC CENTER

We hope that this book provides a rich resource to help you produce inspiring trends content. Its creation would not have been possible without the support of so many people... The design experts from around the globe whose insight and knowledge helped us develop the 2020 Colour of the Year. The editorial team who worked tirelessly to write the story, plan the shoots and design these pages. The photographers, decorators and stylists whose creativity helped bring the palettes to life through our gorgeous photography. And the proud homeowners who threw open their doors and allowed us to shoot in their living spaces. Thank you to everyone involved – and, of course, to you our readers – we hope you enjoy talking to your audiences about, and using, the 2020 Colour of the Year, Tranquil Dawn™.