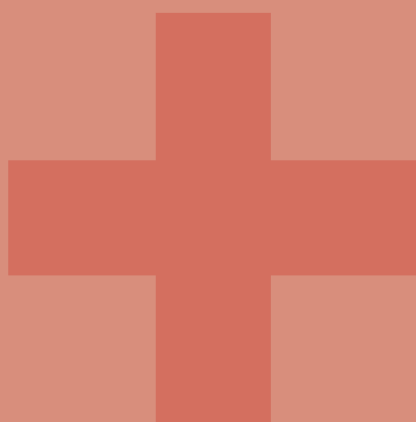




EVERYDAY





ColourFutures 2015

IDENTIFYING EMERGING TRENDS

Welcome to AkzoNobel's ColourFutures 2015; our 12th annual trend and colour forecasting publication.

As the largest colour and coatings manufacturer in the world, AkzoNobel ensures it is always one step ahead of our customers' needs by constantly monitoring emerging social, economic and design trends around the world and inviting a select panel of independent design experts to forecast the colour developments two years ahead of time.

Because our research and forecasting is always rooted in the real world and informed by both the design industry and consumer behaviour, we are

able to provide vital information for our global coatings market. So whether you are an architect or interior designer, work within the colours and coatings industry or are an informed customer, our trend and colour forecasting is a vital part of your business.

As part of our trend research AkzoNobel's Global Aesthetic Center invites a group of respected independent design and trend experts to discuss emerging worldwide trends, resulting in the ColourFutures workshop, where our senior internal colour experts develop the trend stories and colour palettes for CF15 that you see here.

'Everything you can imagine is real.'
Pablo Picasso

The largest paints and coatings manufacturer in the world + a select panel of trend experts + one overriding trend + five stories about finding the wonderful in the normal + the colour of the year + 65 colours + a detachable colour palette + the magic in everyday.

CONTENTS

05 The driving influence

06 Colour of the year

10 New colour trends

12 Big nature + small me

24 Layer+layer

36 +Unseen spaces

48 Him+her

60 Friendly barter+

72 Resources

73 Colour palette 2015

'I used to dream about escaping my ordinary life, but my life was never ordinary. I had simply failed to notice how extraordinary it was.' Ransom Riggs

EVERYDAY + Finding the wonderful in the normal

DRIVING INFLUENCE FOR 2015

Every year, ColourFutures presents five colour trends, inspired by one larger idea: the driving influence that holds all of the trends together and influences what our colour of the year will be.

For 2015, the overriding mood is one of both searching for and finding that extra which makes the difference to our lives. After years of pro-actively looking for, connecting and unlocking our potential, 2015 is about that added refinement: putting the + into the everyday. By exploring under-utilised spaces, as well as our relationships both with each other and with our

environment as a whole, we are learning to look at the world around us in new and unique ways. We are finding new, subtle ways to add colour to our lives, with a renewed emphasis on developing a more caring, sharing environment for all. Sustainability is now a requirement rather than a preference; and it needs to be backed up by genuine commitment. It's a reaction against consumerism; a celebration of difference and the wisdom to be found in unique, individual stories. It's about finding the wonderful in the normal: the magic in the everyday.



COLOUR OF THE YEAR 2015
50YR 36/263

COPPER ORANGE

As witnessed at global events from Stockholm and Milan to Shanghai, metallic colour tones are playing an increasingly important role in modern design.

Replacing the cool blues and greens of recent years, a warmer spectrum of pinks, reds and oranges is emerging, reflecting a more positive global outlook. As a paint translation of this trend, our research all points to this orangey copper tone. Great on its own, the colour also combines perfectly with pinks, neutrals, whites and other orange hues, as well as metallic colours such as gold.

It reflects and complements all of the major trends that we have identified for 2015: a warmth in attitude and a renewed emphasis on sharing; the natural palette of the earth, from clay tones to sunlit highlights of yellow; the skin tones that reflect human interaction and the sepia hues of the past.

It is a colour of depth and currency that combines wonderfully with the everyday.



It really comes alive combined with flesh pink, clay toned neutrals, a tiny touch of bright yellow, crisp whites, wood tones and of course copper.



Our colour of the year for 2015
breathes warmth into interiors.



Five wonderful stories about normal things...

BIG + NATURE SMALL ME

PUTTING THINGS INTO PERSPECTIVE

Wrapped up in a modern world that is often rigid and constraining, we long for a simpler way that is natural, free and – crucially – offline. Nature represents all that is unpredictable and untameable; it can be still and gentle or wild and savage. Its increasing volatility is commanding new respect and awe; and with this we see a trend for individuals that want to pit themselves against the elements to find out what they are truly made of. This is a new definition of freedom, where the only possessions you need are a van and a backpack (or, in the case of Tom Dixon's Adidas collection for Milan 2013, a single garment that can

double as your personal camping gear). Whether it is training for an Ironman or hiking the Pacific Crest Trail – which Cheryl Strayed vividly depicts in her autobiography *Wild* – this is about finding strength and clarity through physical hardship and the dwarfing scale of nature.

While we might not all want to challenge ourselves to this degree, the idea of a more authentic and mindful existence appeals to most, and is inspiring a new minimalism, stripping away all that is unnecessary and purely cosmetic. Although we are impressed by vast architectural spaces with high

ceilings and endless corridors, we search for a sense of security through the human scale of smaller environments, which shield and embrace us. This trend mimics the beautiful flow of nature's colours and materials to create spaces that are warming and comforting.

The big nature, small me colour palette captures the sun-scorched feel of the Arizona desert; vast and intimidating yet strikingly beautiful. Rich earth tones of sepia, ochre, sienna and baked clay create a tonal palette which is natural and strong, much like the environment that inspires it.





Jarrett & Skidwin Architects



‘Believe in yourself and all that you are. Know that there is something inside you that is greater than any obstacle.’ Christian D. Larson



WISDOM



CHALLENGE



ADVENTURE



BIG
NATURE
+ SMALL
ME



The colour palette captures the sun-scorched feel of the Arizona desert; vast and intimidating yet strikingly beautiful.





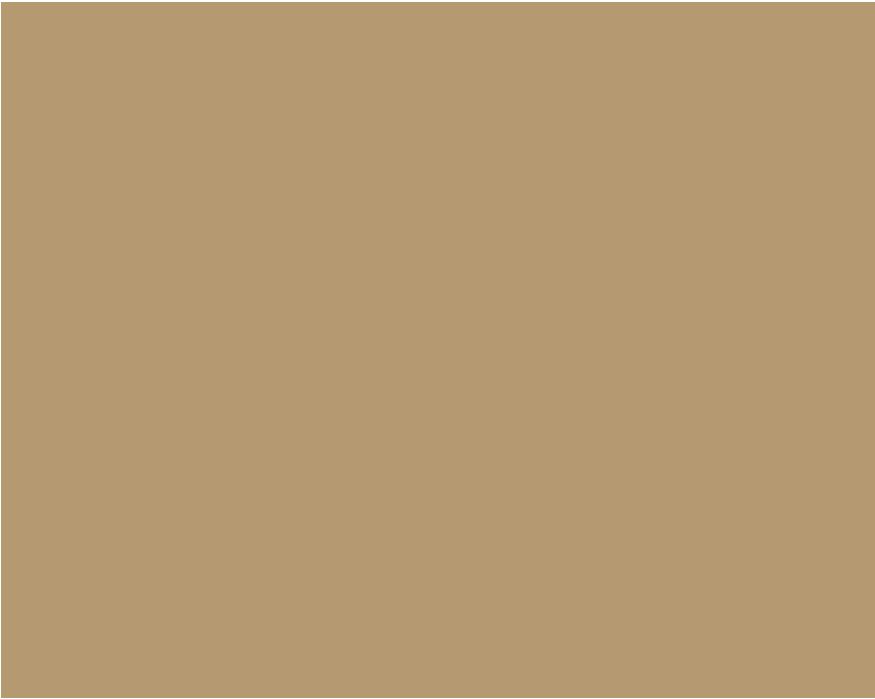
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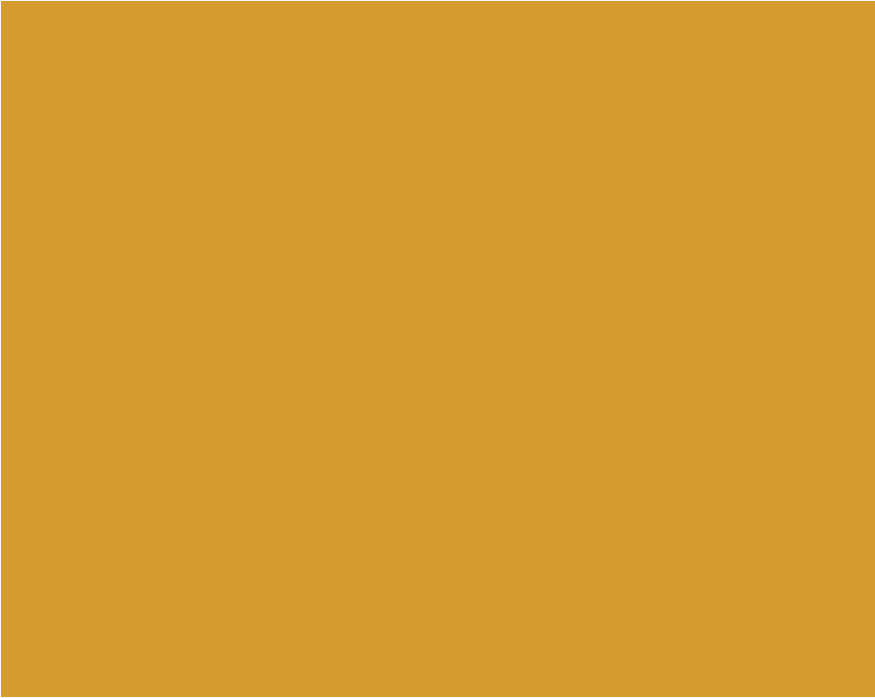
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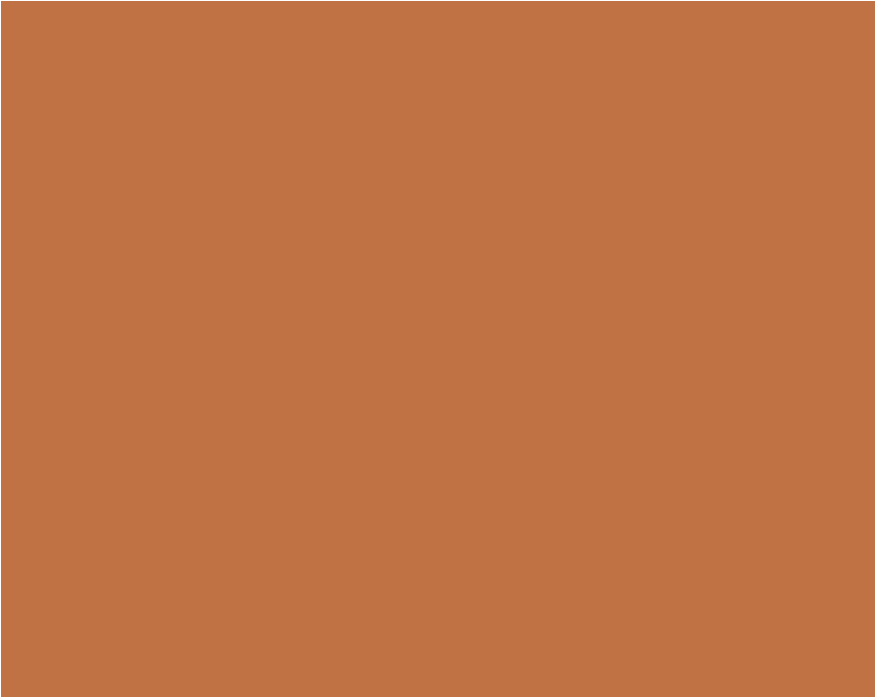
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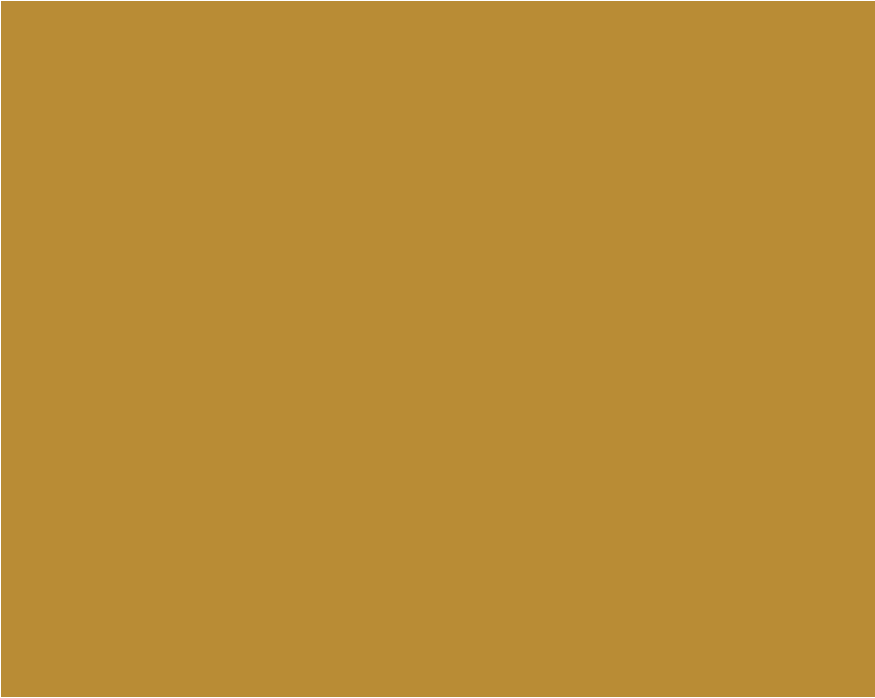
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70YR 27/404



30YR 16/162



20YY 32/494



60YR 30/094



10YR 50/101



70YR 09/086



The idea of a more authentic and mindful existence is inspiring a new minimalism, stripping away all that is unnecessary and purely cosmetic.

BIG
+ NATURE
SMALL
ME





Although we are impressed by vast architectural spaces with high ceilings and endless corridors, we search for a sense of security through the human scale of smaller environments.





Layer+layer

STORYTELLING THROUGH DESIGN

We live increasingly multi-dimensional lives, with added depths revealing themselves the more we look and explore ourselves and our environment. The digital landscape adds further layers to the world around us, not simply in terms of space but also time. For instance, Shawn Clover's Time Melts project is an example of the growing on-line trend for creating composite images that combine the past with the present; blending scenes of contemporary San Francisco street life with images of the 1906 earthquake.

In the product design world, we have seen the Netherlands Droog Design explore layered seating concepts, while Danish designer Pernille Snedker Hansen's Marbelous Wood—Refraction employs the patterns of marbling and refracted light to add new layer and depth to wooden flooring.

This trend is translated into the subtle use of clusters or groups of colour, rather than a single shade used in isolation. The combination of various colours is key here, in predominantly soft and

pastel hues (all augmented by our colour of the year); while the use of fading, overlaying and opaque materials adds to the sense of depth.



multi-layered
overlaid
patterned



‘Design is the fundamental
soul of a man-made creation
that ends up expressing itself
in successive outer layers.’

Steve Jobs

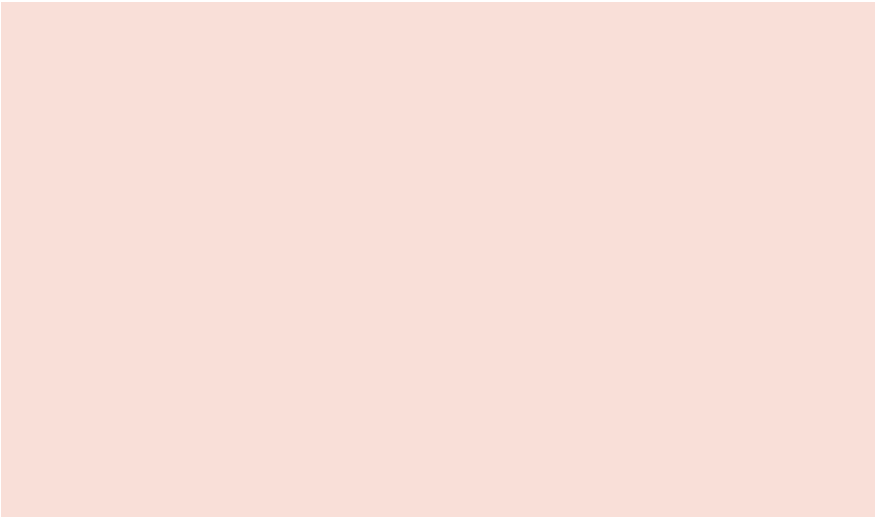


Rob't Hart



The digital landscape adds further layers to the world around us, not simply in terms of space but also time.





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60YY 55/504



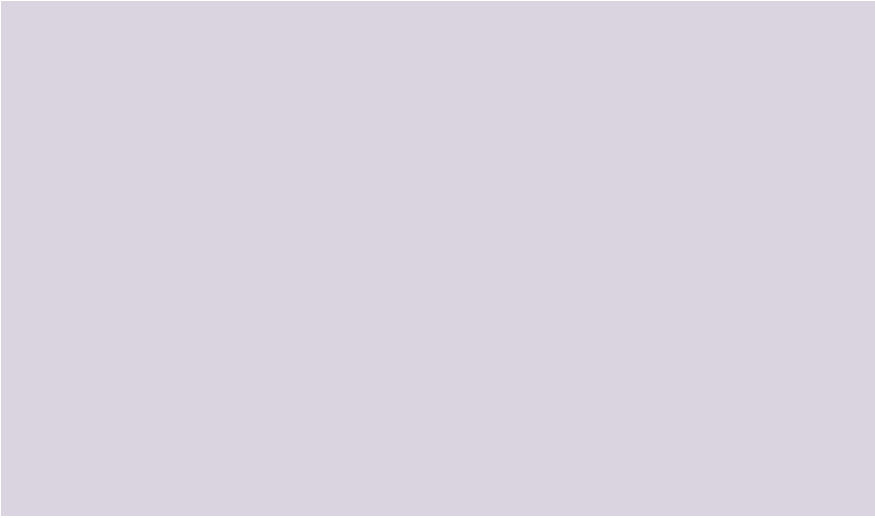
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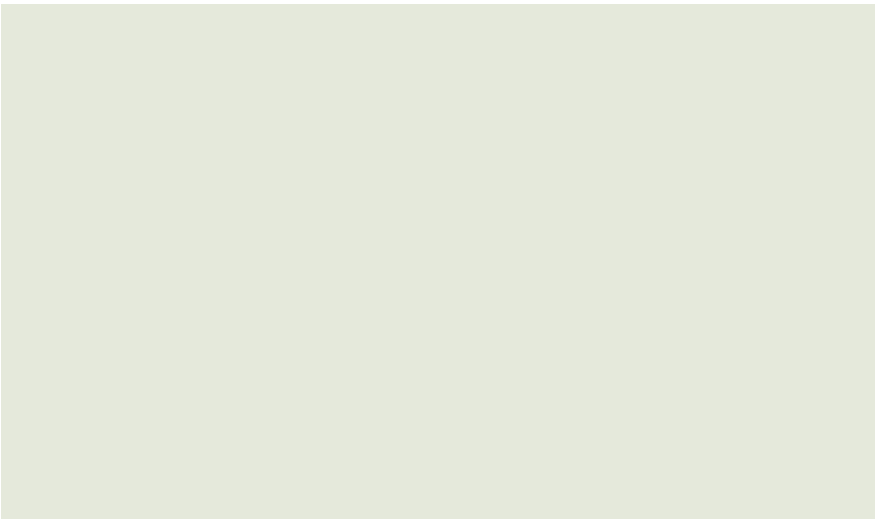
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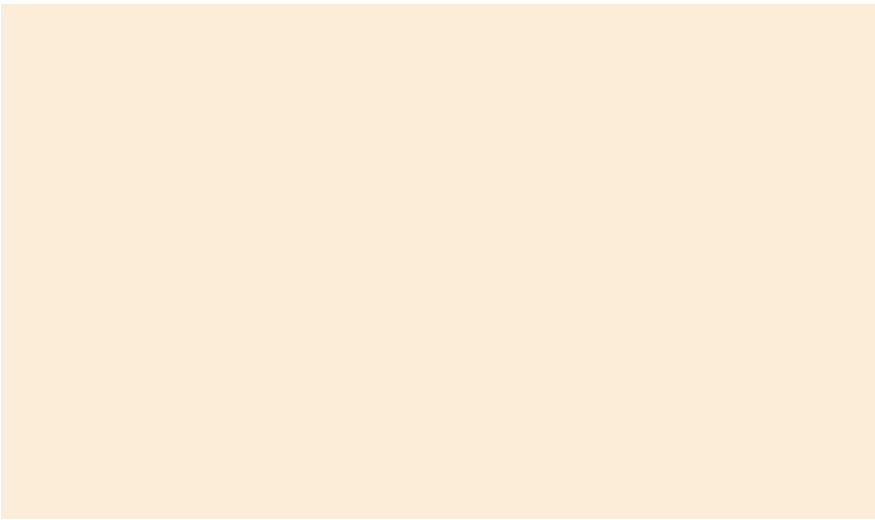
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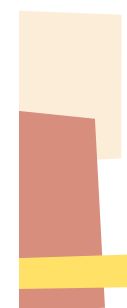
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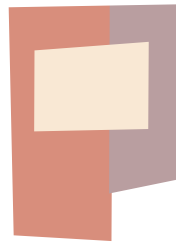
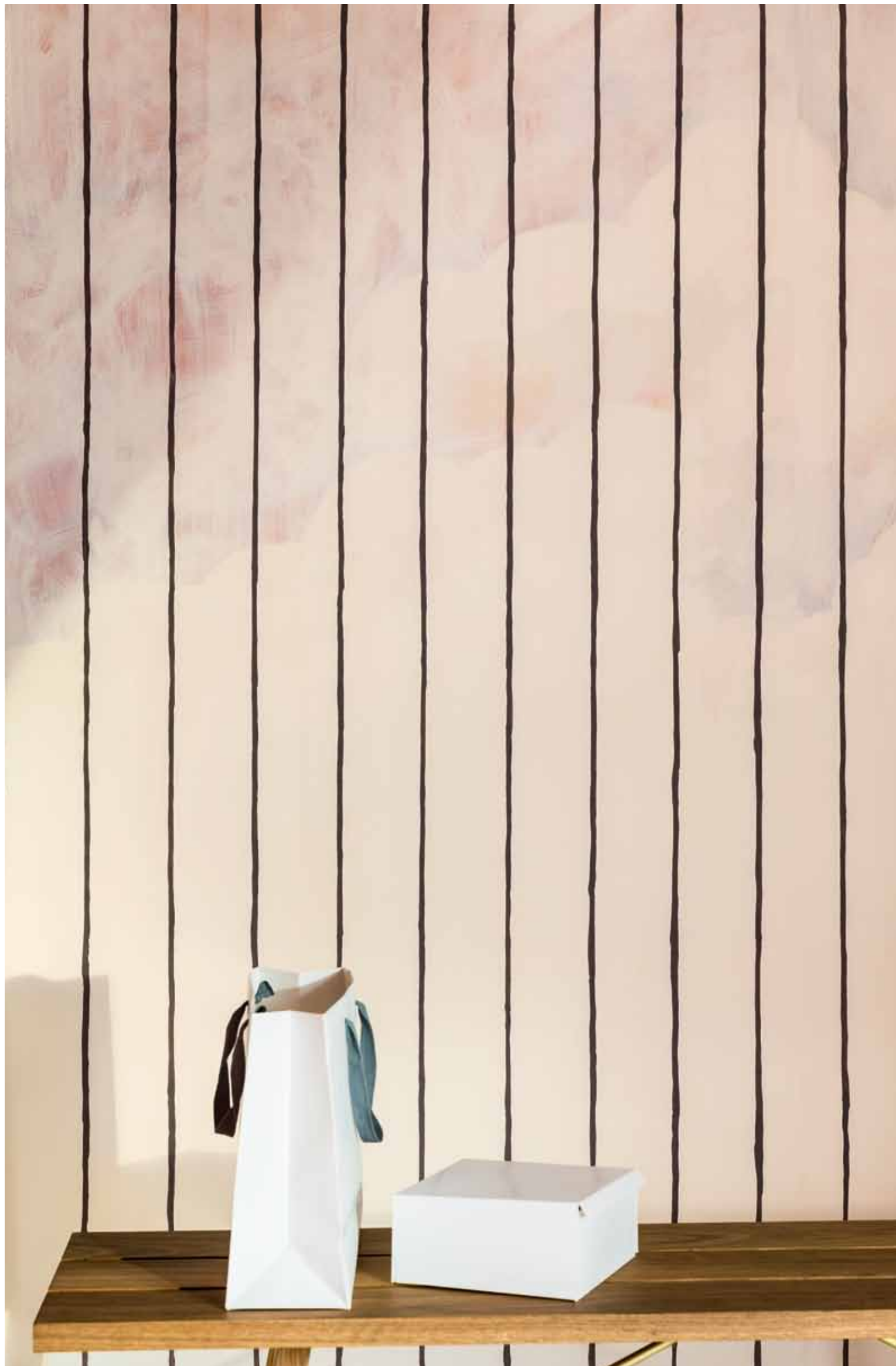


70RR 41/065



This trend is translated into the subtle use of clusters or groups of colour, rather than a single shade used in isolation.





We live increasingly multi-dimensional lives, with added depths revealing themselves the more we look and explore ourselves and our environment.





+UNSEEN SPACES

THE LUXURY OF THE IN-BETWEEN

With space increasingly at a premium in our modern lives, we are learning to value and make use of previously neglected, unseen or unloved areas of our environment. Turning the famous William Morris quote inside out – ‘have nothing in your home that you do not know to be useful or believe to be beautiful’ – we are now looking at the unuseful and the ugly from a new perspective. We are making a virtue out of negative space and creating beauty and use where previously there was none.

This idea of ‘leftover’ space is brilliantly explored by the Non-Fiction Design Collective, who have breathed new life into the alleyways and court-

yards of Amsterdam’s canal district in their project between-space, creating new areas to explore.

Interior design is teaching us to maximize the potential of under-utilised space: be it a mezzanine, a hallway or the corner under the stairs. Similarly, decorative techniques can draw our attention to previously overlooked areas or accessories, while the use of trompe l’oeil and optical illusion can define new space by drawing our eye to it.

This effect can be exaggerated through the subtle use of colour: for instance by using dark and light shades together to give the illusion of

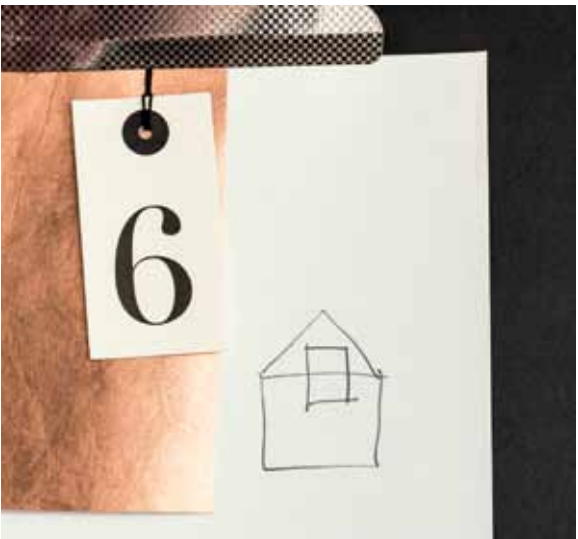
three-dimensional depth where there is none. A very sophisticated collection of colours, this palette takes three different directions in hue; blue grey, khaki and neutral pink. With four tones of each to choose from, plus white, different strengths of the same hue can be combined for a tonal effect or different hues across a single strength for a more varied but harmonized look.



'THERE IS MORE IN HEAVEN AND EARTH THAN IS DREAMT OF IN YOUR PHILOSOPHY.' WILLIAM SHAKESPEARE



NEW LUXURY



UN-NOTICED



RE-INTERPRETATION



'THE UNDISCOVERED IS NOT FAR AWAY. IT IS CONTAINED WITHIN WHAT IS RIGHT IN FRONT OF US.' H.E. DAVEY

WE ARE MAKING A VIRTUE OUT OF NEGATIVE SPACE AND CREATING BEAUTY AND USE WHERE PREVIOUSLY THERE WAS NONE.





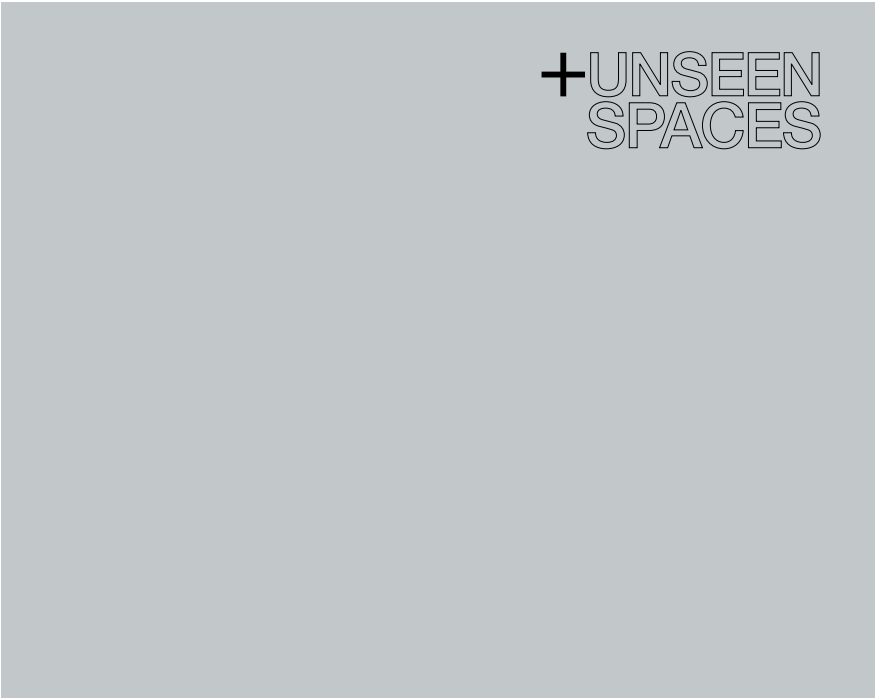
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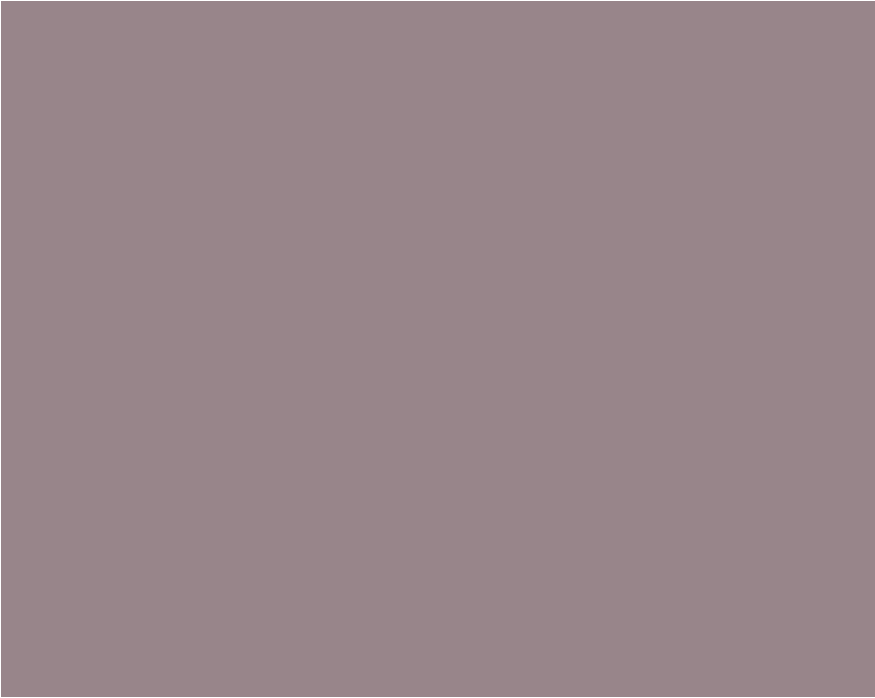
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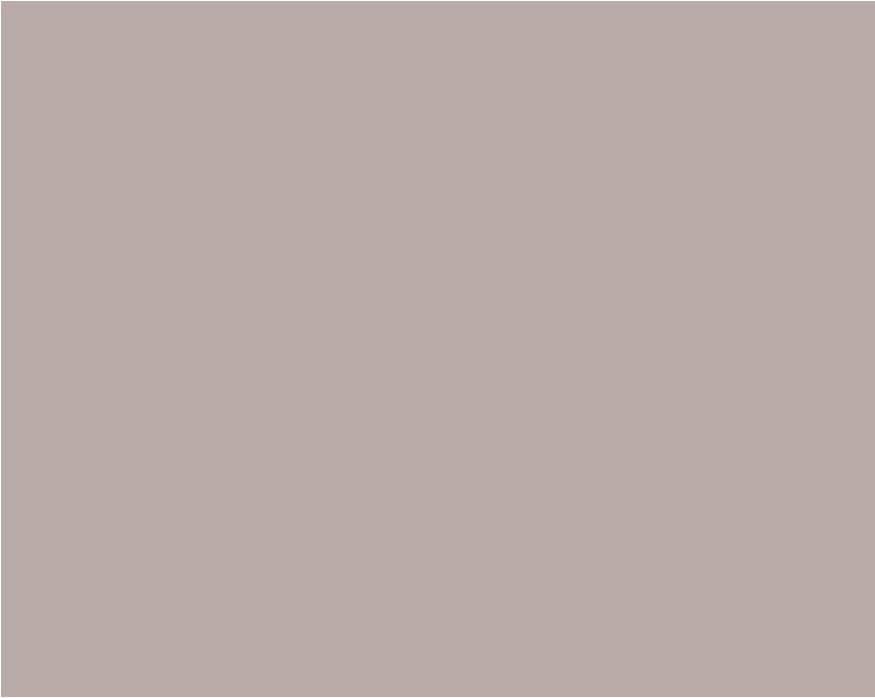
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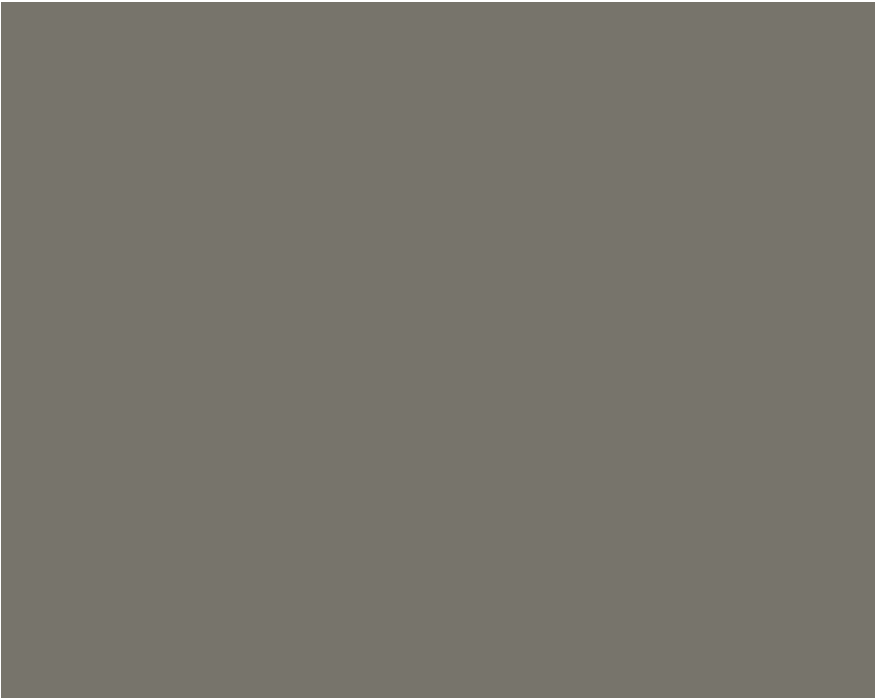
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50YR 73/022



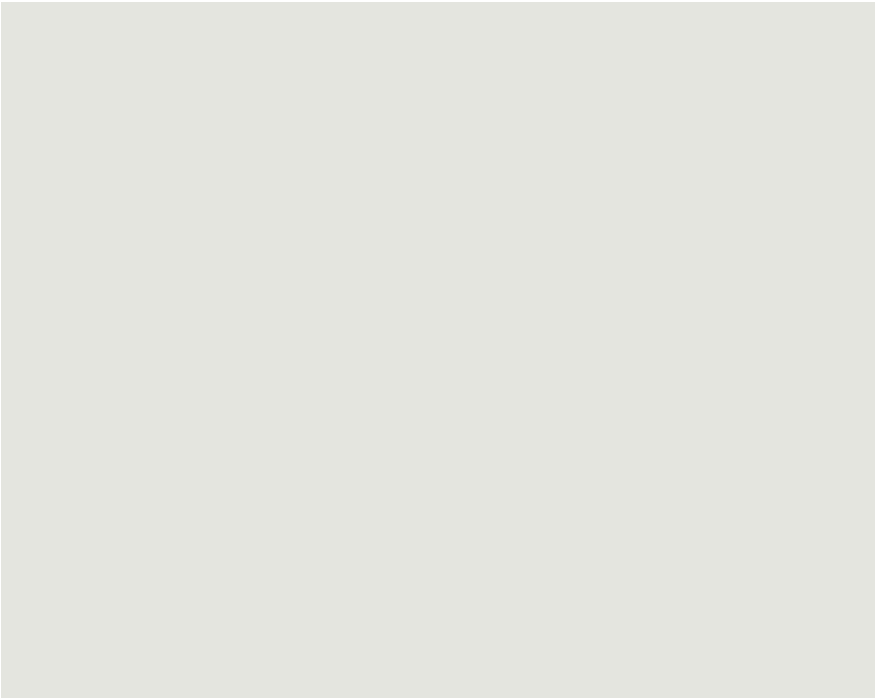
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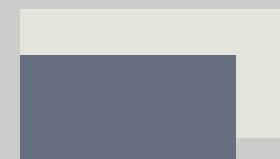


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30GY 76/017

DECORATIVE TECHNIQUES CAN DRAW OUR ATTENTION TO PREVIOUSLY OVERLOOKED AREAS OR ACCESSORIES.





INTERIOR DESIGN IS TEACHING US TO MAXIMIZE
THE POTENTIAL OF UNDER-UTILISED SPACE.



him+her

CELEBRATING THE BEAUTY OF BEING DIFFERENT

As we seek and attain greater gender equality both in the workplace and at home, so we are learning to celebrate our uniqueness. Confident in our own skin, there is a growing trend towards celebrating the best of each sex; in the importance of difference as well as equality.

Men and women are both flourishing in this exploration of the distinctiveness of their gender – while also acknowledging how the masculine and the feminine can complement each other. After the trend for androgyny in fashion, men and women are increasingly being encouraged to play on the traditions of masculinity and femininity.

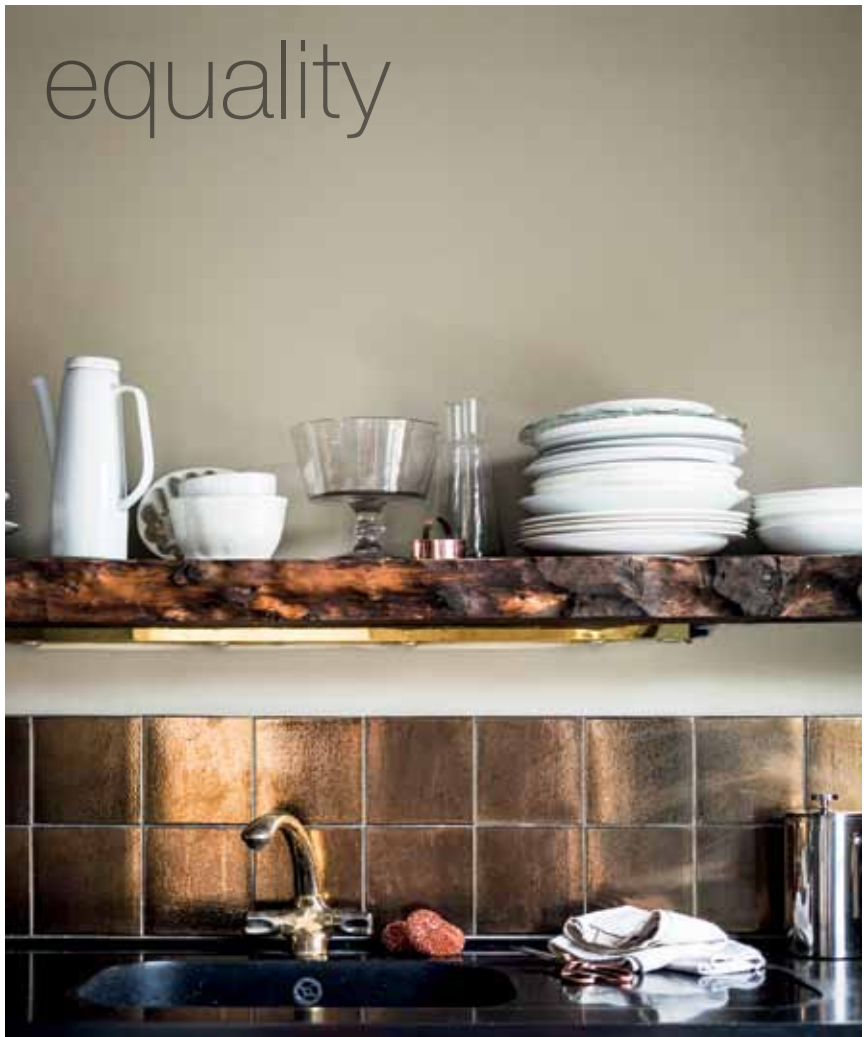
Men are growing Ned Kelly beards and wearing lumberjack shirts, all-weather clothing and work-

wear boots while they re-engage with traditional crafts and skills. They no longer feel emasculated in their domestic roles; the hunter-gatherer impulse sees them challenging themselves against the extremes of nature or catching their own fish, smoking their own meat and making craft beer.

In turn, women are revelling in a return to both the feminine and the feminist (and seeing no contradiction in combining the two). They no longer feel they have to mimic male traits in order to succeed in the office, because they are no longer operating in a patriarchal world. A soft, subtle, female influence often proves equally effective and strong – if not more so – in comparison with the masculine approach.

In terms of colour palette, we see the traditional feminine hues of damson, powder pink and cream combined with masculine khaki, slate grey and teal: but they also combine and complement themselves wonderfully when used together. The look here is classic, understated and very sure of itself. Rich dark wood and confident furniture or accessories make a statement with no compromise. Equally dynamic on a front door or the walls of a bar, restaurant, or home, this is the trend for people who are proud to be themselves – and want stylish surroundings to match. Colour combinations here should be simple and tone-on-tone, embracing the atmospheric quality of a single colour or the perfect partnership of similar shades.

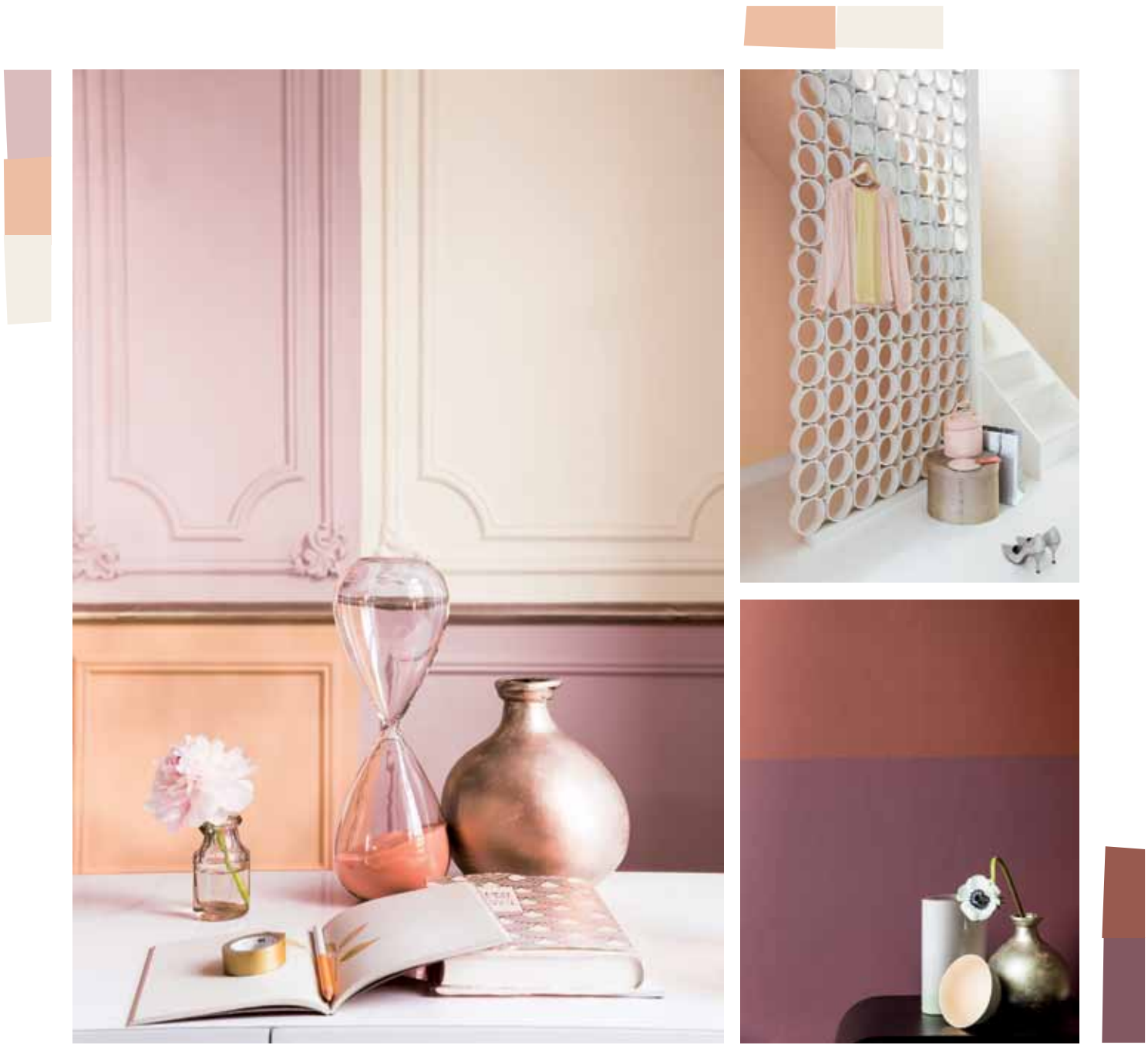


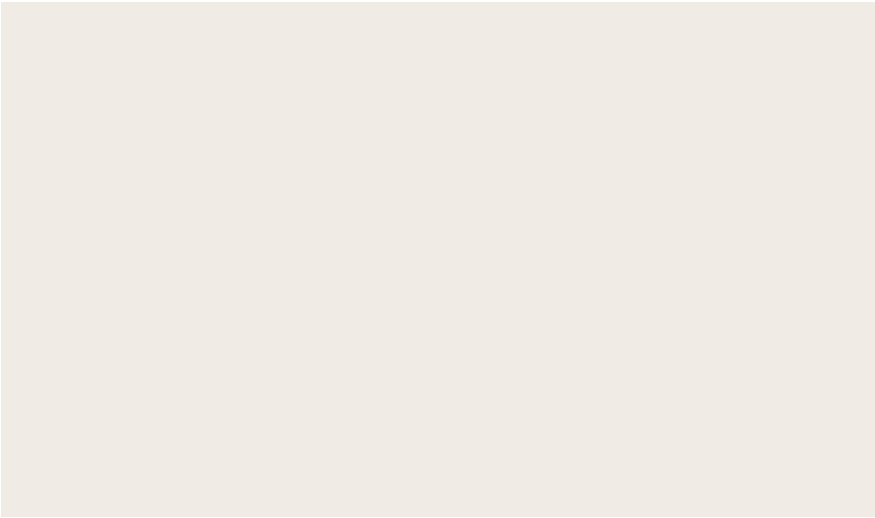


'It is time for parents to teach young people early on that in diversity there is beauty **and there is strength.**'

Maya Angelou



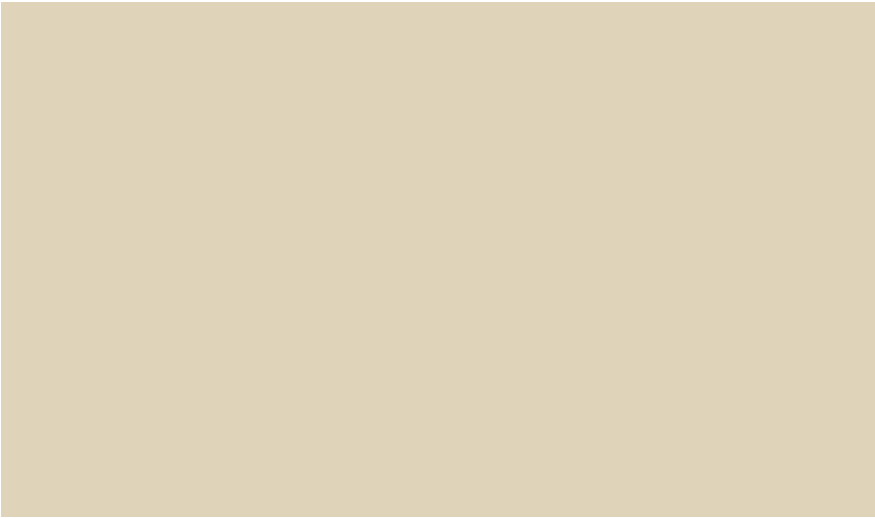




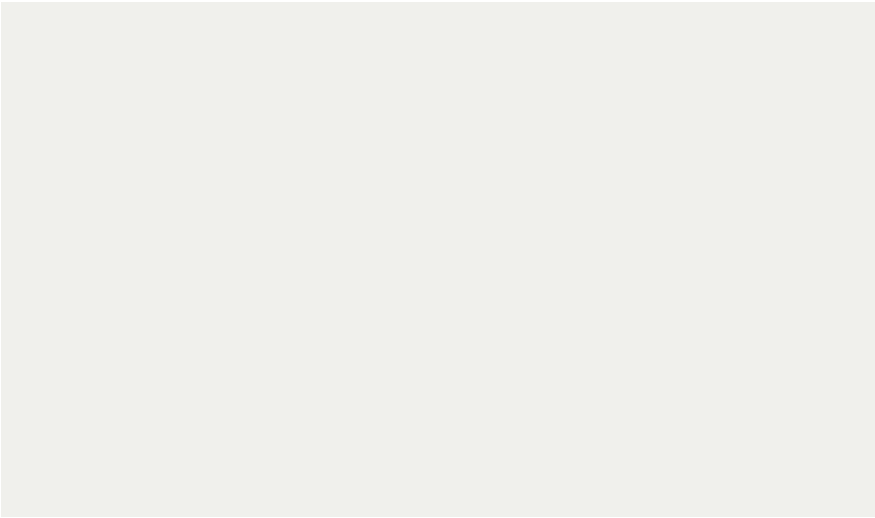
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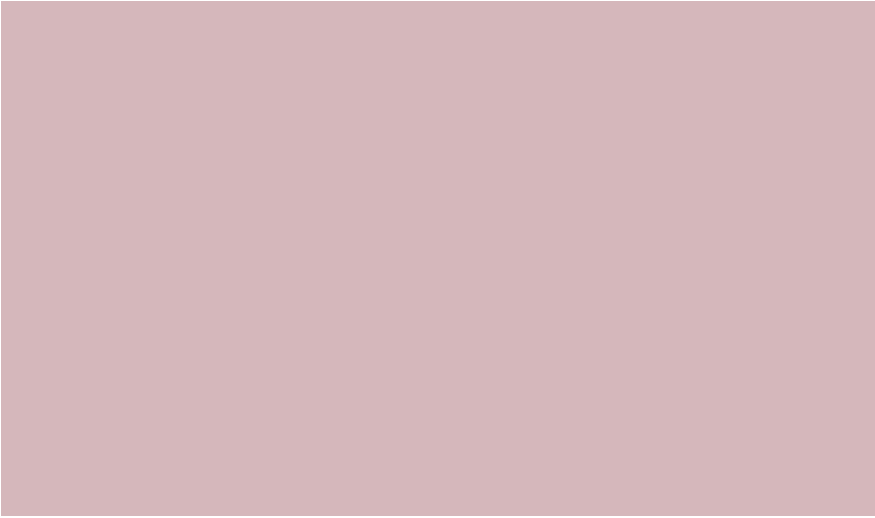
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30BB 83/018



70RR 57/070



80YR 57/179



40YY 38/107



30BG 56/097



70RR 16/116



30YR 18/212



50YR 13/032



90BG 11/101



84RR 05/082



30BB 10/019





him+her





FRIENDLY BARTER +

A NEW SOCIAL ECONOMY

One of the most significant social trends of recent years has been our rethinking and redefining of the concept of ownership. Inspired by the increasing influence the digital world has over our lives and the social media revolution, a new, collaborative economy of friendly barter has established itself.

Websites such as Peerby, Airbnb, Car2go and TaskRabbit have extended the idea of connectivity to the world of commerce. Eschewing big brands, consumers now seek out goods and services via a collaborative model based on

sharing and borrowing via a community of likeminded individuals.

It is a system built almost entirely on trust; and the understanding that we can help others while we help ourselves. It is betterment through a simple and cost-effective use of our existing networks, with new and unexpected combinations helping the exchange of supply and demand. The 'greed is good' mentality of crass consumerism is thus replaced by a sense of collective resourcefulness.

This same sense of new combinations and an

eclectic approach to problem solving is reflected in the family of warm colour palettes for 2015 which are often used in unpredictable ways. For instance, berry-toned pinks and reds add softness when used in conjunction with lime and orange, but can create an added richness to ochre, rich brown and warm grey.

For both interiors and exteriors, large blocks of harmonizing colour can be utilized to surprising effect: using colour combinations themselves instead of patterns to add more power to the overall design.



**‘CONSUME
LESS;
SHARE BETTER.’**
HERVÉ KEMPF



COLLABORATION



RESOURCEFULNESS

COMMUNITY

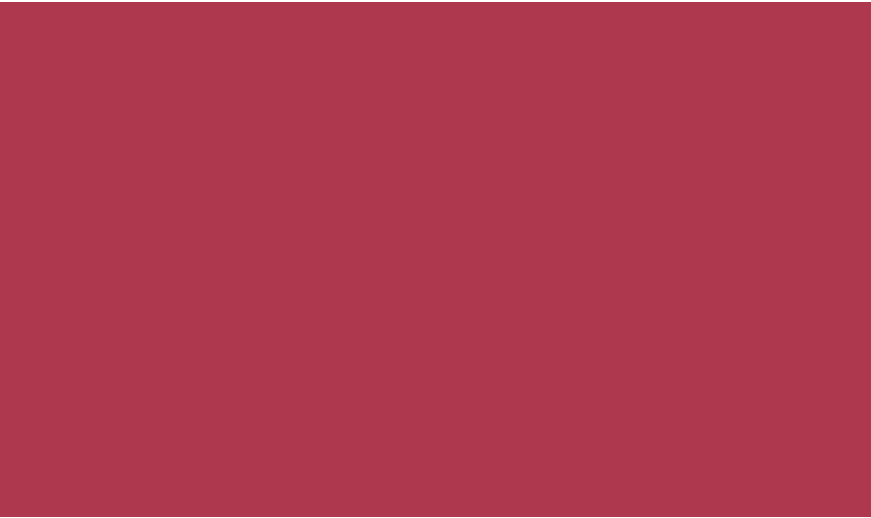




NEW
COMBINATIONS
AND AN ECLECTIC APPROACH
TO PROBLEM SOLVING IS
REFLECTED IN THE FAMILY OF
WARM COLOUR PAlettes
FOR 2015 WHICH ARE OFTEN
USED IN UNPREDICTABLE
WAYS.

FRIENDLY
BARTER
+





90RR 16/386



90RR 69/101



00YY 21/321



68YR 28/701



30YR 21/505



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80YY 13/325



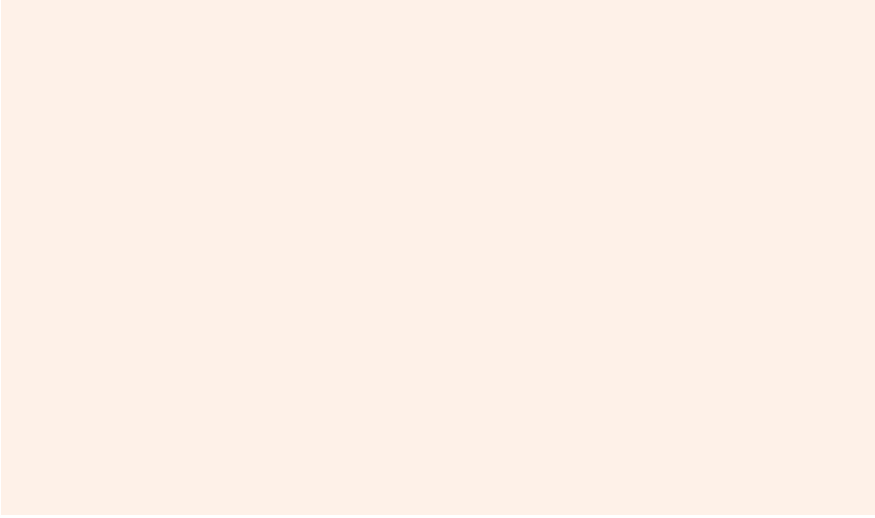
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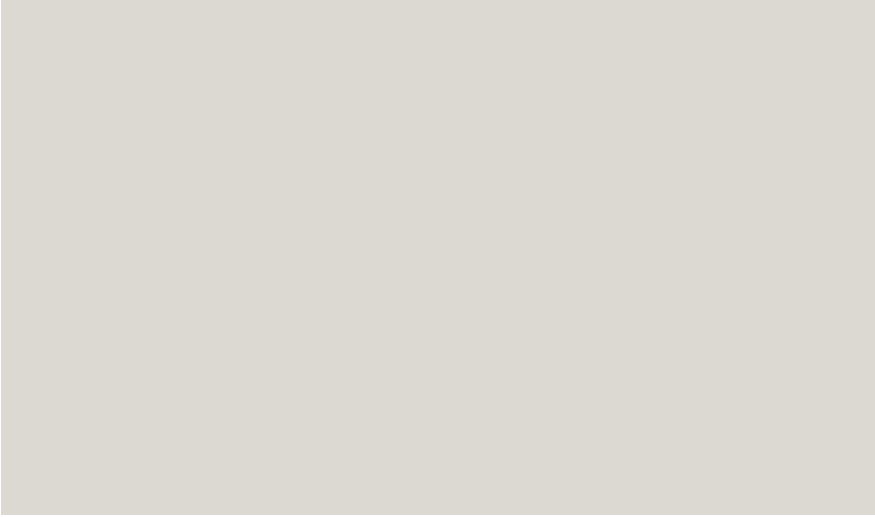
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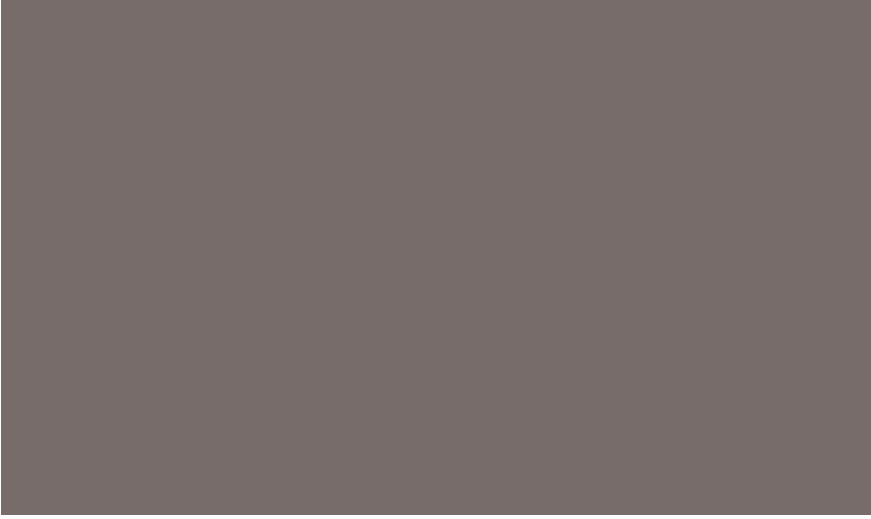
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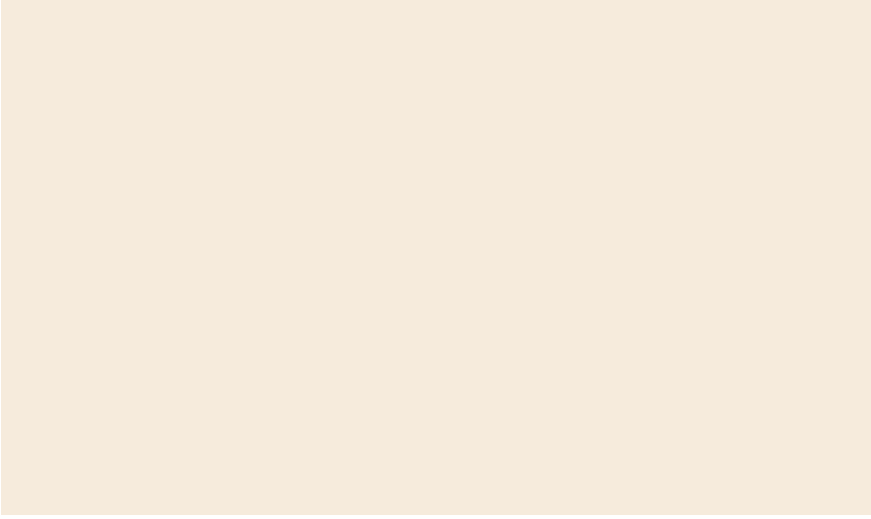
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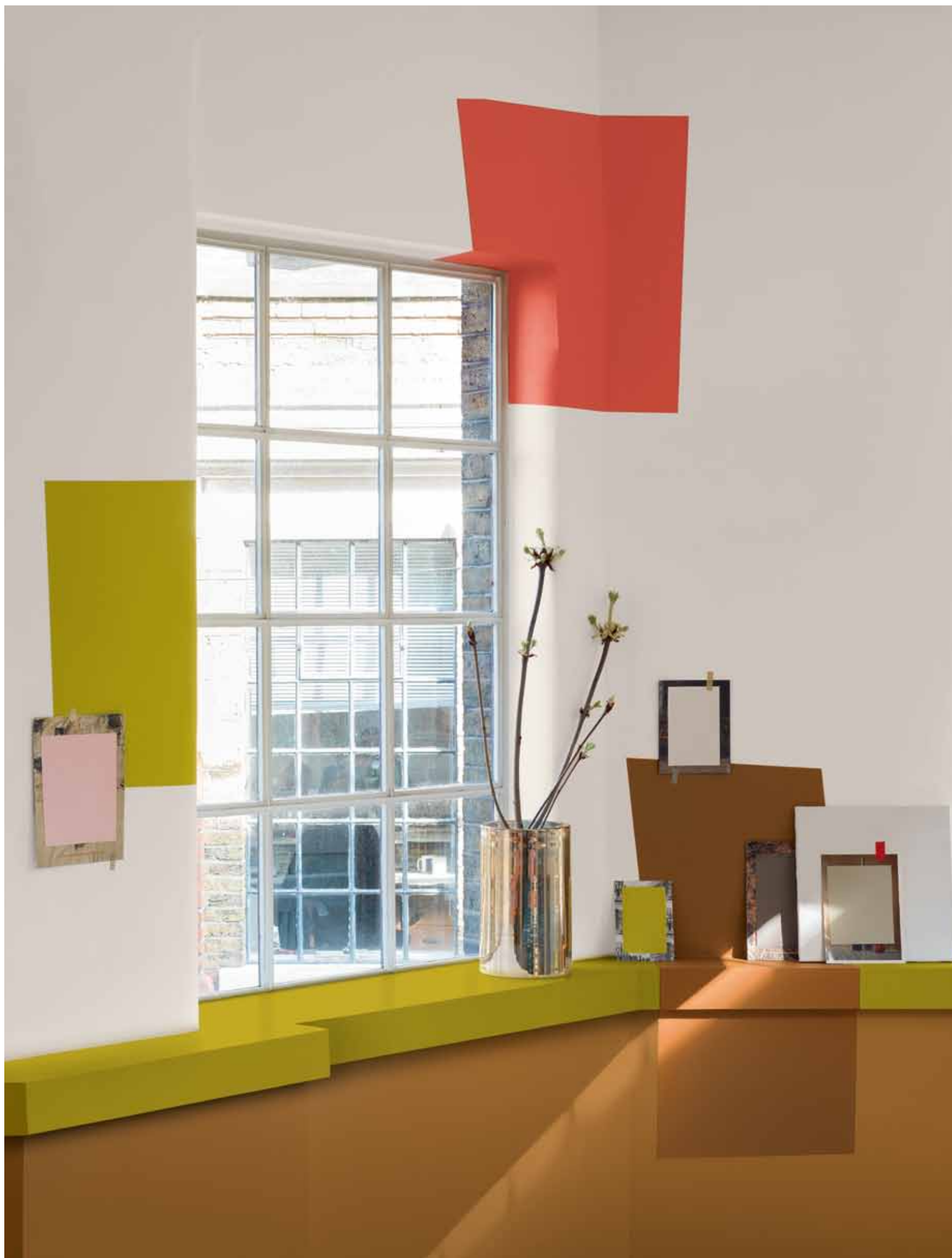
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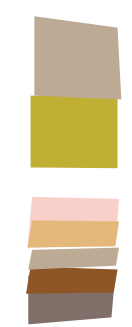


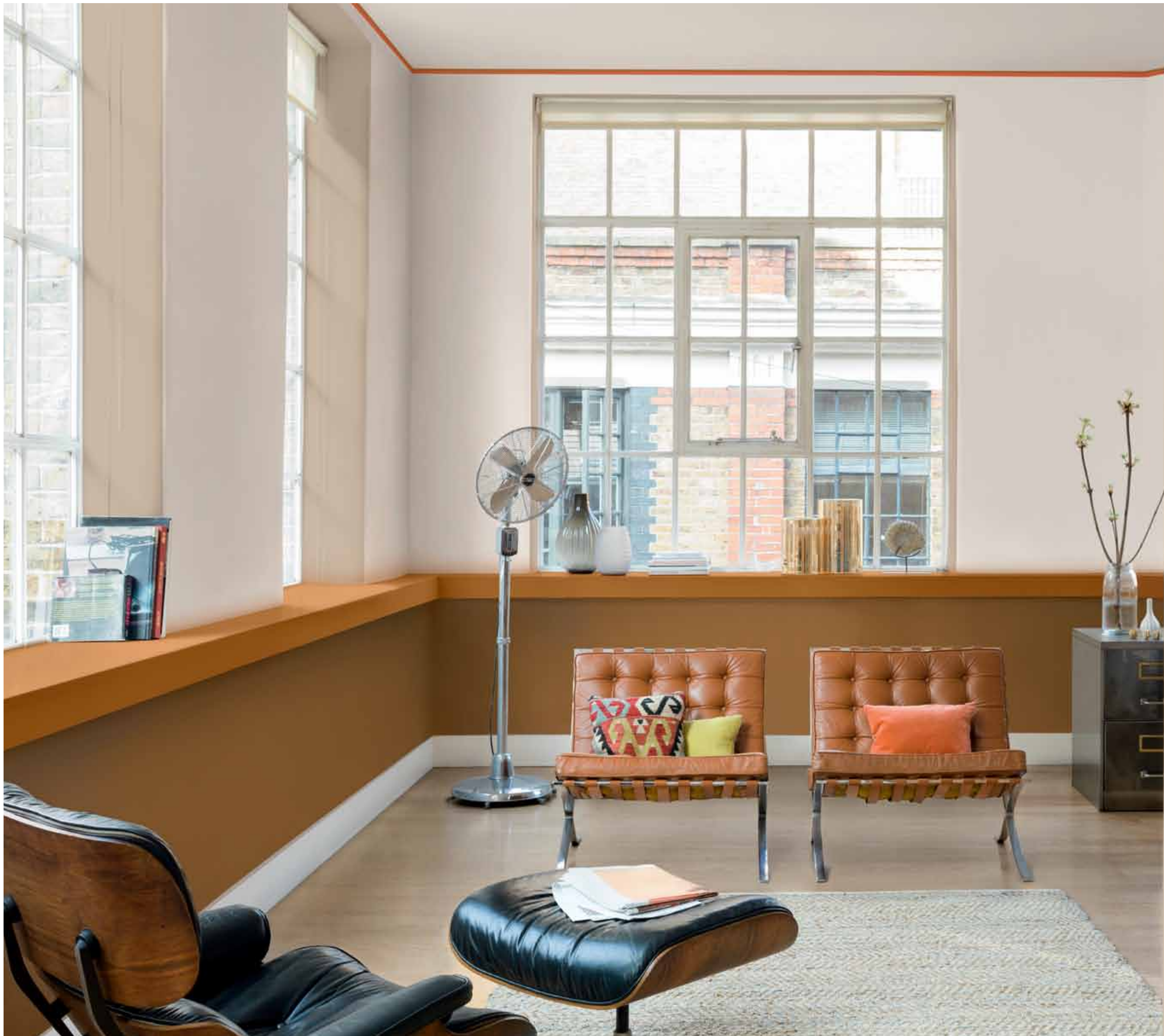
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ESCHEWING BIG BRANDS,
CONSUMERS NOW SEEK OUT
GOODS AND SERVICES
VIA A COLLABORATIVE MODEL
BASED ON SHARING AND
BORROWING.

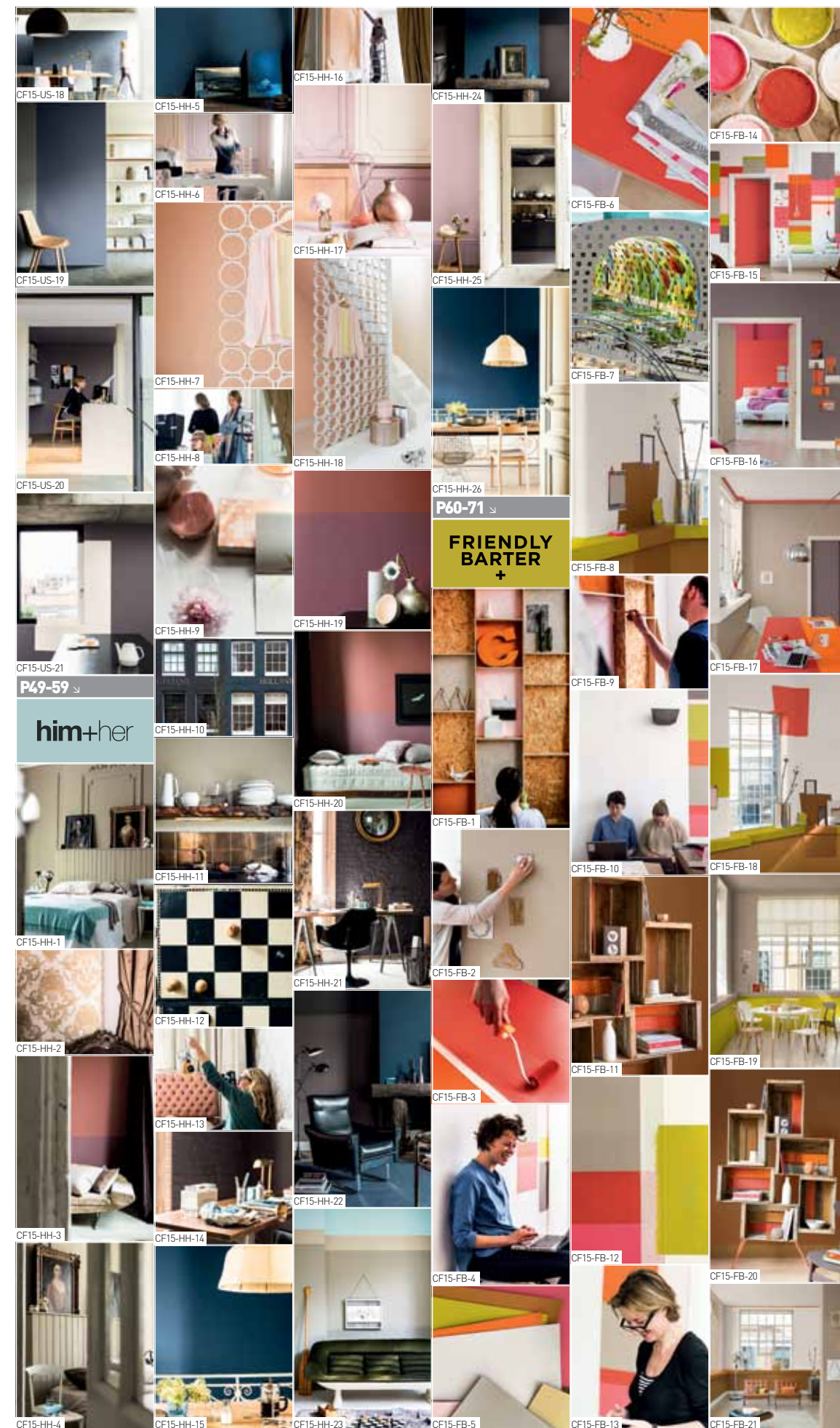
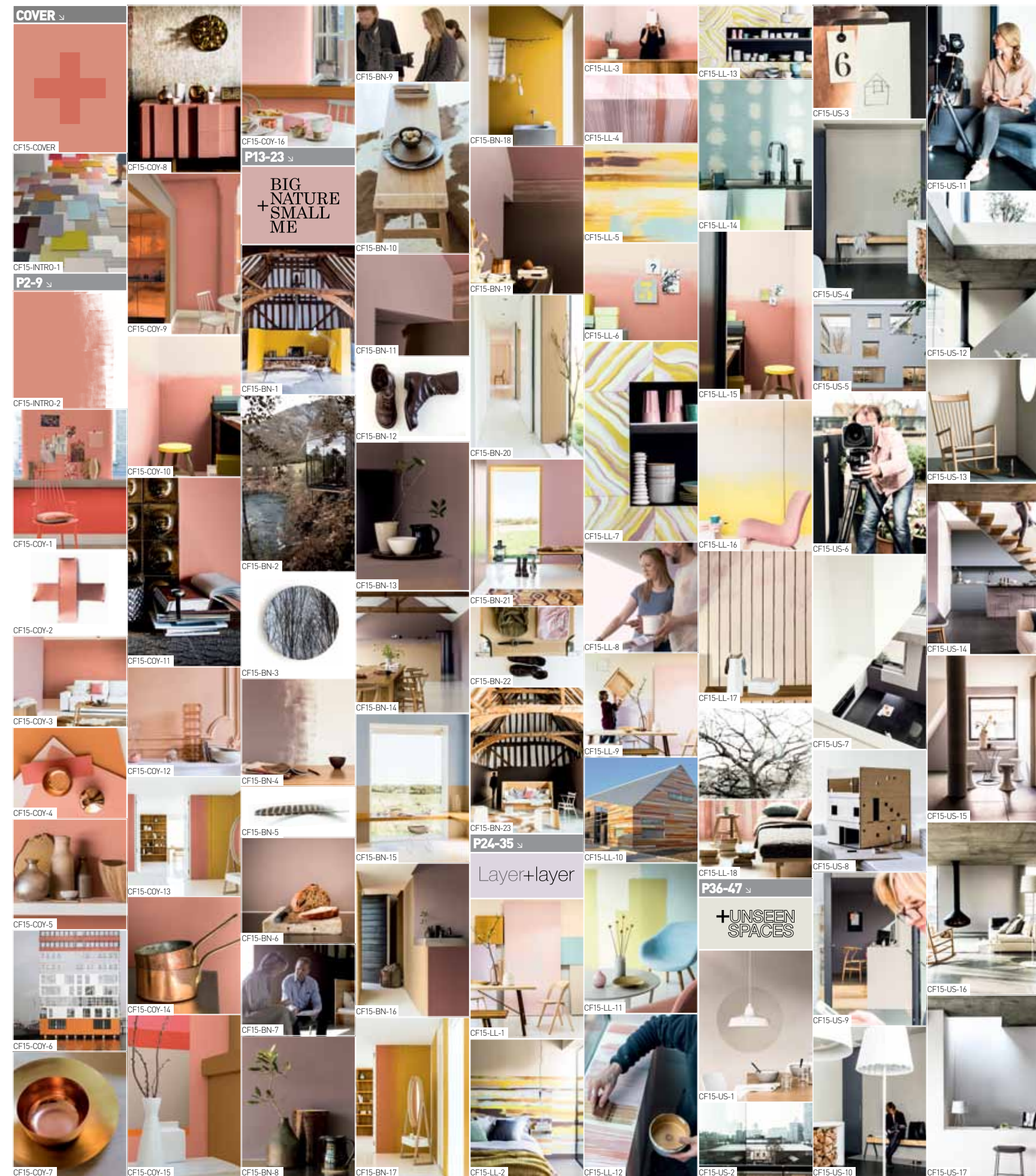
FRIENDLY
BARTER
+





Resources

Here you will find an index of the pictures that have been used in this publication. For the online version, please go to www.colourfutures.com





colourfutures.com

ColourFutures the distinctive three-leaf colour spectrum symbol, Alba, Astral, Betonel, Bruguer, Coral, Dulux, Dulux Professional, Dulux Trade, Dulux Valentine, Flexa, Inca, Levis, Marshall, Nordsjö, Sadolin, Sikkens, Vivechrom, the AkzoNobel logo, the Flourish logo and all distinctive colour names are trademarks of the AkzoNobel Group of Companies © and Database Right 2014.

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