

COLOURFUTURES™ 2018 INTERNATIONAL COLOUR TRENDS

CF18



COLOUR TRENDS 2018

A WELCOME HOME



AkzoNobel

AKZONOBEL
DECORATIVE
PAINTS
GLOBAL
AESTHETIC CENTRE
PRESENTS
COLOURFUTURES™ 2018

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WELCOME

“We are proud to present the 15th edition of ColourFutures. For 15 years we have been telling the story of how global trends research translates into paint colours for the home. The story begins at our Global Aesthetic Centre – the heart of our research process. Here, you will see the vital role this creative team plays in understanding the mood of the moment, especially when they are joined by a panel of world-class industry experts. You’ll also see the detail we go into to understand what consumers will want from paint colour in their home, how this changes from room to room, and how we nominate the Colour of the Year to meet these needs. In this book we share our four ColourFutures 2018 palettes and a beautiful range of imagery ready for you to use. We hope you enjoy them as much as we do.”

FOREWORD BY
HELEEN VAN GENT
CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTRE,
AKZONOBEL





**THE GLOBAL
AESTHETIC CENTRE
IN NUMBERS:**
FOUNDED 25 YEARS
AGO IN 1992
SUPPORTS 80
GLOBAL MARKETS
WITH COLOUR
FORECASTING,
ANALYSIS, DESIGN
AND CONTENT

Behind the scenes

THE GLOBAL AESTHETIC CENTRE

Based in the Netherlands, the AkzoNobel Global Aesthetic Centre leads the company's Decorative Paint's trend analysis, colour research and design, and art direction. This creative team – led by Creative Director Heleen van Gent – is now in its 25th year and supports 80 markets around the world in empowering consumers to make paint colour choices for their homes with confidence.

Colour design and forecasting is the primary role of the Global Aesthetic Centre and to ensure the team remains one step ahead of consumers' needs, it continuously monitors global social, design and consumer trends as they emerge. By rooting the insights in the everyday world, the team provides credible and informed direction for its markets, and designs colour palettes that are perfectly suited to consumers' needs.

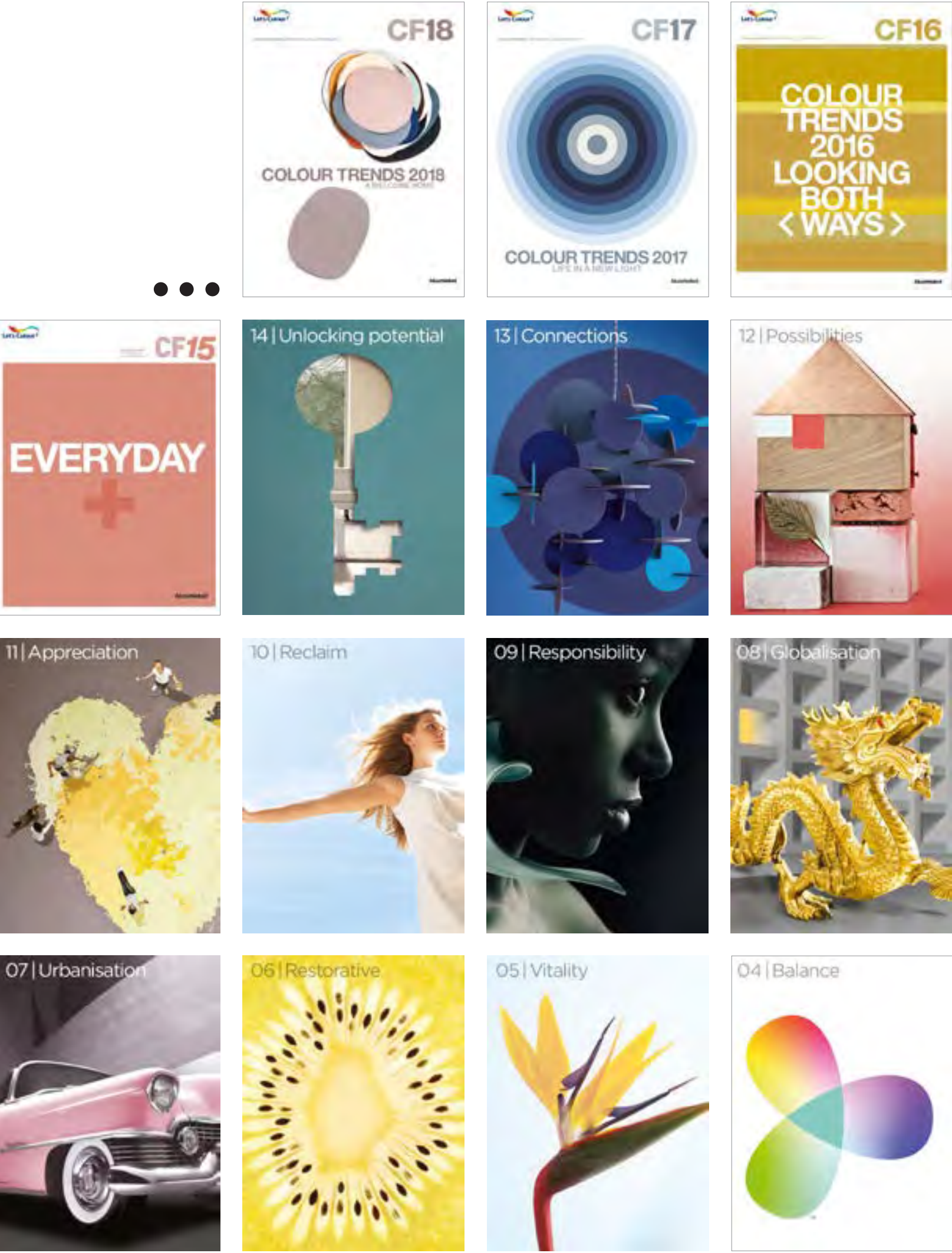
ColourFutures is at the heart of the team's work, which involves identifying the Colour of the Year and four supporting palettes included in this ColourFutures book. This is how the Global Aesthetic Centre transforms global trend insights into the paint colours that will inspire consumers all over the world. Alongside trend forecasting, the Global Aesthetic Centre creates a suite of visual assets – including hundreds of stunning room images that show how these colours translate into consumers' homes.

Celebrating ColourFutures™ 2018

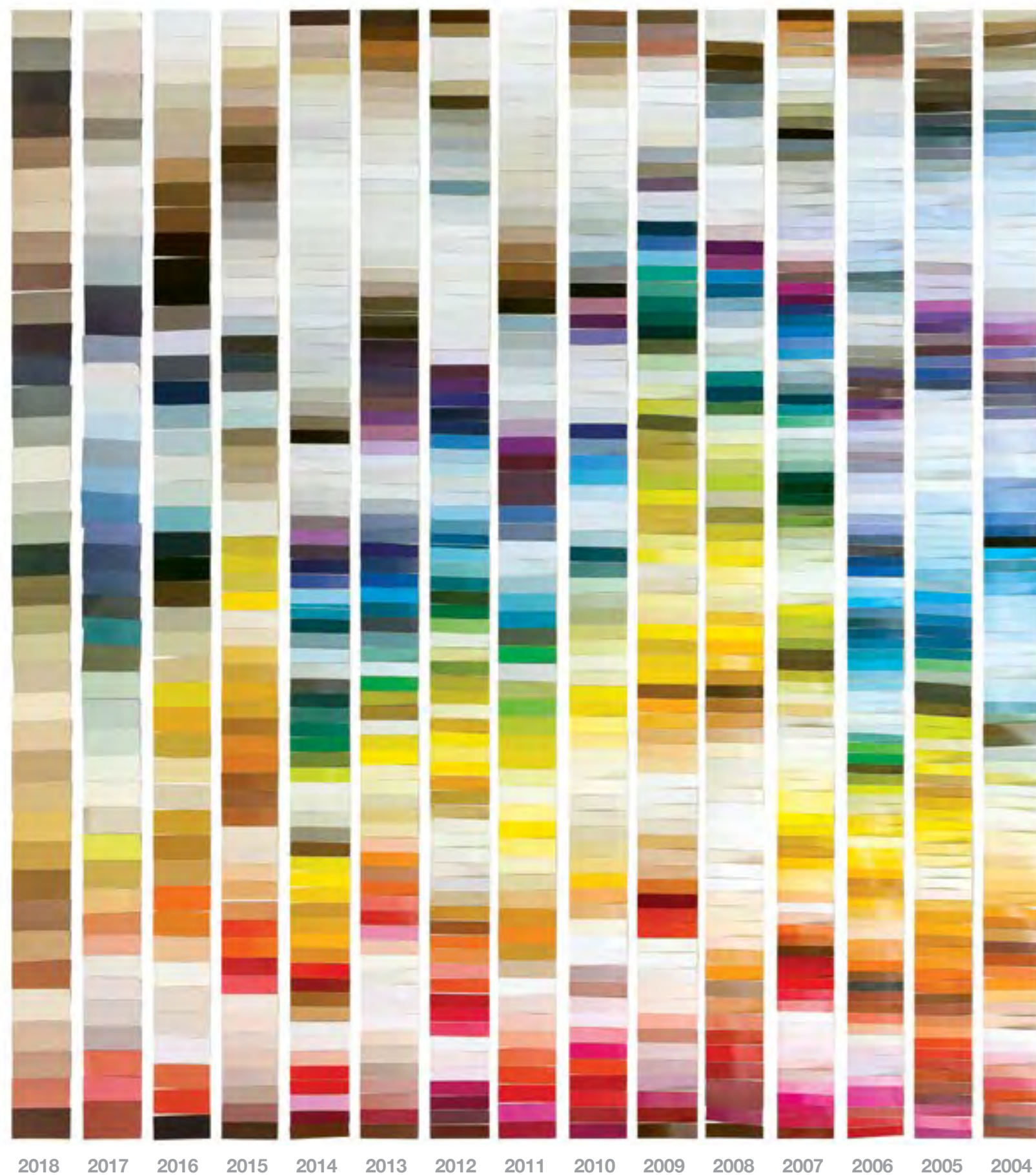
15

YEARS OF
TRENDS
RESEARCH

This year marks 15 years of ColourFutures. That is 15 years dedicated to the expert analysis of social, economic and design trends in order to understand what people will need from paint colours in their homes. Each year our aim is to build a picture of what home life will be like for consumers and to create colour palettes that will transform their interiors into living spaces that respond to their needs. The world is a very different place than it was in 2004 when ColourFutures began, and there is growing consideration for how rapid technological advancements impact our inner and outer sense of wellbeing. By understanding how the continuous shifts in the global landscape filter into consumers' lives, we ensure that ColourFutures not only evolves with, but also anticipates the changing needs of the home. Today, we continue to invest in our research – proof of our commitment to deliver the global colour expertise for which we have become known.



The history of ColourFutures™



COLOURS ANALYSIS 2004-2018
The evolution of colour trends over the past 15 years


“From looking at how the palettes have evolved over the years, you can see how consumers’ needs for certain colours ebb and flow with how they feel about the world around them. In years such as 2015, an abundance of warm, upbeat oranges, corals and reds suggests a positive outlook that sees the wonderful in the ordinary. Alternatively, during years such as 2017, when there is strong representation of cooler shades of blue, grey and off-whites, this speaks to consumers’ need for balance and calm. What some people may not realise is that the colours we nominate as Colours of the Year feature in the palette for every year – we hero a single shade as the definitive colour that captures the mood of the moment.”

Heleen van Gent,
Creative Director, Global Aesthetic Centre, AkzoNobel

Heart Wood references the tactile qualities of natural wood and has a soft pink tone that captures the essence of 'A Welcome Home'.	2018
The grey-blue depth of Denim Drift defined the 'Life in a New Light' theme, with its qualities of clarity and timelessness.	2017
This year Cherished Gold offered consumers vibrancy and earthiness in equal measure – a perfect epitome of the 'Look Both Ways' theme.	2016
Copper Blush conveyed a heartfelt optimism with its warm, encouraging tones that play into the theme of 'Everyday Plus'.	2015
Reflecting the theme of 'Unlocking Potential', Teal was a gentle yet sophisticated blue-green that could be used as a richer alternative to turquoise.	2014
	2013
	2012
	2011
	2010
	2009
	2008
	2007
	2006
	2005
	2004

COLOUR OF THE YEAR 2004-2018

“WE MISS THE OPPORTUNITY TO CONNECT TO NATURE IN OUR HOMES. WE CAN USE NATURAL COLOURS, TEXTURES AND PATTERNS TO DO THAT”
Oliver Heath



OLIVER HEATH, UK
Biophilic and architectural designer




ZUZANNA SKALSKA, EASTERN EUROPE
Head of Polish Design Academy



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

“PEOPLE NEED TO CREATE NESTS – HOMES IN WHICH TO ENJOY AND RELAX AND SHELTER FROM THE WORLD OUTSIDE”
Heleen van Gent


Heleen joined the Global Aesthetic Centre 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 more than 10 books on interior and colour design.



MARIJN SCHENK EUROPE/CHINA
Architect



LATIKA KHOSLA, INDIA/ASIA
Designer Director, Freedom Tree



BARBARA MARSHALL, ASIA
Designer, trend analyst



CAMERON WOO, SOUTH EAST ASIA
Interior designer

“PEOPLE ARE LOOKING FOR CONVENIENCE AND TO STREAMLINE THEIR LIVES – TAKING AN AUDIT OF WHAT WE NEED AND WHAT WE DON’T NEED”
Cameron Woo

“WE HAVE SEEN A MOVEMENT TOWARDS MORE ISOLATION AND URBANISATION, WHICH MEANS WE HAVE LOST OUR CONNECTION TO NATURE”
Claudia Lieshout



CLAUDIA LIESHOUT, GLOBAL
Creative Director, Lifestyle Trends, Philips



CHRISTIANE MULLER, EUROPE
Industrial designer



WILLEKE JONGEJAN
Designer, Global Aesthetic Centre

Recruiting world-class insight
MEET THE EXPERTS

As part of our industry-leading colour research, each year we select 11 independent experts to join us in Amsterdam, where we forecast the emerging global design trends for the next 12 months. The expertise of this collective is extensive and for 2018 ranged from architecture and biophilic design, to technology and innovation. By harnessing this quality of research, the Global Aesthetic Centre builds an immersive understanding of the world around us. This prepares us for the next step of synthesising insight into a picture of what consumers will need from the paint colours in their homes.



CARLOTA GASPARIAN, LATIN AMERICA
Colour designer



ADRIANA PEDROSA, LATIN AMERICA
Colour designer



SAM DEVILLART, AMERICAS
Trendwatcher

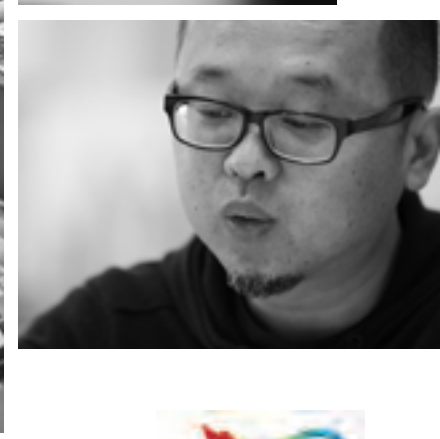
Refining the research

SOCIAL
TRENDSECONOMIC
TRENDSDESIGN
TRENDSGLOBAL
DESIGN
TRENDSGLOBAL
COLOUR
TRENDS

TRANSFORMING TRENDS INTO COLOUR FOR 2018

Bringing together 11 designers and trendwatchers from all over the world with AkzoNobel's own colour experts from the Global Aesthetic Centre, gives us a unique mix of perspectives from a broad range of disciplines and cultures. This ensures that when we nominate the key trends and overarching theme for each year, we are confident that they will have universal relevance and truly capture the mood of the moment.

The next step of the process is for the Global Aesthetic Centre to identify a leading paint colour that will bring the overarching theme to life in consumers' homes, and a range of complementary colour palettes that offer consumers versatility in how they use that paint colour. Our internal colour experts also develop a library of ColourFutures content that communicates the trends to both professional interior designers and architects, as well as passionate colour enthusiasts around the world.



The mood of the moment

We live in a world where we don't know what the news will bring every day. We have access to more information and more choices than ever before. There are more expectations and more demands on our time. We have seen evidence of division within our societies. Our usual sources of reassurance can't be relied upon.

We are living in a time of unpredictability.



How consumers react

To help us understand the different ways consumers are responding to the current mood of unpredictability, we considered three personas. However, we know that our consumers can be more than one of these personas at any one time

PERSONA #1

WARM-HEARTED

QUALITY-DRIVEN
CONSCIENTIOUS
THOUGHTFUL
GROUNDED

SHELTER / The Warm-hearted person responds to unpredictability in the outside world by enveloping themselves in their home. They draw on the comfort that their home provides to help them reconnect with themselves. For them, home is a secure and reassuring place – somewhere to shut out the noise and re-centre.

TECHNOLOGY / Technology is used minimally and simply. The Warm-hearted person is risk averse and a cautious adopter of the latest advances, always prioritising security over innovation. At home they use the tech staples of our age; tablets, laptops and smartphones, to update themselves on news, contact friends and family and make price comparisons before investing in a big-ticket purchase.

NATURE / With a wholesome respect for nature, this person brings the outdoors into their home through neat pot plants, micro-plants displayed in terrariums and soft furnishings

featuring plant motifs. Nature is reflected in a contained and controlled way.

RELATIONSHIPS / When it comes to relationships, quality is prioritised over quantity. This person has long-established friendships that combine people they have met in formative years at school, university and in their early careers. They enjoy modest yet meaningful get-togethers of carefully-selected groups of friends who share the same ethos.

FOOD / Food is a comfort and a pleasure. It is shopped-for conscientiously from local small-business suppliers, weekend food markets and ethical retailers. As a supporter of the Slow-Food movement, this person prepares meals using premium, fuss-free ingredients.

INTERIOR / Aesthetics and function carry equal merit in the Warm-hearted person’s generously-sized home. Here, the beautiful is

effortlessly balanced with the useful. This person gravitates towards comforting hardwoods and tactile textures such as velvet and leather, which are elevated with metallic accents. They invest in mid-century modern originals and regularly attend design fairs and auction houses.

WORK / For the Warm-hearted, a job is for life. For that reason, they seek professions with security – a steady income and a clear career path within a company and profession that is unlikely to be impacted by technological advances and social trends. They maintain boundaries in their work-life balance and leave their work at work, rather than bring it home.

TRANSPORT / The Warm-hearted person places great value in their choice of car. It is a premium brand with leather seating and the best spec they can afford. The interior of this vehicle is another space for them to call their own.





How consumers react

PERSONA #2
OPEN-HEARTED
INCLUSIVE
OPTIMISTIC
COLLABORATIVE
CONTAINING

SHELTER / In times of unpredictability, the Open-hearted person’s home becomes a place to gather with close ones and reconnect. There is comfort in communality and this person likes to recharge and reset in the company of others, often by sharing a treasured space and reflecting on fond memories.

TECHNOLOGY / Technology is used to bring people together and into their homes. This is where they use the latest devices to stream family blockbuster movies, listen to music, or FaceTime long-distance relatives. They maximise time spent together by switching off devices and setting time limits for children playing computer games.

NATURE / The Open-hearted person keeps kitchen gardens outside and pots of herbs inside, which they regularly use to take cuttings for recipes. The line between outside and inside is fluid, as bi-folding doors are pulled back to

create a seamless indoor-outdoor living space. Flowers have been given by guests or collected by children on their way home from school.

RELATIONSHIPS / Relationships become even more important during periods of unpredictability. Within the family unit, different generations mingle and everybody is equal. Beyond the family unit, new friendships are effortlessly made and welcomed into the home.

FOOD / The theme of plenty runs through mealtimes in the Open-hearted person’s home. Sharing platters are passed around the table and, thanks to easy abundance, there is always room for more. Dishes are nourishing and recipes are adapted to whatever’s in season, in the store-cupboard or whoever happens to be sitting at the kitchen table.

INTERIOR / Open-plan living is at the heart of this person’s spacious home, which they zone

into areas using different colour schemes of paint. Gentle but hardwearing natural fabrics fill each room, with cotton throws draped over plush sofas and linen runners dressing long canteen-style dining tables. Tall windows let in as much light as possible and, despite piles of creative family clutter, the living space feels roomy and generous.

WORK / For the Open-hearted, work is for work and for play. They enjoy working collaboratively with others and are happy to move company or role frequently, in search of the excitement and challenge that is presented by a change of environment and colleagues.

TRANSPORT / SUVs are the vehicles of choice for the Open-hearted, and ideally those that allow extra flexibility with folding or removable seats. This way the whole family or half a football team (and the dog) can fit inside for long or short trips and sing along to the music playing.

How consumers react

PERSONA #3 LIGHT-HEARTED

CURIOUS
ADVENTUROUS
CALM
ADAPTABLE

SHELTER / The Light-hearted person responds to times of unpredictability by looking outwards, rather than shutting off. For them, home is a platform to launch creative ideas and plans for the future. Their living space gives them the confidence that they have the inner resources to meet any unpredictability that the outside world brings.

TECHNOLOGY / They are early adopters of new technology and the first to try out a new device, app or piece of software. Their operating systems are always upgraded and technology is integrated seamlessly in their home, with systems connected and operable remotely. The Light-hearted person is not concerned with privacy, preferring to focus instead on advancement, efficiency and experience.

NATURE / Spending so much time in the great outdoors means the Light-hearted person brings the energy of the outside world into their

home. Plants are never stiff or formal, they are low maintenance and allowed to grow freely across bookshelves and free-standing storage.

RELATIONSHIPS / The Light-hearted person's openness means their friendships span different cultures and diversities. They naturally seek out relationships beyond the binaries of gender, faith and sexuality, and are happy to meet new people online.

FOOD / Convenience is king when it comes to meal times. They buy ingredients and groceries from mini-supermarkets en-route to their next appointment, but often resort to takeaways from street-food vans or pop-ups. When the Light-hearted person does cook, it is an act of experimentation – perhaps trying out a recipe that they picked up on their latest adventure.

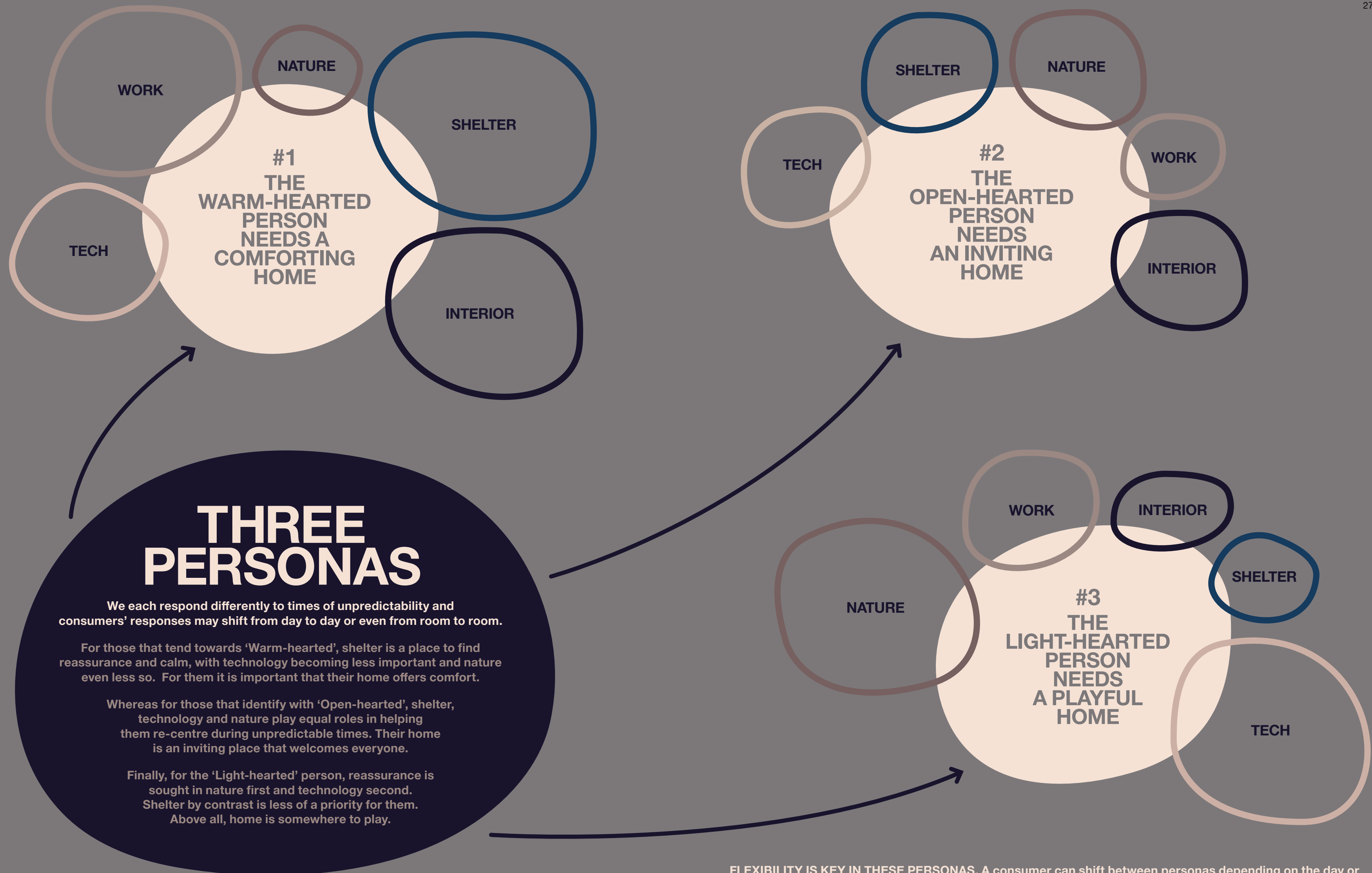
INTERIOR / Their compact interior is multi-functional and invigorating. Space-saving

solutions ensure there is a place for everything, from single-gear bikes hanging on the wall, to easy-fold dining tables that double up as desks. Textures are natural and low-key, while patterns are fun and uncomplicated. This person searches social channels for decor inspiration, and often shares their own design hacks, too.

WORK / The line between work and play has long disappeared for the Light-hearted, and their peripatetic work ethic means they can do their working day at any location, from coffee shops to desk rentals. They often juggle more than one career at a time, and their versatility means they find motivation and inspiration in a variety of professions and sectors.

TRANSPORT / Bicycles are the first choice of the Light-hearted person. Helmet and high-vis on, grab the bike and out of the door. If it is too far to cycle, then they will quickly jump on public transport.





FLEXIBILITY IS KEY IN THESE PERSONAS. A consumer can shift between personas depending on the day or the room in their home. One person may want a Warm-hearted bedroom and an Open-hearted living room.

Turning insight into a theme

WHAT WE NEED

As life gets faster, now is the time to choose to press pause. As we find ourselves part of more conversations, we need to give ourselves permission to take a step back. Our home needs to be a place where we can turn down the noise, where we can nurture our values and recharge. This can be our sanctuary where we can all look forward to...

A WELCOME HOME

When we shut the door on the outside world, we step into a place that is uniquely ours. Where the people and things we love just fit. We find new reserves of energy. We celebrate the quality of the things we surround ourselves with. We create spaces for lightness, for safety and for reassurance. We dream a little further and breathe a little deeper.

The ColourFutures™ 2018 mood of the moment:

A WELCOME HOME



Revealing the ColourFutures™ 2018 palettes



PINKS TO BLUES
THE HEART WOOD HOME

REDS TO YELLOWS
THE COMFORTING HOME



GREYS TO BLUES
THE INVITING HOME

YELLOWS TO GREENS
THE PLAYFUL HOME

During times of unpredictability, consumers need to feel confident about the decisions they make about their homes. Our ColourFutures 2018 palettes have been designed with this in mind. Each palette offers a collection of shades that are easy

to use and flow seamlessly from one tone to the next. The Colour of the Year 2018, Heart Wood, features in all four colour palettes and represents the warmth of natural wood – the warmth that consumers turn to during times of flux.

HEART

WOOD

COLOUR OF THE YEAR 2018

B5.05.52 10YR 28/072



THE HEART WOOD HOME



THE HEART WOOD HOME

A Welcome Home is a Heart Wood home. This is where you feel instantly at ease, surrounded by the gentle grey-pink tones of Heart Wood. The nourishing warmth of wood and tactile comfort of leather add to the sense of harmony. Here, you are connected to nature yet reassured by the certainty that your home brings. There is no need for excess, everything you need is here and in balance. Delicately textured fabrics offer a subtle contrast to smooth marble and copper, and well-worn furniture sits alongside newer pieces with geometric forms. The Heart Wood Home palette reflects this versatility, with soft cocoa flowing into bolder shades of ink blue and purple.

C9.06.21
50YR 05/038D5.06.68
70YR 50/086W9.10.13
46RE 06/074B1.08.37
90R 16/095C2.06.68
30YR 49/097B5.05.52
10YR 28/072BN.02.82
10YR 73/038B5.05.52
10YR 28/072C2.06.68
30YR 49/097

“THE VERSATILITY
OF THE HEART WOOD
HOME PALETTE
GIVES CONSUMERS
THE FREEDOM
TO BALANCE
SOFTER SHADES
WITH DEEPER,
BOLDER TONES”

Heleen Van Gent

D2.11.43
60YR 20/117

YN.02.45
30RR 22/031

B5.05.52
10YR 28/072

BN.02.82
10YR 73/038





“PINK CONTINUES TO BE A POPULAR CHOICE IN COMMERCIAL DESIGN. WITH HEART WOOD, WE HAVE MADE THIS SHADE ACCESSIBLE FOR THE HOME”

Heleen Van Gent



Opposite page: David Chipperfield Architects





“WHEN COMBINED WITH DEEP PURPLE
AND LIGHTER PINKS, HEART WOOD
CREATES A CALMING, RESTORATIVE
AND RECUPERATIVE BACKDROP”

Heleen Van Gent



T9.26.21
50BB 06/171

E5.05.52
10VR 25/072

W9.10.13
46RE 06/074

B1.08.37
90RR 16/095

BN.02.82
10VR 73/038



Bottom Left: Mackay-Lyons Sweetapple Architects. Photography: Matthew MacKay-Lyons



“TEXTURES SUCH AS BRUSHED COPPER AND BLACK LEATHER ENHANCE THE TONAL WARMTH OF HEART WOOD”

Heleen Van Gent

THE HEART WOOD HOME PALETTE

YN.02.45
30RR 22/031

C9.06.21
50YR 08/038

T9.26.21
50BB 08/171

W9.10.13
46RB 06/074

COLOUR OF THE YEAR
B5.05.52 10YR 28/072

B1.08.37
90RR 16/095

D5.06.68
70YR 50/086

D2.11.43
60YR 20/117

C2.06.68
30YR 49/097

BN.02.82
10YR 73/038





THE COMFORTING HOME



THE COMFORTING HOME

This is your retreat to shut out the noise, your haven to shelter in, your sanctuary to find balance. The Comforting Home combines warm woods, leather, silk and velvet to create a space that you want to touch and sink into. Rich, welcoming interiors offer you a restorative embrace and are filled with deep colours, such as terracotta, generously layered with textures. Crafts are handmade and materials are tactile. The Comforting Home palette encourages cocooning and re-setting – warm earth tones bring a sense of comfort, while clay and blush pink help calm the mind and soothe the senses.



**“THE COMFORTING HOME SHOWS AN EYE FOR DETAIL,
WHERE THE DEDICATED USE OF COLOUR ENHANCES
THE ARCHITECTURAL FEATURES OF THE HOME”**

Heleen Van Gent



“HERITAGE HINTS COMBINE WITH NATURAL MATERIALS AND WARM-TONE WOODS TO CREATE A RELAXED, GROWN-UP LUXURY”

Heleen Van Gent

F11172
20YY 55/151

B5.05.52
10YR 28/072

D8.91.44
80YR 21/226

B5.05.52
10YR 28/072

E5.37.44
00YY 21/321

E0.03.72
90YR 55/051



Opposite page: Getty Images



Top left: Getty Images

F1 11 72
20YY 55/151


B7 10 49
10YR 37/143

B5 05 52
10YR 26/072


E5 37 44
00YR 21/321

THE COMFORTING HOME PALETTE


F1.11.72
20YR 55/151




E5.37.44
00YR 21/321




E2.17.58
90YR 36/203




D8.24.44
80YR 21/226




D0.31.44
50YR 21/318




B7.10.59
10YR 37/143




B7.25.50
10YR 27/323




COLOUR OF THE YEAR
B5.05.52 10YR 28/072



E0.03.72
90YR 55/051



C0.23.18
13YR 07/157





THE INVITING HOME



PALETTE 3: THE INVITING HOME

THE INVITING HOME

The Inviting Home can be your den to snuggle in, your nest to grow in, your camp in which to create memories. Comfort and convenience reign supreme in the Inviting Home. Giant sofas welcome the whole family. Dining tables gather people to enjoy each other's company. Natural light streams in and fabrics are cotton and linens. This is effortless style where everything has a purpose. The Inviting Home palette is for those who seek to bond with the people that matter to them most. Cool shades of blue encourage a clear-headed approach to life, while easy-going neutrals and sea-green support the need for connection.



C5.04.72
30BG 56/045

S2.13.39
30BG 17/090

T3.04.12
30BE 06/022



T5.06.44
30BE 21/056

B5.05.52
10YR 29/072

QN.02.82
72BG 75/023



**“THE INVITING HOME SHOWS AN EASY
USE OF COLOUR, WITH LARGE BLOCKS
OF SEA-GREEN USED TO CREATE SUBTLE
TONAL SHIFTS ACROSS EACH ROOM”**

Heleen Van Gent

QN.02.82
72BG 75/023

B5.05.52
10VR 29/072

N1.06.61
50GG 40/064

T3.01.12
30BB 09/022

B5.05.52
10VR 29/072

N1.06.61
50GG 40/064

N1.06.61
50GG 40/064

B5.05.52
10YR 28/072

S2.13.39
90BG 17/090





Opposite page: The Valley © MVRDV



PALETTE 3: THE INVITING HOME

**“SOFTER PASTEL SHADES ARE
FRAMED BY GRAPHIC BORDERS
OF COAL AND DARK BLUE”**

Heleen Van Gent

THE INVITING HOME PALETTE

T3.04.12
30BB 05/022



T5.06.44
30BB 21/056



S2.13.39
90BG 17/090



S2.07.58
90BG 35/068



COLOUR OF THE YEAR
B5.05.52 10YR 28/072



CN.00.70
50YR 53/011



N1.06.61
50GG 40/064



Q5.04.72
30BG 56/045



QN.02.82
72BG 75/023



F6.06.69
40YY 51/084





THE PLAYFUL HOME



THE PLAYFUL HOME

The Playful Home can be your hub to recharge in, your space to create and dream in. It is above all a space for drawing inspiration from favourite musicians, authors and artists – somewhere to welcome like-minded friends. A launchpad for possibility. There is a sense of energy with vibrant colour focal points and plants hanging from walls. This hub may be small, but the design is clever. With the Playful Home palette consumers can create a space that is invigorating and full of life. Yellow-toned green and gold help spark the synapses and encourage a creative approach to life.

R5 05 52
10YR 20/072

M4 28 19
07GG 07/143

G5 19 40
70YY 18/152

M4 28 19
07GG 07/143

R5 05 52
10YR 20/072

F6 35 68
40YY 49/008

F3 20 67
30YY 47/236

H1 16 58
90YY 35/169

H1 11 70
90YY 52/138

E7 15 62
10YY 41/175

F1 34 58
20YY 36/570

F8 07 83
45YY 75/110

G5 19 40
70YY 18/152



B5,05,52
10YR 26/072

G5,19,40
70YR 18/152

H1,16,58
90YR 35/169

H1,11,70
90YR 52/138



**“IN THE PLAYFUL HOME, POPS OF COLOUR
ADD A SENSE OF FUN AND ENERGY, WITH
SHADES OF GREEN INSPIRED BY NATURE”**

Heleen Van Gent

M4,28,19
07CG 07/143





Opposite page: © Brigida González for Allmann Sattler Wappner Architekten.



Bottom left: Sam De Backer



PALETTE 4: THE PLAYFUL HOME

“CLEVER USE OF COLOUR CREATES DIFFERENT ZONES IN SMALLER SPACES, WHILE CLUSTERS OF HAND-DRAWN SHAPES ADD INTEREST”

Heleen Van Gent

F1,34.58 20YY 35/370	F8,07.83 45YY 75/110	R5,05.52 10YR 20/072	H1,11.70 90YY 52/138	F6,35.68 40YY 49/008
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THE PLAYFUL HOME PALETTE



M4.28.19
07GG 07/143

H1.11.70
90YY 52/138

H1.16.58
90YY 35/169

G5.19.40
70YY 18/152

COLOUR OF THE YEAR
B5.05.52 10YR 28/072

E7.15.62
10YY 41/175

F1.34.58
20YY 36/370

F6.35.68
40YY 49/408

F8.07.83
45YY 75/110

F3.20.67
30YY 47/236

THE TRANSFORMATIVE POWER OF PAINT

ONE LIVING ROOM, FOUR PALETTES

Living room inspiration is one of the most popular global decor search themes. To support storytelling of how colour can completely transform a living room, we have created a selection of imagery that shows one transformed by the different palettes. This helps us tell a living room interiors story in multiple ways. Images can be grouped by palette, as in '3 comforting living rooms' with images of the Comforting Home living rooms. A selection of before and after images is also available.

WE HAVE A VARIETY OF TOOLS TO HELP CONSUMERS VISUALISE HOW WALL PAINT COLOUR CAN TRANSFORM THEIR HOME...

BEFORE



THE HEART WOOD HOME



THE COMFORTING HOME



THE INVITING HOME



THE PLAYFUL HOME



THE TRANSFORMATIVE POWER OF PAINT

ONE BEDROOM, FOUR PALETTES

We have considered the most popular consumer search themes for interiors and created imagery to match. Here, a wide range of bedroom imagery gives you the versatility to create bedroom colour stories in a number of ways. For example, a simple selection of before and after images is effective at showing consumers the dramatic impact of the ColourFutures 2018 palettes, while using images of the same bedroom painted in different palettes shows consumers how paint can help them achieve the look they want.

BEFORE



THE HEART WOOD HOME



THE COMFORTING HOME



THE INVITING HOME




THE PLAYFUL HOME



TOOL 1
VISUALIZER APP



The quickest way to see how our paints can transform walls is to use the Dulux Visualizer App. Easy, fast and a lot of fun. dulux.co.uk





THE TRANSFORMATIVE POWER OF PAINT

ONE KITCHEN, FOUR PALETTES

As global consumers regularly search online for colour ideas and inspiration for their kitchen, we have created a range of kitchen imagery to support journalists in their online storytelling. The breadth of the kitchen imagery here offers the flexibility to create a number of different stories for consumers. For example, images can be grouped by room as in ‘How to create 4 looks in one kitchen’, or by palette, as in ‘3 ways to a creative a family kitchen’ alongside kitchen images of the Playful Home palette.

TOOL 2
WET TESTERS



Once wall colours have been chosen, the easiest way to confirm that the paint colour works with the room's light is to use a Wet Tester. Order Wet Testers from dulux.co.uk

BEFORE ▼



THE HEART WOOD HOME ▼



THE COMFORTING HOME ▼



THE INVITING HOME ▼



THE PLAYFUL HOME ▼



THE TRANSFORMATIVE POWER OF PAINT

ONE KID’S ROOM, FOUR PALETTES

Inspiration for kid’s rooms is one of the leading global consumer search themes, which is why we have created this extensive range of kid’s room imagery specifically for online interiors journalism. Images can be divided by palette to show a selection of kid’s rooms in the same style or mood, as in ‘3 ways to a calming kid’s room’, or the same room can show the full range of the ColourFutures 2018 palettes and looks that consumers can create, for example ‘How to paint a feature wall kids will love’.

TOOL 3
DULUX.CO.UK

Our site is brimming with inspiration and help. From living room ideas to step-by-step videos that help consumers complete their painting project. Find out more at [dulux.co.uk](https://www.dulux.co.uk)

BEFORE ▼



THE HEART WOOD HOME ▼



THE COMFORTING HOME ▼



THE INVITING HOME ▼



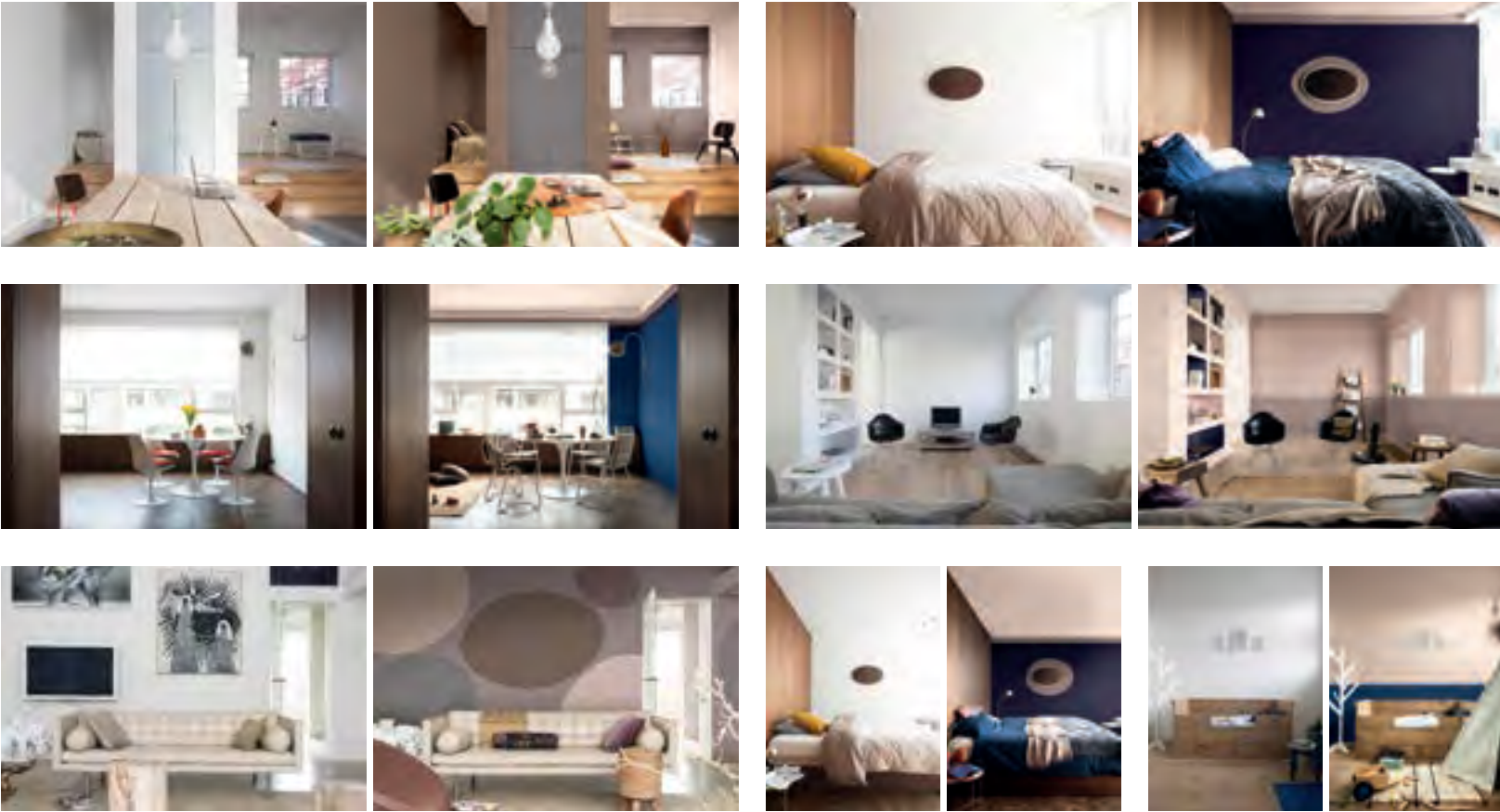
THE PLAYFUL HOME ▼



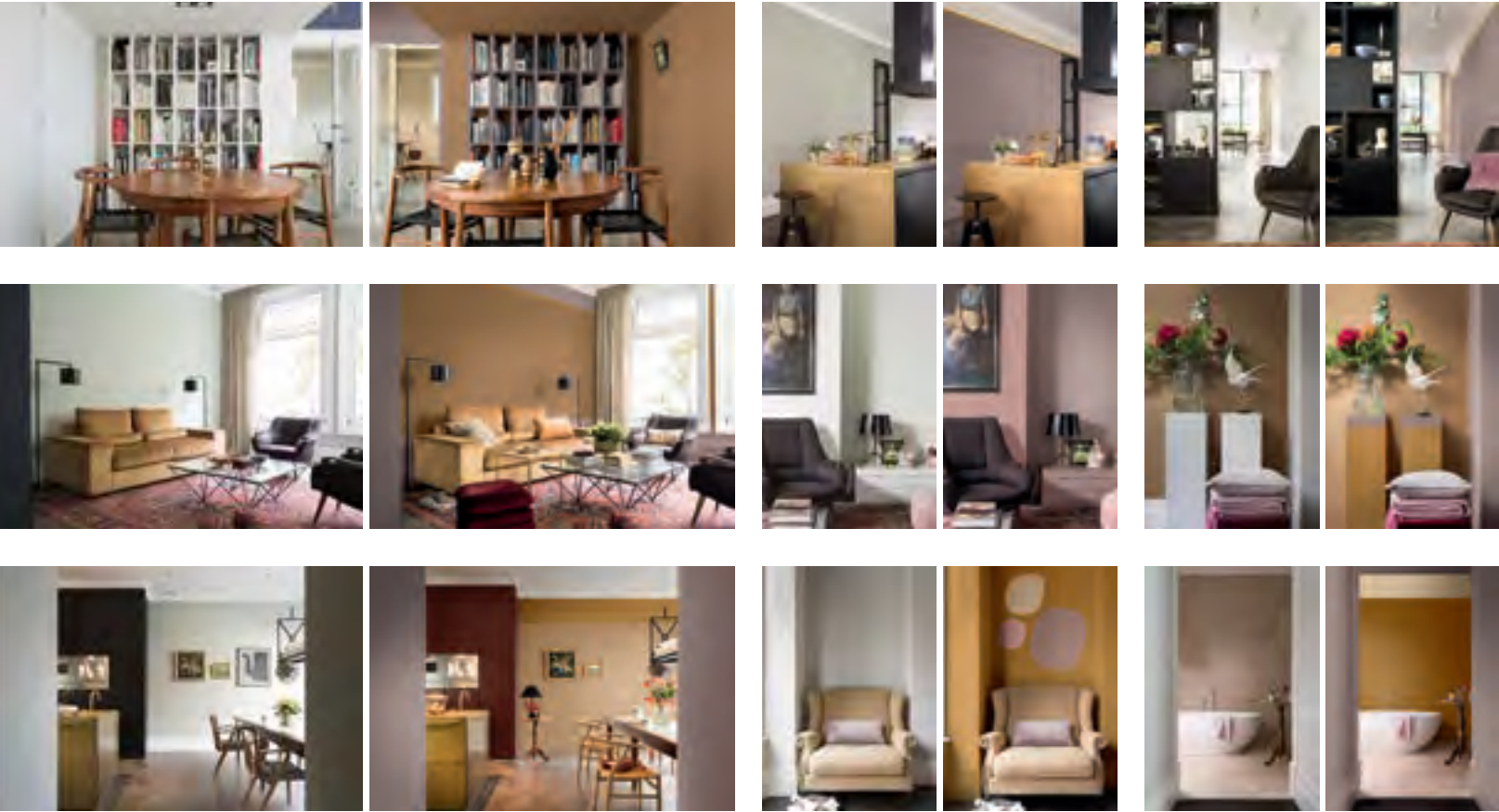
THE TRANSFORMATIVE POWER OF PAINT

To reveal the potential of paint to transform a consumer’s home, our ColourFutures 2018 imagery includes the following:

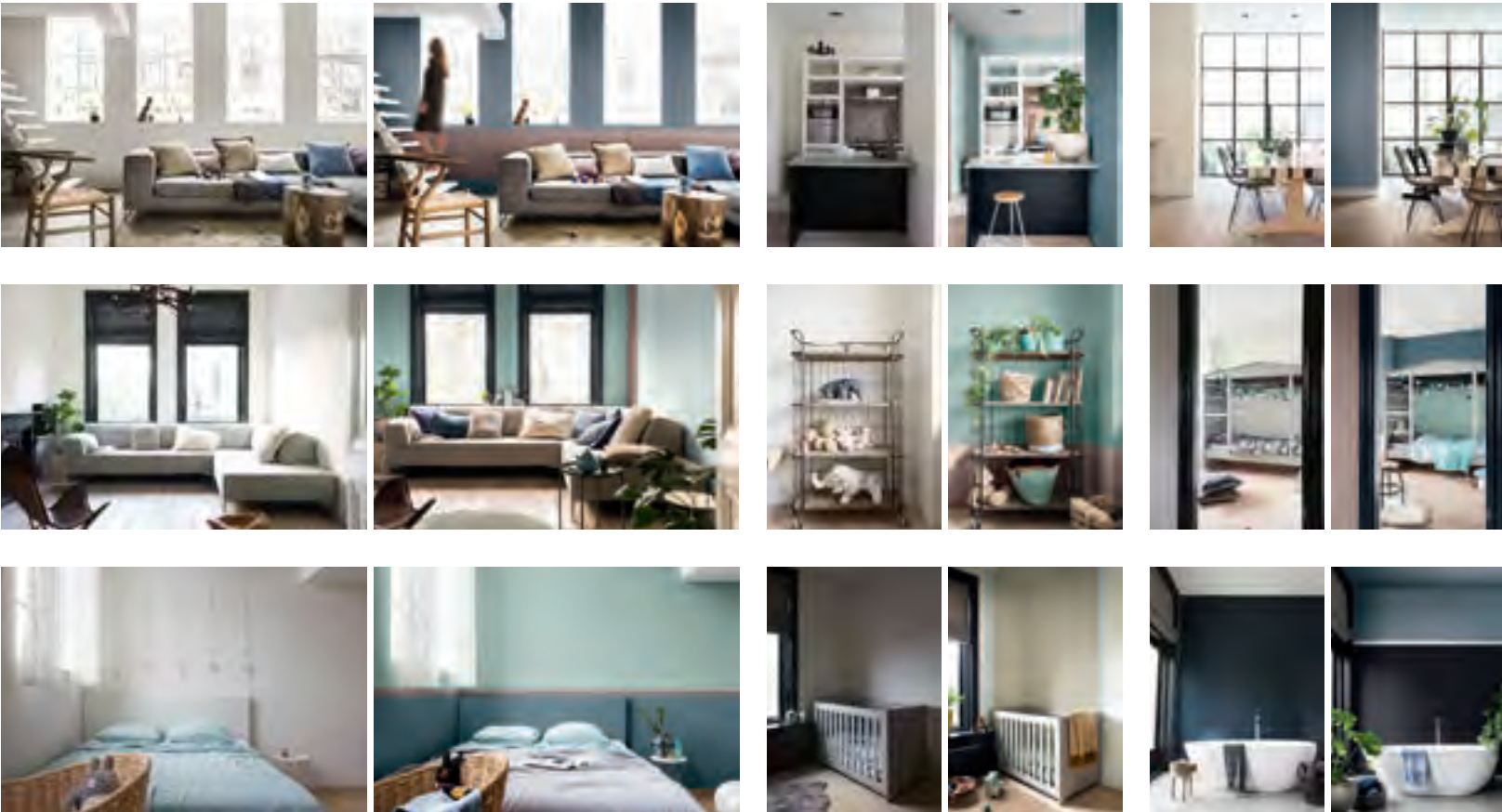
THE HEART WOOD HOME



THE COMFORTING HOME



THE INVITING HOME



THE PLAYFUL HOME

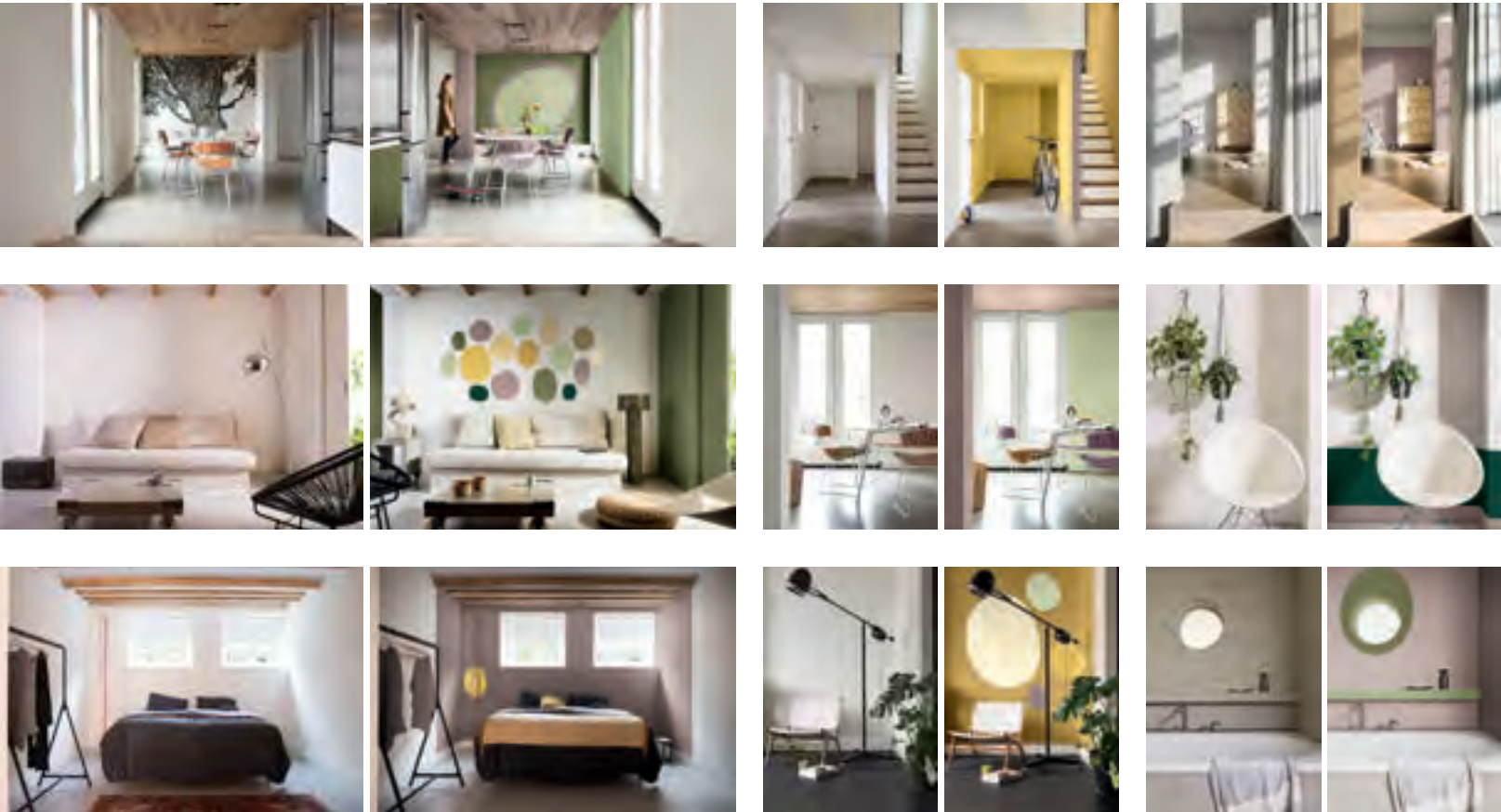
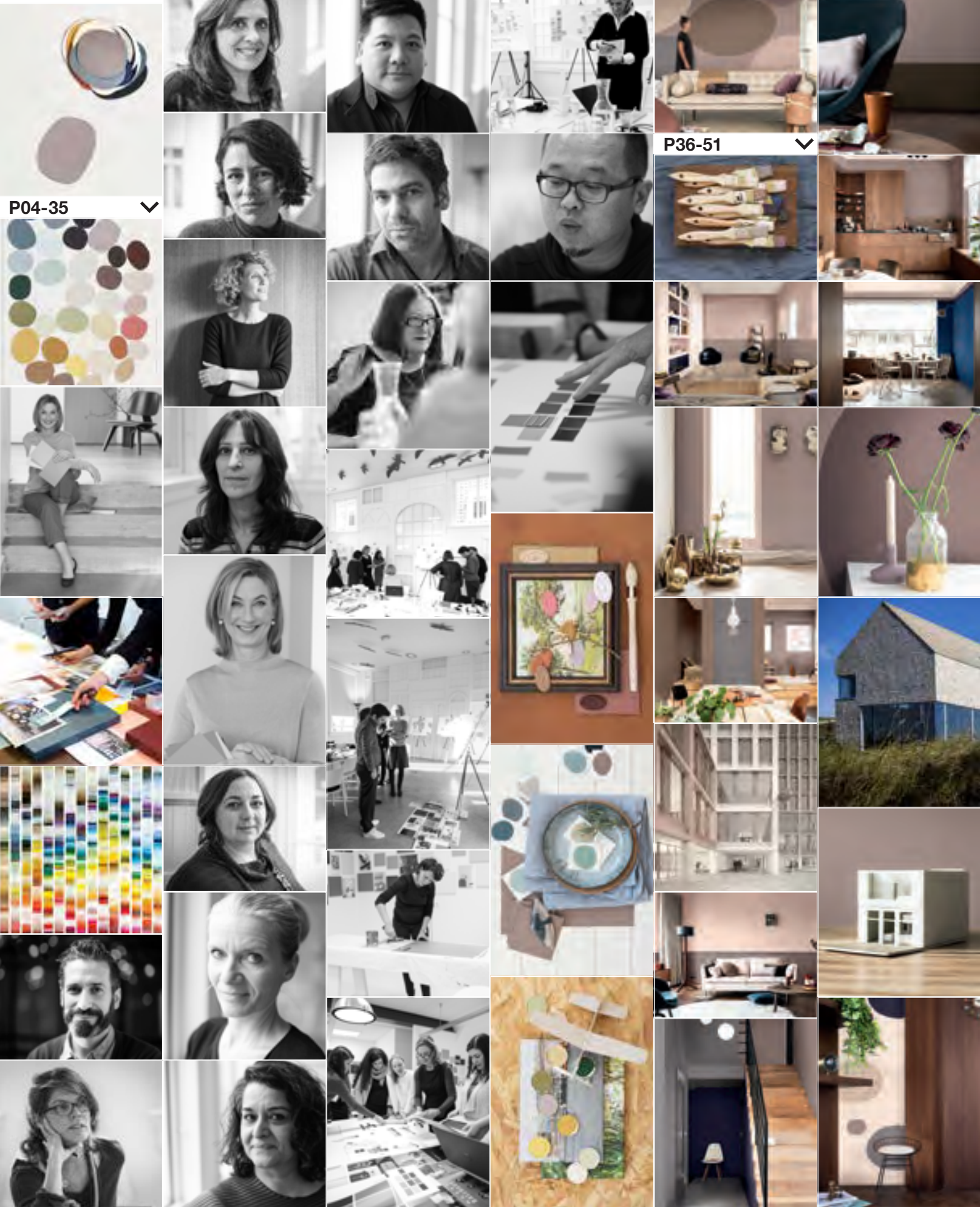


IMAGE LIBRARY

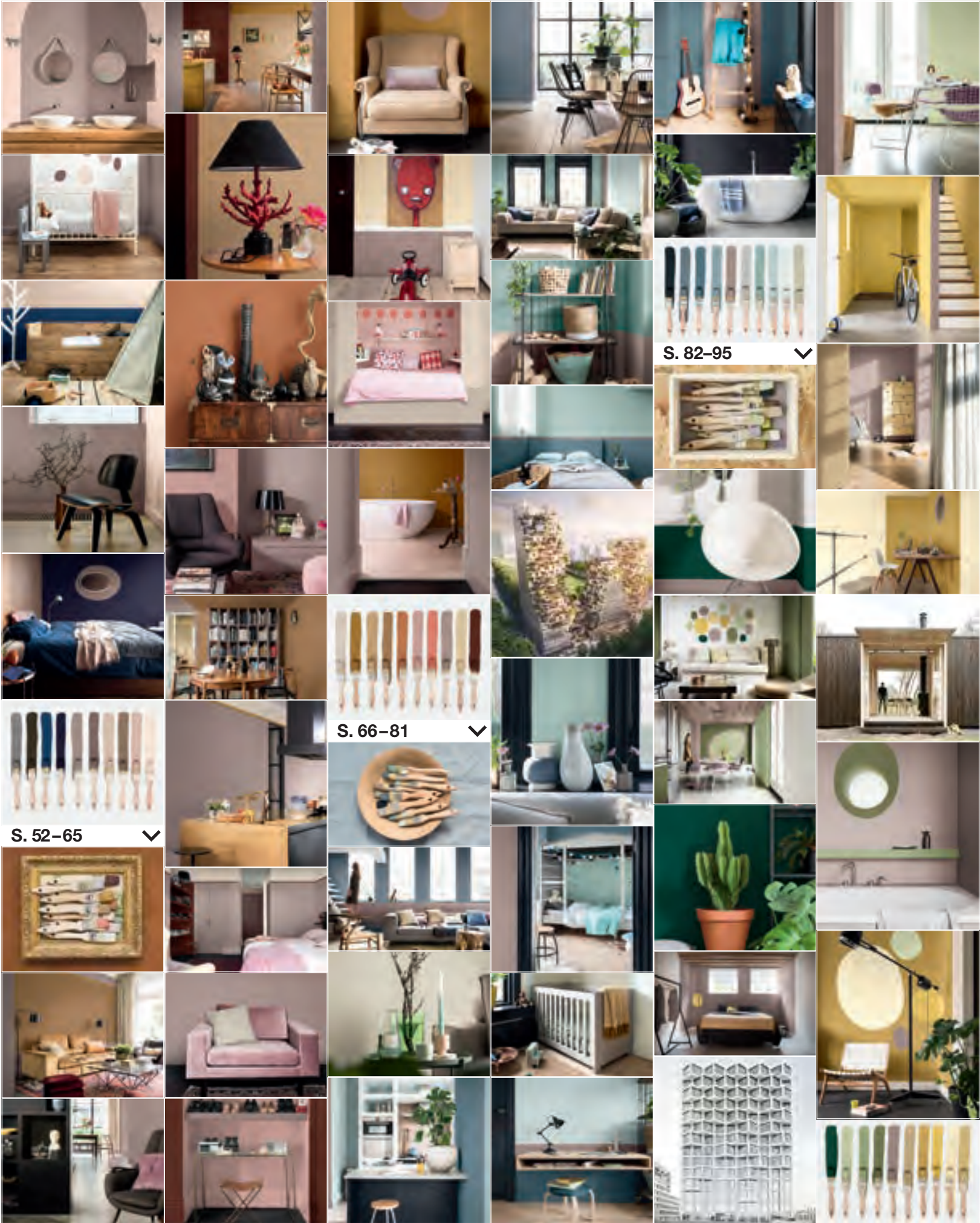
COVER



P04-35



P36-51



CF18

COLOURFUTURES™ 2018 INTERNATIONAL COLOUR TRENDS



“IN THE 2018 COLOUR PALETTE,
HEART WOOD GROUNDS THE
VIVID YELLOWS AND GREENS,
AND WARMS THE COOLER BLUES”

HELEEN VAN GENT, CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTRE

*COLOUR
OF THE
YEAR 2018
HEART WOOD
B5.05.52



D5.06.68



BN.02.82



F1.11.72



F8.07.83



F6.06.69



H1.11.70



QN.02.82



S2.07.58



E0.03.72



D2.11.43



C2.06.68



E2.17.58



E7.15.62



F3.20.67



H1.16.58



Q5.04.72



T5.06.44



CN.00.70



B1.08.37



B7.10.59



D8.24.44



E5.37.44



F6.35.68



G5.19.40



N1.06.61



T9.26.21



YN.02.45



W9.10.13



B7.25.50



C0.23.18



D0.31.44



F1.34.58



M4.28.19



S2.13.39



T3.04.12



C9.06.21

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