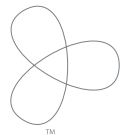




**COLOUR
FUTURES**
International Colour Trends
2010



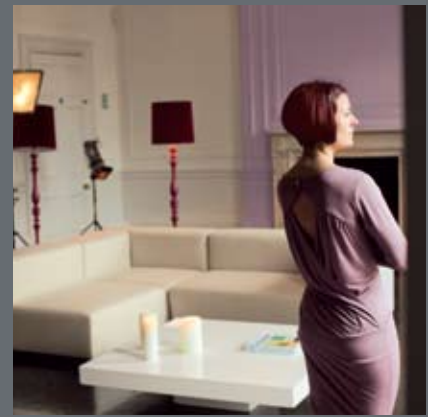




Welcome

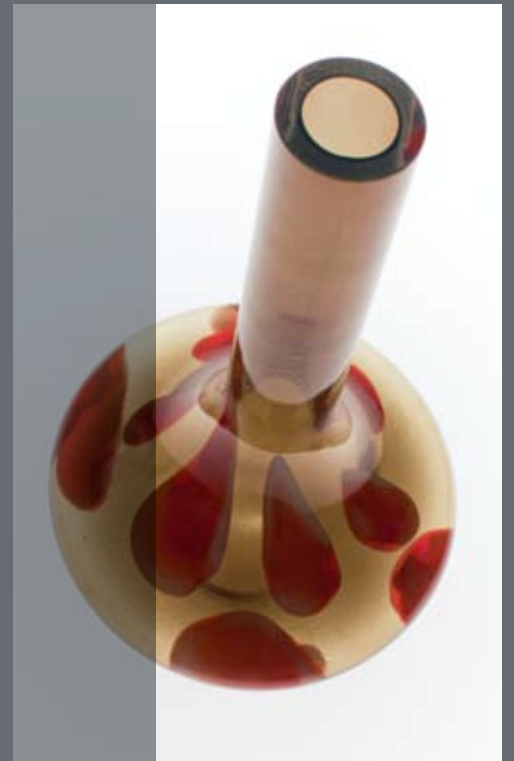
With the merger of the former Akzo Nobel and ICI Paints, AkzoNobel is the world's largest global paints and coatings manufacturer. As a major producer of coatings, colour is extremely important. Therefore we pride ourselves on the knowledge of colour trends and colour formulations in paint.

Colour Futures™ is the result of ongoing worldwide colour trend research, forecasting and development. *Colour Futures™* provides the reader with international style and design trends for interior and exterior, translated into colour trend palettes.



Above right Leonardo Glass Cube Fluid Fantasy,
Far right Amy Cushing Vase www.mosquito-design.com
Fluid Fantasy, Directly above Aan de Stegge Building
www.adsteggegoor.nl Free Spirit.





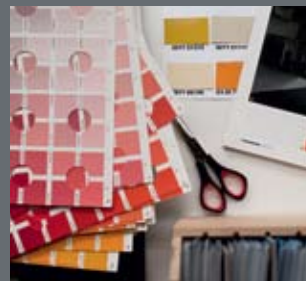
Colour Trends

Trends can emerge out of every possible corner of society. Some can emerge rapidly; others evolve over several years – or even decades. To clarify what a trend is, it is helpful to look at the difference between a hype, a fashion and a trend.

A hype is something that emerges suddenly, takes a group of people by storm – and then dissipates rapidly. Hypes are generally born unconsciously and come from some inner drive to be accepted, to belong. A fashion is more current and is usually followed consciously – through clothes, toys, food and certain aspects of lifestyle.

Trends, on the other hand, are drifts, inclinations and movements in a prevailing direction.





Trends Team

Once a year we draw together an international group of creative experts in the field of design, architecture and fashion, with an eye for trends and a passion for colour.

Our trend and colour experts represent different parts of the world and draw on a variety of national and international sources: from design to technology, from architecture to nature, from fashion to music and popular culture.

Their ideas about how trends and colours are developing are presented a year ahead in *Colour Futures*.™





Driving Influence for 2010

This *Colour Futures™* presents one overriding message and five trend related themes. Every theme is translated into a contemporary colour palette. From these palettes we select one Colour of the Year, the colour that best represents the prevailing mood and fashion of the time.

Reclaim

The overriding message of our themes this year is one of reclamation. After the financial uncertainty of recent times and our concern over global warming and eco-management, we need to re-establish those values and qualities that are enduring, true and solid.

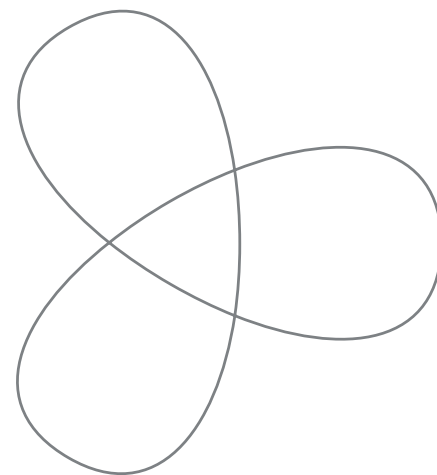
The general mood is directed towards a more active role for the individual; of taking charge and being responsible for our own destinies, of valuing those things pertaining to friends, family and local communities, and of caring for the world in order to ensure that it is in a healthy state to pass on to our children. We want to be more proactive as individuals, giving back to society rather than relying on the State for total control.

'Reclaim' recognises that we are in a state of flux between those attitudes and institutions of the past and what we will replace them with as the new foundations for life. We now have the opportunity to reshape values, recreate systems or build alternative ones. We can think again about the meaning of concepts like community, economics – both national and personal, human dignity, industrial development and professional standards.

Each of our themes refers directly to one of these issues – stylistic independence in *Silent Space*, material innovation in *Fluid Fantasy*, reclaiming trust in *Basic Beliefs*, creative individuality in *Free Spirit*, and cultural values in *Sweet Memory*.

'Reclaim' heralds a new dawn or new horizon for humanity which allows us the opportunity to look again, create better, improve what has been and adopt a more caring and rational attitude to the way we all live together on this planet and fairly share in its resources – a real reclamation of collective wisdom for the future.





TM

Colour of the Year 2010

Airy
Open
Hopeful



Colour of the Year 2010

In keeping with our overall theme of 'Reclaim', we are looking towards the qualities of truth, integrity, openness and hope. The Colour of the Year is an airy and optimistic blue that symbolises infinite horizons, new beginnings, renewed energy and a positive dynamic.

This clear, transparent shade encapsulates a sense of purity and goodness – a hopeful and chemical free colour full of possibility. It puts over an image of vast skies, breezy ozone freshness and the energy and essentiality of water. Given these associations plus the fact that it is a receding colour it will always create a sense of space.

Blue, in colour psychology terms, is the colour associated with sky and sea. Airy light blues are recognised as being refreshing, soothing and liberating. They are good in helping to combat mental strain and stress, physical tiredness and feelings of exhaustion whilst at the same time being re-energising and encouraging fresh starts. They are also thought to enhance powers of communication which can help to promote feelings of confidence.

A balance of the spiritual and the intellectual is represented by the allusion to air, sky and water – the freedom of the spirit married to the rationality of the mind; the vision of the artist to the knowledge of the scientist. Both in interior and exterior settings this blue has an important role to play. It complements perfectly the contemporary materials and modern neutrality of glass, steel and concrete, but also works with stronger and more traditional interior shades such as crimson, burgundy, plum, teal, pewter and gold.

This colour speaks of hope and clarity – a pure, clean and unpolluted direction for the future of our planet; a chance to reclaim possibility with renewed vigour and energy – the clear new horizon of tomorrow.

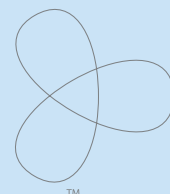
The Colour of the Year 2010
is an airy and optimistic blue.





Trends

This part of *Colour Futures™* describes the five main trends and colours for 2010.



S I L
S P A

**COLOUR
FUTURES™**

International Colour Trends

2010

SERENE TIMELESS SPACIOUS







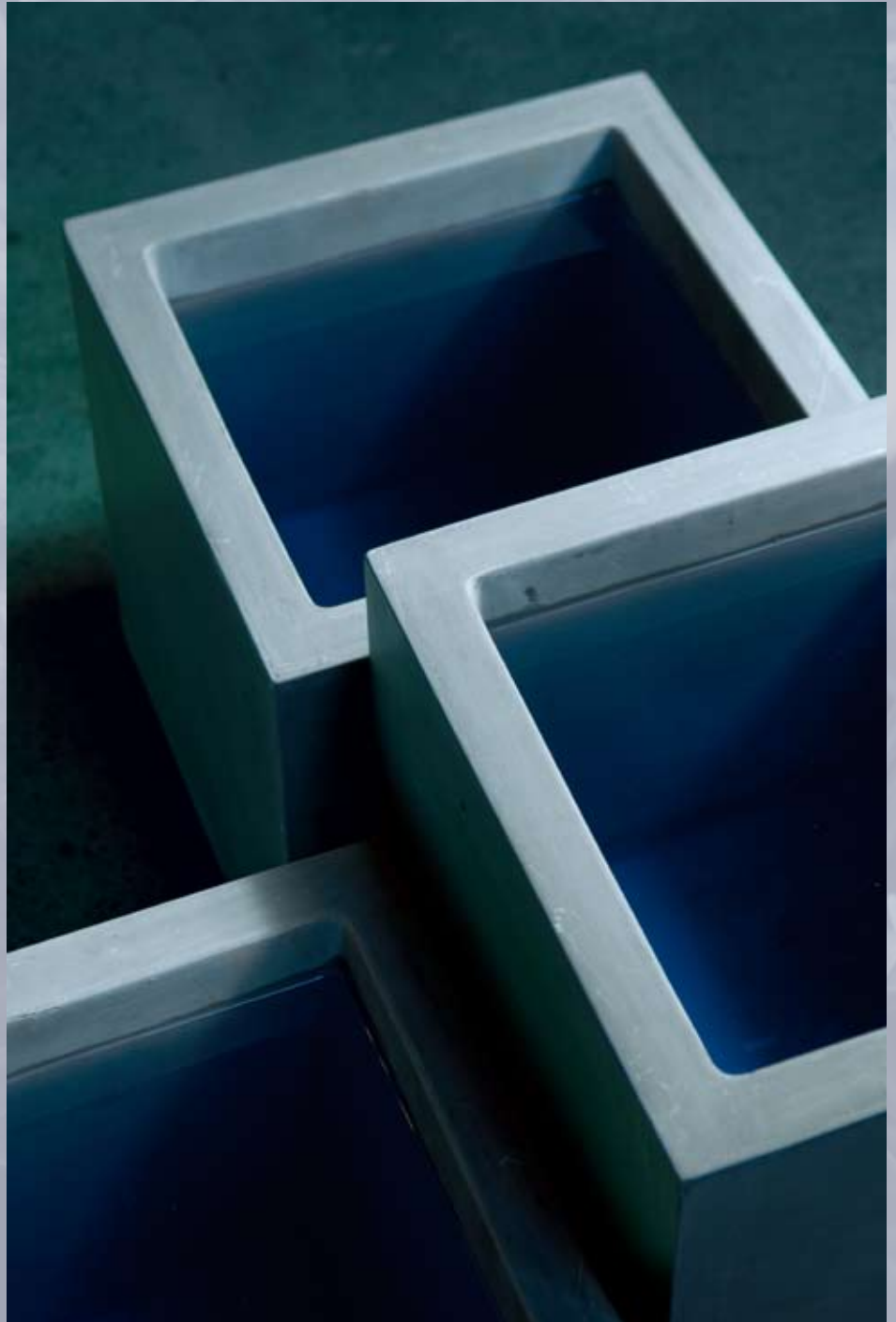
S | I | L | E | N | T
S | P | A | C | E | .

SERENE TIMELESS SPACIOUS



S I L E N T
S P A C E .







S I L E N T S P A C E .

Space is a place of limitless possibilities – a subtle void that suggests eternity, mystery and indefinability. This state of mental infinity has inspired artists, architects and poets alike throughout the ages both in terms of the physical reality of its vastness and in the sense of mystery and serenity it creates.

Although to some, this idea of a void or deep space can be perceived as a somewhat dark place, its attraction lies in its profound neutrality – a mysterious but sensual background to showcase the precious, the refined and the individual.

The post consumer society is no longer fascinated by endless choice; it is not a matter of de-consuming but consuming differently. This attitude heralds a new dawn for those not interested in slavishly following trends. Poetry and mystery are concepts not much in evidence in the past decade during our rush towards more obvious manifestations of luxury. This new, slightly mysterious style of independence will reclaim a real sense of creative beauty and personal choice.

The overriding characteristic of this palette is one of smoky alchemy – subtle, understated and atmospheric colours that intrigue the eye and feed the soul. Against a profoundly spatial palette of dusky blues, teals and mineral greys, individual colours can be sharply focused and showcased like bright stars in the inky depths of space. Soft lustrous materials and surfaces glisten and gleam, putting over a mood of refined elegance and discreet luxury.

Fabrics and upholstery focus on complementary textures – wool and silk, velvet and leather, suede and felt. Glistening slate and granite are played off against more degraded surfaces like distressed concrete in highly individual combinations.

This process of sorting through what has real value allows for more personal interpretations of style creativity – today we need more meaning than matter, materials that feed the soul. The reclamation of beauty and authenticity from an age of hysterical mass consumption allows us freedom to expand our horizons and leap into a new silent space of individualism.



XN.00.10
30BB 05/022



U9.48.19
72BB 07/288



S8.12.55
10BB 28/116



P7.15.48
10BG 21/141



M6.03.62
10GG 38/038



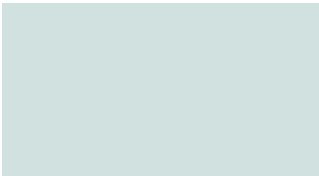
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50GG 55/049



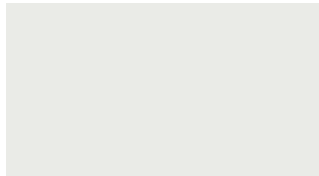
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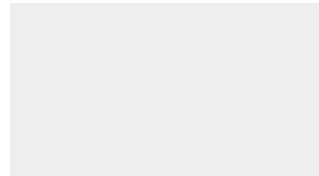
T9.07.73
50BB 54/079



R3.05.78
70BG 68/056



GN.01.77
30YY 68/024



RN.01.87
10BB 83/020



SN.02.67
30BG 49/047



F4.10.70
30YY 53/125



S I L E N T S P A C E .

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XN.00.10
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U9.48.19
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S8.12.55
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10BG 21/141



M6.03.62
10GG 38/038



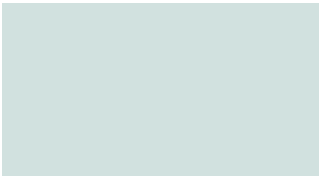
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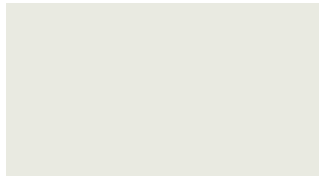
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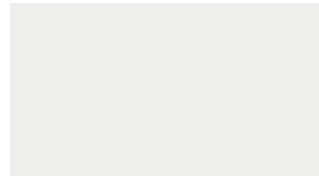
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RN.01.87
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SN.02.67
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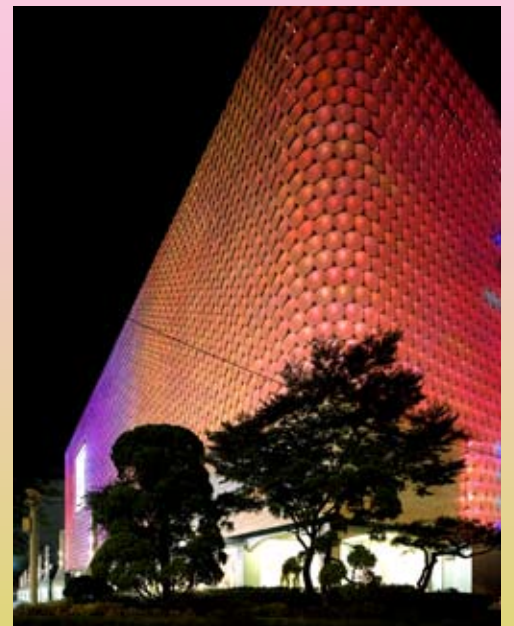


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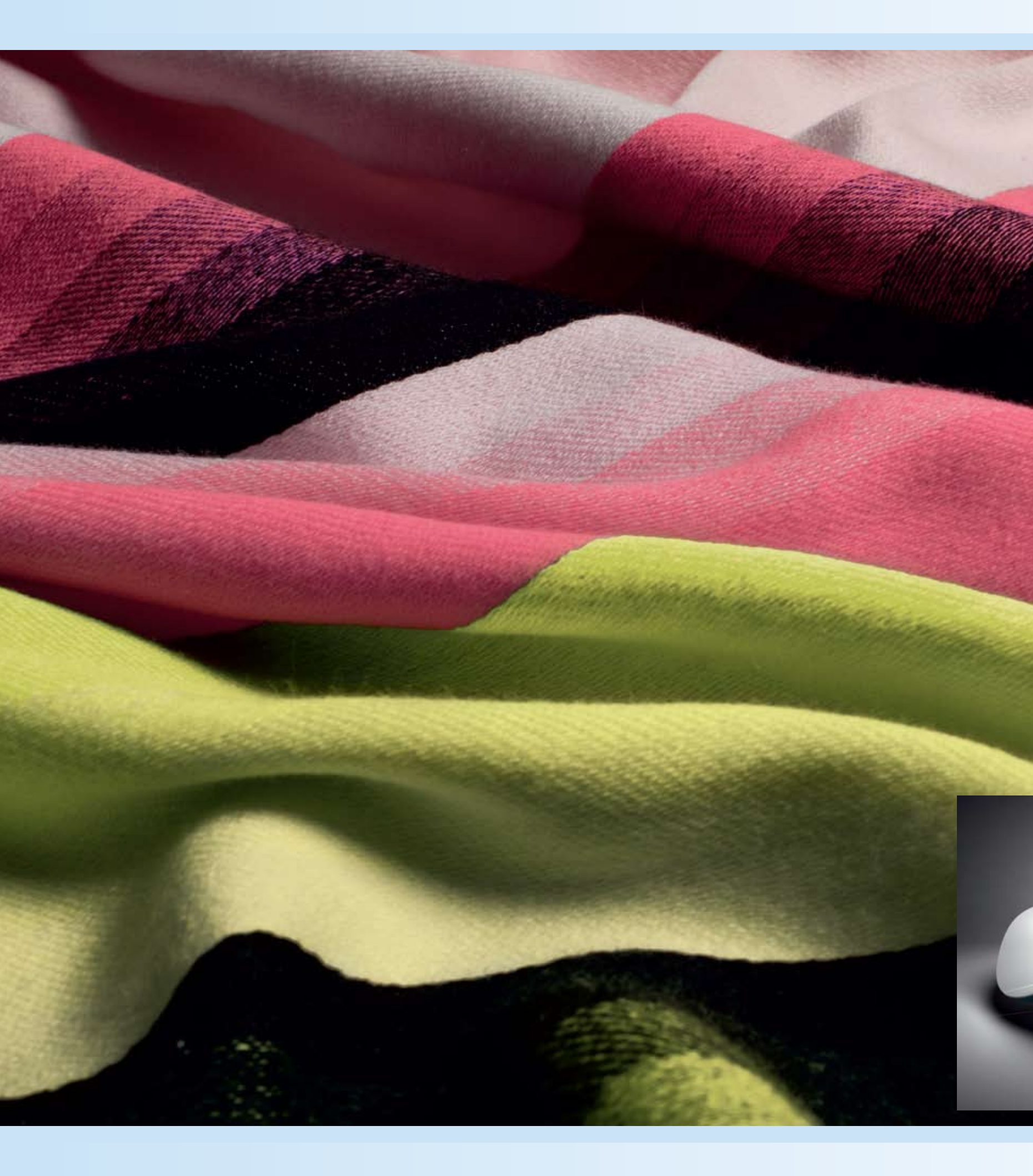


fluid fantasy

prismatic
supersynthetic
dynamic



Galleria Department Store, Seoul
Architect UNStudio Photographer Christian Richter



fluid fantasy



Above Leonardo Glass Cube
Left Ondine Bench Design by Michaël Bihain
& Cédric Callewaert www.bihain.com





fluid fantasy

The once well defined boundaries between art and science are disappearing. Experimental innovation is the buzzword for both as supersynthetic culture challenges all our sensibilities. Depletion of planetary resources encourages us to look at unnatural materials in new and innovative ways – cross industry collaboration is essential to this new mood of dynamism and animation.

This state of flux is a defining characteristic of the present – a sensation of constant movement, transition and work in progress. Rapid prototyping and computer generated construction allow forms and surfaces to be created that are complex, pixellated, meshed, crystalline and perforated. Karim Rashid and Zaha Hadid are at the forefront of these innovative developments of form and material.

Our growing infatuation with polymers and resins in retina shocking colours means we can celebrate the synthetic and truly enjoy engineered materials. Furniture exhibits ultra smooth lines and curvilinear form – fluid and flowing, moulded and seamless – it appears to grow from the walls or floor. Fabrics include hi-tech polyesters, glazed vinyls and laminated space age combinations that intrigue the eye with their sheer smoothness.

The acid fresh palette seems to radiate, flow and glow – to move in ways that are both joyous and unrestrained. The neutral supremacy of black and white has changed – the Apple iPod has swapped fashion white for an explosion of clean chroma. Pure colour is the new material, fused and forged into new forms and finishes.

Here shades are intense, fizzy and futuristic – solid saturated reds and purples are played off against luminous and pulsating pinks, yellows and turquoises. Vivid pastels and almost fluorescent, energetic optical effects explode, irradiate and shine – this kinetic approach to colour signifies a detox from the depression that has undermined our spirits.

This synthetic, stylistic and chromatic approach creates places for living, working and playing with an overriding emotional energy – a symbolic embracement of life with a euphoric and infectious zeal.





R1.04.54
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F6.16.84
35YY 81/174



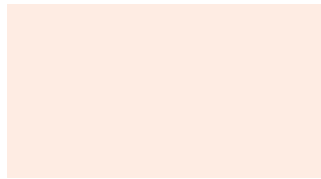
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G4.33.81
60YY 73/497



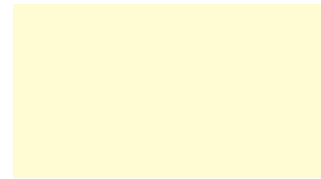
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M9.11.76
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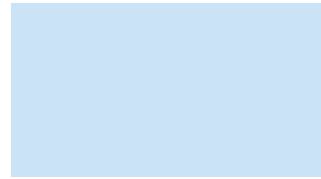
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Z3.37.43
43RR 19/444



Y2.11.73
94RB 64/182



R7.11.79
70BG 70/113



R7.31.62
86BG 43/321



ON.00.39
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RN.02.83
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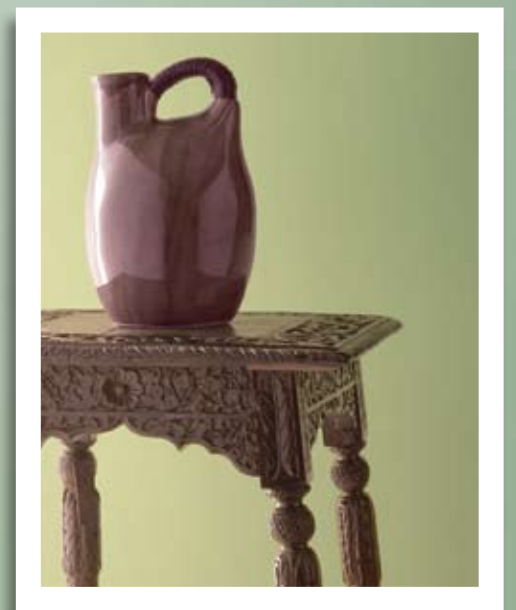
V8.23.44
10RB 19/262





BASIC BELIEFS

ESSENTIAL.
REAL.
ROOTED.



©
**BASIC
BELIEFS**



TreeTents www.boomtents.nl







BASIC BELIEFS

In a world where the difference between fake and real is becoming ever more blurred, there is a huge need to reclaim a notion of trust. The solid institutions and societies of the past are morphing into new ones that focus more on individuals, partnerships and social networks which appear and rearrange themselves according to need.

Innocence and meaning are being rediscovered at a time when perceived values have been challenged. The kitchen table has become a visual metaphor for a new desire for truth and simplicity – qualities that are seen to be universal and enduring in a world of rapid change.

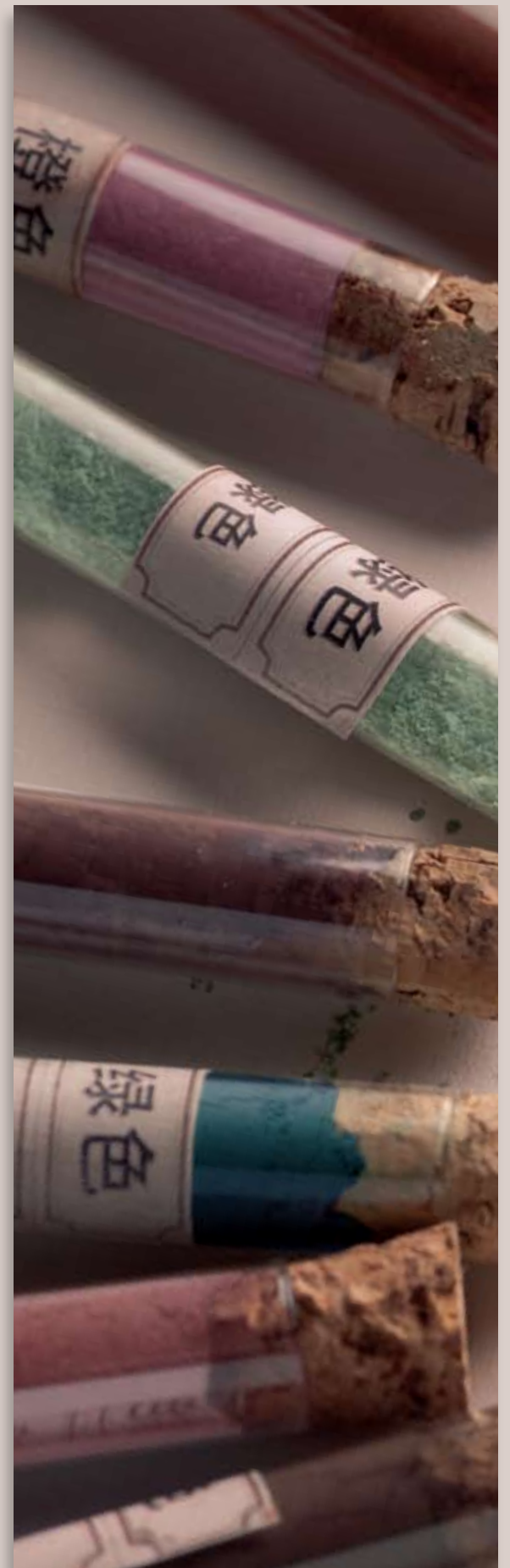
Art, science and nature are forming new alliances. 'Mood foods' help tackle the effects of stress, depression and concentration via a marriage of medical and agricultural technology. In India the importance of healing plants is reawakened via ethno medical gardens in sustainable rural communities. Artistic science is developing new creative use of plants for colourants, dyes and cosmetics.

A new dialogue is emerging between urban and rural – a rush towards urban living in some areas is balanced by a return to the countryside in others. A pastoral dimension to our lives allows us to feel rooted to reality and universality – never before have so many people tended allotments, kept bees, bought from farmers' markets or raised chickens.

Furniture, fabrics and accessories are inspired by a slightly folkloric aesthetic. Textiles feature washed, crumpled and aged effects that have a soft tactility. Country checks, stripes, engraved florals, slubby weaves and large knitted constructions all add to the homespun quality. Furniture evokes the simplicity of a farming life – rocking chairs, benches and kitchen tables made in fruit woods, reclaimed timbers or woven rattan and rope. Accessories are chunky and sturdy looking, made to fit the human hand.

The palette is reminiscent of herbs, grains and medicinal flowers – muted and subtle tones that evoke an authentic lifestyle. Pale wild rose, golden bark, green moss and soft clay allude to natural dyes and earth pigments. Colours of character and provenance, almost beyond fashion, are timeless, relaxed and harmonious.

This reawakened concept of collective wisdom and social responsibility heralds a reclamation of the true values of home and family – a fraternity of friendship for a stable and sustainable tomorrow.





R0.39.25
70BG 09/171



C4.09.36
30YR 15/112



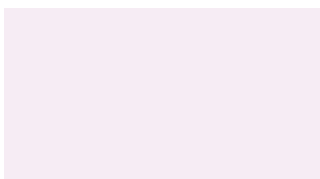
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G8.19.69
90YY 48/255



B9.14.44
10YR 22/206



ZN.02.82
10RR 75/039



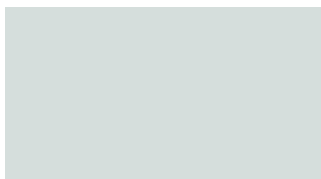
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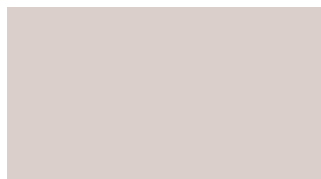
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E4.16.77
00YY 67/212



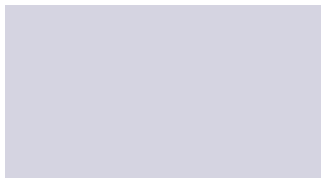
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E9.03.71
10YY 54/034



F4.12.79
30YY 65/171



U2.05.76
70BB 65/066



B6.05.51
10YR 28/072



ARCO SPIRIT

INDIVIDUAL
IRREVERENT
QUIRKY



Aan de Stegge Building www.adsteggegoor.nl



ARCO SPIRIT

INDIVIDUAL
IRREVERENT
QUIRKY



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ARCO SPIRIT

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NT
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ARCO SPIRIT

INDIVIDUAL
IRREVERENT
QUIRKY



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ARCO SPIRIT

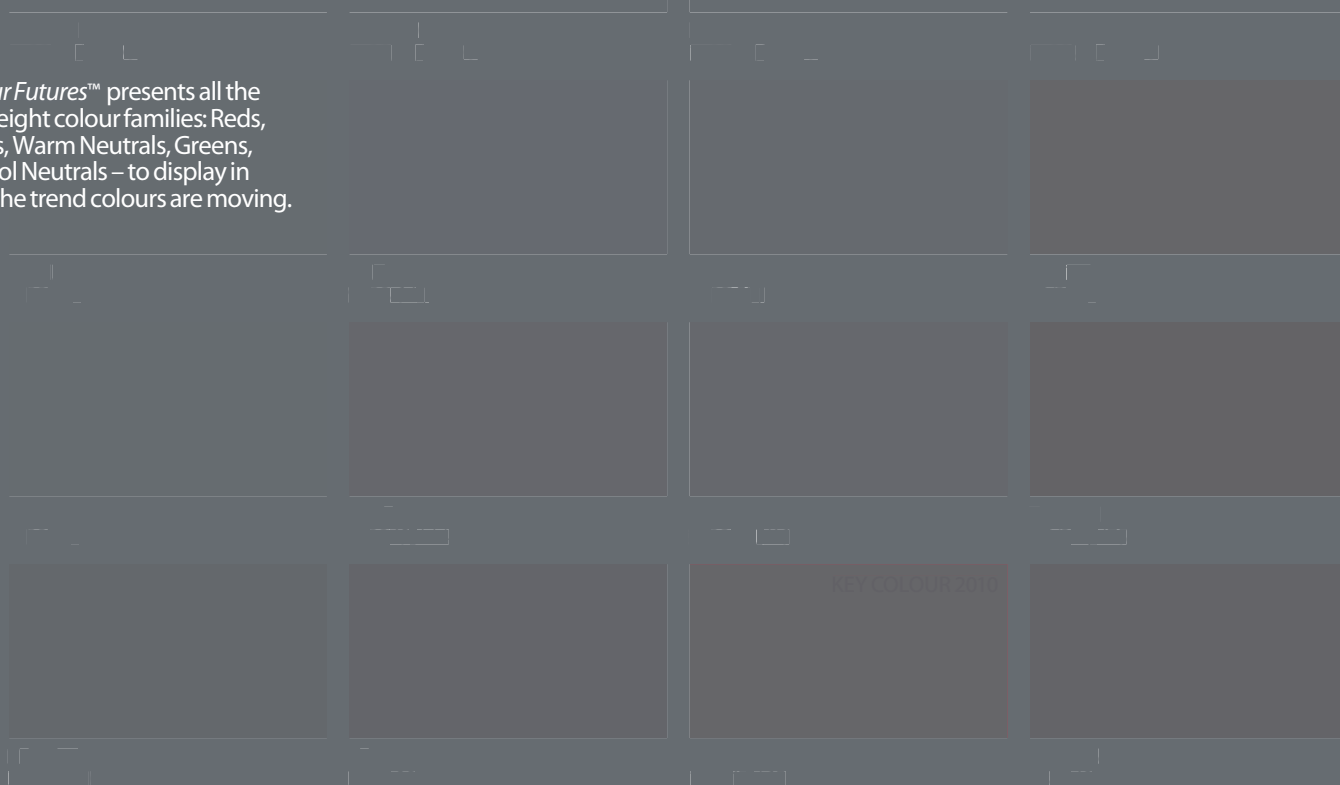
INDIVIDUAL
IRREVERENT
QUIRKY

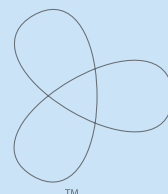


Aan de Stegge Building www.adsteggegeoor.nl

Colours

This part of *Colour Futures™* presents all the trend colours, in eight colour families: Reds, Oranges, Yellows, Warm Neutrals, Greens, Blues, Violets, Cool Neutrals – to display in which direction the trend colours are moving.





COLOUR FUTURES™

International Colour Trends

2010

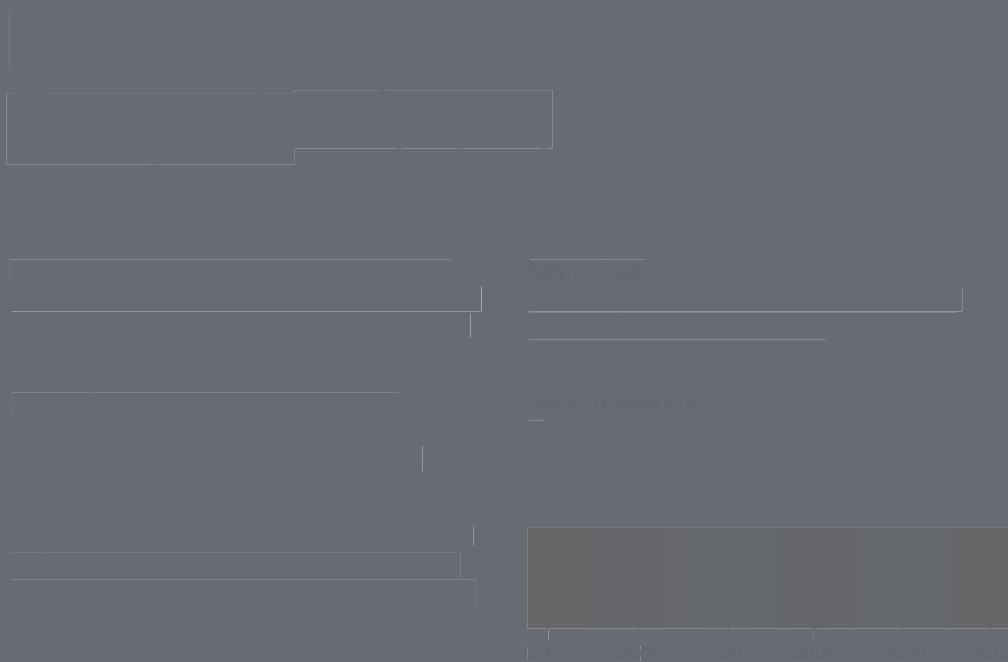


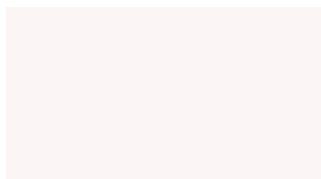
Colour Transitions

This year we see a move towards colours that are lighter in mood and more optimistic in feeling – shades to lift our spirits given the dark and uncertain times that we have been through. This renewed feeling of freshness is the driving characteristic of the palettes.

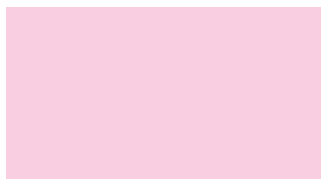
Each individual colour family is cohesive and self contained with little cross over of colours or colour ambiguity. Mid tones tend to predominate overall with some new cleaner off-whites – fewer heavy deep shades are evident.

Zingy pastels are a new area coming to the fore over many of the more saturated shades of recent years – this light touch gives a sense of hopefulness and modernism. Perking up cooler neutrals, naturals and flashes of clean pastel act like a dose of tonic.





BN.01.85
10RR 83/026



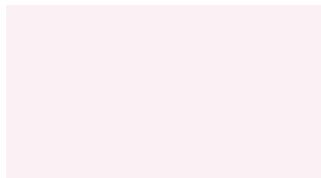
Y2.11.73
94RB 64/182



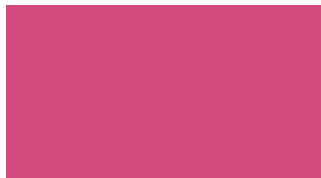
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ZN.02.82
10RR 75/039



Z3.37.43
43RR 19/444



B3.25.60
89RR 36/416



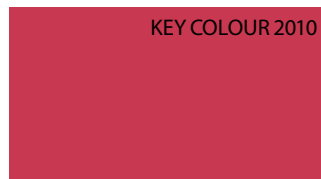
C0.52.29
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Y708.54
30RR 30/103



A1.36.22
54RR 09/276



B9.40.40
10YR 17/465

KEY COLOUR 2010



B5.32.26
98RR 10/318



Reds

Energetic Vibrant Glowing

Active and volcanic reds are both glowing and molten – energising colours that display a slightly 'burnt' quality that lends a degree of softness and ensures usability.

Clean, futuristic pinks add a touch of synthetic fluorescence to the palette overall – they put over a fresh, young and ultra modern image.

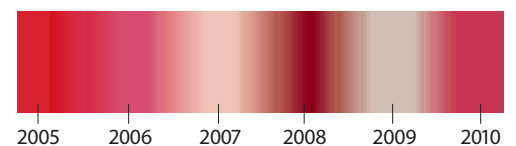
Powder and ash-toned neutrals are soft and refined – shades that allude to the past but are used in totally contemporary ways when enlivened by a flash of bright colour.

Key colour

A deep coral based red – a 'burnt' quality gives softness and warmth that allows it to be used in many settings.

Reds' transition

A move from powder like neutrality to colours that are warmer, more saturated and more positive but still easy to live with.

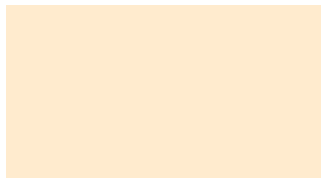




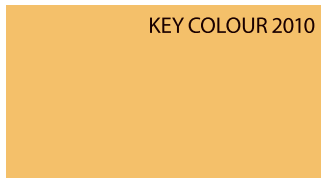
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E0.34.56
80YR 32/339



E4.16.77
00YY 67/212



E4.49.68
04YY 51/583



D6.41.60
70YR 36/468



Oranges

Tanned Tasty Tactile

Warm tans and golds are inspired by grains and beeswax – colourful but soft, homely shades that put over a mood of comfort and wellbeing.

Vibrant carrot and pumpkin colours have a sporty and sunny energy – active shades that will enliven neutral palettes and pull them into the 21st century.

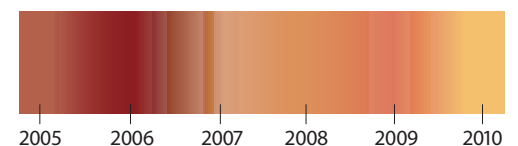
Earthy copper browns are robust with depth and presence – their softness and beauty ensures wide use in both domestic and commercial interiors – a new direction for deep brown.

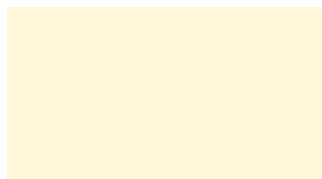
Key colour

An optimistic and sunny yellow orange that seems to radiate happiness and light – a little will go a long way.

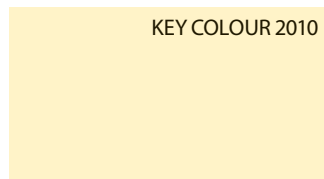
Oranges' transition

A move to yellow based shades from the red influence of last year – although bright and illuminating this colour is like a dose of vitamins.





F9.11.86
46YY 86/166



KEY COLOUR 2010

F7.20.83
35YY 78/269



F6.16.84
35YY 81/174



E8.34.77
27YY 68/470



E8.35.65
10YY 49/378



F4.12.79
30YY 65/171



F2.14.66
30YY 50/176



G4.33.81
60YY 73/497



F8.38.70
50YY 51/519



F3.25.65
30YY 46/304



Yellows

Honest Homely Refreshing

Homely honeys and mustards suggest warmth, comfort and reassurance – shades to surround yourself with when the going gets hard and a little tender loving care is required.

Sharp, acidic lemons and citrus shades put over an image of sporty energy and modern technology – colours with zing and pizzazz to lift any interior scheme.

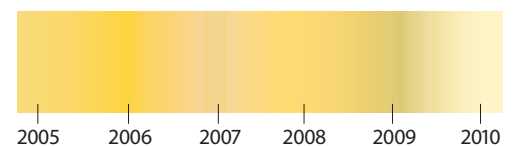
Sunny banana and wheat tones add a new level of soft neutrality – the perfect foil for spacey cooler neutrals and atmospheric greys and teals.

Key colour

A lovely soft banana yellow that puts over a mood of quiet contentment – good for creating serene and relaxing environments.

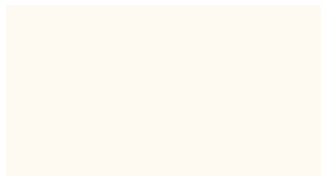
Yellows' transition

A return to the heartland of yellow – this soft, reassuring shade puts over an image of warm summer days and natural goodness.

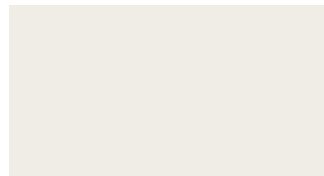




E9.11.74
20YY 61/127



F3.03.88
03YY 86/021



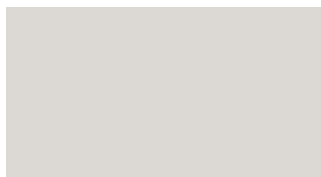
G0.04.81
40YY 74/056



F4.10.70
30YY 53/125



F1.13.48
20YY 22/129



E9.03.71
10YY 54/034



B6.05.51
10YR 28/072



C4.09.36
30YR 15/112



Warm Neutrals

Earthy Sandy Discrete

A quartet of sandy, grain inspired colours with a strong yellow base – warming and reassuring shades that put over an image of warm and wholesome living.

Clay, peat and earth tones are more sophisticated but have presence and character – stunning when enlivened with citrus lemons and oranges.

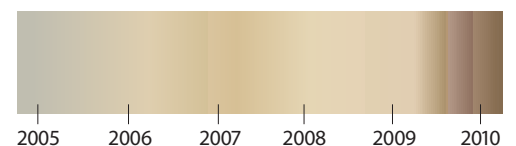
Rich mocha browns add a touch of soft drama especially when used in conjunction with new blues and acid greens – a shot of clean bright colour to lift them into high fashion territory.

Key colour

A deep earthy umber brown – the sort of natural pigment shade that is ultra fashionable when combined with clean turquoises and teals.

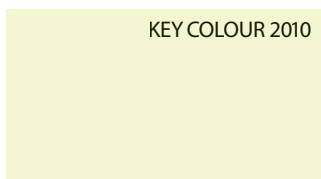
Warm Neutrals' transition

A fairly dramatic move from last year's soft beige to an honest and earthy deep brown with a strong environmental image.





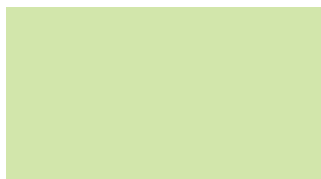
G4.07.77
60YY 67/117



G9.13.85
90YY 83/179



H9.09.61
10GY 39/136



H7.22.83
10GY 74/325



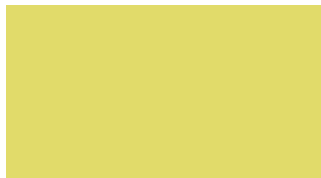
M3.03.71
50GG 55/049



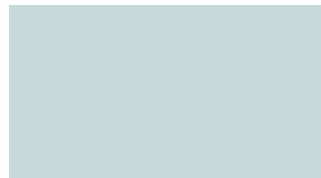
H1.17.78
90YY 72/225



G8.19.69
90YY 48/255



G6.46.73
70YY 61/561



MN.02.77
50GG 63/042



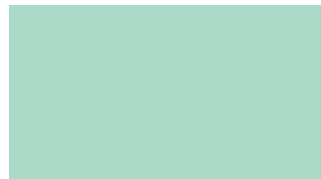
M6.03.62
10GG 38/038



K2.09.60
50GY 43/120



P7.15.48
10BG 21/141



M9.11.76
50GG 61/154



©Eiji Shibata (Teko Design)



Greens

Active Medicinal Healthy

Hi-tech acidic shades are inspired by the laboratory and clinic – liquid colours that light up a space; colours that glow, radiate and pulsate.

Soft healing greens derived from plants and herbs are versatile and easy to live with – well suited to traditional and contemporary interiors that require a sense of calm.

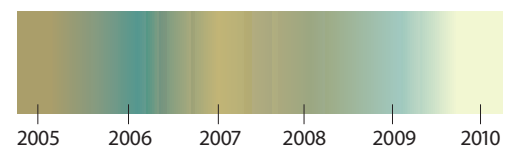
Liquid, blue-based greens allude to the natural and man-made world – colours of character that put over a sense of space and freshness.

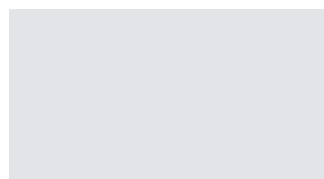
Key colour

The palest yellow lime that seems to emit light and a sense of space – wonderful when balanced with cool neutrals and greys.

Greens' transition

An almost yellow shade of green that represents new shoots, new life and regrowth – a softly energetic colour for a more positive future.





RN.02.83
09BB 77/019



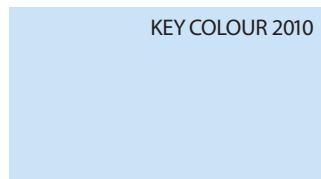
S8.34.56
22BB 34/304



Q1.17.76
46BG 63/190



R3.05.78
70BG 68/056



R7.11.79
70BG 70/113



U9.48.19
72BB 07/288



P1.11.63
10BG 46/112



S8.12.55
10BB 28/116



R7.31.62
86BG 43/321



R0.39.25
70BG 09/171



Blues

Icy Fluid Spacious

Airy and optimistic shades put over a sense of freedom and happiness – carefree colours to lift the spirit and light the darkness.

Soulful teals and turquoises suggest deepest space – a place of mystery, imagination and atmosphere – sophisticated shades that are serene, subtle and understated.

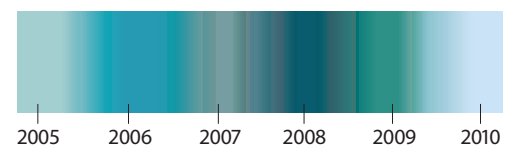
Rich, clear ultramarines speak of both the past and the future – classic colours of quality and provenance are given a new, ultra modern lease of life.

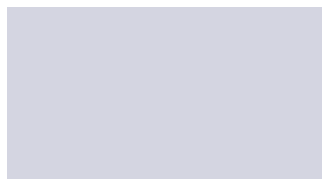
Key colour

Exudes a sense of ozone freshness and spatial airiness – a great shade for opening up small dark spaces where light is at a premium.

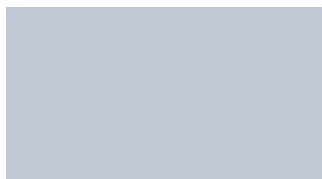
Blues' transition

A real sky blue, not influenced by green, that is pure and luminous – a colour full of hope, possibility and optimism for the future.





U2.05.76
70BB 65/066



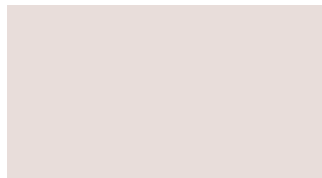
T9.07.73
50BB 54/079



V8.23.44
10RB 19/262



V9.18.29
30RB 10/214



AN.01.77
90RR 64/025



XN.01.71
10RR 56/029



Y3.16.43
10RR 22/178



Violets

Daring Dramatic Dusted

Dramatic and intense purples give a radical new direction for this palette – fearless, open-minded colours that herald a more positive and proactive future.

Soft dusted shades are elegant and easy to live with – colours reminiscent of healing plants and herbs that are soothing to the eye and the spirit.

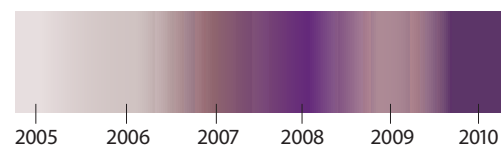
Cool neutral lavenders are inspired by space and air – ideal colours for both domestic and commercial interiors where space and light are at a premium.

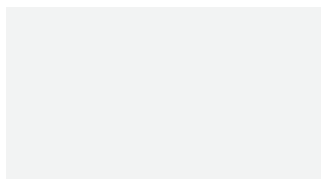
Key colour

A dramatic and daring purple that is both traditional and very modern – a rich and intense shade that has power and warmth.

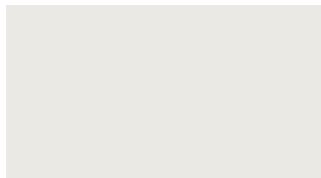
Violets' transition

A dramatic move away from dusty neutrality towards a colour with visual presence and attitude – highly creative and a bit radical.





RN.01.87
10BB 83/020



GN.01.77
30YY 68/024



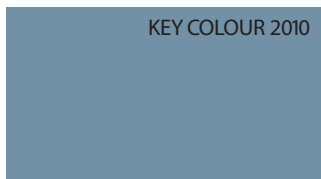
WN.02.46
30RR 22/031



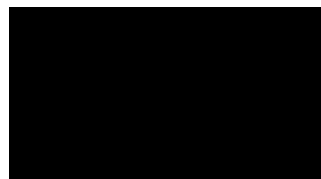
ON.00.39
00NN 16/000



SN.02.67
30BG 49/047



R1.04.54
70BG 28/060



XN.00.10
30BB 05/022



Cool Neutrals

Calming Considered Smoky

Smoky green-based tones give a new and ultra sophisticated level of colour to this palette – shades that are deep, subtle and atmospheric.

True greys and near blacks add drama and a sense of positive definition especially when used with the new ultra futuristic and pulsating pastels.

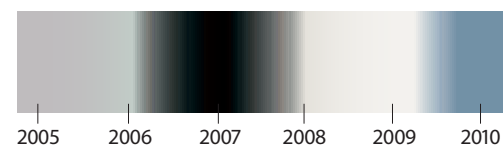
Deep ash grey is equally at home in both domestic or commercial interiors and creates an image of true elegance – a colour from the past just perfect for today.

Key colour

An atmospheric shade reminiscent of green slate – an ultra sophisticated grey to combine with neutrals or as a chic background to brighter accents.

Cool Neutrals' transition

A move to tinted greys with a true sense of sophistication and elegance that allude to both the past and the future, the classic and ultra contemporary.



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SPIRIT

Below Aan de Stegge Building
www.adsteggegoor.nl





Free SPIRIT

The free spirit symbolises individuality, standing alone against the crowd, daring to be different or even slightly rebellious. The true artist and those at the vanguard of fashion have always exhibited a quirky sense of personal expression and forward thinking. As we strive to reclaim truth from stereotype, the desire to be different will re-emerge.

This irreverent attitude to design and dogma can result in highly challenging mixes of inspiration with culturally diverse starting points. Clear sightedness is reclaimed by challenging the status quo and exhibiting a healthy lack of respect for existing stereotypes – free your mind, be your own master and live by your rules – imagine it and it can happen.

Rules are made for breaking – no limits produce new challenges. Exploration and experiment often use the strangest mixes of material, colour and form to give the most rewarding results. Old and new, synthetic and natural, tasteful and trashy, precious and throwaway – a melting pot of creativity.

The look is always unexpected. Materials are juxtaposed in exciting, thought provoking ways in order to create maximum impact and drama. Marks, splashes, graffiti and spray are used to add to the energy of artistic expression that integrates freedom and subversion. A sense of discord in material and colour activates a new awareness.

These unconventional attitudes ensure a palette with attitude – unexpected colour combinations challenge our perceptions of cosy co-ordination. Plastic brights mix happily and unrestrainedly with more earthy shades; clear and clean pastels marry degraded and subtle tones. The resulting combinations put over a mood and image of alternative street culture and a playful, optimistic vitality.

Without free spirits in society we cannot move forward; a 'dare to be different' viewpoint will always result in big steps forward for design and style – this theatrical and rebellious reclamation is the true energy of life.





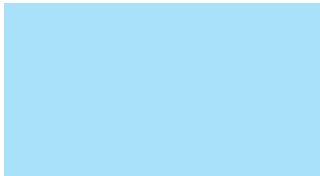
P1.11.63
10BG 46/112



D6.41.60
70YR 36/468



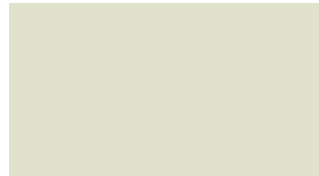
C0.52.29
09YR 11/475



Q1.17.76
46BG 63/190



V9.18.29
30RB 10/214



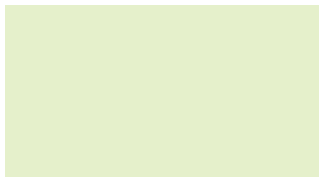
G4.07.77
60YY 67/117



S8.34.56
22BB 34/304



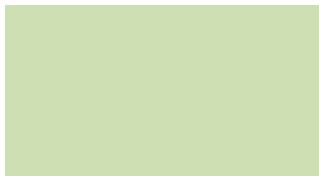
F8.38.70
50YY 51/519



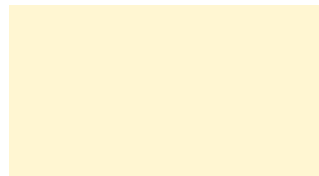
H7.22.83
10GY 74/325



A1.36.22
54RR 09/276



H1.17.78
90YY 72/225



F9.11.86
46YY 86/166



E8.34.77
27YY 68/470



H9.09.61
10GY 39/136



E4.49.68
04YY 51/583





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sweet memory

iconic referenced
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sweet memory





Colours

This part of *Colour Futures™* presents all the trend colours, in eight colour families: Reds, Oranges, Yellows, Warm Neutrals, Greens, Blues, Violets, Cool Neutrals – to display in which direction the trend colours are moving.

2N1015
2018 2019

2N1175
2018 2019

6S1465
2018 2019

CO0141
2018 2019

2N1282
2018 2019

2S1245
2018 2019

6S2560
2018 2019

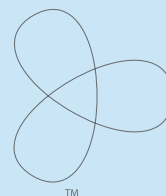
CO5219
2018 2019

7Y0854
2018 2019

4N1622
2018 2019

6W0141
2018 2019

6S3226
2018 2019



COLOUR FUTURES™

International Colour Trends

2010



Colour Transitions

This year we see a move towards colours that are lighter in mood and more optimistic in feeling – shades to lift our spirits given the dark and uncertain times that we have been through. This renewed feeling of freshness is the driving characteristic of the palettes.

Each individual colour family is cohesive and self contained with little cross over of colours or colour ambiguity. Mid tones tend to predominate overall with some new cleaner off-whites – fewer heavy deep shades are evident.

Zingy pastels are a new area coming to the fore over many of the more saturated shades of recent years – this light touch gives a sense of hopefulness and modernism. Perking up cooler neutrals, naturals and flashes of clean pastel act like a dose of tonic.

Reds

Energetic Vibrant Glowing

Active and volcanic reds are both glowing and molten – energising colours that display a slightly 'burnt' quality that lends a degree of softness and ensures usability.

Clean, futuristic pinks add a touch of synthetic fluorescence to the palette overall – they put over a fresh, young and ultra modern image.

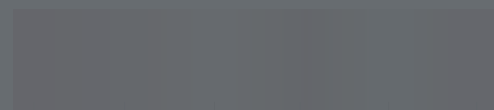
Powder and ash-toned neutrals are soft and refined – shades that allude to the past but are used in totally contemporary ways when enlivened by a flash of bright colour.

Key colour

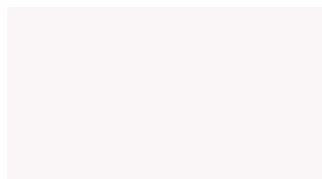
A deep coral based red – a 'burnt' quality gives softness and warmth that allows it to be used in many settings.

Reds' transition

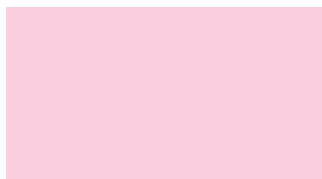
A move from powder like neutrality to colours that are warmer, more saturated and more positive but still easy to live with.



2005 2006 2007 2008 2009 2010



BN.01.85
10RR 83/026



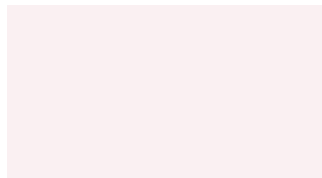
Y2.11.73
94RB 64/182



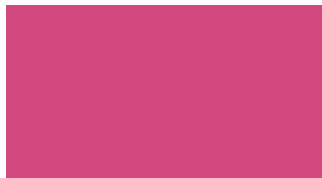
B3.14.65
90RR 51/191



C6.61.41
31YR 18/648



ZN.02.82
10RR 75/039



Z3.37.43
43RR 19/444



B3.25.60
89RR 36/416



C0.52.29
09YR 11/475



Y708.54
30RR 30/103



A1.36.22
54RR 09/276



B9.40.40
10YR 17/465

KEY COLOUR 2010



B5.32.26
98RR 10/318



Reds

Energetic Vibrant Glowing

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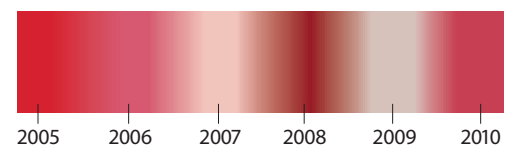
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Key colour

A deep coral based red – a 'burnt' quality gives softness and warmth that allows it to be used in many settings.

Reds' transition

A move from powder like neutrality to colours that are warmer, more saturated and more positive but still easy to live with.





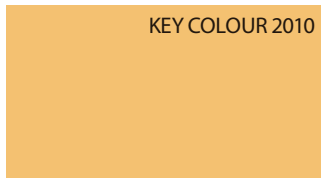
B9.14.44
10YR 22/206



E0.34.56
80YR 32/339



E4.16.77
00YY 67/212



E4.49.68
04YY 51/583



D6.41.60
70YR 36/468



Oranges

Tanned Tasty Tactile

Warm tans and golds are inspired by grains and beeswax – colourful but soft, homely shades that put over a mood of comfort and wellbeing.

Vibrant carrot and pumpkin colours have a sporty and sunny energy – active shades that will enliven neutral palettes and pull them into the 21st century.

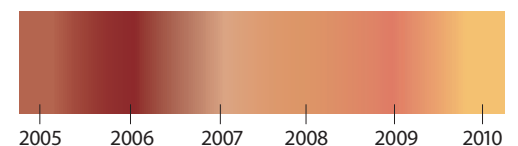
Earthy copper browns are robust with depth and presence – their softness and beauty ensures wide use in both domestic and commercial interiors – a new direction for deep brown.

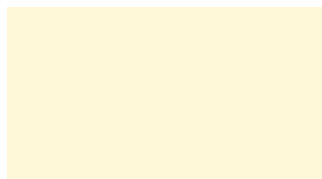
Key colour

An optimistic and sunny yellow orange that seems to radiate happiness and light – a little will go a long way.

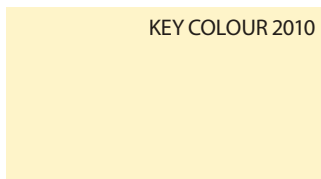
Oranges' transition

A move to yellow based shades from the red influence of last year – although bright and illuminating this colour is like a dose of vitamins.



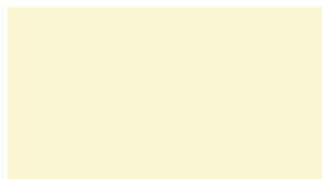


F9.11.86
46YY 86/166



KEY COLOUR 2010

F7.20.83
35YY 78/269



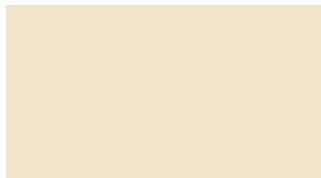
F6.16.84
35YY 81/174



E8.34.77
27YY 68/470



E8.35.65
10YY 49/378



F4.12.79
30YY 65/171



F2.14.66
30YY 50/176



G4.33.81
60YY 73/497



F8.38.70
50YY 51/519



F3.25.65
30YY 46/304



Yellows

Honest Homely Refreshing

Homely honeys and mustards suggest warmth, comfort and reassurance – shades to surround yourself with when the going gets hard and a little tender loving care is required.

Sharp, acidic lemons and citrus shades put over an image of sporty energy and modern technology – colours with zing and pizzazz to lift any interior scheme.

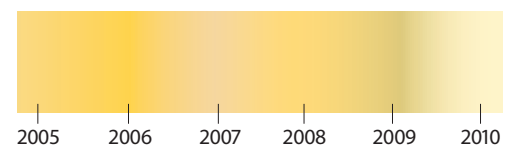
Sunny banana and wheat tones add a new level of soft neutrality – the perfect foil for spacey cooler neutrals and atmospheric greys and teals.

Key colour

A lovely soft banana yellow that puts over a mood of quiet contentment – good for creating serene and relaxing environments.

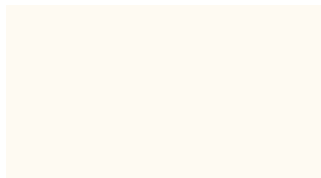
Yellows' transition

A return to the heartland of yellow – this soft, reassuring shade puts over an image of warm summer days and natural goodness.

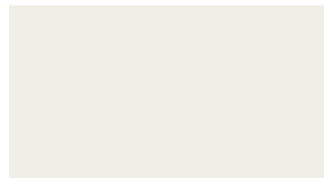




E9.11.74
20YY 61/127



F3.03.88
03YY 86/021



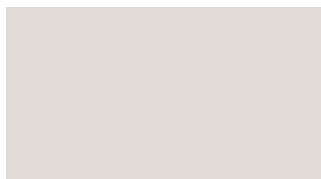
G0.04.81
40YY 74/056



F4.10.70
30YY 53/125



F1.13.48
20YY 22/129



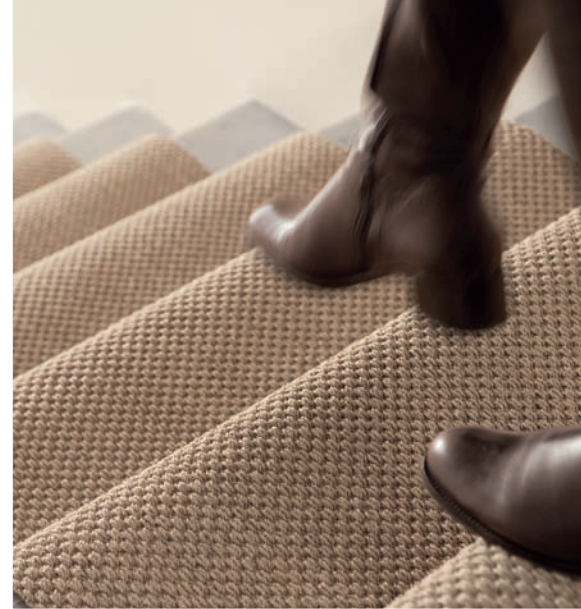
E9.03.71
10YY 54/034



B6.05.51
10YR 28/072



C4.09.36
30YR 15/112



Warm Neutrals

Earthy Sandy Discrete

A quartet of sandy, grain inspired colours with a strong yellow base – warming and reassuring shades that put over an image of warm and wholesome living.

Clay, peat and earth tones are more sophisticated but have presence and character – stunning when enlivened with citrus lemons and oranges.

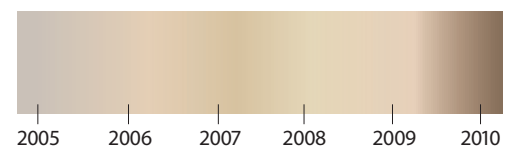
Rich mocha browns add a touch of soft drama especially when used in conjunction with new blues and acid greens – a shot of clean bright colour to lift them into high fashion territory.

Key colour

A deep earthy umber brown – the sort of natural pigment shade that is ultra fashionable when combined with clean turquoises and teals.

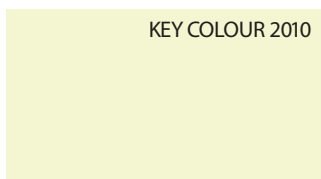
Warm Neutrals' transition

A fairly dramatic move from last year's soft beige to an honest and earthy deep brown with a strong environmental image.





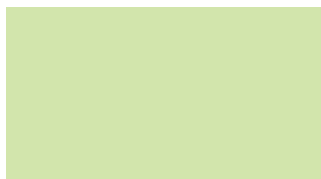
G4.07.77
60YY 67/117



G9.13.85
90YY 83/179



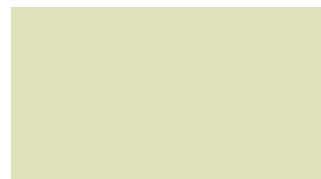
H9.09.61
10GY 39/136



H7.22.83
10GY 74/325



M3.03.71
50GG 55/049



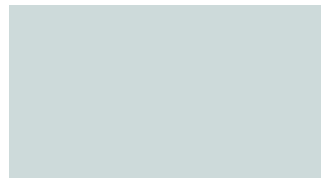
H1.17.78
90YY 72/225



G8.19.69
90YY 48/255



G6.46.73
70YY 61/561



MN.02.77
50GG 63/042



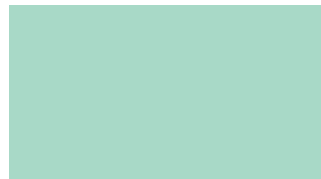
M6.03.62
10GG 38/038



K2.09.60
50GY 43/120



P7.15.48
10BG 21/141



M9.11.76
50GG 61/154



©Eiji Shibata (Teko Design)



Greens

Active Medicinal Healthy

Hi-tech acidic shades are inspired by the laboratory and clinic – liquid colours that light up a space; colours that glow, radiate and pulsate.

Soft healing greens derived from plants and herbs are versatile and easy to live with – well suited to traditional and contemporary interiors that require a sense of calm.

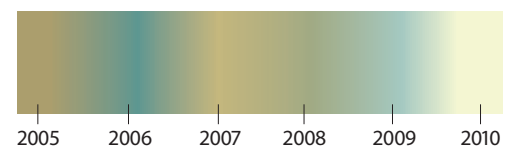
Liquid, blue-based greens allude to the natural and man-made world – colours of character that put over a sense of space and freshness.

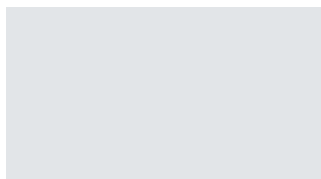
Key colour

The palest yellow lime that seems to emit light and a sense of space – wonderful when balanced with cool neutrals and greys.

Greens' transition

An almost yellow shade of green that represents new shoots, new life and regrowth – a softly energetic colour for a more positive future.





RN.02.83
09BB 77/019



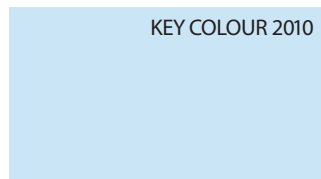
S8.34.56
22BB 34/304



Q1.17.76
46BG 63/190



R3.05.78
70BG 68/056



R7.11.79
70BG 70/113



U9.48.19
72BB 07/288



P1.11.63
10BG 46/112



S8.12.55
10BB 28/116



R7.31.62
86BG 43/321



R0.39.25
70BG 09/171



Blues

Icy Fluid Spacious

Airy and optimistic shades put over a sense of freedom and happiness – carefree colours to lift the spirit and light the darkness.

Soulful teals and turquoises suggest deepest space – a place of mystery, imagination and atmosphere – sophisticated shades that are serene, subtle and understated.

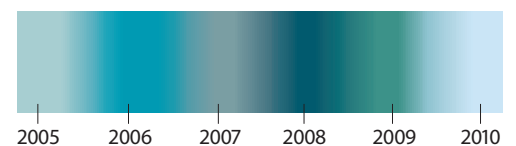
Rich, clear ultramarines speak of both the past and the future – classic colours of quality and provenance are given a new, ultra modern lease of life.

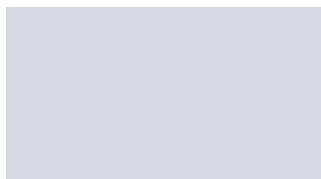
Key colour

Exudes a sense of ozone freshness and spatial airiness – a great shade for opening up small dark spaces where light is at a premium.

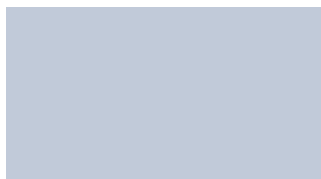
Blues' transition

A real sky blue, not influenced by green, that is pure and luminous – a colour full of hope, possibility and optimism for the future.





U2.05.76
70BB 65/066



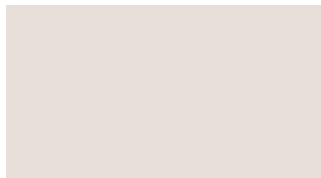
T9.07.73
50BB 54/079



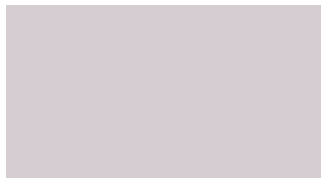
V8.23.44
10RB 19/262



V9.18.29
30RB 10/214



AN.01.77
90RR 64/025



XN.01.71
10RR 56/029



Y3.16.43
10RR 22/178



Violets

Daring Dramatic Dusted

Dramatic and intense purples give a radical new direction for this palette – fearless, open-minded colours that herald a more positive and proactive future.

Soft dusted shades are elegant and easy to live with – colours reminiscent of healing plants and herbs that are soothing to the eye and the spirit.

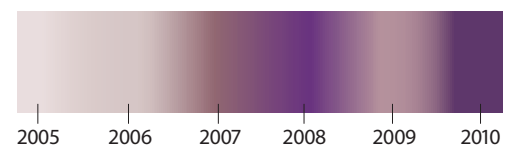
Cool neutral lavenders are inspired by space and air – ideal colours for both domestic and commercial interiors where space and light are at a premium.

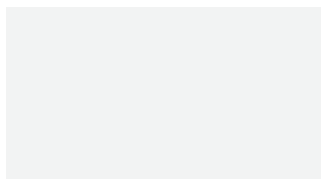
Key colour

A dramatic and daring purple that is both traditional and very modern – a rich and intense shade that has power and warmth.

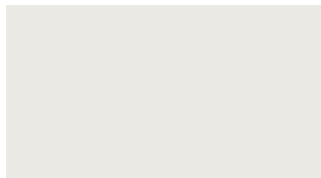
Violets' transition

A dramatic move away from dusty neutrality towards a colour with visual presence and attitude – highly creative and a bit radical.

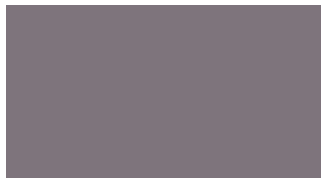




RN.01.87
10BB 83/020



GN.01.77
30YY 68/024



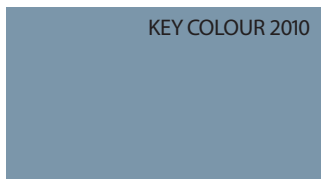
WN.02.46
30RR 22/031



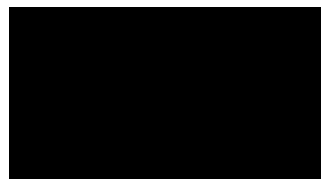
ON.00.39
00NN 16/000



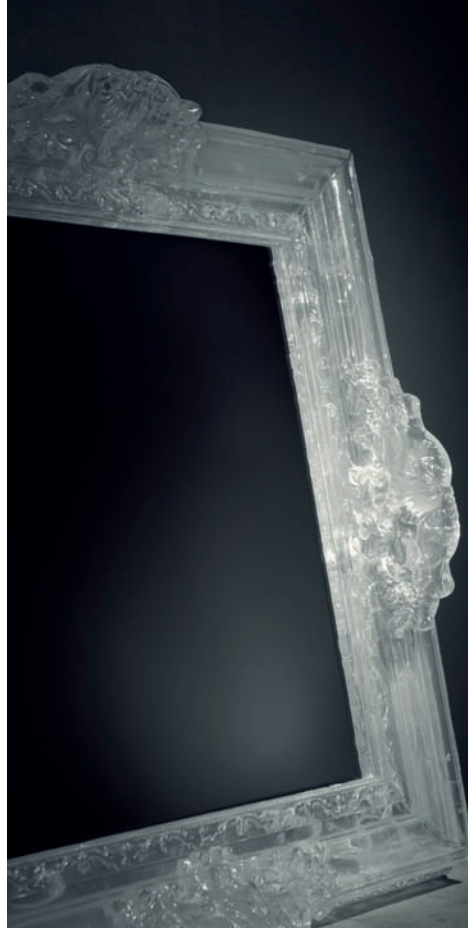
SN.02.67
30BG 49/047



R1.04.54
70BG 28/060



XN.00.10
30BB 05/022



Cool Neutrals Calming Considered Smoky

Smoky green-based tones give a new and ultra sophisticated level of colour to this palette – shades that are deep, subtle and atmospheric.

True greys and near blacks add drama and a sense of positive definition especially when used with the new ultra futuristic and pulsating pastels.

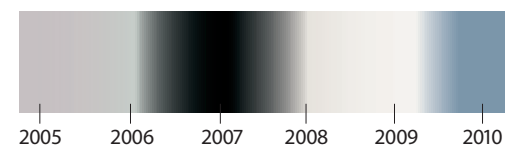
Deep ash grey is equally at home in both domestic or commercial interiors and creates an image of true elegance – a colour from the past just perfect for today.

Key colour

An atmospheric shade reminiscent of green slate – an ultra sophisticated grey to combine with neutrals or as a chic background to brighter accents.

Cool Neutrals' transition

A move to tinted greys with a true sense of sophistication and elegance that allude to both the past and the future, the classic and ultra contemporary.





sweet memory

We are in the process of revisiting the Classics in order to reclaim our culture and history and better understand where we find ourselves today. We need to find a context for our lives and artistic creation that can address the flexibility of creativity.

Playing with the clichés of the past and understanding historical references anchors us in time – they can be absorbed or ignored in order to learn or unlearn what we know or think we know. A type of 'creative forgetfulness' can cause us to reassess our heritage by re-editing and recontextualising iconic items.

Objects exist that are so synonymous with the cultures they come from – a Dutch tulip vase, a Louis XV chair, a Murano glass chandelier or a Ming vase – that we have stopped, intentionally or not, understanding their cultural significance. These icons are being re-looked at by cutting edge designers in order to reclaim both a sense of cultural context and a level of elevated craftsmanship.

Here the quality of finish and refined design re-enchants the home environment. Time is not frozen in a sterile way but a new quirky twist is applied – new traditions are being born where artisanal know-how is married to modern technologies and beautiful materials. Without the vision of the designer conjoined with the skill of the craftsman, innovation does not happen.



Period inspired furniture forms are rounded and padded – revived by use of needlework, pastel leathers and humorous fabrics; accessories in wire and plaster create new, challenging but ultimately desirable objects. Print and patchwork, knitting and appliqué add to the classic/contemporary image via an array of challenging and witty design concepts.

The warmth of the feminine palette is reassuring, comforting and reflects an image of soft elegance – it is enlivened and pulled into a contemporary focus by the addition of some iconic deeps such as pewter grey, bronze green, lacquer reds and old gold – colours of great class and distinction.

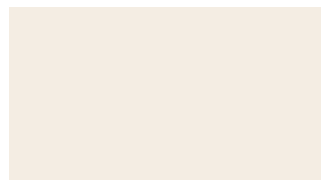
This reclamation of design history allows us the opportunity to reshape our futures and move forward with a twist of humour and wit – a healthy sense of visual irony creates the quietly surreal charm of tomorrow.



Y7.08.54
30RR 30/103



B3.14.65
90RR 51/191



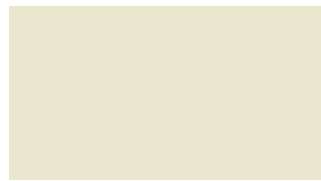
F3.03.88
03YY 86/021



WN.02.46
30RR 22/031



AN.01.77
90RR 64/025



G0.04.81
40YY 74/056



E0.34.56
80YR 32/339



E8.35.65
10YY 49/378



F7.20.83
35YY 78/269



F1.13.48
20YY 22/129



F2.14.66
30YY 50/176



E9.11.74
20YY 61/127



B5.32.26
98RR 10/318



B9.40.40
10YR 17/465

Resources

Here you will find an index of the pictures that have been used in this publication. Feel free to visit the website and download them.

www.colourfutures.com

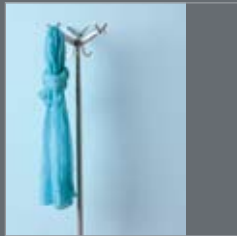
Colour of the Year p6-9



CF10-COVER



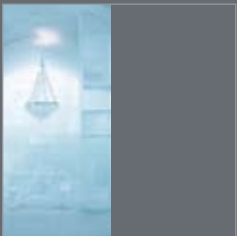
CF10-COY-1



CF10-COY-2



CF10-COY-3



CF10-COY-4



CF10-COY-5



CF10-COY-6

Trends p10-41

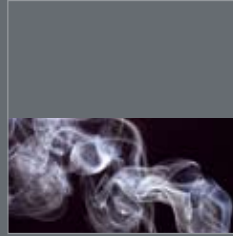
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SILENT SPACE™

pages 12-17
Serene Timeless Spacious



CF10-SS-1



CF10-SS-2



CF10-SS-3



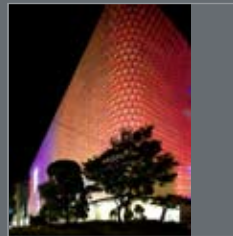
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fluid fantasy™

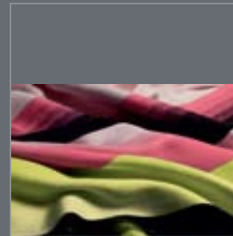
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Prismatic Supersynthetic Dynamic



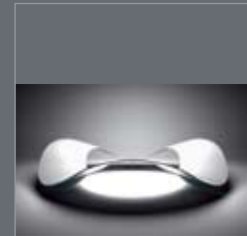
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CF10-FF-2



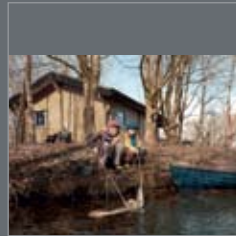
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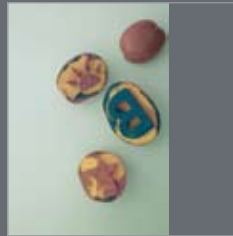
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BASIC BELIEFS™

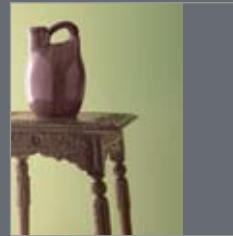
pages 24-29
Essential Real Rooted



CF10-BB-1



CF10-BB-2



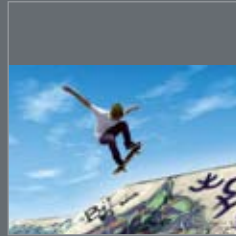
CF10-BB-3



CF10-BB-4

Free SPIRIT™

pages 30-35
Individual Irreverent Quirky



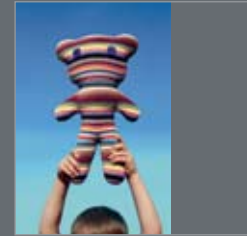
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CF10-FS-2



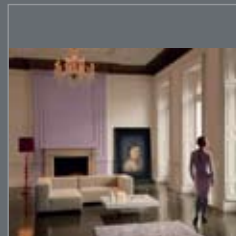
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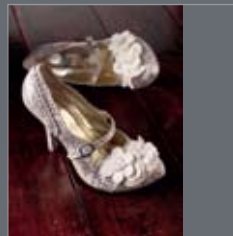
CF10-FS-4

sweet memory™

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Iconic Referenced Symbolic



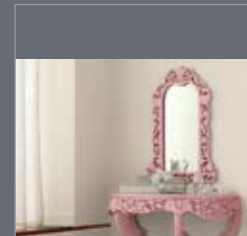
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CF10-SM-2



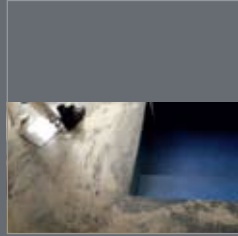
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CF10-SM-4



CF10-SS-5



CF10-SS-6



CF10-FF-5



CF10-FF-6



CF10-BB-5



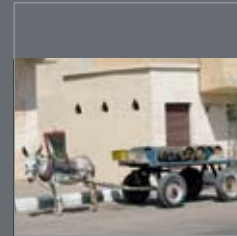
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CF10-BB-7



CF10-BB-8



CF10-BB-9



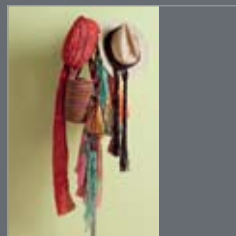
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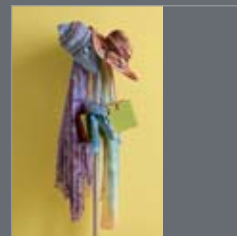
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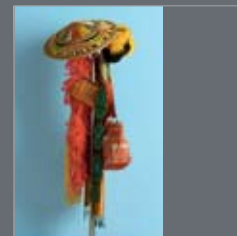
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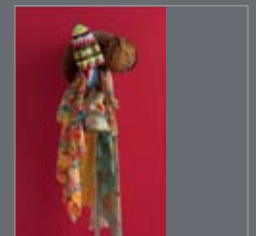
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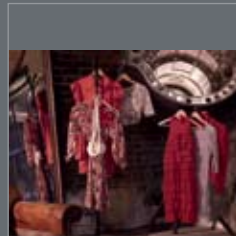


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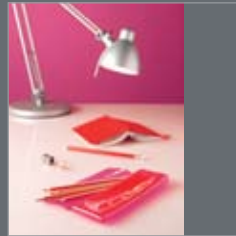
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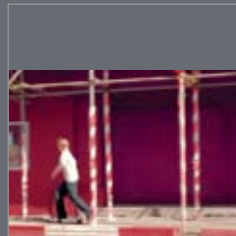
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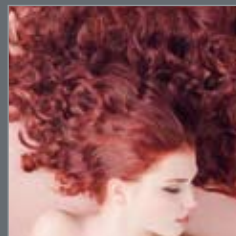
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CF10-R-2



CF10-R-3

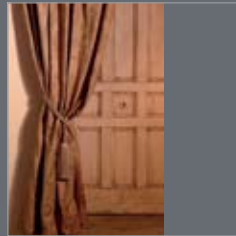


CF10-R-4

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CF10-O-1



CF10-O-2



CF10-O-3



CF10-O-4

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CF10-Y-1



CF10-Y-2



CF10-Y-3



CF10-Y-4

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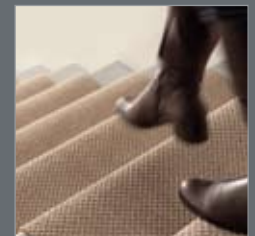
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CF10-WN-2



CF10-WN-3



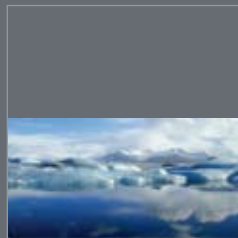
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Greens
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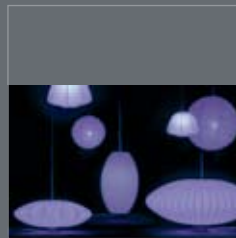
CF10-G-1

Blues
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CF10-B-1

Violets
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CF10-V-1

Cool Neutrals
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CF10-CN-1



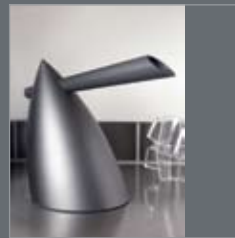
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CF10-B-2



CF10-V-2



CF10-CN-2



CF10-G-3



CF10-B-3



CF10-V-3



CF10-CN-3



CF10-G-4



CF10-B-4



CF10-V-4



CF10-CN-4

Generic

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Welcome inside front cover

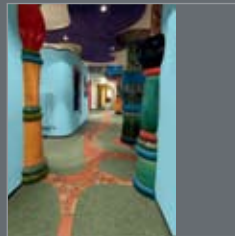


CF10-WELCOME

Colour Trends pages 01-05



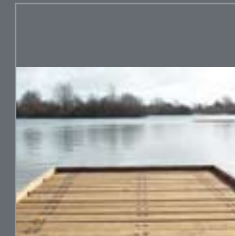
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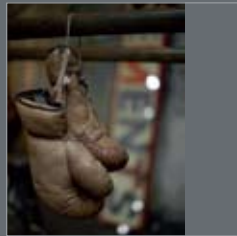
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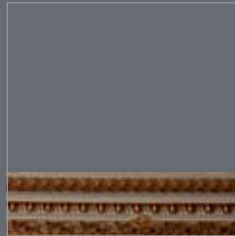
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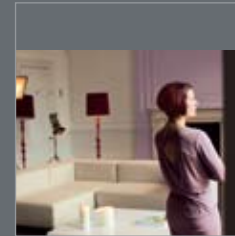
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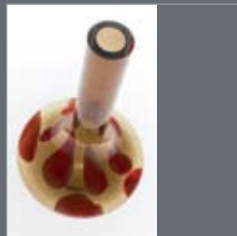
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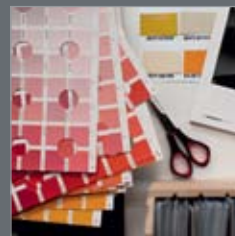
Trends Team pages 02-03



CF10-TT-1



CF10-TT-2



CF10-TT-3



CF10-TT-4



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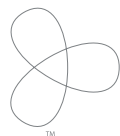
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**COLOUR
FUTURES**
International Colour Trends
2010



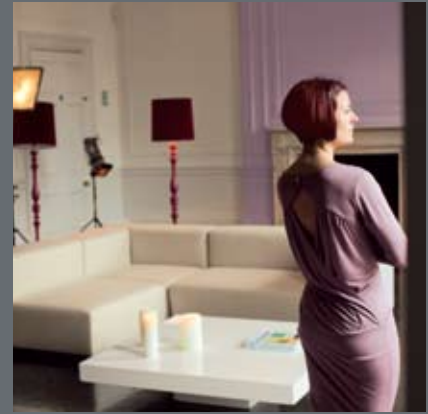




Welcome

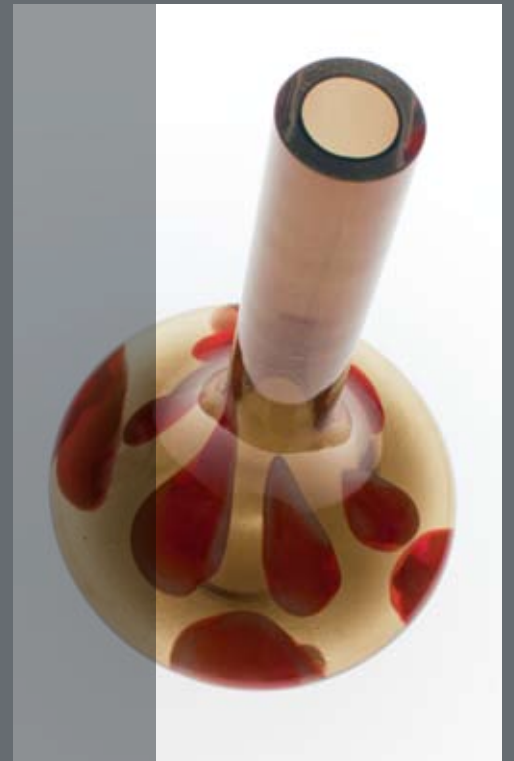
With the merger of the former Akzo Nobel and ICI Paints, AkzoNobel is the world's largest global paints and coatings manufacturer. As a major producer of coatings, colour is extremely important. Therefore we pride ourselves on the knowledge of colour trends and colour formulations in paint.

Colour Futures™ is the result of ongoing worldwide colour trend research, forecasting and development. *Colour Futures™* provides the reader with international style and design trends for interior and exterior, translated into colour trend palettes.



Above right Leonardo Glass Cube Fluid Fantasy,
Far right Amy Cushing Vase www.mosquito-design.com
Fluid Fantasy, Directly above Aan de Stegge Building
www.adsteggegoor.nl Free Spirit.





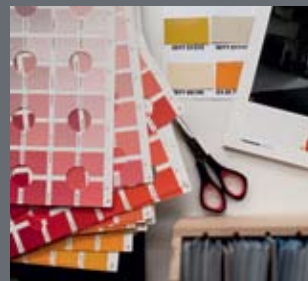
Colour Trends

Trends can emerge out of every possible corner of society. Some can emerge rapidly; others evolve over several years – or even decades. To clarify what a trend is, it is helpful to look at the difference between a hype, a fashion and a trend.

A hype is something that emerges suddenly, takes a group of people by storm – and then dissipates rapidly. Hypes are generally born unconsciously and come from some inner drive to be accepted, to belong. A fashion is more current and is usually followed consciously – through clothes, toys, food and certain aspects of lifestyle.

Trends, on the other hand, are drifts, inclinations and movements in a prevailing direction.





Trends Team

Once a year we draw together an international group of creative experts in the field of design, architecture and fashion, with an eye for trends and a passion for colour.

Our trend and colour experts represent different parts of the world and draw on a variety of national and international sources: from design to technology, from architecture to nature, from fashion to music and popular culture.

Their ideas about how trends and colours are developing are presented a year ahead in *Colour Futures*.™





Driving Influence for 2010

This *Colour Futures™* presents one overriding message and five trend related themes. Every theme is translated into a contemporary colour palette. From these palettes we select one Colour of the Year, the colour that best represents the prevailing mood and fashion of the time.

Reclaim

The overriding message of our themes this year is one of reclamation. After the financial uncertainty of recent times and our concern over global warming and eco-management, we need to re-establish those values and qualities that are enduring, true and solid.

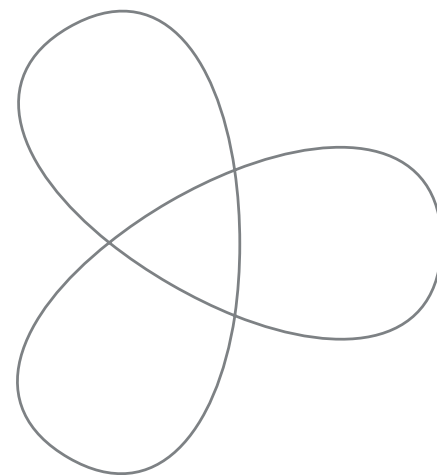
The general mood is directed towards a more active role for the individual; of taking charge and being responsible for our own destinies, of valuing those things pertaining to friends, family and local communities, and of caring for the world in order to ensure that it is in a healthy state to pass on to our children. We want to be more proactive as individuals, giving back to society rather than relying on the State for total control.

'Reclaim' recognises that we are in a state of flux between those attitudes and institutions of the past and what we will replace them with as the new foundations for life. We now have the opportunity to reshape values, recreate systems or build alternative ones. We can think again about the meaning of concepts like community, economics – both national and personal, human dignity, industrial development and professional standards.

Each of our themes refers directly to one of these issues – stylistic independence in Silent Space, material innovation in Fluid Fantasy, reclaiming trust in Basic Beliefs, creative individuality in Free Spirit, and cultural values in Sweet Memory.

'Reclaim' heralds a new dawn or new horizon for humanity which allows us the opportunity to look again, create better, improve what has been and adopt a more caring and rational attitude to the way we all live together on this planet and fairly share in its resources – a real reclamation of collective wisdom for the future.

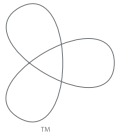




TM

Colour of the Year 2010

Airy
Open
Hopeful



Colour of the Year 2010

In keeping with our overall theme of 'Reclaim', we are looking towards the qualities of truth, integrity, openness and hope. The Colour of the Year is an airy and optimistic blue that symbolises infinite horizons, new beginnings, renewed energy and a positive dynamic.

This clear, transparent shade encapsulates a sense of purity and goodness – a hopeful and chemical free colour full of possibility. It puts over an image of vast skies, breezy ozone freshness and the energy and essentiality of water. Given these associations plus the fact that it is a receding colour it will always create a sense of space.

Blue, in colour psychology terms, is the colour associated with sky and sea. Airy light blues are recognised as being refreshing, soothing and liberating. They are good in helping to combat mental strain and stress, physical tiredness and feelings of exhaustion whilst at the same time being re-energising and encouraging fresh starts. They are also thought to enhance powers of communication which can help to promote feelings of confidence.

A balance of the spiritual and the intellectual is represented by the allusion to air, sky and water – the freedom of the spirit married to the rationality of the mind; the vision of the artist to the knowledge of the scientist. Both in interior and exterior settings this blue has an important role to play. It complements perfectly the contemporary materials and modern neutrality of glass, steel and concrete, but also works with stronger and more traditional interior shades such as crimson, burgundy, plum, teal, pewter and gold.

This colour speaks of hope and clarity – a pure, clean and unpolluted direction for the future of our planet; a chance to reclaim possibility with renewed vigour and energy – the clear new horizon of tomorrow.

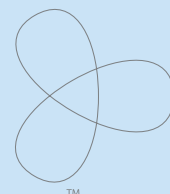
The Colour of the Year 2010 is an airy and optimistic blue.





Trends

This part of *Colour Futures™* describes the five main trends and colours for 2010.



S I L
S P A

**COLOUR
FUTURES™**

International Colour Trends

2010

SERENE TIMELESS SPACIOUS







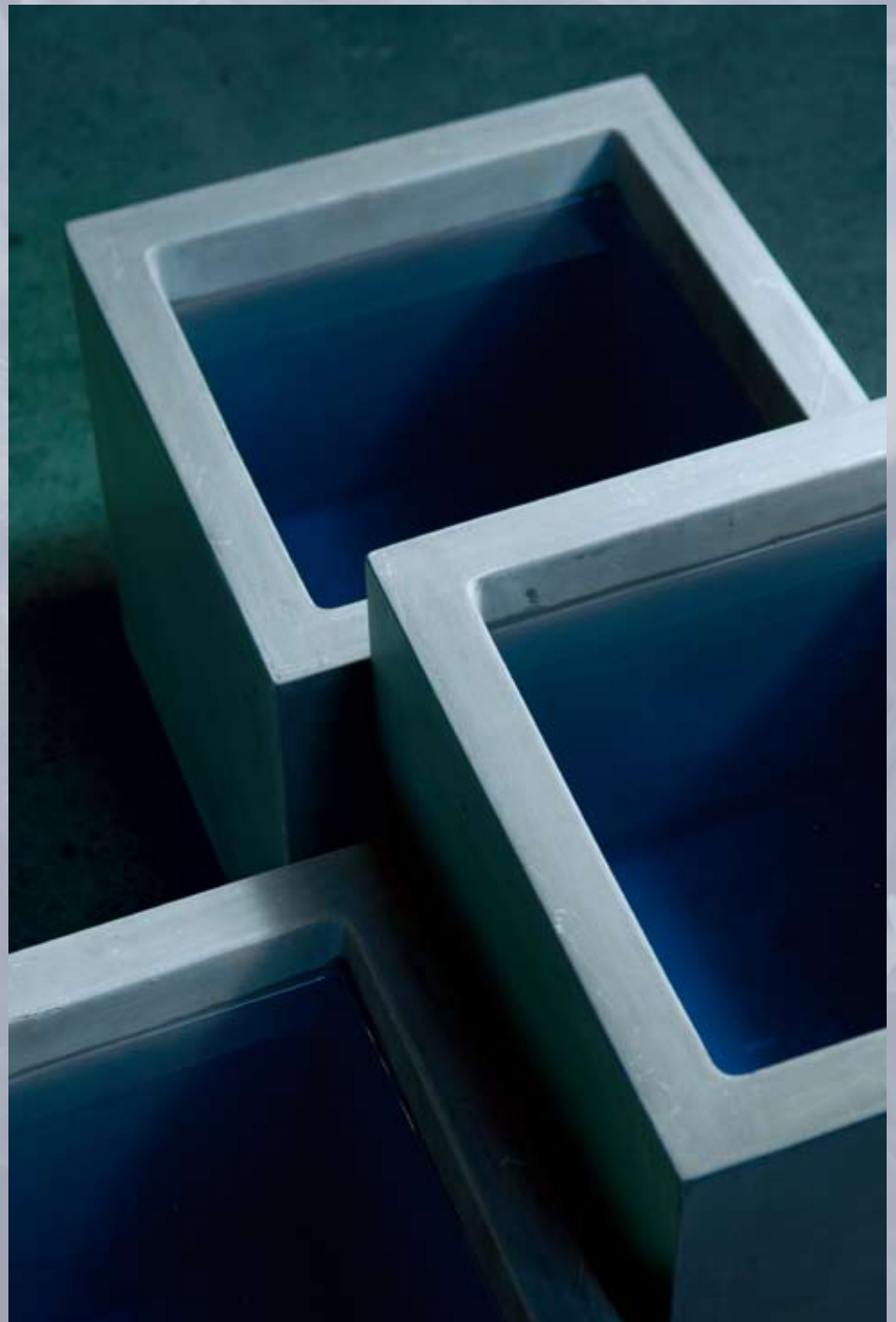
S | I | L | E | N | T
S | P | A | C | E | .

SERENE TIMELESS SPACIOUS



S I L E N T
S P A C E .







S I L E N T S P A C E .

Space is a place of limitless possibilities – a subtle void that suggests eternity, mystery and indefinability. This state of mental infinity has inspired artists, architects and poets alike throughout the ages both in terms of the physical reality of its vastness and in the sense of mystery and serenity it creates.

Although to some, this idea of a void or deep space can be perceived as a somewhat dark place, its attraction lies in its profound neutrality – a mysterious but sensual background to showcase the precious, the refined and the individual.

The post consumer society is no longer fascinated by endless choice; it is not a matter of de-consuming but consuming differently. This attitude heralds a new dawn for those not interested in slavishly following trends. Poetry and mystery are concepts not much in evidence in the past decade during our rush towards more obvious manifestations of luxury. This new, slightly mysterious style of independence will reclaim a real sense of creative beauty and personal choice.

The overriding characteristic of this palette is one of smoky alchemy – subtle, understated and atmospheric colours that intrigue the eye and feed the soul. Against a profoundly spatial palette of dusky blues, teals and mineral greys, individual colours can be sharply focused and showcased like bright stars in the inky depths of space. Soft lustrous materials and surfaces glisten and gleam, putting over a mood of refined elegance and discreet luxury.

Fabrics and upholstery focus on complementary textures – wool and silk, velvet and leather, suede and felt. Glistening slate and granite are played off against more degraded surfaces like distressed concrete in highly individual combinations.

This process of sorting through what has real value allows for more personal interpretations of style creativity – today we need more meaning than matter, materials that feed the soul. The reclamation of beauty and authenticity from an age of hysterical mass consumption allows us freedom to expand our horizons and leap into a new silent space of individualism.



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U9.48.19
72BB 07/288



S8.12.55
10BB 28/116



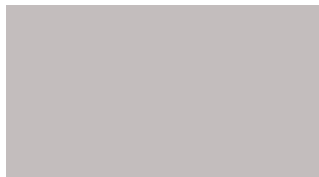
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10BG 21/141



M6.03.62
10GG 38/038



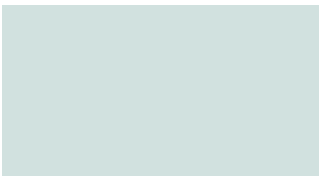
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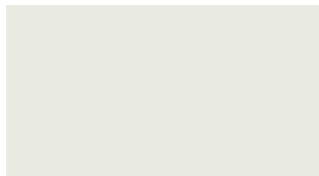
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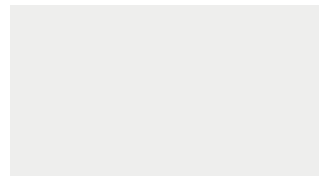
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30YY 68/024



RN.01.87
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SN.02.67
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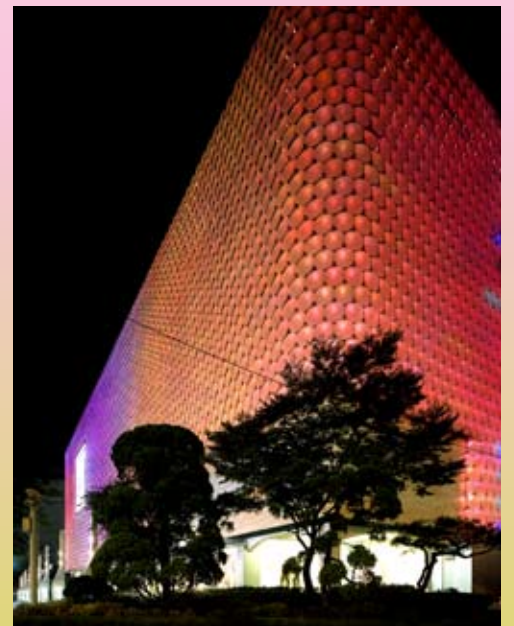


F4.10.70
30YY 53/125



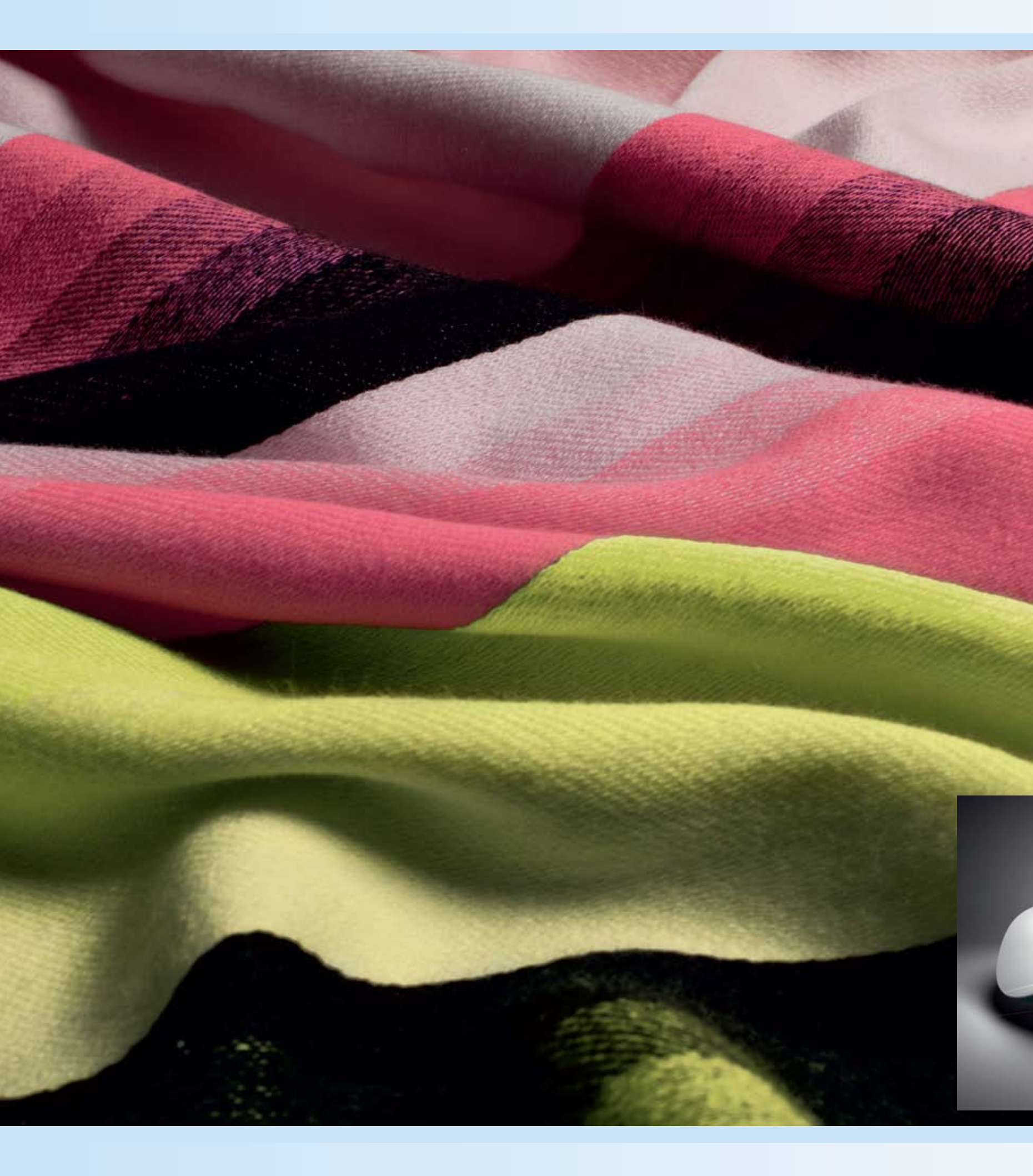
fluid fantasy

prismatic
supersynthetic
dynamic



Galleria Department Store, Seoul
Architect UNStudio Photographer Christian Richter





fluid fantasy



Above Leonardo Glass Cube
Left Ondine Bench Design by Michaël Bihain
& Cédric Callewaert www.bihain.com





fluid fantasy

The once well defined boundaries between art and science are disappearing. Experimental innovation is the buzzword for both as supersynthetic culture challenges all our sensibilities. Depletion of planetary resources encourages us to look at unnatural materials in new and innovative ways – cross industry collaboration is essential to this new mood of dynamism and animation.

This state of flux is a defining characteristic of the present – a sensation of constant movement, transition and work in progress. Rapid prototyping and computer generated construction allow forms and surfaces to be created that are complex, pixellated, meshed, crystalline and perforated. Karim Rashid and Zaha Hadid are at the forefront of these innovative developments of form and material.

Our growing infatuation with polymers and resins in retina shocking colours means we can celebrate the synthetic and truly enjoy engineered materials. Furniture exhibits ultra smooth lines and curvilinear form – fluid and flowing, moulded and seamless – it appears to grow from the walls or floor. Fabrics include hi-tech polyesters, glazed vinyls and laminated space age combinations that intrigue the eye with their sheer smoothness.

The acid fresh palette seems to radiate, flow and glow – to move in ways that are both joyous and unrestrained. The neutral supremacy of black and white has changed – the Apple iPod has swapped fashion white for an explosion of clean chroma. Pure colour is the new material, fused and forged into new forms and finishes.

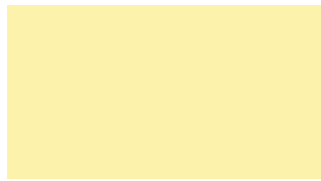
Here shades are intense, fizzy and futuristic – solid saturated reds and purples are played off against luminous and pulsating pinks, yellows and turquoises. Vivid pastels and almost fluorescent, energetic optical effects explode, irradiate and shine – this kinetic approach to colour signifies a detox from the depression that has undermined our spirits.

This synthetic, stylistic and chromatic approach creates places for living, working and playing with an overriding emotional energy – a symbolic embracement of life with a euphoric and infectious zeal.





R1.04.54
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F6.16.84
35YY 81/174



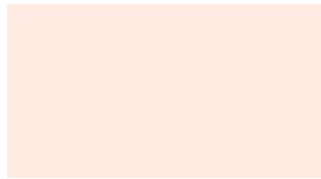
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G4.33.81
60YY 73/497



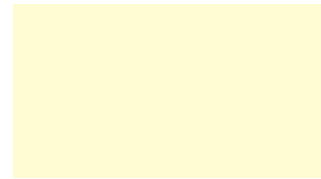
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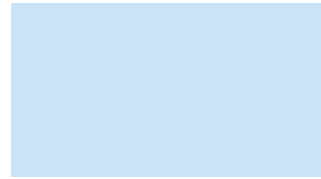
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Y2.11.73
94RB 64/182



R7.11.79
70BG 70/113



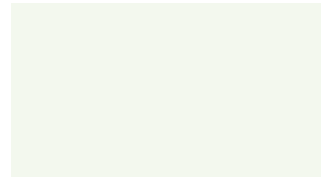
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ON.00.39
00NN 16/000



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89RR 36/416



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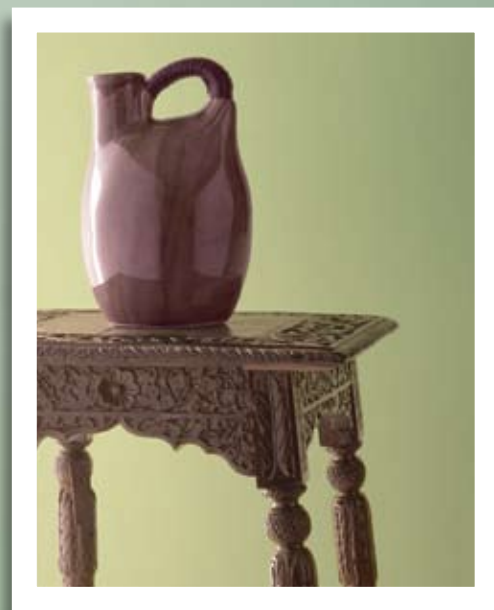
V8.23.44
10RB 19/262





BASIC BELIEFS

ESSENTIAL.
REAL.
ROOTED.



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**BASIC
BELIEFS**



TreeTents www.boomtents.nl







BASIC BELIEFS

In a world where the difference between fake and real is becoming ever more blurred, there is a huge need to reclaim a notion of trust. The solid institutions and societies of the past are morphing into new ones that focus more on individuals, partnerships and social networks which appear and rearrange themselves according to need.

Innocence and meaning are being rediscovered at a time when perceived values have been challenged. The kitchen table has become a visual metaphor for a new desire for truth and simplicity – qualities that are seen to be universal and enduring in a world of rapid change.

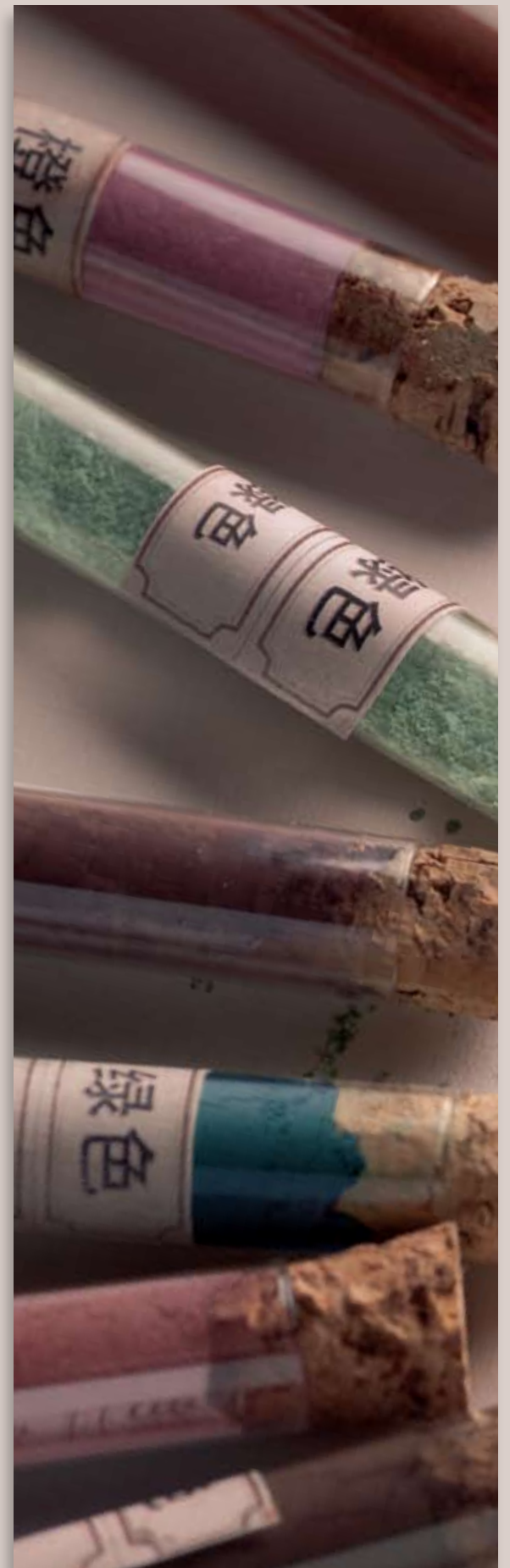
Art, science and nature are forming new alliances. 'Mood foods' help tackle the effects of stress, depression and concentration via a marriage of medical and agricultural technology. In India the importance of healing plants is reawakened via ethno medical gardens in sustainable rural communities. Artistic science is developing new creative use of plants for colourants, dyes and cosmetics.

A new dialogue is emerging between urban and rural – a rush towards urban living in some areas is balanced by a return to the countryside in others. A pastoral dimension to our lives allows us to feel rooted to reality and universality – never before have so many people tended allotments, kept bees, bought from farmers' markets or raised chickens.

Furniture, fabrics and accessories are inspired by a slightly folkloric aesthetic. Textiles feature washed, crumpled and aged effects that have a soft tactility. Country checks, stripes, engraved florals, slubby weaves and large knitted constructions all add to the homespun quality. Furniture evokes the simplicity of a farming life – rocking chairs, benches and kitchen tables made in fruit woods, reclaimed timbers or woven rattan and rope. Accessories are chunky and sturdy looking, made to fit the human hand.

The palette is reminiscent of herbs, grains and medicinal flowers – muted and subtle tones that evoke an authentic lifestyle. Pale wild rose, golden bark, green moss and soft clay allude to natural dyes and earth pigments. Colours of character and provenance, almost beyond fashion, are timeless, relaxed and harmonious.

This reawakened concept of collective wisdom and social responsibility heralds a reclamation of the true values of home and family – a fraternity of friendship for a stable and sustainable tomorrow.





R0.39.25
70BG 09/171



C4.09.36
30YR 15/112



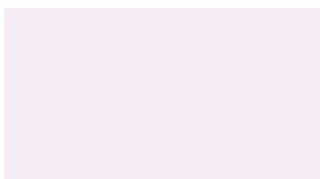
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ZN.02.82
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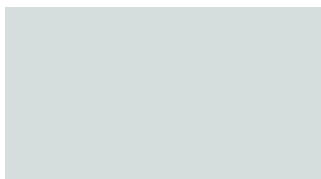
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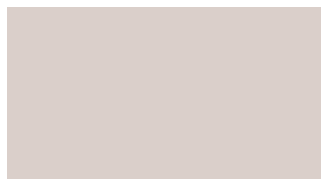
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E4.16.77
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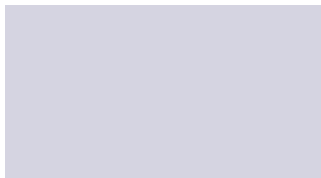
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E9.03.71
10YY 54/034



F4.12.79
30YY 65/171



U2.05.76
70BB 65/066



B6.05.51
10YR 28/072



ARCO SPIRIT

INDIVIDUAL
IRREVERENT
QUIRKY



Aan de Stegge Building www.adsteggegoor.nl



FRee
SPIRIT

Below Aan de Stegge Building
www.adsteggegoor.nl





Free SPIRIT

The free spirit symbolises individuality, standing alone against the crowd, daring to be different or even slightly rebellious. The true artist and those at the vanguard of fashion have always exhibited a quirky sense of personal expression and forward thinking. As we strive to reclaim truth from stereotype, the desire to be different will re-emerge.

This irreverent attitude to design and dogma can result in highly challenging mixes of inspiration with culturally diverse starting points. Clear sightedness is reclaimed by challenging the status quo and exhibiting a healthy lack of respect for existing stereotypes – free your mind, be your own master and live by your rules – imagine it and it can happen.

Rules are made for breaking – no limits produce new challenges. Exploration and experiment often use the strangest mixes of material, colour and form to give the most rewarding results. Old and new, synthetic and natural, tasteful and trashy, precious and throwaway – a melting pot of creativity.

The look is always unexpected. Materials are juxtaposed in exciting, thought provoking ways in order to create maximum impact and drama. Marks, splashes, graffiti and spray are used to add to the energy of artistic expression that integrates freedom and subversion. A sense of discord in material and colour activates a new awareness.

These unconventional attitudes ensure a palette with attitude – unexpected colour combinations challenge our perceptions of cosy co-ordination. Plastic brights mix happily and unrestrainedly with more earthy shades; clear and clean pastels marry degraded and subtle tones. The resulting combinations put over a mood and image of alternative street culture and a playful, optimistic vitality.

Without free spirits in society we cannot move forward; a 'dare to be different' viewpoint will always result in big steps forward for design and style – this theatrical and rebellious reclamation is the true energy of life.





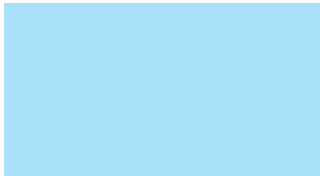
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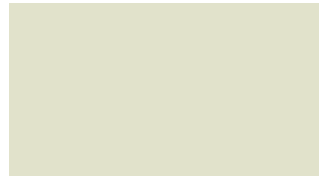
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Q1.17.76
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V9.18.29
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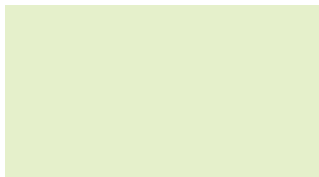
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S8.34.56
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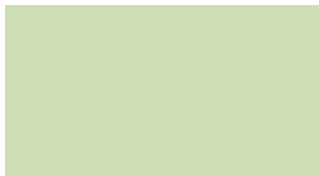
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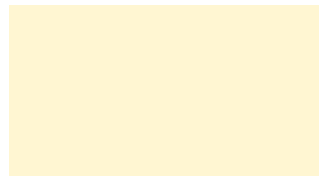
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A1.36.22
54RR 09/276



H1.17.78
90YY 72/225



F9.11.86
46YY 86/166



E8.34.77
27YY 68/470



H9.09.61
10GY 39/136



E4.49.68
04YY 51/583





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sweet memory

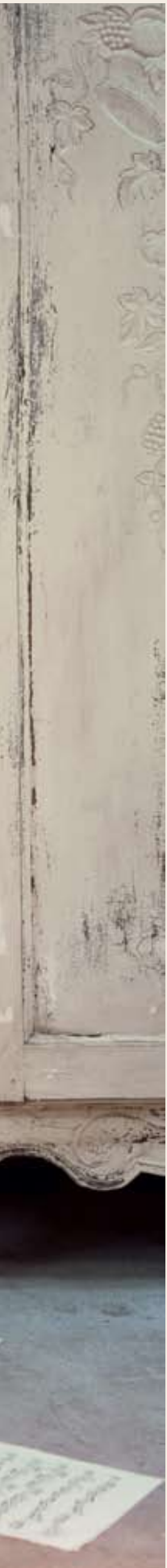
iconic referenced
symbolic



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sweet memory







sweet memory

We are in the process of revisiting the Classics in order to reclaim our culture and history and better understand where we find ourselves today. We need to find a context for our lives and artistic creation that can address the flexibility of creativity.

Playing with the clichés of the past and understanding historical references anchors us in time – they can be absorbed or ignored in order to learn or unlearn what we know or think we know. A type of 'creative forgetfulness' can cause us to reassess our heritage by re-editing and recontextualising iconic items.

Objects exist that are so synonymous with the cultures they come from – a Dutch tulip vase, a Louis XV chair, a Murano glass chandelier or a Ming vase – that we have stopped, intentionally or not, understanding their cultural significance. These icons are being re-looked at by cutting edge designers in order to reclaim both a sense of cultural context and a level of elevated craftsmanship.

Here the quality of finish and refined design re-enchants the home environment. Time is not frozen in a sterile way but a new quirky twist is applied – new traditions are being born where artisanal know-how is married to modern technologies and beautiful materials. Without the vision of the designer conjoined with the skill of the craftsman, innovation does not happen.



Period inspired furniture forms are rounded and padded – revived by use of needlework, pastel leathers and humorous fabrics; accessories in wire and plaster create new, challenging but ultimately desirable objects. Print and patchwork, knitting and appliqué add to the classic/contemporary image via an array of challenging and witty design concepts.

The warmth of the feminine palette is reassuring, comforting and reflects an image of soft elegance – it is enlivened and pulled into a contemporary focus by the addition of some iconic deeps such as pewter grey, bronze green, lacquer reds and old gold – colours of great class and distinction.

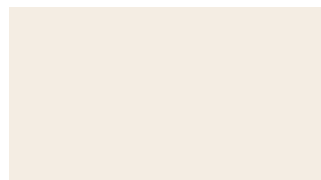
This reclamation of design history allows us the opportunity to reshape our futures and move forward with a twist of humour and wit – a healthy sense of visual irony creates the quietly surreal charm of tomorrow.



Y7.08.54
30RR 30/103



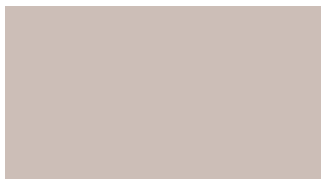
B3.14.65
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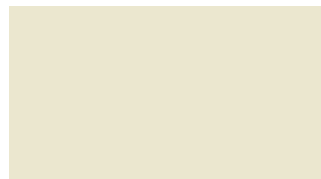
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WN.02.46
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AN.01.77
90RR 64/025



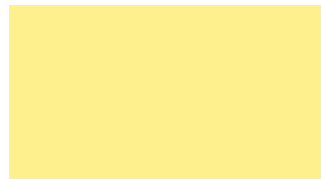
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B9.40.40
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Resources

Here you will find an index of the pictures that have been used in this publication. Feel free to visit the website and download them.

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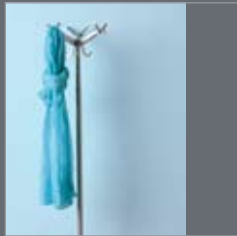
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CF10-COVER



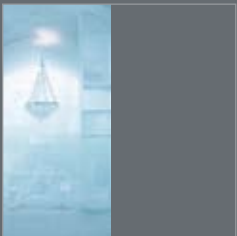
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CF10-COY-3



CF10-COY-4



CF10-COY-5



CF10-COY-6

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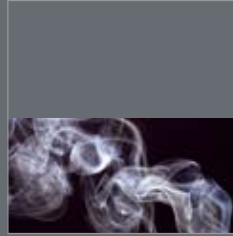
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SILENT SPACE™

pages 12-17
Serene Timeless Spacious



CF10-SS-1



CF10-SS-2



CF10-SS-3



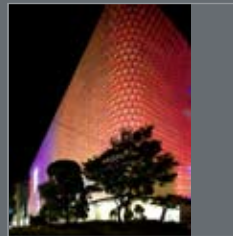
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fluid fantasy™

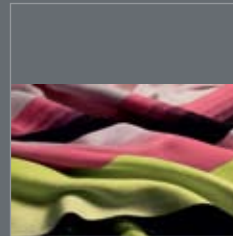
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Prismatic Supersynthetic Dynamic



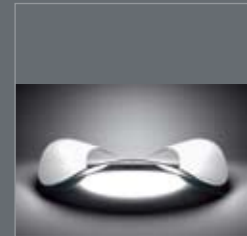
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CF10-FF-2



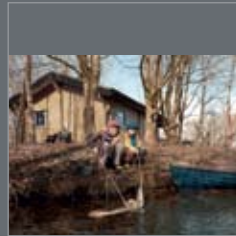
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BASIC BELIEFS™

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Essential Real Rooted



CF10-BB-1



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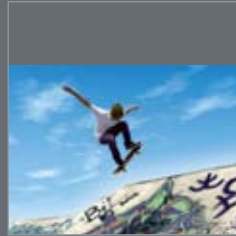
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Free SPIRIT™

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Individual Irreverent Quirky



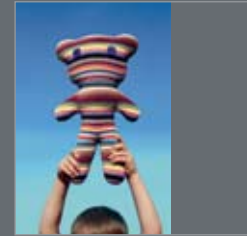
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CF10-FS-2



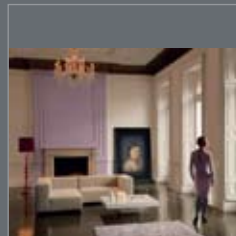
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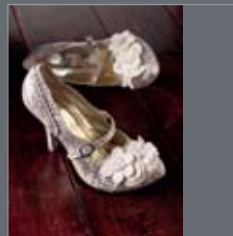
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sweet memory™

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Iconic Referenced Symbolic



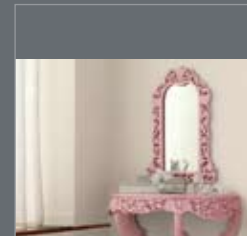
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CF10-SM-2



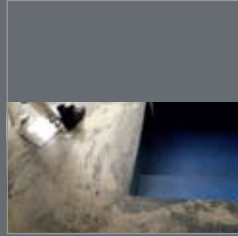
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CF10-SM-4



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CF10-SS-6



CF10-FF-5



CF10-FF-6



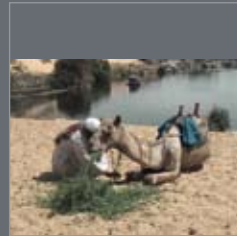
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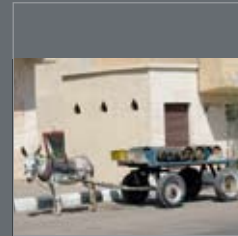
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CF10-BB-7



CF10-BB-8



CF10-BB-9



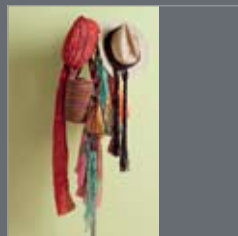
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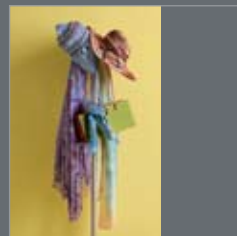
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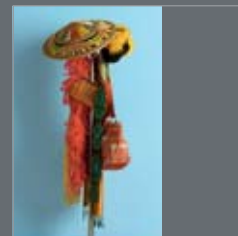
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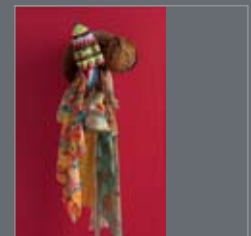
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CF10-FS-8



CF10-FS-9



CF10-FS-10



CF10-SM-5

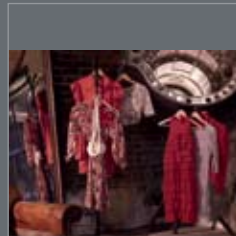


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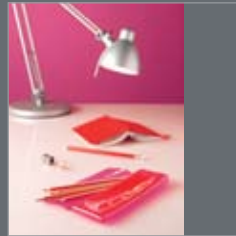
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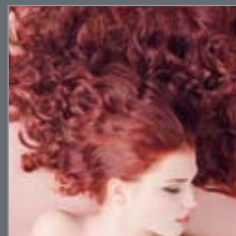
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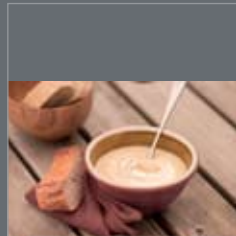


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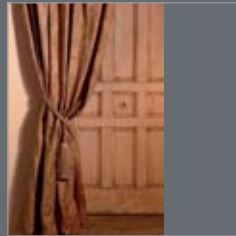


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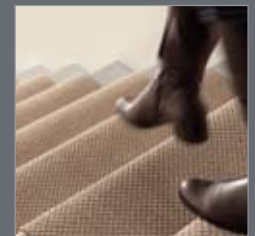
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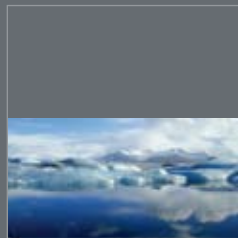


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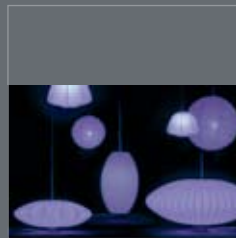


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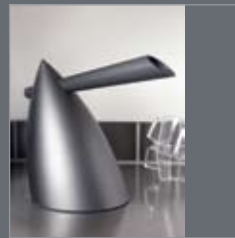


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Cool Neutrals
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CF10-CN-1



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Generic

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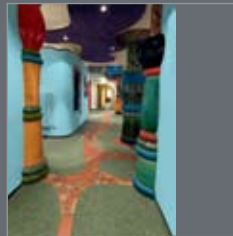


CF10-WELCOME

Colour Trends pages 01-05



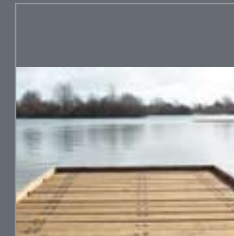
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CF10-CTS-2



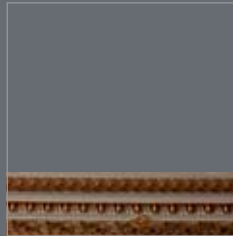
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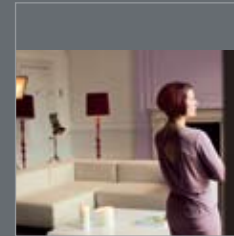
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CF10-CTS-7



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CF10-CTS-9



CF10-CTS-10

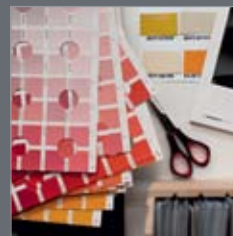
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