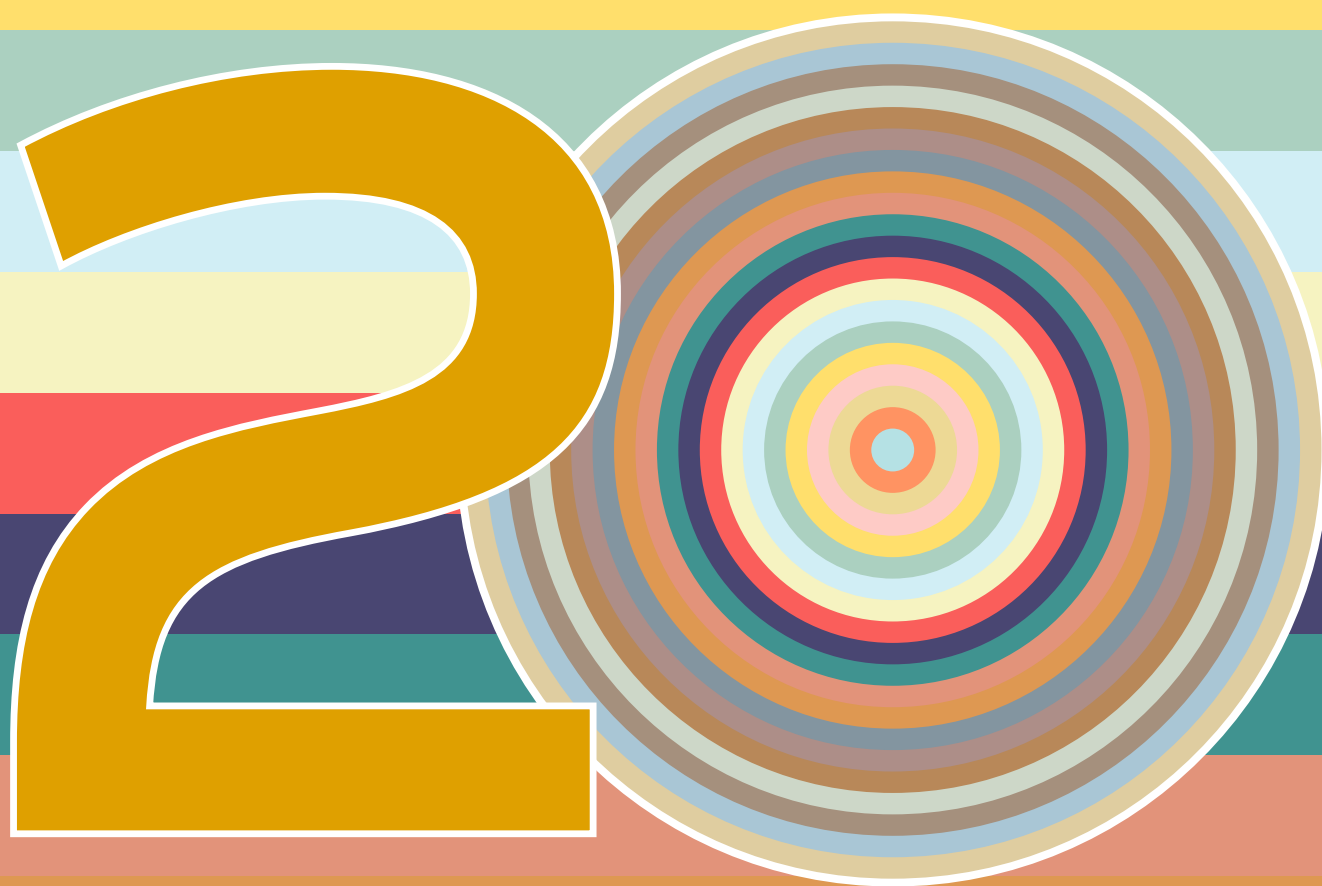
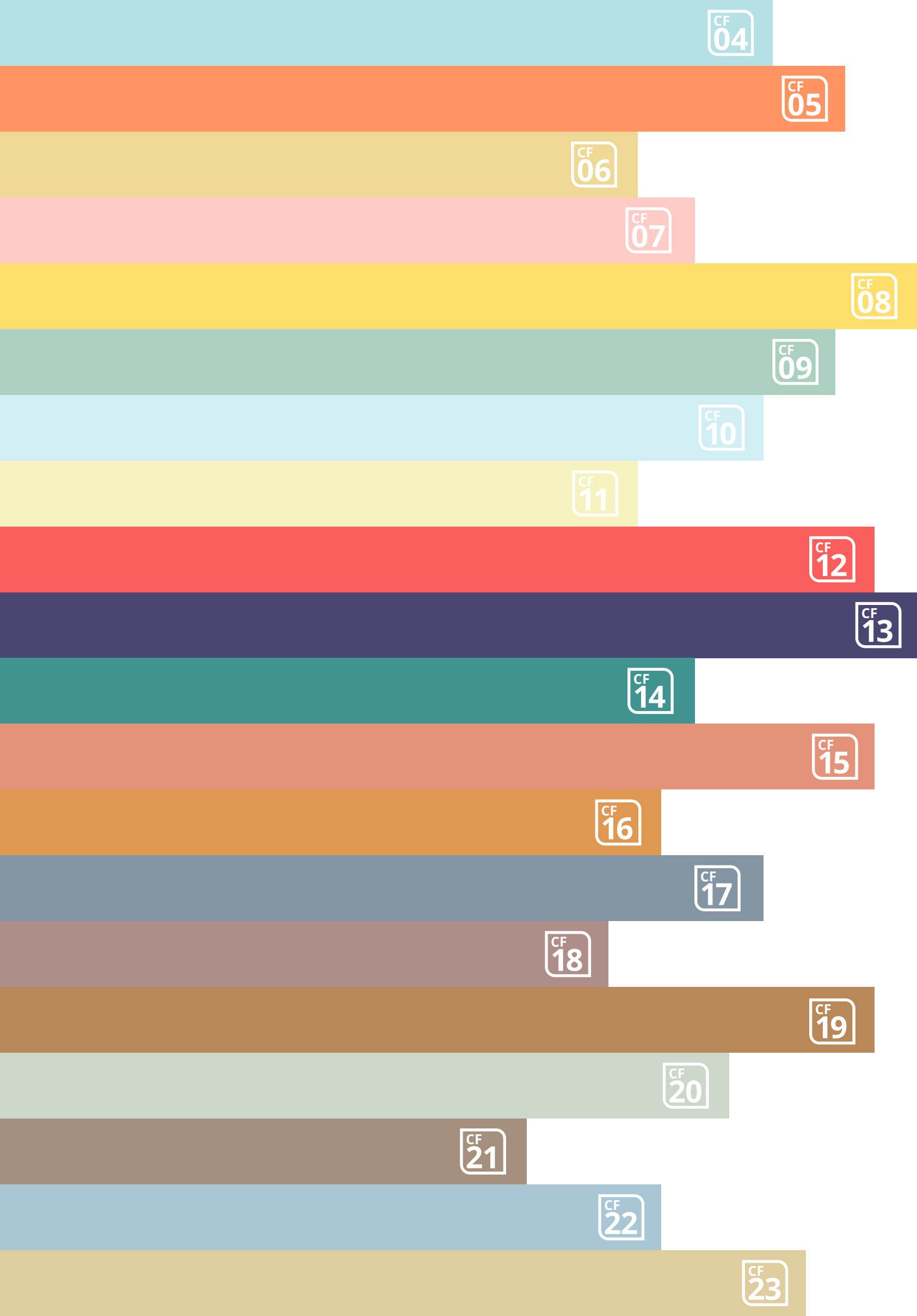


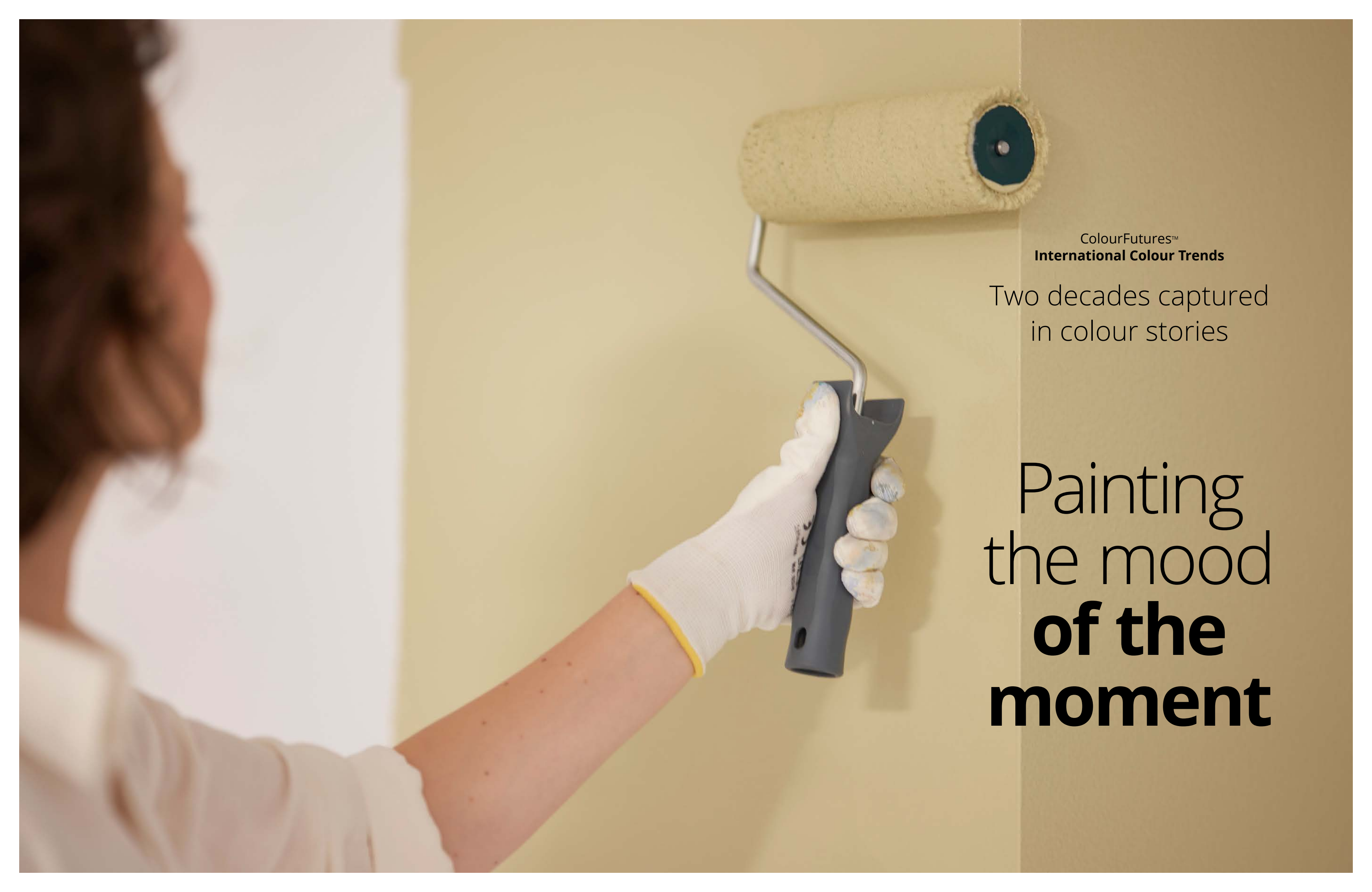
AkzoNobel

CELEBRATING



**YEARS OF
COLOUR
FUTURES™**

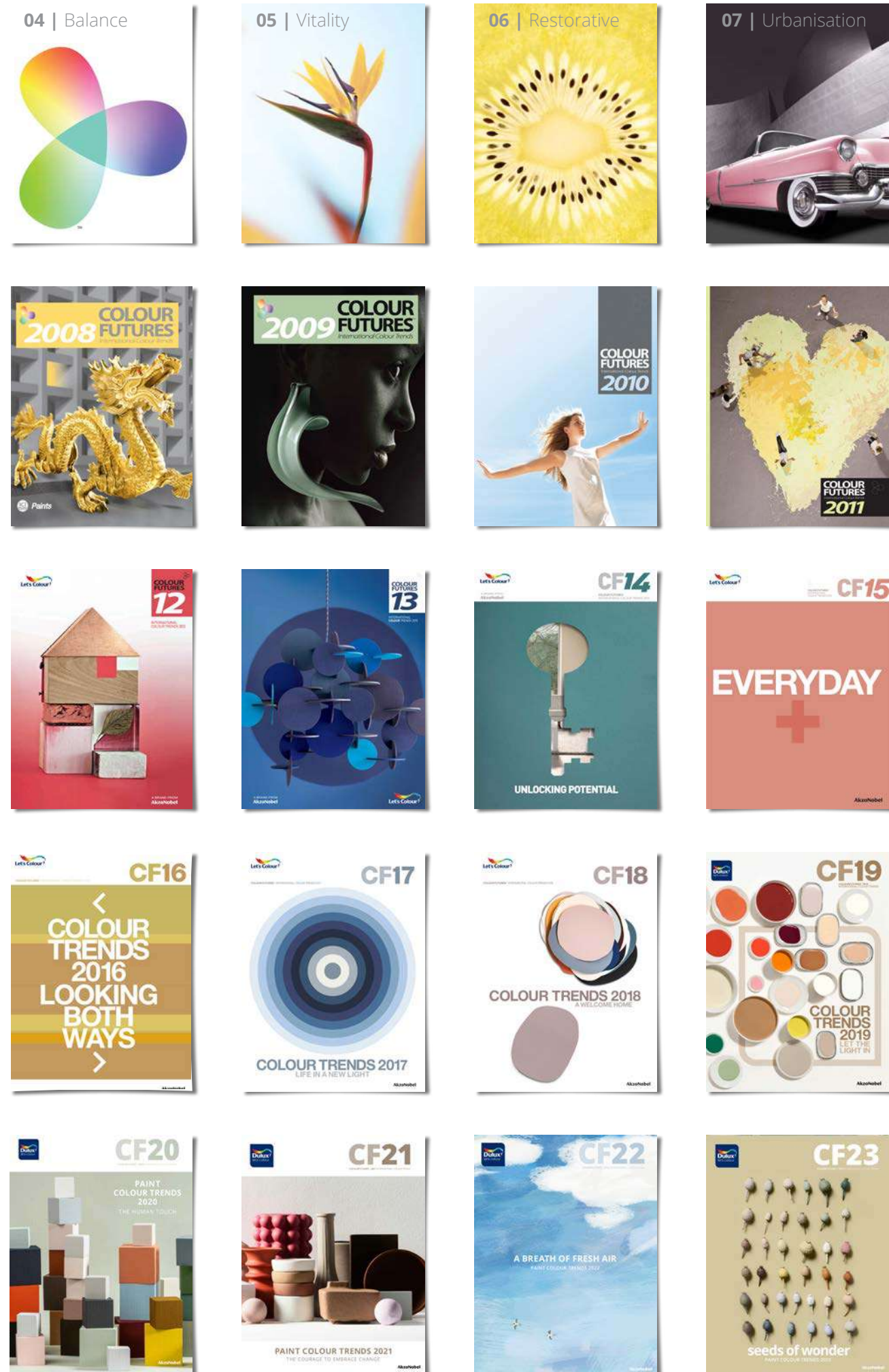


A close-up photograph of a person's hand wearing a white work glove, holding a grey-handled paint roller. The roller is positioned against a light-colored wall. The person's face is partially visible on the left side of the frame, looking towards the wall. The background is a plain, light-colored wall.

ColourFutures™
International Colour Trends

Two decades captured
in colour stories

Painting
the mood
**of the
moment**



We're proud to present our **ColourFutures™** special edition

In 2023, we are celebrating 20 years of translating global trends into colour with our ColourFutures™ work. It's an incredible (and ongoing) journey of discovery and we couldn't be prouder of the result: 20 Colours of the Year that respond to real-world events and give the context of an era. Evolving year on year, our colour choices tell the story of our times and, in the pages that follow, you'll find a snapshot of the past two decades, captured in colour – from the balancing blue of 2004 to the natural magic of 2023's Wild Wonder™. And what's our ultimate goal? To inspire everyone, everywhere to transform their lives with colour.

What you can expect

BACKGROUND

WELCOME P07

THE THINKING BEHIND COLOURFUTURES™ P10

OUR COLOUR EXPERTS P14

PROCESS

HOW IT HAPPENS P18

TREND FORECAST BRAINSTORM P20

TREND OVERVIEW P22

TURNING TRENDS INTO COLOUR STORIES P28

COLOUR OF THE YEAR OVERVIEW P32

20 YEARS OF COLOUR

20 YEARS OF POSITIVELY POWERFUL PAINT... P34

FROM US

THANK YOU P168

The motivation for this book was to celebrate 20 years of ColourFutures™ and, in the following pages, we promise you a wealth of inspirational imagery from the past two decades. What we can't guarantee, however, is that the colour reproduction is 100% accurate. We've done the best we can but – if you're tempted by any of our Colours of the Year – please try before you buy.



The thinking behind **ColourFutures™**

Colour is transformative. It can change an atmosphere, boost a mood, revolutionise the way we feel. At AkzoNobel, we're committed to offering consumers the colours they need in their homes today *and* tomorrow. For 20 years, the rigorous trend research and colour expertise that lie behind ColourFutures™ have enabled us to present colours that work for the future.



THE GLOBAL AESTHETIC CENTER

Introducing the colour expertise of AkzoNobel

Colour **experts**

Over 30 years of colour strategy and design, trend expertise and art direction; 80 markets and countless customers across the world; 20 distinctive Colours of the Year... we couldn't be prouder of our unique and long-lasting ColourFutures™ trend work. Everything starts with our team of experts at the Global Aesthetic Center. Founded in 1992, this is the hub of trend analysis and colour expertise at AkzoNobel. Led by creative director Heleen van Gent, supported by a team of expert designers, this is where we develop the inspiration and information to help our customers around the world transform their lives with colour.




"Filled with swatches, paint pots and bags of creativity, our studio is a hub of colour expertise."



Colours that **work for the future**

We aim to stay at the cutting edge of colour development and to select colours that match the mood of the times. We work with a group of international trend experts to help us understand what will influence people in the years to come, to make sure we translate that thinking into colours that will feel right for living and commercial spaces around the world.

A person with dark, curly hair, wearing a black long-sleeved shirt and a tan work glove, is shown in profile from the left, painting a white wall with a roller. The roller is covered in a light greenish-grey paint. The wall has a vertical line of paint, with some horizontal strokes above it. The background is a plain white wall.

“Everything starts with our Trend Forecast brainstorm – an inspiring meeting of minds and ideas that plants the seeds of our colour stories.”

HELEEN VAN GENT, CREATIVE DIRECTOR, AKZONOBEL GLOBAL AESTHETIC CENTER

**The mood of the moment
translated to colour**

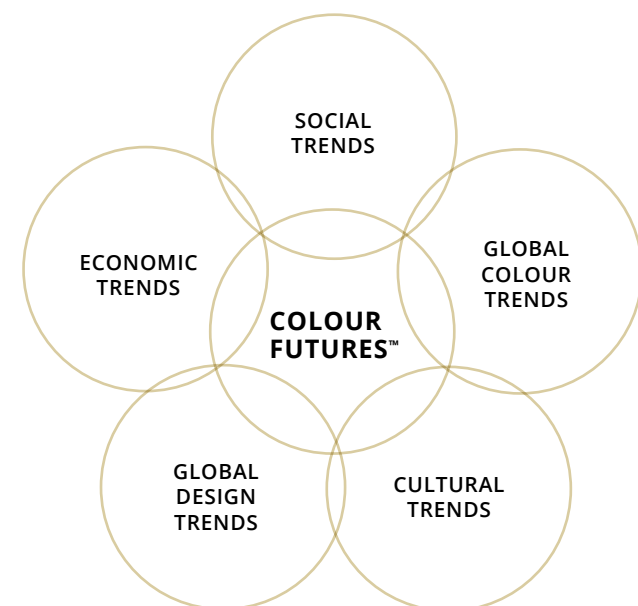
How it happens

Every year, ColourFutures™ begins with a Trend Forecast, when global design experts share their insights about where the world is heading. We then translate this thinking into a main theme and colours that capture the mood of the moment: one Colour of the Year and a series of colour palettes.

THE BRAINSTORM

Our trend forecast work

Over the past 20 years, we've invited a range of trend experts from every corner of the globe to help us understand what's happening in the world and what will be influencing the way we live. Their insights on everything from political movements to trends in culture and design are distilled into a new and relevant story for our Colour of the Year campaign, and into themes we translate into colour stories for our customers and consumers.



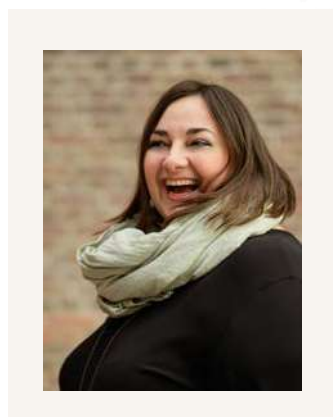
“Two decades of collaboration between colour and trend experts from all around the world, and the chemists, stylists, photographers and many others who bring their concepts to reality. A delight.”

BARBARA MARSHALL, DIRECTOR, MARSHALL DESIGN



THE INTERNATIONAL TEAM

20 years of expertise



"It's a truly global debate, representing every continent. With our different creative eyes, we're in search of a common narrative and connected by a passion to share, to learn and to unlearn."

ZUZANNA SKALSKA, FOUNDING PARTNER, 360INSPIRATION



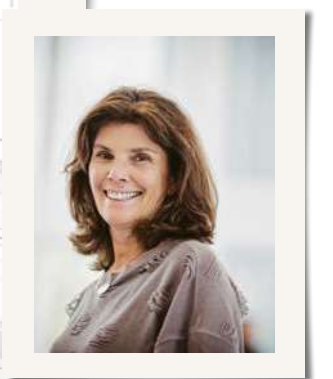
"I'm so proud to be part of this inspiring consortium of colour and trend experts. It's always a pleasure to share my views and thoughts on the future."

CLAUDIA LIESHOUT, PRINCIPAL DESIGN RESEARCH, PHILIPS EXPERIENCE DESIGN



"We might come from different fields of expertise and parts of the world but the language of colour unites us."

CHRISTIANE MULLER, CREATIVE DIRECTOR INDUSTRIAL MATERIAL DESIGN, MULLER VAN TOL

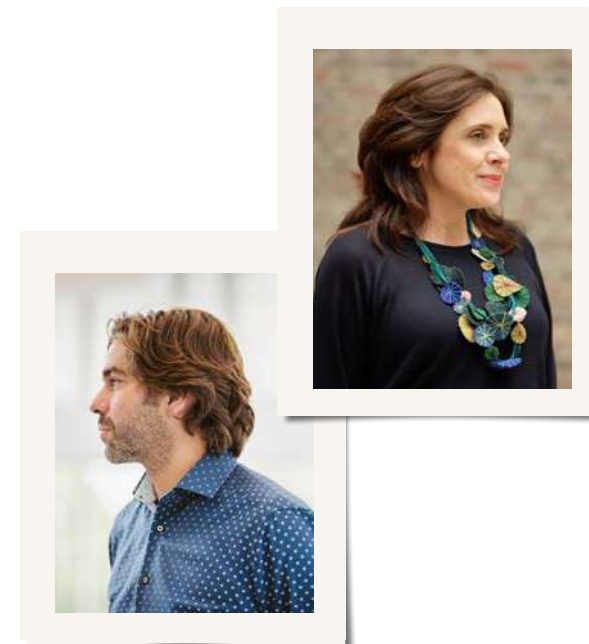


"Together we do better! That's the first thing that comes to mind when we think about ColourFutures™. It's about people with different expertise coming together from all around the world to define the mood of the time and translate it into beautiful colours."

ADRIANA PEDROSA & CARLOTA GASPARIAN, SURFACE AND COLOUR DESIGNERS, ATELIER DE PINTURAS

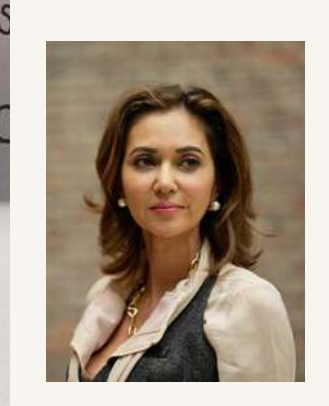
"Our annual ColourFutures™ encounters are one of those rare moments to reflect on what has been and what's coming in the world. Sharing thoughts, insights, anxieties and hopes with bright minds from all over the globe is a great pleasure."

MARIJN SCHENK, FOUNDING PARTNER, NEXT ARCHITECTS



“The discussions are deeply insightful, transcending the everyday aspects of design and culture.”

**DUZAN DOEPEL, ARCHITECT,
FOUNDING PARTNER
OF DOEPELSTRIJKERS**



“We’re united in the belief that colour makes life beautiful.”

**NIKKI HUNT, FOUNDER,
DESIGN INTERVENTION**

OUR RESEARCH

Spotting the trends



Our Trend Forecast experts come from a wide range of disciplines – design, architecture, journalism – and, during our brainstorm, they share observations about the way they see life changing in their part of the world. In a series of personal presentations, they take us on a journey of discovery, so we can understand what patterns are emerging across the globe.

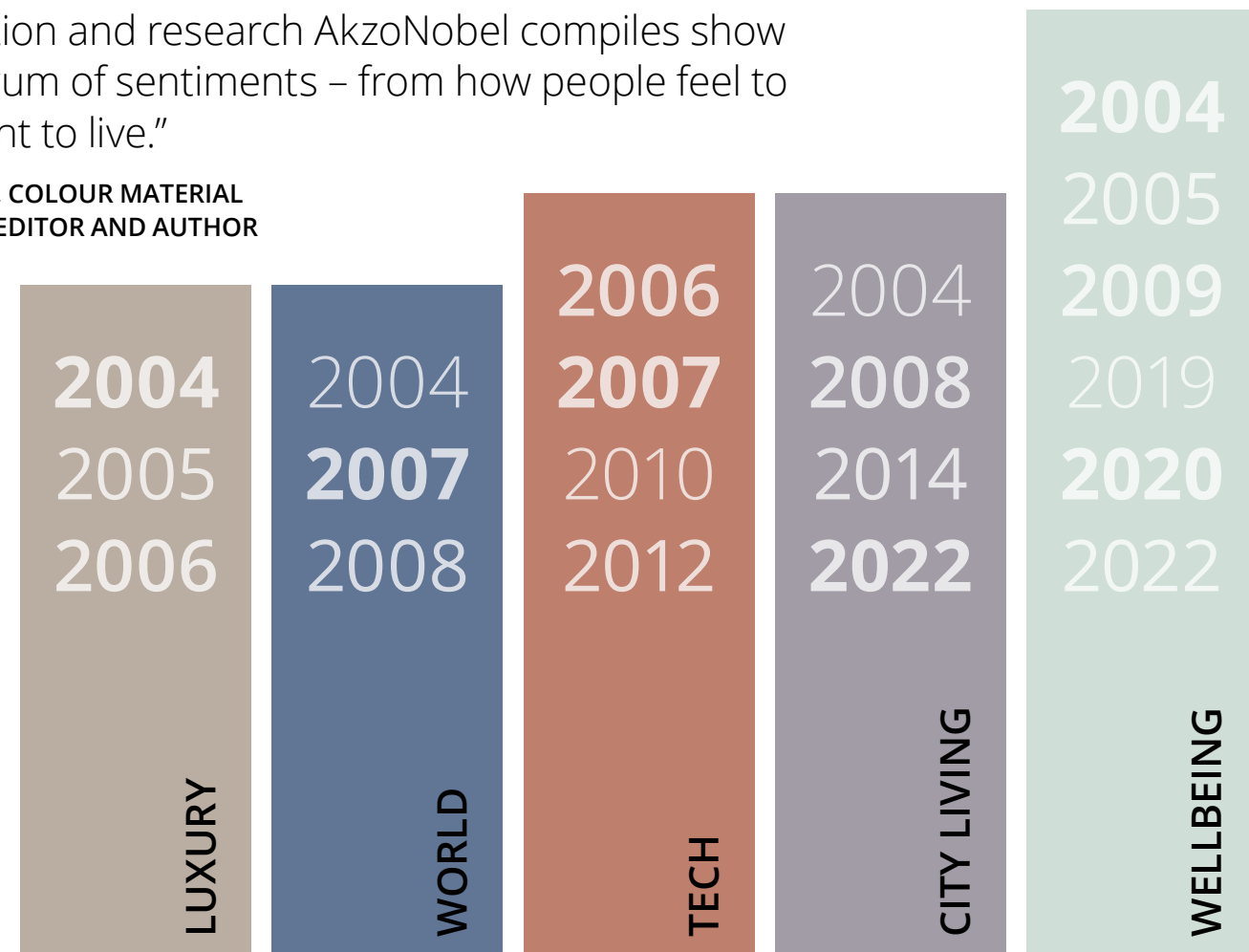
From economic shifts to cultural events to cutting-edge architecture, every aspect of life is taken into account to identify the global trends that will inform our colour stories.

Data download: our trends visualised

While times and trends change, it's the commonality that's striking. This snapshot of our top ColourFutures™ themes from the past 20 years shows that – whatever's happening in the world – people's needs, feelings and priorities remain largely the same. Nature is always top of mind, but other cultural and social aspects of life also crop up time and again. Plus ça change...

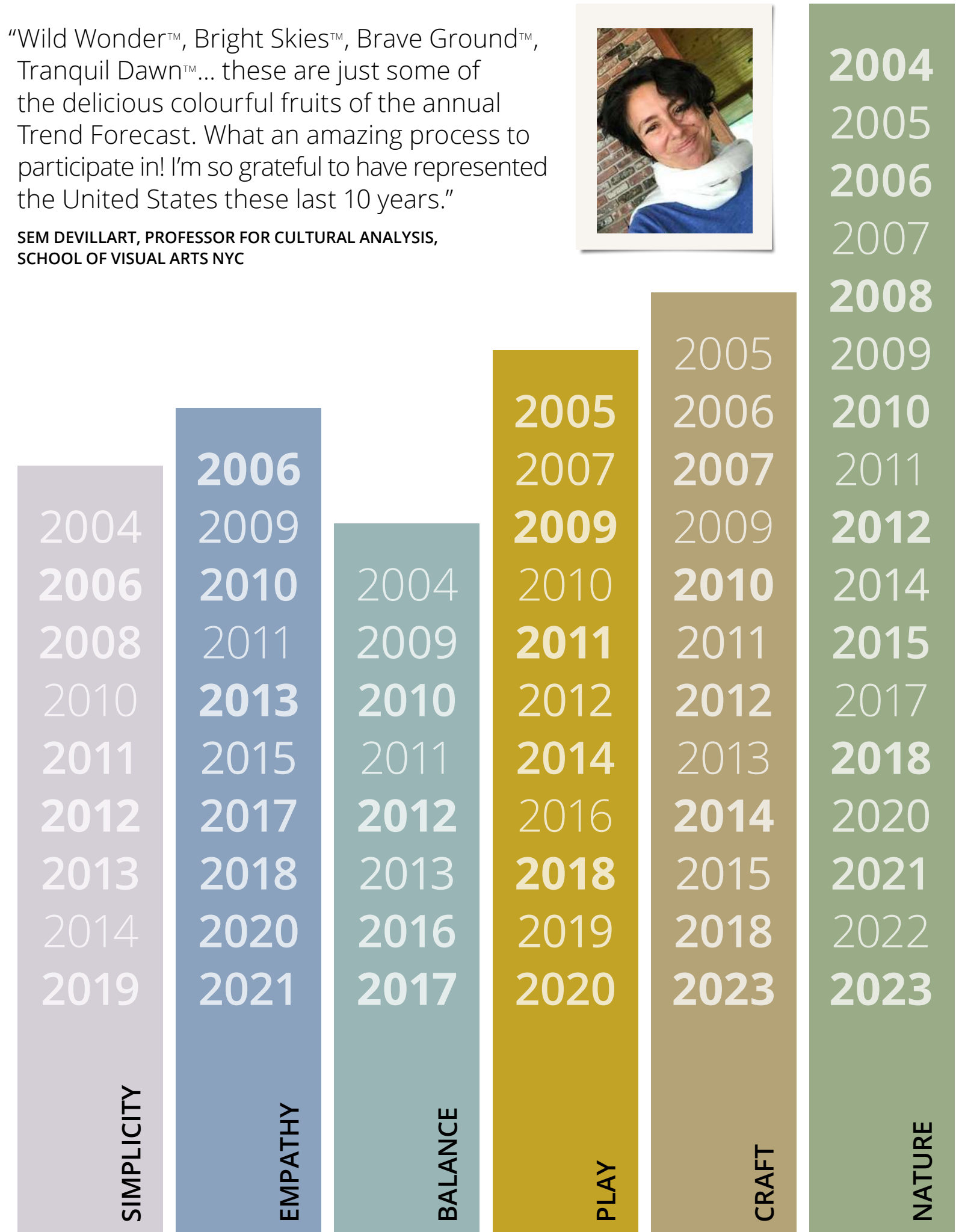
"The information and research AkzoNobel compiles show a true spectrum of sentiments – from how people feel to how they want to live."

LAURA PERRYMAN, COLOUR MATERIAL FINISH DESIGNER, EDITOR AND AUTHOR



"Wild Wonder™, Bright Skies™, Brave Ground™, Tranquil Dawn™... these are just some of the delicious colourful fruits of the annual Trend Forecast. What an amazing process to participate in! I'm so grateful to have represented the United States these last 10 years."

SEM DEVILLART, PROFESSOR FOR CULTURAL ANALYSIS, SCHOOL OF VISUAL ARTS NYC



GAC COLOUR EXPERTISE

Turning trends **into colour stories**

We distil the thinking from our Trend Forecast into one overriding theme for each campaign. Our experts then set to work translating this into one special Colour of the Year and accompanying palettes.



COLOUR ANALYSIS

Colour evolution

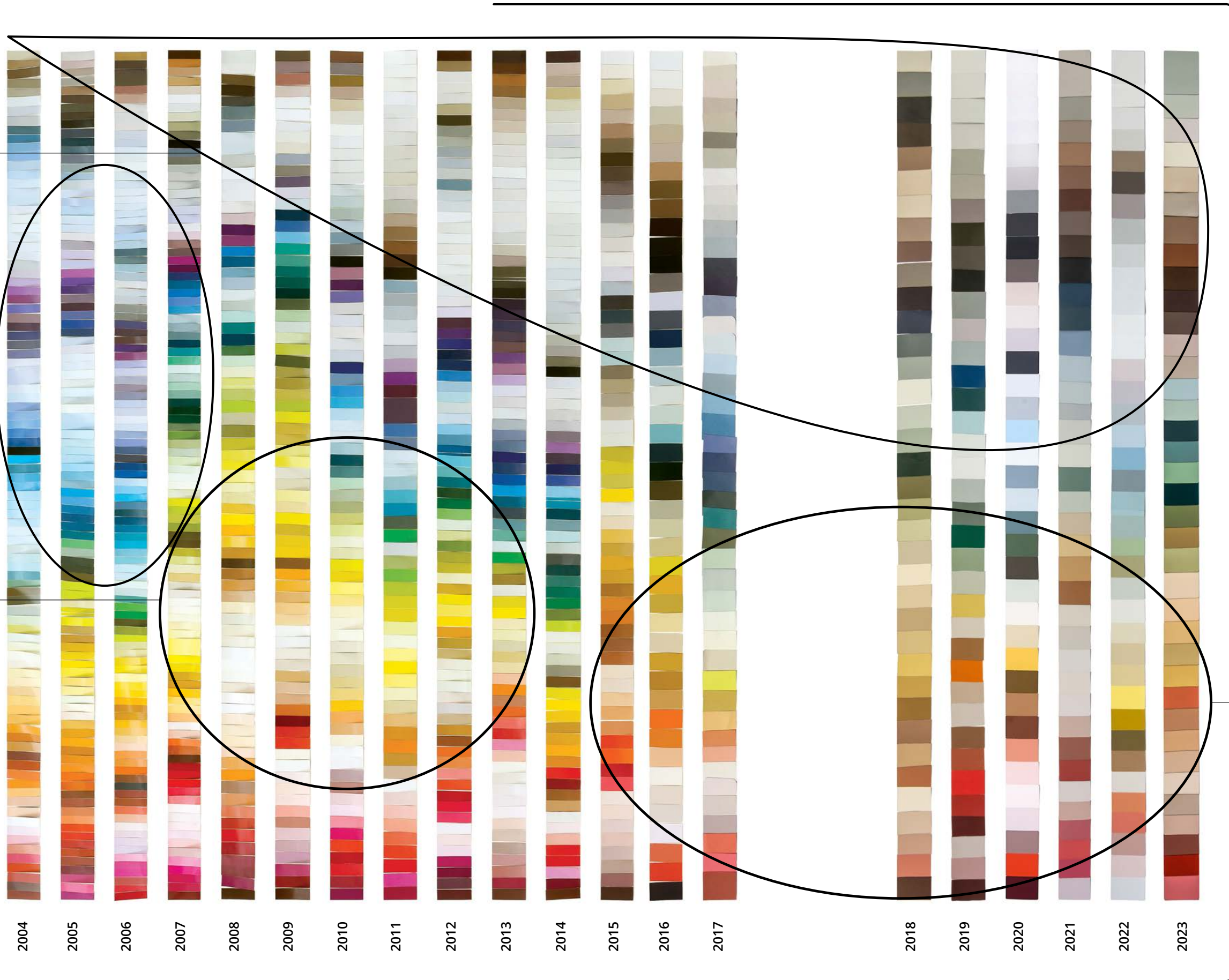
2004-2023
Over the past 20 years, demand for neutrals and earthy, natural tones has been on the rise.

2004-2007
Early in the new millennium, cooler blues came into the spotlight.

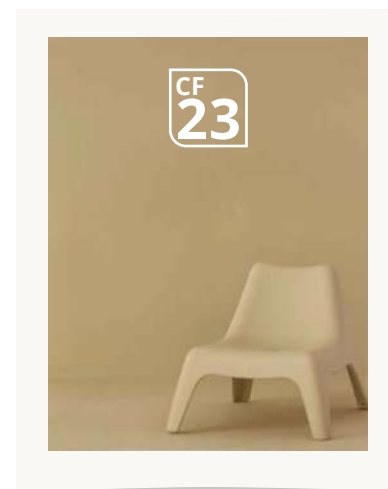
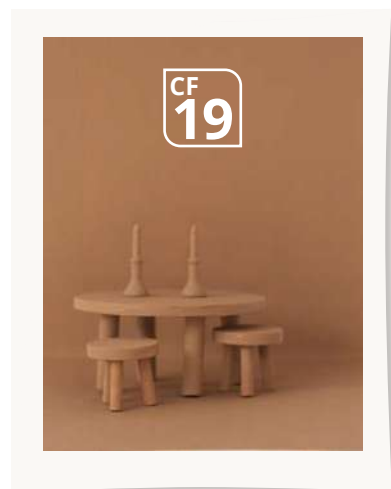
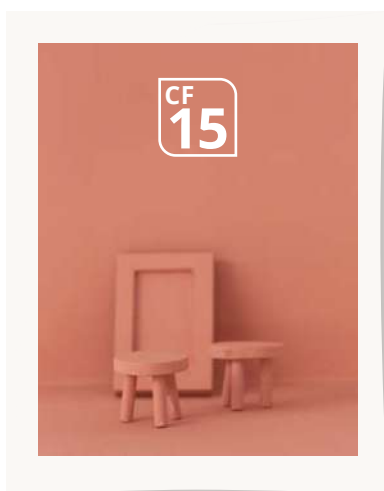
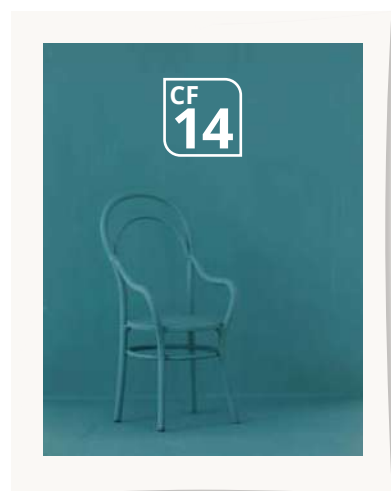
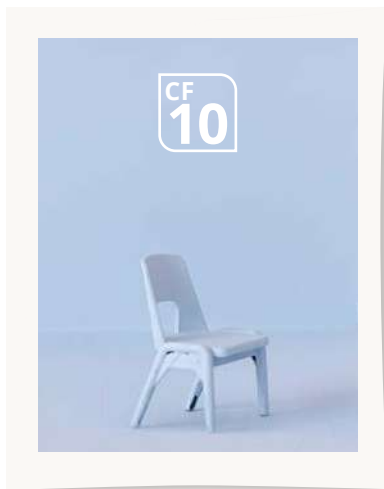
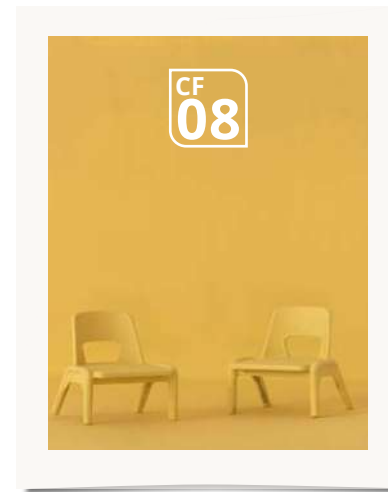
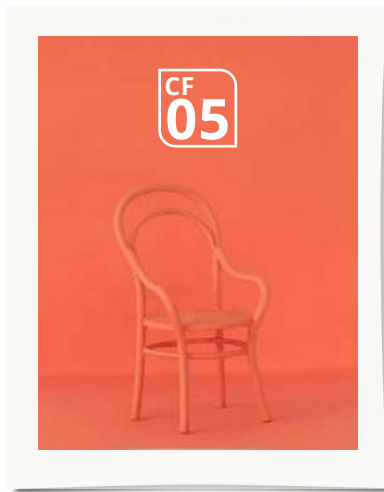
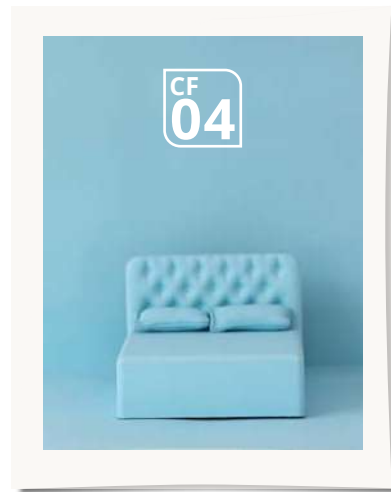
2007-2013
With the world becoming more unstable, yellows flourished as people sought to create a positive feel at home.

2013-2023
Over the past 10 years, neutrals have become the top favourite, with greyish tones gaining particular traction.

2015-2023
For the past eight years, tones with a positive, warm and earthy feel have been top of the popularity charts.



A snapshot of our colour collections from 2004 to date gives us a unique insight into people's changing tastes and priorities over the past 20 years. We've seen a shift from brighter tones to neutrals and naturals – the result of global trends that we'll be reviewing in the following pages. The only question is: what's next?



One special colour every year

Two decades of trend research and colour analysis have resulted in a back catalogue of 20 special colours that we are incredibly proud of. Each of them reflects a moment in time, as you'll discover in the following pages, and each has made an impact on our customers around the world. The fact they have resonated so well comes down to the thinking that goes into their selection. These aren't arbitrary colours but a response to real-world events and social needs. By translating feelings into colour, we aim to offer our customers an emotional as well as a practical way to transform the environment around them.

A close-up photograph of a person's hand wearing a white work glove with a yellow and red wristband, holding a paint roller. The roller is coated in a light blue paint and is being applied to a wall. The background is a soft-focus wall of the same light blue color. The overall scene is brightly lit, emphasizing the texture of the paint and the fabric of the glove.

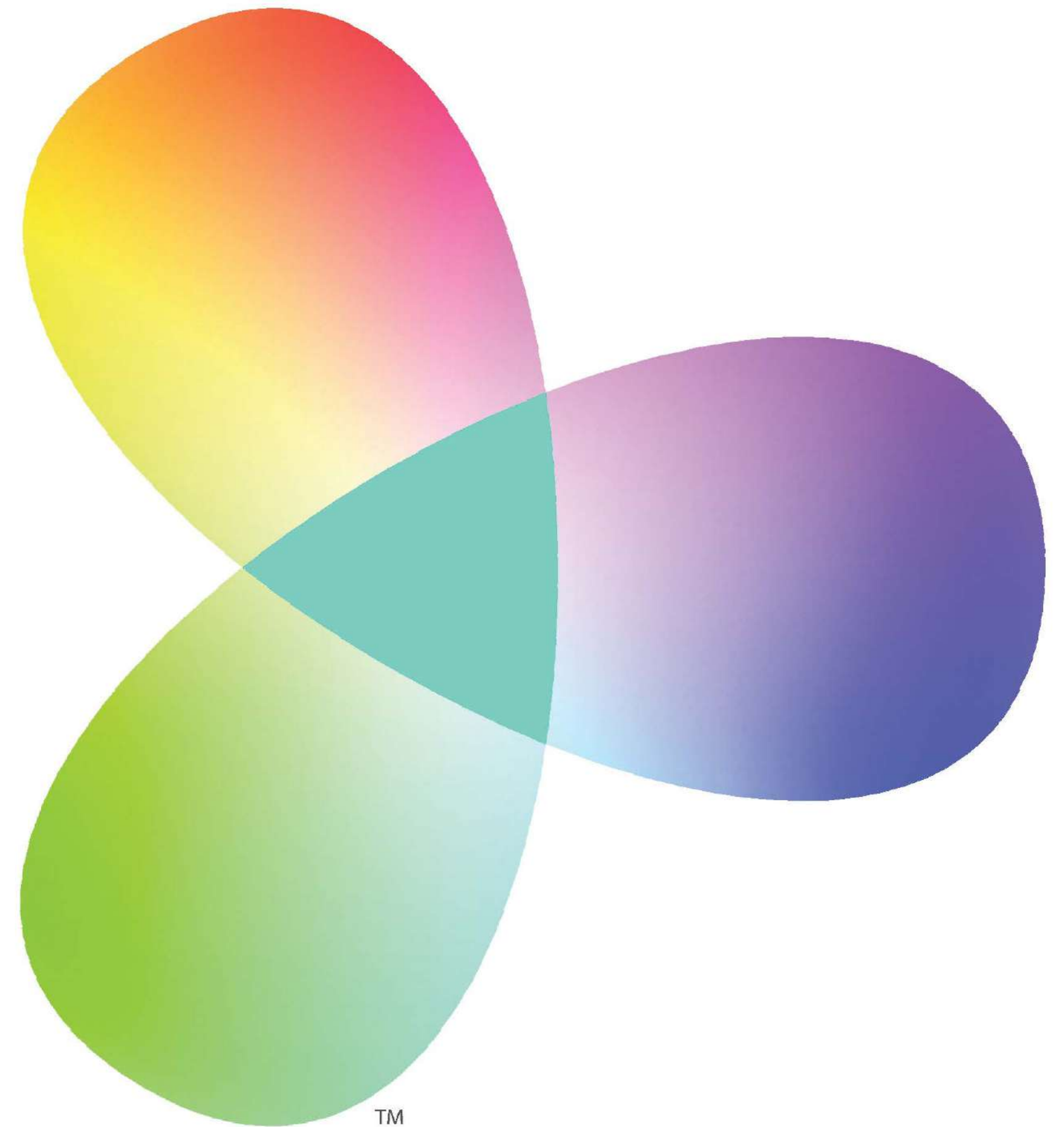
20 years of positively powerful paint...

Putting paint on walls is the easiest way to transform the feeling of a space, and the creative possibilities offered by decoration are endless. We can choose colours that conjure up an atmosphere or provoke a response. We can combine different shades in different ways to give the built environment a unique and personal stamp. We can work with natural light to make cool spaces feel warm and small spaces feel bigger. And, as you can see from the story of our Colours of the Year over the past 20 years, we can use colour in a positive and powerful way to respond to the mood of the times.



The start of something beautiful

In the year internet entrepreneur Mark Zuckerberg founded 'The Facebook' and the Orange Revolution kickstarted change around the world, we launched Dulux Colour of the Year. In this first year, a time of political and economic turmoil, we chose a tone to **rejuvenate and balance** – a **light turquoise blue** that captured the essence of what people needed in their homes. We also identified five broader lifestyle trends set to influence the way we would be living in the next few years, and provided palettes to bring each trend to life.



BALANCING & REFRESHING

95

colours
divided into

8

families

5

lifestyle trends
and palettes

5

colour experts from
Europe, Canada,
the UK and the USA

TREND

Cultural Fusion

Delighting in the crafts and culture of different regions as a counterpoint to mass production, this trend brought in a palette of vibrant colours to celebrate cultural diversity.



TREND

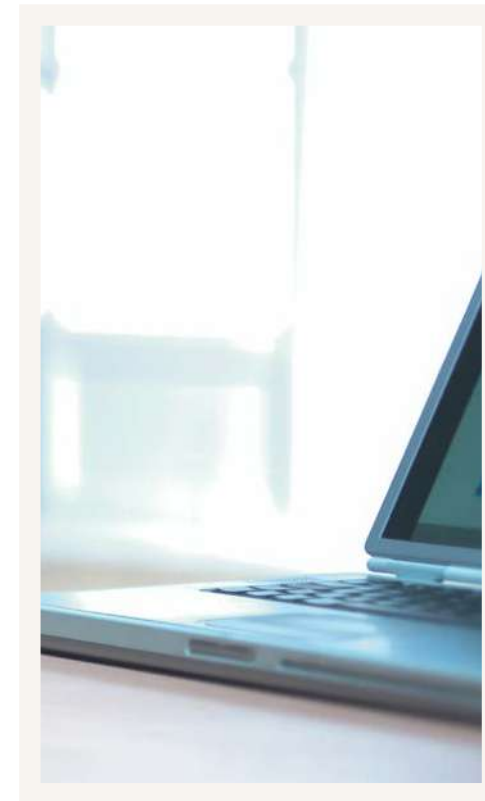
Spa Spirit

The home of our Colour of the Year, this was the cleansing trend, hinting at spiritual and physical wellbeing. The colours were fresh, light and airy shades from citrus yellow to misty grey.

TREND

Urban Attitude

Big city loft living was still in its heyday in 2004, and inspired this trend and its accompanying palette, celebrating an industrial aesthetic with cool greys, black and flashes of acid brights.



TREND

Earth Connections

Slate grey, lichen green, purple-brown peat: this theme reflected the importance of the landscape, with tones from mineral cool to earthy warm – natural colour choices in any era.

TREND

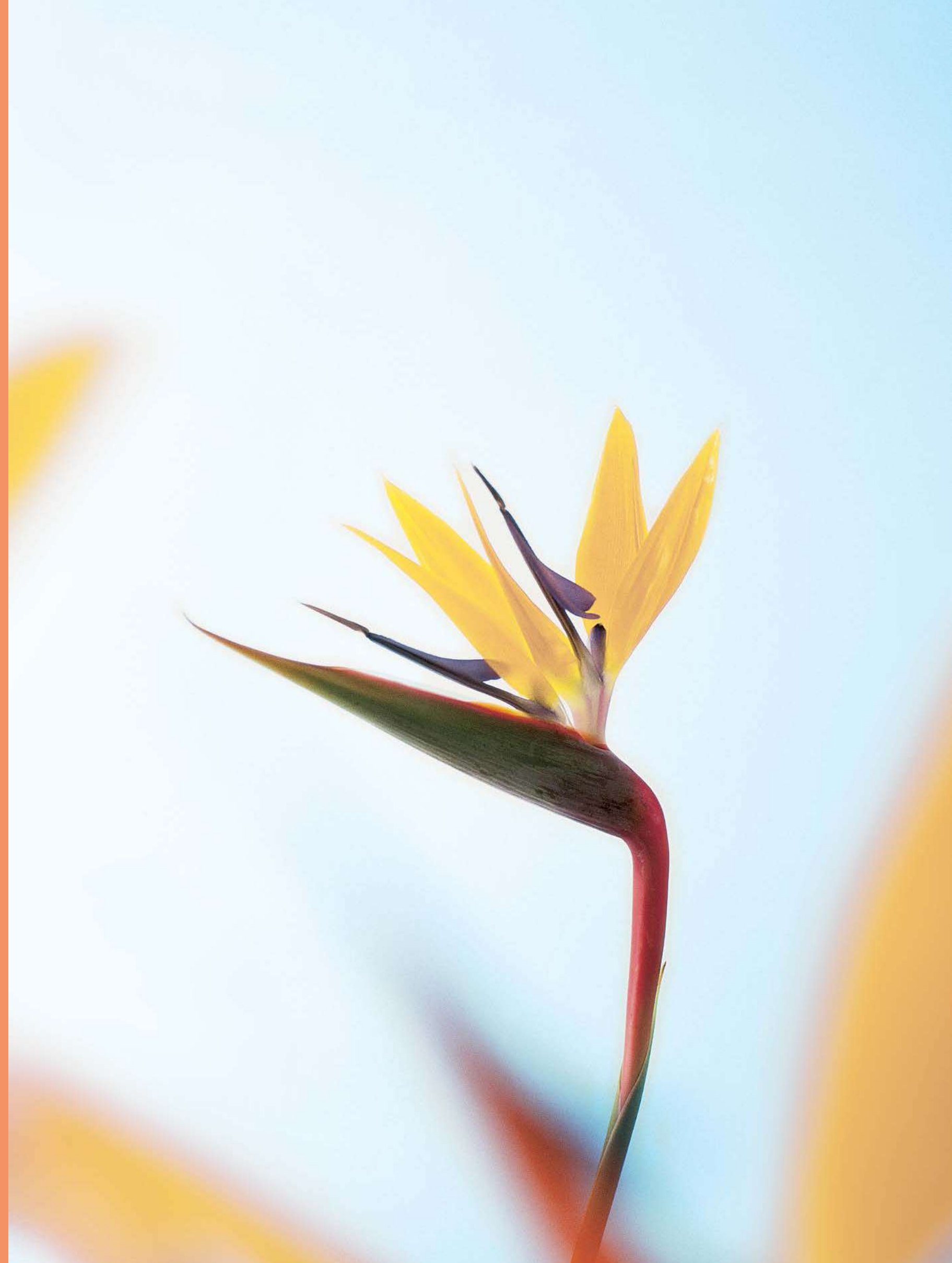
A Touch of Luxury

We'll always need the good things in life, as this trend highlighted. Its palette indulged the senses with luxurious tones from rich mahogany and silky pink to warm polished amber.

CF
04

TURQUOISE-INFLUENCED BLUE
10BG 63/189 / P7.16.76





The only way is up and up

Skinny jeans, juicy-toned tracksuits, iPod Nanos in brilliant pink and blue... While the global situation could have been in better shape economically and politically in 2005, there was optimism in the air. For our Colour of the Year, we chose the **fresh orange** of a bird of paradise flower. Vibrant and life-enhancing, this seemed just the shade to lift our spirits and bring in **joy and vitality**. In fact, we created a whole palette with optimism at its heart, alongside four others reflecting key global trends to help people feel good in their homes.

JOYFUL & OPTIMISTIC

96

colours divided into

8

families

5

lifestyle trends and palettes

6

colour experts from Europe, Canada, the UK and the USA

CF

TREND

Optimism

Bringing playfulness to the fore, this trend demanded jelly-bean shades from comic strips, confectionery and children's toys. Spontaneity, not subtlety, was the keyword here.



TREND

New Past

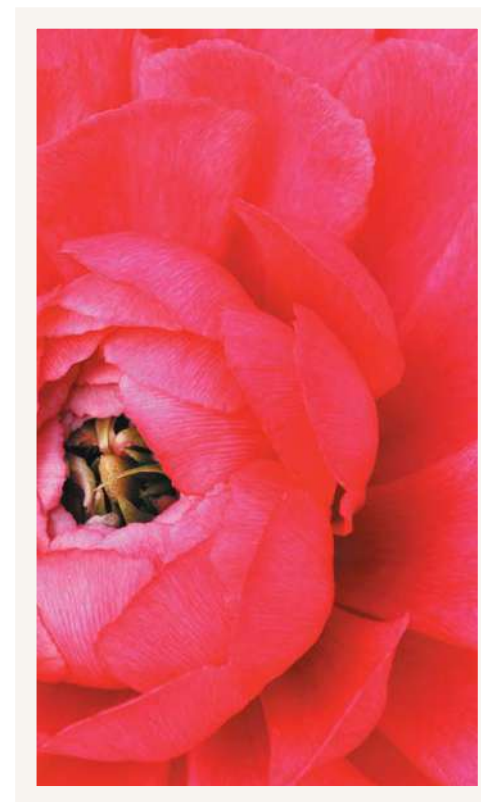
Madder, mustard seed, sage – this theme and its palette were inspired by the heritage of the Northern Hemisphere, celebrating the hand-crafted, hand-me-down and timeworn.



TREND

Supernature

Think luscious rainforests and exotic plants; jungle camouflage and worn leather, this was all about celebrating big nature and an adventurous spirit. Super-real, super-sized and super-graphic.



CF

TREND

Masquerade

We always try to offer customers a balanced spectrum of colour each year. The palette for this trend delivered elegance, opulence and a touch of theatre with rich mineral shades.



TREND

Revitalize

This trend was a wake-up call to the mind and spirit with a palette of fruity shades. Zingy citrus tones pointed to innovations in materials and technology, and gave a positive, uplifting feel.



CF
05

FRESH ORANGE

52YR 37/501 / D1.40.59





Going for natural gold

Following two bold statement shades, in 2006 we chose a Colour of the Year that was a subtler, supportive tone – a **soft green gold** that worked beautifully on its own and with a wealth of other colours. We wanted to reintroduce warm shades in the yellow palette to give our customers a broader choice and this complex yellow felt **approachable, authentic and natural**. In the year *An Inconvenient Truth* (the documentary about Al Gore's global warming campaign) came out, this restorative, regenerative tone seemed the perfect choice.



RESTORATIVE & PROTECTIVE

106

colours
divided into

8

families

5

lifestyle trends
and palettes

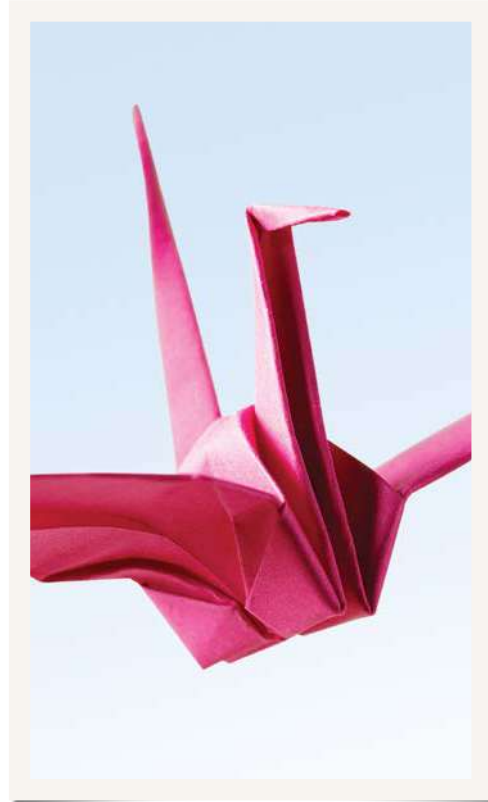
7

colour experts from
Europe, Canada, Asia,
the UK and the USA

TREND

Stylized Simplicity

Understated but smart was the idea here with colours that allowed the shades of everyday materials, such as linen, clay or string, to sing. We included contrasting darker shades in the palette to help create a perfect tonal balance.



TREND

Active Contrast

This was a forward-looking trend with a futuristic element. Inspired by the latest neon lighting, computer graphics and sportswear, the focus was on high chroma colours – fuchsia, lime, emerald green – set against mineral neutrals.

TREND

Extravagance

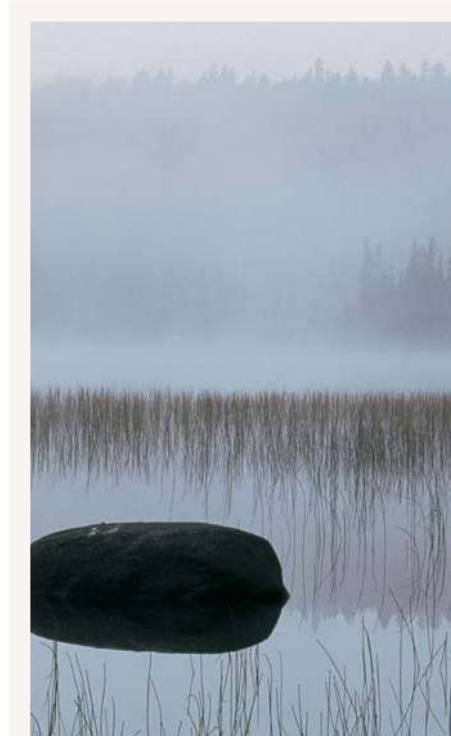
Home to a collection of warm, jewel-toned colours, this was the opulent trend for 2006, nodding to the rich, lacquered finishes of fashionable furniture, and the shimmering metallics taking centre stage on the catwalk.



TREND

Reconstruction

Reworked, regenerated, revalued, recreated – the concept of reusing materials and objects in new ways is a recurrent theme every year. With colour, we can bring a fresh perspective to an old idea, a new look to a timeworn space.



TREND

Atmosphere

Colour is about conjuring up feelings and creating atmosphere. This trend saw the potential for a dreamy, luminous feel with a mix of cool misty tones, warmer naturals and pearly whites, plus some ethereal greys to add a little shadow.



CF
06

GREEN-GOLD

60YY 57/304 / G2.24.73





The creative power of pink

2007 brought us the iPhone, *Mad Men*, the Kindle... and an **innovative pink** as our Colour of the Year. It was time to reassess this elegant colour and erase its image as a purely feminine tone (associations that only arrived in the 1940s anyway). By this time, leading designers were using pink for the latest hotel and interior projects, and reappreciating its **beauty and versatility**. Containing an element of grey, our smart and sophisticated shade pointed the way towards the 'Millennial pink' that would overtake the fashion world 10 years later.

PRETTY, URBAN & VERSATILE

100

colours
divided into

8

families

5

lifestyle trends
and palettes

8

colour experts
from Europe,
Canada, Asia, the UK
and the Americas

TREND

Colour Therapy

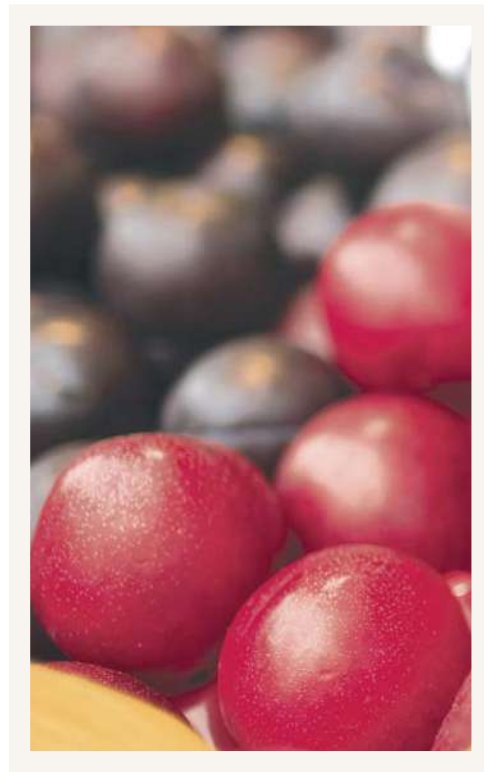
The development of new technologies in lighting, plastic and glass informed a futuristic theme and a palette of saturated, almost fluorescent shades – the kind of colours that can alter our perception of space.



TREND

Flavours of Home

Heroing local culture, cuisine and craft, this theme was inspired by food. Its accompanying palette showcased natural culinary colours: lettuce green; deep chocolate; bright orange; rich plum.



TREND

Natural Structure

Highlighting the creativity and engineering of the natural world, this trend was about celebrating the brilliance of nature's design. The colours? A palette of warm and sophisticated naturals – wood, leather, bone.



TREND

Connection Point

Past and present; east and west; contemporary and classic; cutting edge and culturally rooted – this theme was all about embracing fusion with witty combinations, clever juxtapositions and rich timeless colours.



TREND

Mix & Match

Celebrating the vintage look, this theme reflected the folksy and the bohemian. The palette was not too formal, not too frivolous: a creative and eclectic mix of knocked-back tones to give a retro feel.



CF
07

INNOVATIVE PINK
70RR 54/153 / A5.09.71

CF
08

A little bit of yin; a little bit of yang

Globalisation and China's rise to economic and Olympic super-status pushed **imperial yellow** into the spotlight, so we chose this **warm, radiant shade** as our Colour of the Year. Colour physiologists associate yellow with creative thinking and communication. It's also a tone that marries respect for the past with **optimism for the future**. So it was the perfect colour to help people feel uplifted in the year that saw the beginnings of the financial crisis. Transcending cultures and national preferences, it felt globally relevant and resonant.



RADIANT & UPLIFTING

100
colours
divided into

8
families

5
lifestyle trends
and palettes

8
colour experts
from Europe,
Canada, Asia, the UK
and the Americas



IMPERIAL YELLOW
40YY 63/473 / F7.36.76

CF

TREND

Growing Respect

With a sustainable approach to design taking centre stage, and recycling materials becoming mainstream worldwide, this theme celebrated nature with a palette of natural mid-tones – bark, shale, rust, mustard, pollen. It was all about helping customers create their own mini paradise – a space that felt in tune with the landscape around them.



TREND

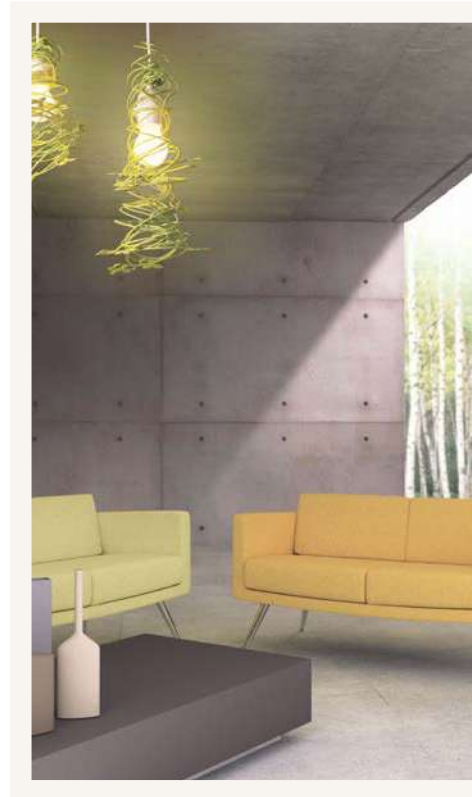
Hidden Beauty

This theme was a marriage of sensuality and innovation. Inspired by designers such as Karim Rashid or architect Zaha Hadid and their use of organic shapes with a contemporary, feminine feel, this look was subtle, sophisticated and intriguing. The colours in this palette came straight out of a cosmetic box: warm skin tones, blush pinks and coral.

TREND

Art & Form

With a nod to the modernist movement of the early 20th century and Bauhaus in particular, this theme was inspired by the chic living spaces springing up in the old industrial zones of cities around the world. Graphic, linear and masculine, it's a look that is sophisticated and cutting edge, with cool neutral tones offsetting colour-blocked brights.



CF

TREND

Explorer

Nothing beats a journey for expanding the mind, so we took the concept of travel to create a theme that celebrated the fusion of different cultures, perspectives and ideas. It was about embracing a variety of influences, feeling free to play with shapes and materials to conjure up a new creative vision. The colours? An eclectic palette of positive tones.

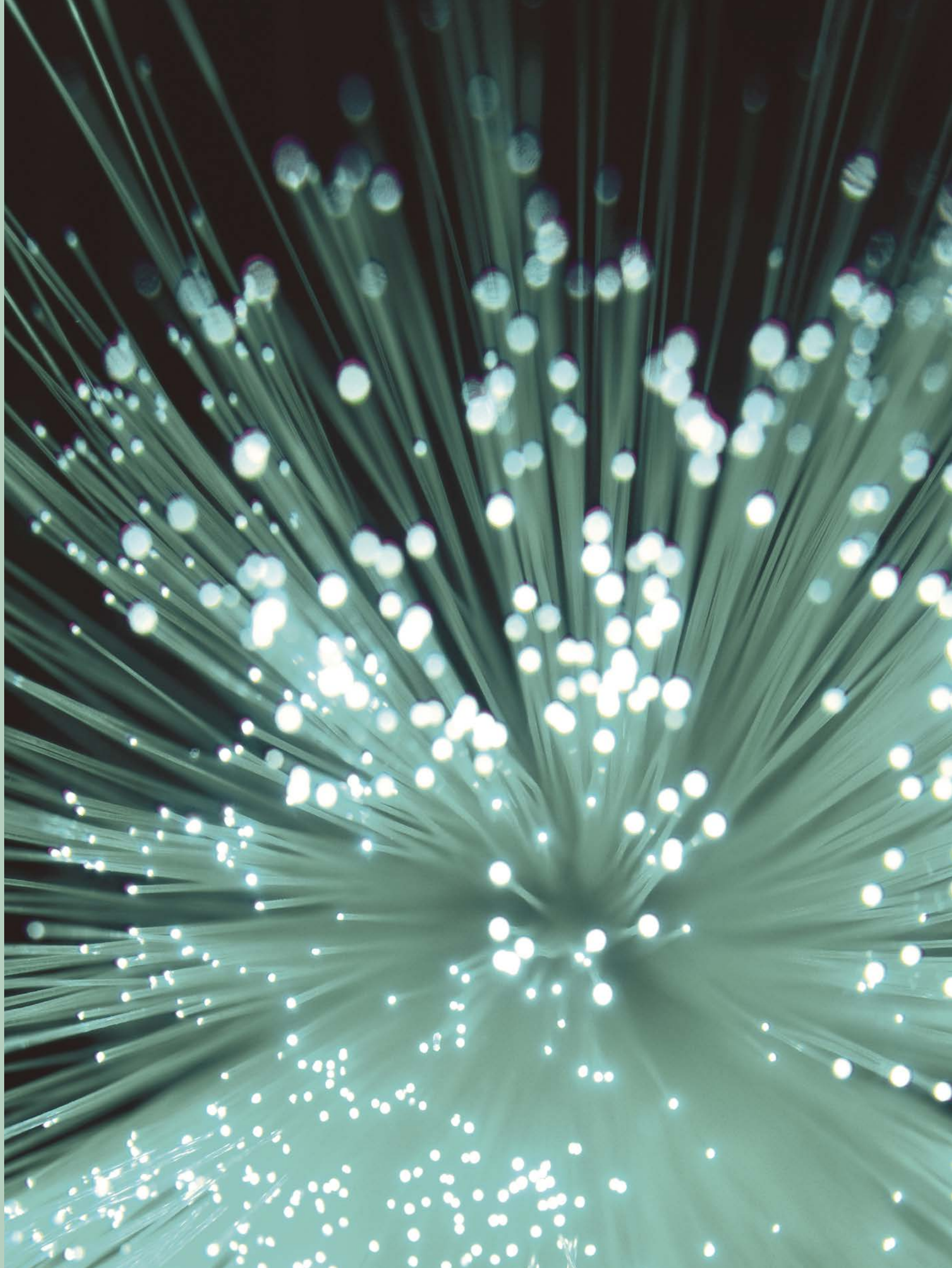


TREND

Ebb & Flow

One of the iconic structures at Beijing's 2008 Olympics was the glistening Water Cube pool arena. Constructed from hundreds of 'bubbles' glistening in the sunlight, it was ultra-modern and reflected the ancient symbolism, beauty and translucence of water – something this theme celebrated. The palette? A mix of fluid, clarifying colours.





Colour to make us feel better

Green tea, eucalyptus, aloe – the **greens of nature** have always been associated with healing. At a time when the world was recovering from a global financial crisis, **cool jade green** seemed the perfect restorative tone for our Colour of the Year. As well as being a naturally calming colour, jade combines beautifully with cool, modern neutrals and with warmer tones – making it **a balancing colour** literally as well as figuratively. The fact it also gave a subtle nod to the green movement only strengthened its relevance and appeal.

HARMONIOUS & HEALING

76

colours
divided into

8

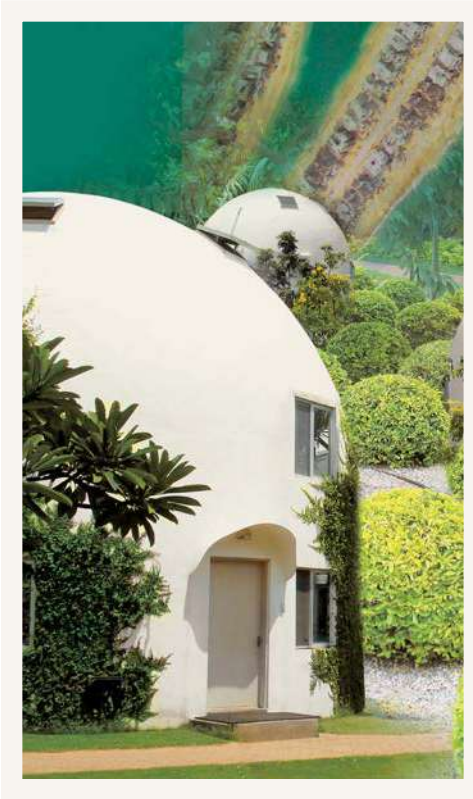
families

5

lifestyle trends
and palettes

9

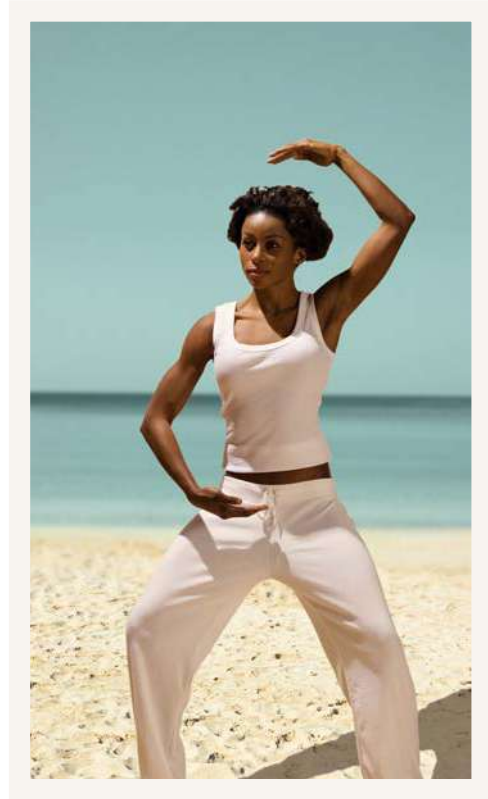
colour experts
from Europe,
Canada, Asia, the UK
and the Americas



TREND

Ecotecture

With sustainable and environmentally friendly building going mainstream, this theme celebrated new 'smart' eco-architecture with a palette of soft natural shades and a splash of techno colour.



TREND

Equilibrium

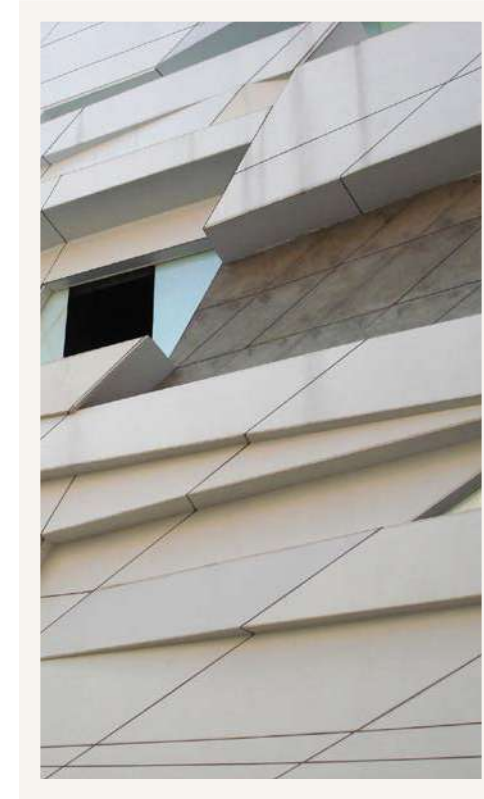
Rebalancing our lives was the order of the day and this theme, with its palette of gentle, reassuring shades, was about nurturing the most important things around us: family, friends, the environment.



TREND

Living Legacy

The importance of handcrafted design is a key trend across ColourFutures™. This time, we focused on the human, individual qualities of handmade objects, with a palette of earthy, botanical shades.



TREND

White Dimensions

Inspired by innovative designs with sculptured surfaces and by the interplays of light, we tapped into a futuristic, ethereal feel with a palette of new soft whites and construction colours – rust, clay, slate.



TREND

Play House

Witty and whimsical, this theme put the fun into functionality, giving customers the opportunity for bold colour blocking with a palette of vibrant tones. Who said decorating had to be serious?



CF
09

JADE GREEN

10GG 51/125 / L7.09.70



Our single-minded message? Reclaim!

Economic, social and environmental issues were dominating the news, and we understood that something needed to change. While we couldn't tackle global problems head on, we could change our approach to life. We could reshape values, build better systems, take control of our own worlds – our homes, our families, our communities. **Reclaim** was the word that best summed up this feeling of **positive proactivity** and we chose it as our first overriding theme for the campaign. The colour that encapsulated it? **Airy, optimistic blue.**



AIRY & HOPEFUL

73

colours
divided into

8

families

1

overriding theme:
Reclaim

5

lifestyle trends
and palettes

10+

colour experts
from Europe, Canada,
Asia, the UK and
the Americas

TREND

Silent Space

Taking a step back to reassess what we need and what we love is good for the soul. This theme conjured up an atmospheric 'thinking' space with limitless possibilities. The palette? Dusky blues, teals and mineral greys.



TREND

Fluid Fantasy

Heralding a new era of experimental innovation, this theme celebrated the emergence of sinuous, hi-tech and engineered materials. The colours to match? Kinetic, energetic tones and saturated, futuristic shades.

TREND

Basic Beliefs

When the distinction between fake and real is starting to blur, it's time to reclaim the best of the past. This theme was about balancing new developments with old traditions, with a palette of muted, subtle, nature-based shades.



TREND

Sweet Memory

TREND

Sweet Memory

Reclaiming classic designs gives us cultural context, but they're also ripe for reinvention. This theme married a designer vision with a craftsman's skill with reinterpreted heritage colours: old gold, bronze green, elegant pink.



TREND

Free Spirit

Irreverent and individual, this theme tapped into the trend for reclaiming your identity and daring to be different with a melting pot of creativity. The palette was an eclectic mix of plastic brights, clear pastels and moody earth tones.

CF
10

LIGHT BLUE

70BG 70/113 / R7.11.79





The joy of loving what you have

In 2011, our Trend Forecast experts identified a new **lightness of spirit**. People were focusing on the things that really mattered to them, and beginning to reappraise the value of the simple pleasures that anchor us to the here and now – a hand-knitted scarf, a community lunch, homegrown flowers. Our theme for the year became **Appreciation**. It was all about seizing the moment and treasuring what you have. Our Colour of the Year was a light, **citrus yellow** that encapsulated **warmth, positivity and lightheartedness**.

LIGHTHEARTED & FEEL-GOOD

64

colours
divided into

8

families

1

overriding theme:
Appreciation

5

lifestyle trends
and palettes

12+

colour experts
from Europe, Canada,
Asia, the UK and
the Americas

CF
11

SHERBET LEMON
89YY 78/269 / H1.18.84

CF



CF

TREND

Pop-up Pleasure

This was our feel-good theme for the year, tapping into the need to surround ourselves with things that enchant us and make us smile – even just for a moment. The colours? Bright, airy and fun.



TREND

Molecular Magic

Under the microscope, we can find amazing things: structures, shapes and colours that inspire scientists and designers alike. This was our celebration of micro marvels and the miracle of nature.



TREND

The Beauty of Everyday Life

Reappreciating the simple things around us – a hand-me-down chair, a windswept flower, a sunny cornfield – is the key to happiness. We elevated the everyday with comforting, floral colours.



TREND

Finding the Way

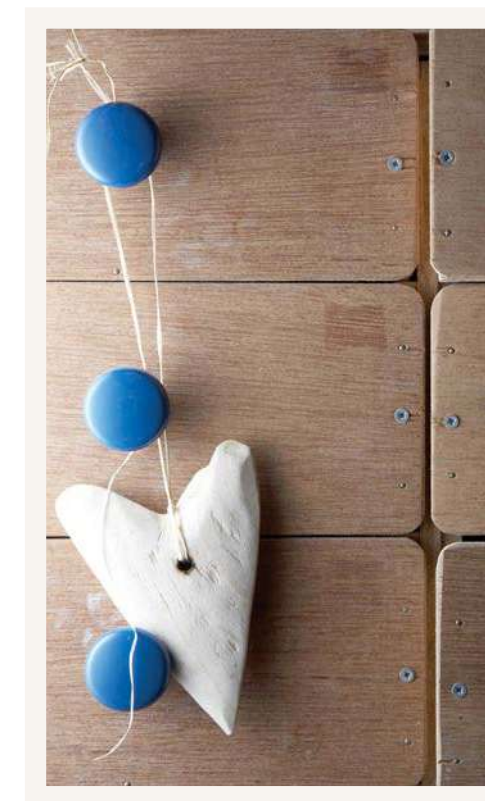
Seeing the desire for clear direction in life, we were inspired by maps, charts and diagrams to create a palette of architectural whites and blacks, with bolder signposting shades – red, yellow, pink.



TREND

Made With Love

The power of the handmade was being reappreciated. This theme and its palette celebrated authentic creativity, as well as the beauty and potential of sustainable raw materials – clay, wood, flax.





“Loving what you have is one of the most important things in life.”

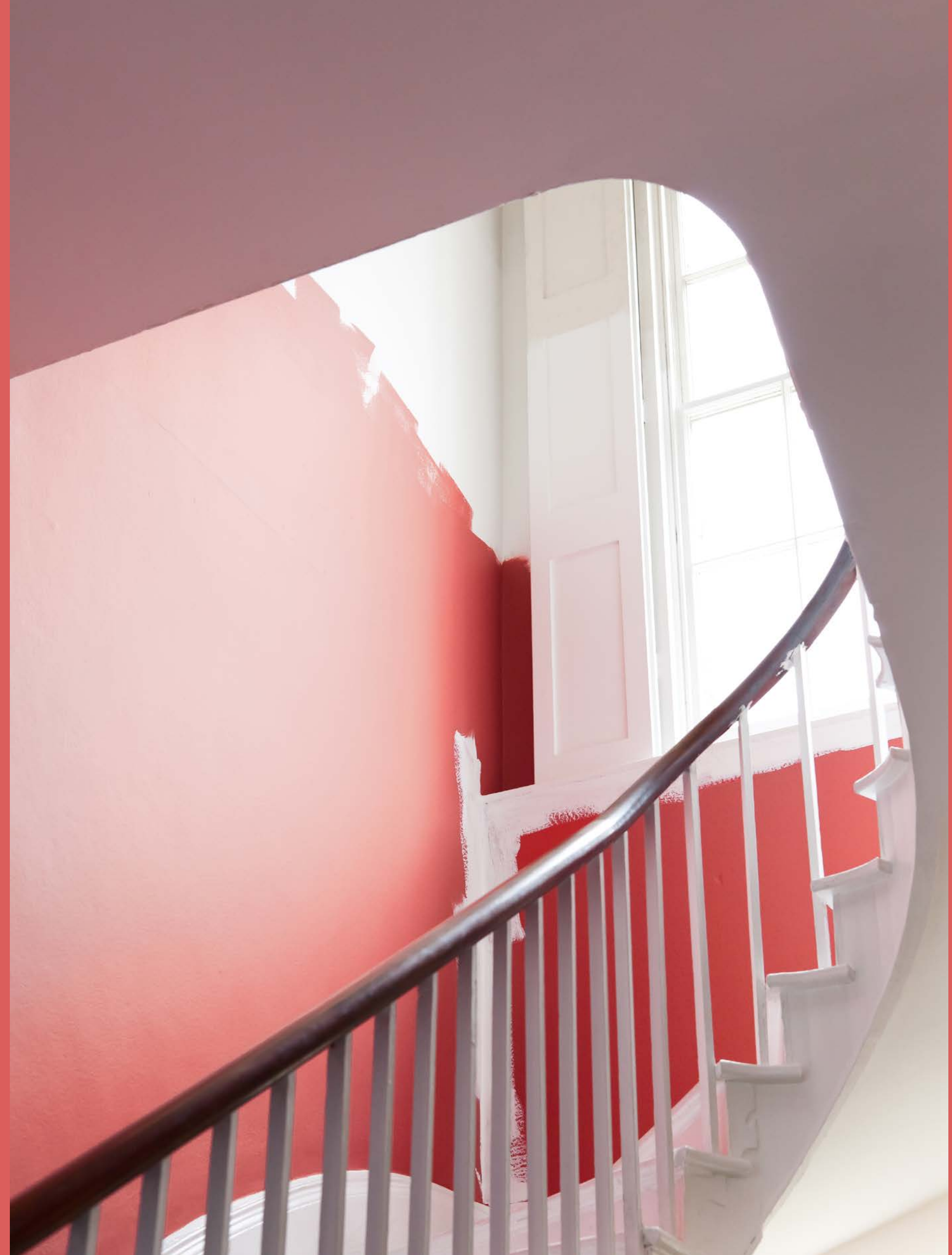




Opening up a world of possibilities

Whimsical, serious, dynamic, soft – red can be all things to all people. Associated with good fortune, insightfulness, passion and power, it felt the ideal confident colour to reflect the proactivity we saw around us, and our theme for 2012 – **Possibilities**. We wanted to build on the more passive concept of Appreciation and inspire people to open their minds to new ideas and new discoveries.

Juicy Red was the jester in our deck of colour cards – ready to **change the game** in an instant and **brighten our mood** in unpredictable ways.



GLOWING & LIVELY

80

colours
divided into

8

families

1

overriding theme:
Possibilities

5

lifestyle trends
and palettes

12+

colour experts
from Europe, Canada,
Asia, the UK and
the Americas

CF
12

JUICY RED

10YR 21/436 / B8.38.44

CF



CF

TREND

Delicate Mix

This theme tapped into the trend for a new kind of luxury; an appreciation for considered and fine-tuned design, not temporary, flash-in-the-pan glitz. Subtlety was the keyword with a palette of elegant and refined neutrals.



TREND

One Small Seed

Celebrating the limitless possibilities inherent in nature, this was about inviting the outside in and feeling the joy of growing your own. We chose colours inspired by natural processes: greens, sky blue and earthy browns.

TREND

Living Scrapbook

As opportunities for self-expression were exploding online, we wanted to highlight the possibilities this offered for creating a very personal environment with colour. The palette to do it with? Modern, balanced and eclectic.



TREND

Different Worlds

With a nod to virtual reality, the parallel universe and *Alice in Wonderland*, this mind-altering theme was sci-fi and surrealism writ large. The colours to carry it off: a palette of bright blues and greens, and ethereal pastels.

TREND

Rediscovered Heroes

As the concept of the circular economy hit the headlines, people started discovering hidden design gems in utility spaces. This theme brought them to light with a palette of industrial colours: rusty metal, cable yellow, grey.





CF

CF
13

Joining up the dots

In the year Instagram hit 100 million monthly users,* we chose **Connections** as our overriding theme. The potential for connecting with others was exploding on social media but we weren't just focusing on the digital world. Life has always been about the links we make, whether it's networks of colleagues, groups of friends or **clashes of ideas that inspire innovation**, and we wanted to tap into this broader concept. And what brought it to life best? **Indigo – the colour of communication.** Deep, versatile and a little bit magical.

*techcrunch.com



"Indigo gives us a sense of tranquility and mystery. It's a big, benevolent colour that can reassure and amaze."

CONNECTING & INSPIRING

80

colours
divided into

8

families

1

overriding theme:
Connections

5

lifestyle trends
and palettes

15+

colour experts
from Europe, Canada,
Asia, the UK and
the Americas

CF
13

INDIGO
90BB 09/186 / V0.25.25

CF



TREND

Collective Passion

Inspired by the mobilising power we were seeing on social media, where people sought connections and swapped ideas, this theme celebrated the spontaneous momentum of shared passions with a play of energetic tones.



TREND

Switching Off

Much as we like to connect, we were beginning to understand how important it is to switch off sometimes. To bring this theme to life, we created a palette of tranquil, ethereal colours to help create calm.



CF



TREND

The Art of Understanding

Tapping into the trend for deconstruction, this was about the pleasure to be had in taking things apart and seeing things clearly. The colours? Vintage candy tones with laid-back neutrals.



TREND

Home Factory

Beekeeping, beer brewing, hand-sewing: a hipster and craft revival was sweeping the globe, with beards to match. We celebrated these mini domestic factories with a palette inspired by natural dyes.



TREND

Visual Solace

Finding connection in art and nature has always made us feel better. Tapping into the comfort of creativity, this was a theme to touch the soul and warm the heart with floral and Old Master shades.



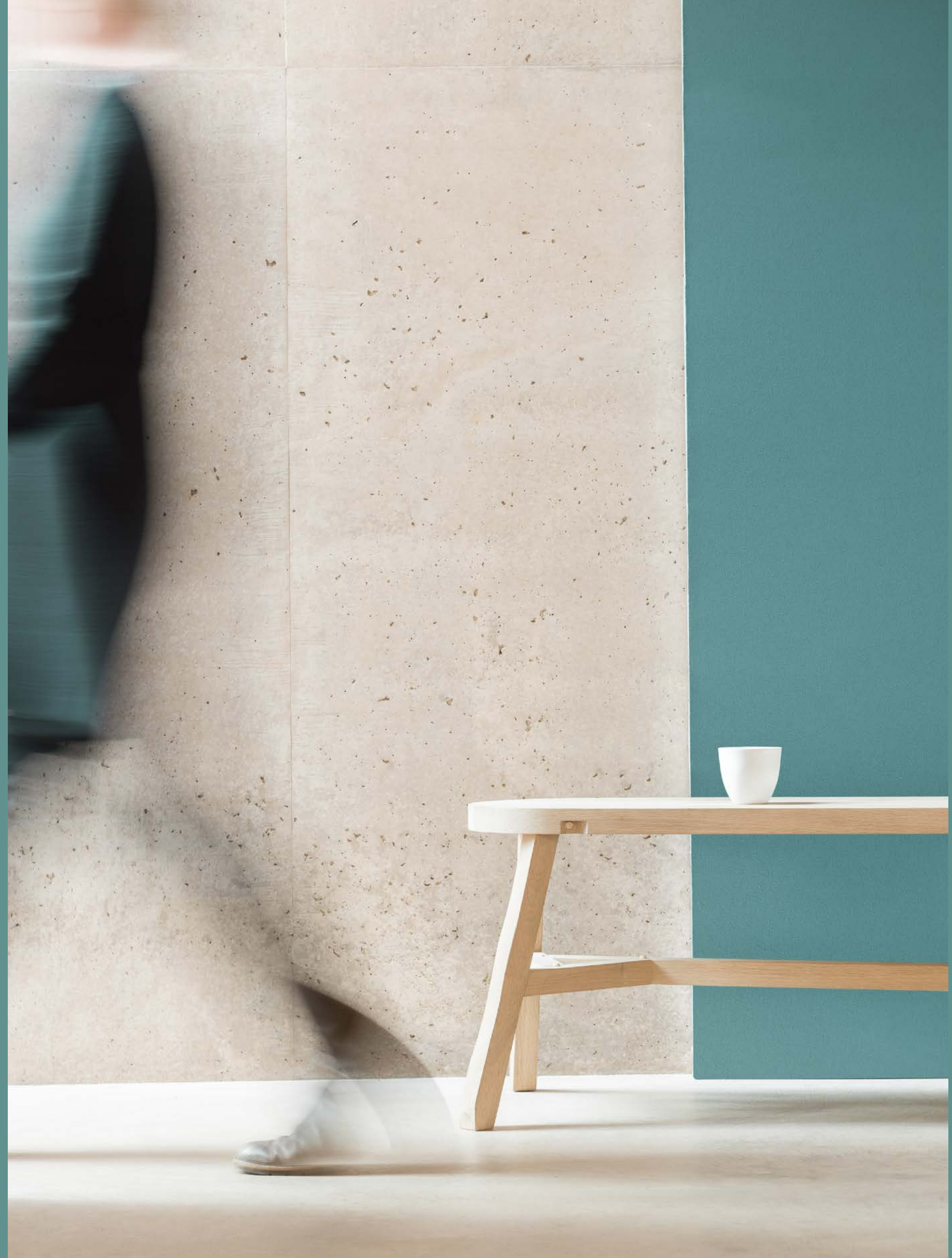


"In 2013, we started sharing decorating ideas for our Colour of the Year. It was all about inspiring our customers to get creative."



The key to a new future

From the ice-bucket challenge to Chris Martin's and Gwyneth Paltrow's 'conscious uncoupling' – people were **doing things differently in 2014**. The world was as unstable as ever but the mood of the moment was one of reassessment, and a desire to **unlock the potential of everything** around us. Using colour, of course, is the perfect way to do this in the home and, this year, **Teal** seemed to encapsulate that need for a new approach. **Balancing, versatile and rich**, it was a favourite with the design world and had universal appeal.



GENTLE & SOPHISTICATED

76

colours
divided into

8

families

1

overriding theme:
Unlocking Potential

5

lifestyle trends
and palettes with
a different shade of
the Colour of the Year
in every palette

15+

colour experts
from Europe, Canada,
Asia, the UK and
the Americas

CF
14

TEAL

90GG 19/151 / P0.20.40

CF



CF

TREND

Silent Revolution

The reappraisal of beautiful forms and textures in quiet, subtle ways gave us this understated theme. These were colours for the introvert: a collection of tinted whites and soft neutrals.



TREND

Margin of Proof

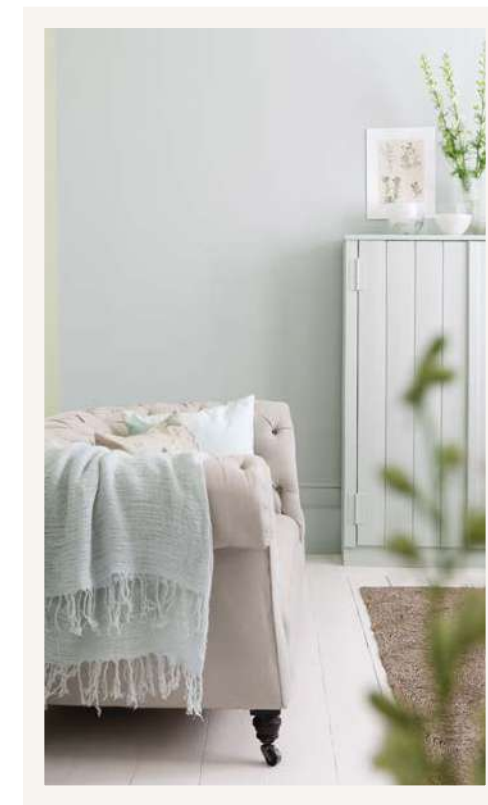
Celebrating the comfort and stability that people find in facts and stats, this theme celebrated the analytical and mathematical with a palette of masculine neutrals and full-bodied brights.



TREND

Urban Folk

Inspired by the trend for a new take on folk art, this theme was all about taking the best of yesterday to enrich today and create an emotional story. To express it, we chose friendly, robust colours from plum to petrol blue.



TREND

Secret Garden

Here, we embraced the romantic, poetic and curious nature of the ephemeral things around us, and the trend for harnessing the 'barely there'. The colours? Soft, ethereal tones – wispy lavender, mint, pale grey.



TREND

Do It Now

With a nod to street artists, graffiti and hack design, this was all about the energetic, the exuberant and the impromptu, with a mix of high-octane colours to match – fizzy lemon, emerald green, fiery orange.



“We wanted to show how paint could be used in decorative ways to add personality.”





Discovering wonder in the everyday

From architects making the most of underutilised spaces to designers creating capsule collections of just the essentials, in 2015 the 'everyday' was getting an overhaul. We took the idea as our overriding theme, and called it **Everyday+**. It was about finding that extra something to add colour to our lives, with an emphasis on a **more caring, sharing environment**. The colour we felt best summed this up was a **copper orange**. It reflected a new warmth in social attitudes, as well as giving a nod to the sepia hues of the past.

SURPRISING & BEAUTIFUL

65

colours

1

overriding theme:
Everyday+

5

lifestyle trends
and palettes with
a different shade of
the Colour of the Year
in every palette

16+

colour experts
from Europe, Canada,
Asia, the UK and
the Americas

CF
15

COPPER ORANGE
50YR 36/263 / C9.21.58



TREND

Big Nature + Small Me

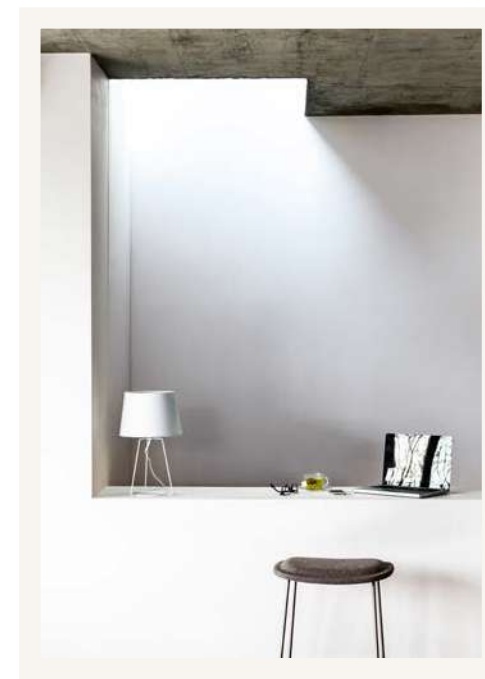
Understanding our relationship with nature helps put things in perspective, and this theme celebrated our awesome natural world with raw earthy colours.



TREND

Layer + Layer

Giving shape to our multi-dimensional lives, this trend was all about building depth and meaning. A palette of soft pastel hues provided the perfect ingredients for layering.



TREND

+ Unseen Spaces

In praise of the hallway, the corner and the area under the stairs, this theme challenged people to unlock the potential of 'leftover' space with a play of dark and light neutrals.



TREND

Him + Her

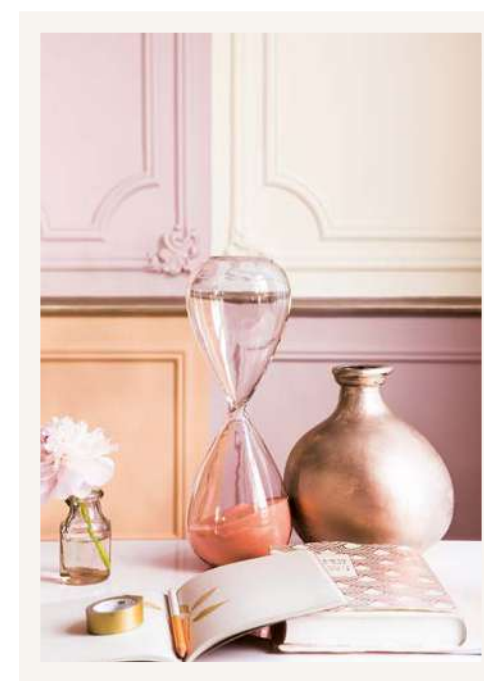
Great on their own, a masculine and a feminine aesthetic can be even better together. And a palette of complementary tones helped people achieve that perfect partnership.



TREND

Friendly Barter +

Peerby, Airbnb, Car2Go... With a trend for sharing, borrowing and bartering on the rise, this was a theme celebrating collaboration with a palette of warm, harmonising shades.





“We wanted to inspire people to maximise the potential of every bit of their homes with colour.”





CF

CF
16

An attraction of opposites

As polarisation took over our politics with Brexit and the election of Donald Trump, it felt more important than ever to embrace duality. Acknowledging the need for balance in all aspects of our lives, we chose **Looking Both Ways** as our overriding theme. It was about **broadening our minds and accepting different opinions**; encouraging innovation but not abandoning the wisdom of the past. We translated our thinking into four key trends and chose a Colour of the Year that resonated with all of them: **Ochre Gold**.



TREND
**Heritage
& Future**

You can't design for the future without an understanding of the past, and this theme explored that duality. It was about embracing the vintage and the contemporary to build a new informed approach. The colours? Reds to reflect our rich heritage with modern brights.



TREND
**Words &
Pictures**

A celebration of the cornerstones of communication, this theme was inspired by the documentation of our lives on social media, by oral storytelling and by the use of lettering in interior design. Here, inky blues and graphite greys sat alongside smartphone filter shades.



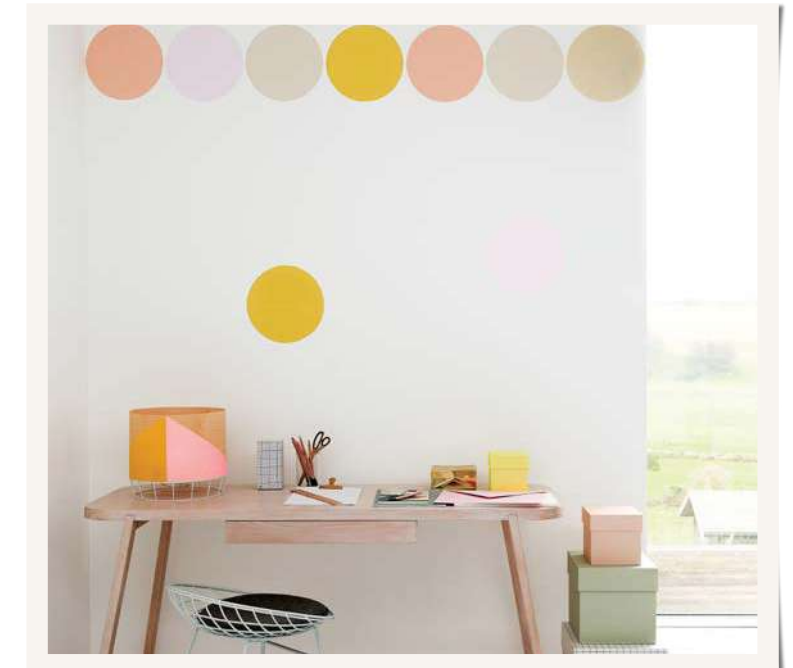
TREND
**Dark
& Light**

Darkness was key trend in 2016, as evidence mounted about just how essential it is for humans, wildlife and plants. But we can't have the dark without the light, and this theme explored that balance with the 'golden hour' tones of dusk and dawn.



TREND
**The Grid &
Letting Go**

In our frenetic modern lives, going off grid is to be relished, but to feel freedom, you need to have a framework. We brought the paradox we saw around us to life with a palette of playful and vivid colours, kept in check in by black and white.



ANCIENT & MODERN

45

colours

1

overriding theme:
Looking Both Ways

4

lifestyle trends
and palettes

1

special Colour of
the Year palette

15+

trend experts
from Europe, Canada,
Asia, the UK and
the Americas

CF
16

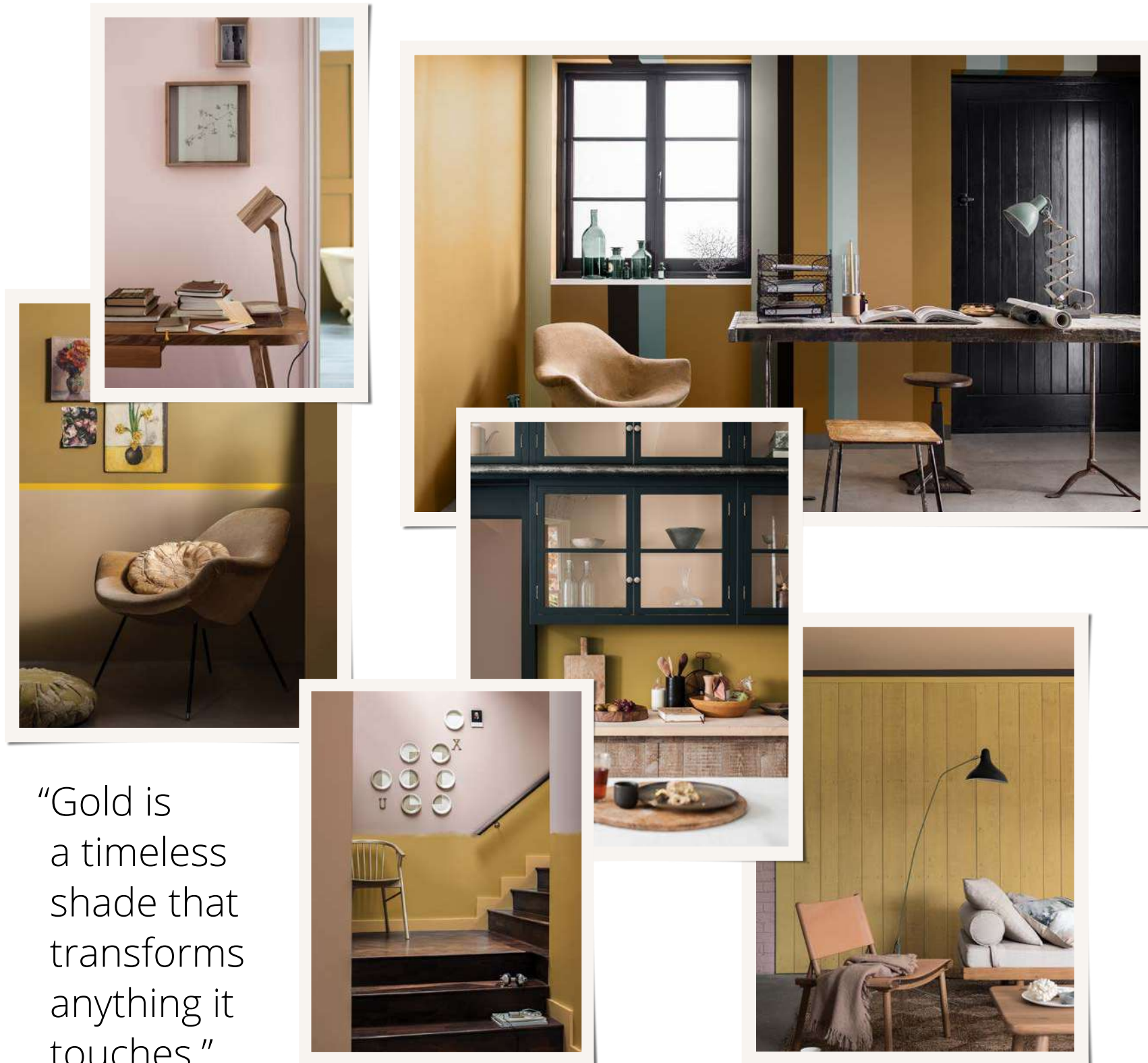
OCHRE GOLD

20YY 36/370 / F1.34.58



A special palette for our Colour of the Year

2016 marked the first year we developed a special palette to hero our Colour of the Year, giving customers lots of ideas and inspiration for using Ochre Gold on its own or with other colours to transform their homes.



“Gold is a timeless shade that transforms anything it touches.”





Diving right into the blue

In the year the term 'fake news' became a media cliché, we were increasingly seeking authentic experiences. The simple, essential aspects of life were being revalued as people put increasing emphasis on the things that really matter – family, friends, the environment. It was all about **living life in a new light and finding balance**. For our Colour of the Year, we chose a grey blue and gave it a name: **Denim Drift™**. The colour of sea and sky, this **universal, timeless and soothing** tone appeared for the first time in all our palettes.





TREND
New Romanticism

With a nod to the Romantics who put nature centre stage, this theme was all about reconnecting with our environment on a deeper level with a calming mix of greens and lilacs.



TREND
Considered Luxury

Celebrating a new appreciation for understated, thoughtful design, this theme was inspired by simple and sensual textures and materials. The colours? A mix of whites and subtle neutrals.



TREND
Shared Individualism

However independent we are, it's always comforting to feel part of something bigger. This theme explored the need to belong with a family of colours – perfect for creating a warm, social space.



TREND
The Working Home

In the 24/7 digital age, the work/life balance needed redefining. This palette helped people 'zone' different areas of their space with strong, contrasting colours.



“We choose colours that work without effort so it’s easy to achieve a new look.”

FAMILIAR & TIMELESS

45
colours

1
overriding theme:
Life in a New Light

4
lifestyle trends
and palettes

1
special Colour of
the Year palette

15+
trend experts
from Europe, Canada,
Asia, the UK and
the Americas

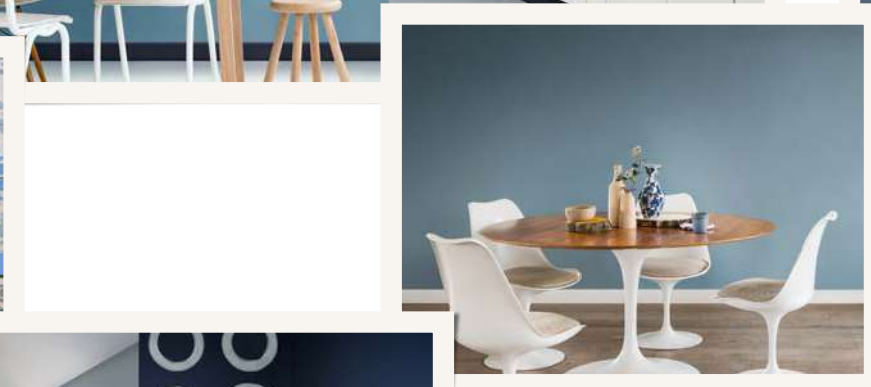
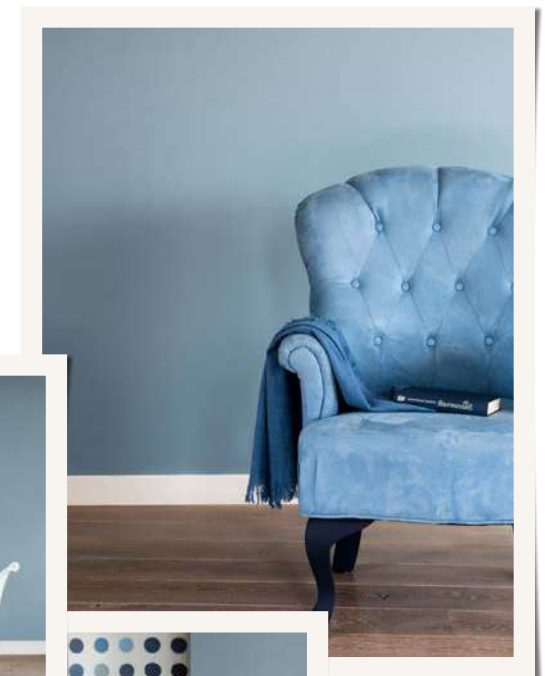


DENIM DRIFT™
87BG 27/077 / S0.10.50



Colour of the Year palette

A royal colour but also the shade of utility fabrics like denim, blue can be democratic, down-to-earth or dramatic.





CF

CF
18

Somewhere to feel at home

Against the backdrop of an **unpredictable world** and an **increasing pace of life**, taking a step back was the order of the day, and home was the perfect place to do it. Whatever our approach to life, having a space where we can switch off and recharge is vital for our wellbeing, and colour can help us create it. Our overriding theme for the year was **A Welcome Home** and the shade we chose to bring it to life? A warm, woody grey pink – **Heart Wood™**. After all, **home is where the heart is.**



TREND
The Inviting Home

All about creating a den to snuggle in, this theme celebrated comfort and effortless style. The colours? Cool blues for clarity with easy-going neutrals and green to encourage connection.



TREND
The Heartwood Home

How to create the ultimate sanctuary? With the nourishing warmth of wood and leather, the gentle grey-pink tones of our Colour of the Year and bolder accent shades of blue and purple.



TREND
The Comforting Home

For those seeking calm and reassurance, this was a restorative and quiet space to shelter in. Celebrating the handmade and the tactile, this palette was made up of warm earth tones.



TREND
The Playful Home

An inspiring, re-energising space needs invigorating colour, and this theme tapped into the tones of nature – with warm sage, earthy olive, mustard yellow and touches of gold.



WARM & WELCOMING

45
colours

1
overriding theme:
A Welcome Home

4
lifestyle trends and
palettes – with Colour
of the Year in each

11+
trend experts from
across the world

The launch of
our One room,
four ways feature

“We made this
warm commercial
pink accessible
for the home.”

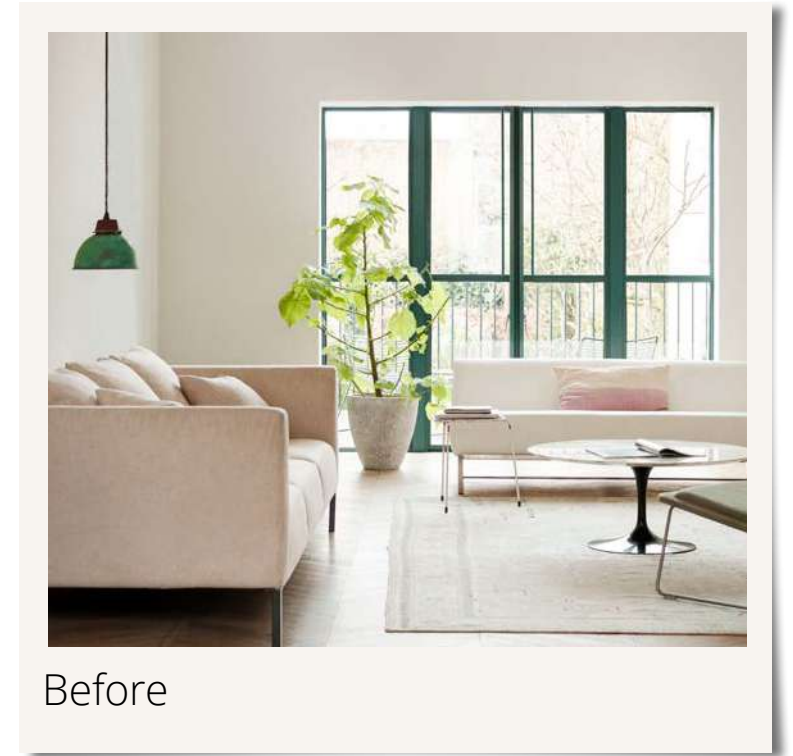
CF
18

HEART WOOD™
10YR 28/072 / B5.05.52

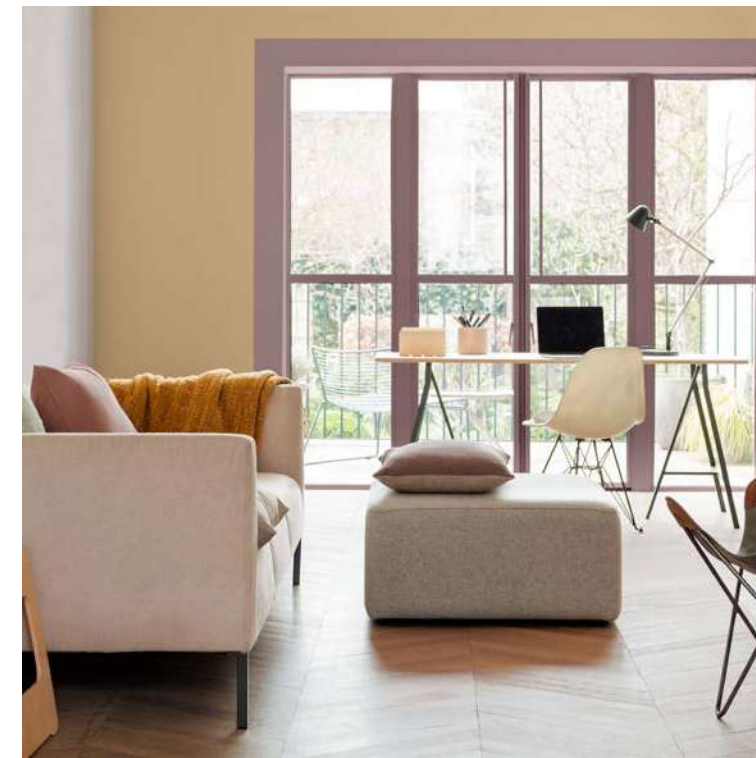
The start of "One room, four ways"



To get across the transformative power of paint, we took one room and decorated it four times, in each of our 2018 colour palettes. The bare bones of the room are the same, but the atmosphere created by these combinations of colours is completely different.



Before



"Celebrating the transformative power of colour."



Let the light in

In the year that Apple AirPods were the must-have accessory and Rihanna became the first black woman to head a major luxury fashion house, **progress seemed a real possibility**. People were ready to open their windows to the world, get stuck in and make things better. Tapping into this **optimistic spirit**, our theme for the year was **Let the Light In** and our chosen colour, an energising amber tone: **Spiced Honey™**. Alongside it, we devised four palettes with an active feel at their core: Think, Dream, Love, Act...

NOURISHING & ENERGISING

37
colours

1
overriding theme:
Let the Light In

4
Four lifestyle trends
and palettes – with
Colour of the Year
in each

13+
trend experts from
across the world

“Depending on the light and the colours surrounding it, Spiced Honey™ can be calming and nourishing or stimulating and energising.”

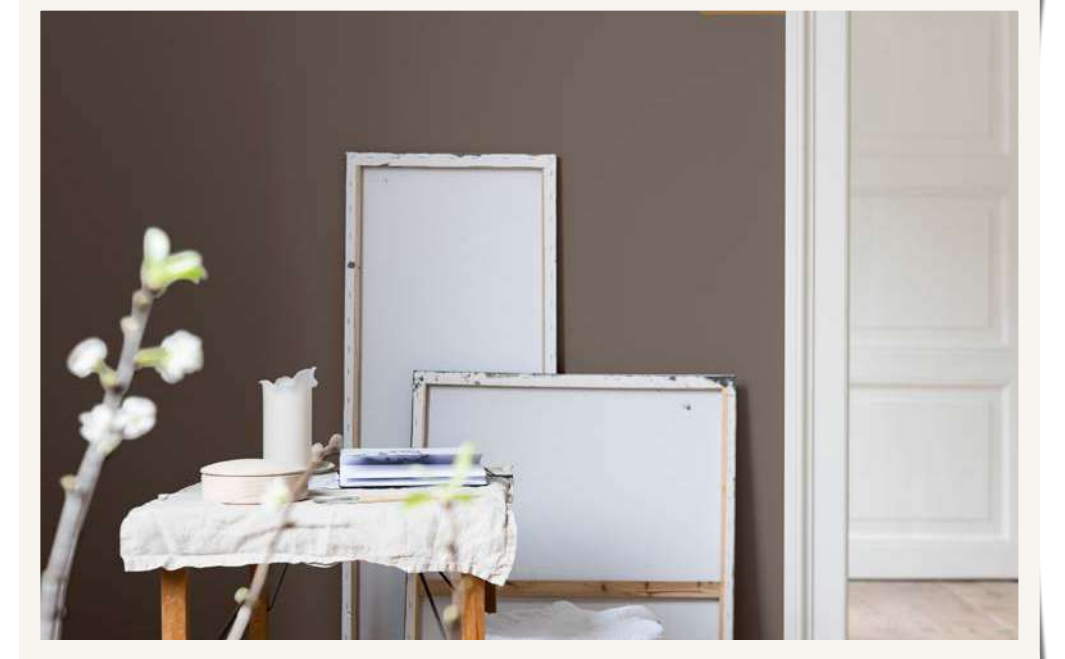
CF
19

SPICED HONEY™
00YY 26/220 / E4.22.49



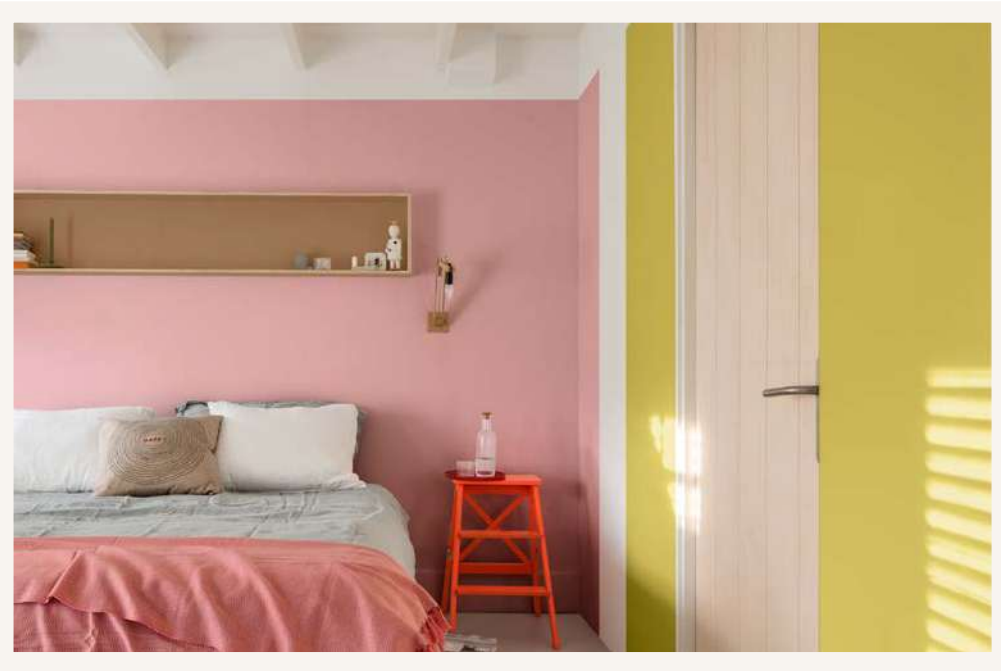
TREND
A Place to Think

There was an emerging need to create contemplative spaces away from the sensory overload of the world. This theme was our response, with a palette of rich neutrals and soft, deeper tones.



TREND
A Place to Dream

Want to embrace the serenity that comes with letting go? This was the theme for you. We created a palette of muted powder pinks and blues to help build a space for peace and stillness.



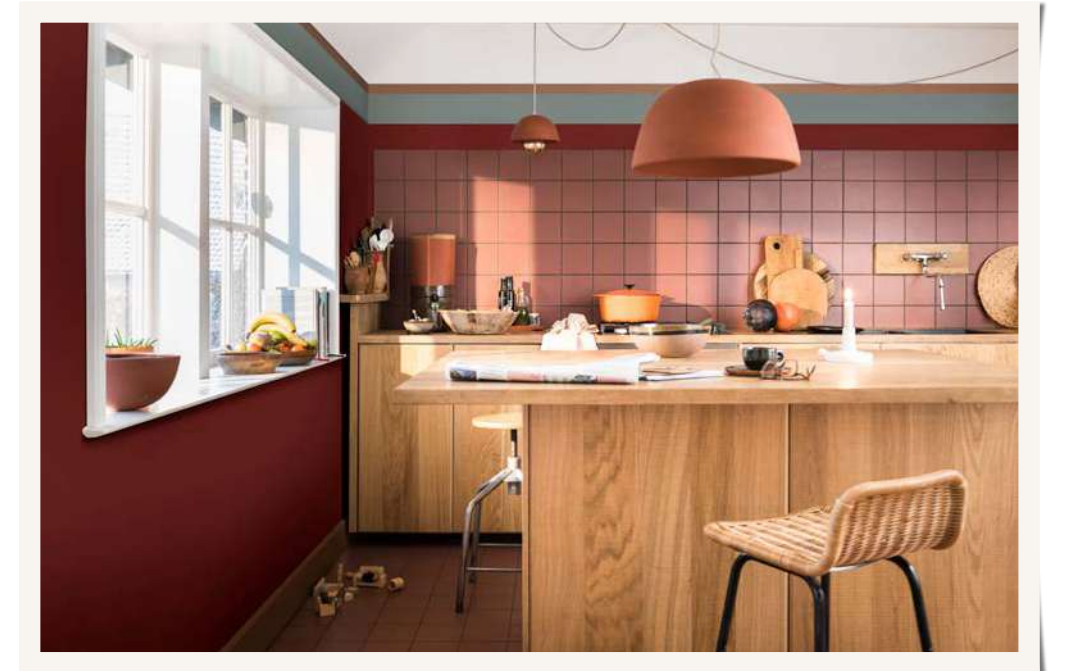
TREND
A Place to Act

Home can be a place that sparks action and, here, we tapped into the trend for positive proactivity and taking things into your own hands with a playful pop-inspired palette of bright colours.



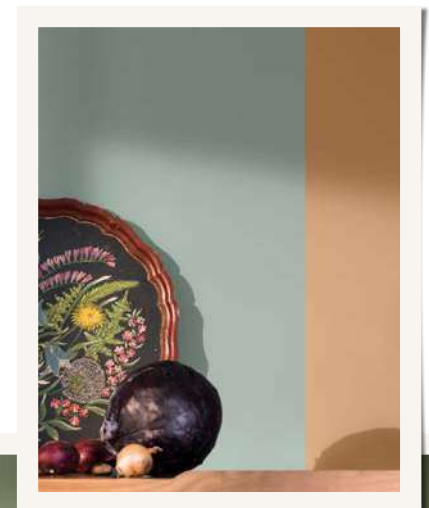
TREND
A Place to Love

For the ultimate happy and welcoming 'open house' atmosphere, you need to surround yourself with things you love. And to complete the look? Our warmest palette of richly pigmented shades.





CF

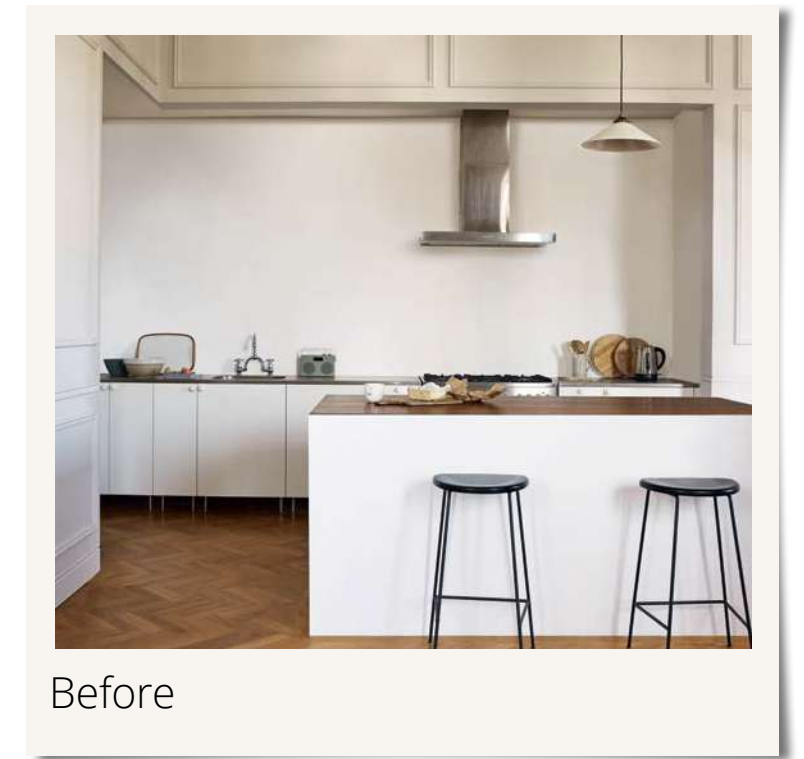


“With our collection of inspiring colours, it’s easy to paint your own very personal story at home.”

One room, four ways



How can one kitchen look so different? With an array of different colours and inspired decoration. Subtle and sophisticated; bold and graphic; quirky and creative; warm and earthy? The choice is yours.



Before



“Our ‘one before, four afters’ approach heroes the power of colour.”



In search of new meaning

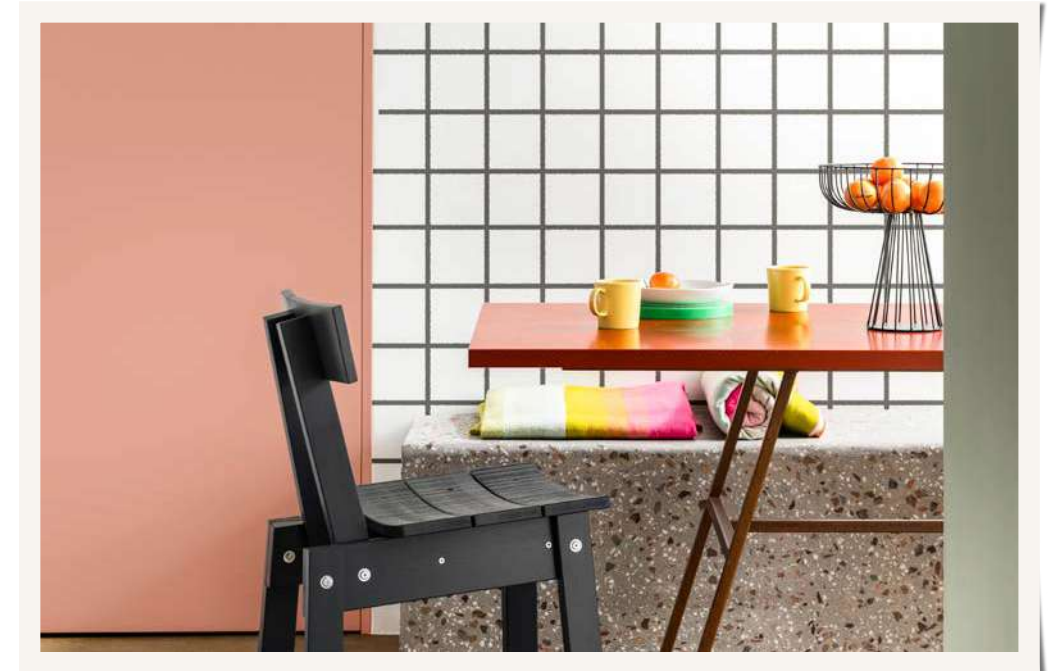
When we devised our theme for 2020, little did we know what that year would bring. Seeing an increasing reliance on technology and a booming global wellbeing industry, our trend experts predicted a growing desire for real connections and meaningful experiences – **things that make us feel human**. As the pandemic then shut down the possibility of connecting with each other in real life, this need became even more acute. Our Colour of the Year, **Tranquil Dawn™** epitomised the human touch – something that, by the end of 2020, we were all craving.





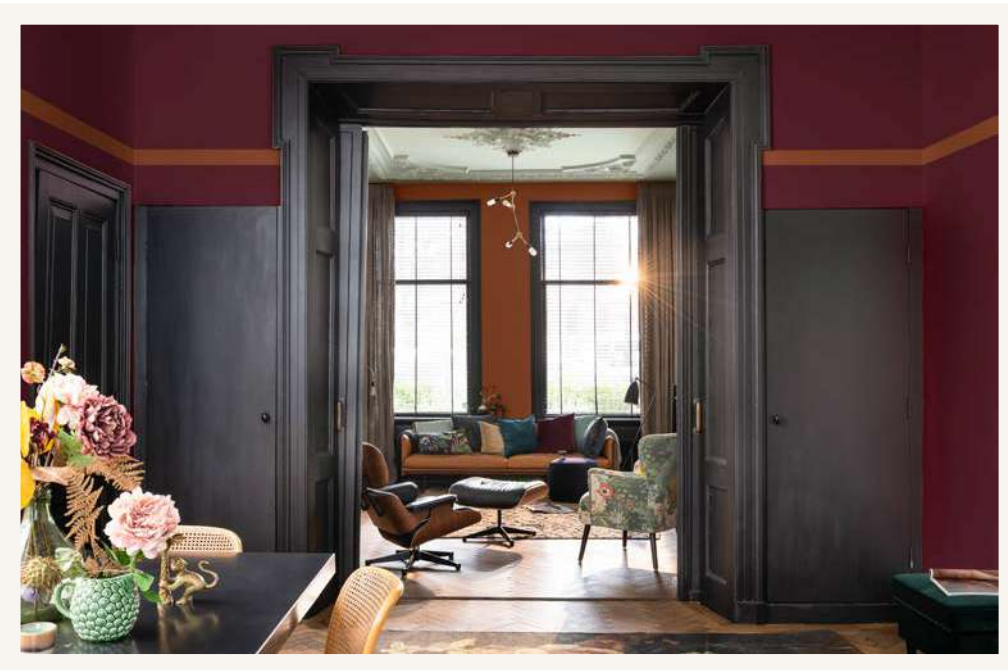
TREND
A Home for Care

Home should be somewhere that feels good for us, and this palette was all about creating a soothing atmosphere of light, space and calm with pastel hues and soft, dawn-inspired tones.



TREND
A Home for Play

We wanted to reignite delight in the real world to help our customers feel joyful. This mix of subtle and bright tones was all about bringing vibrancy and transformative energy to the home.



TREND
A Home for Creativity

With 60% of people valuing experiences over possessions,* we wanted to offer ingredients for creativity and self-expression. The solution? A palette of rich colours inspired by an autumn day.

* booking.com



TREND
A Home for Meaning

A highly digitised world can feel superficial. Here, we wanted to celebrate the pleasure and calmness to be found in a simpler, quieter life with the colours of a cold winter's dawn.



DELICATE & FLUID

37
colours

1
overriding theme:
The Human Touch

4
lifestyle trends
and palettes – with
Colour of the Year
in each

12+
trend experts from
across the world



CF
20

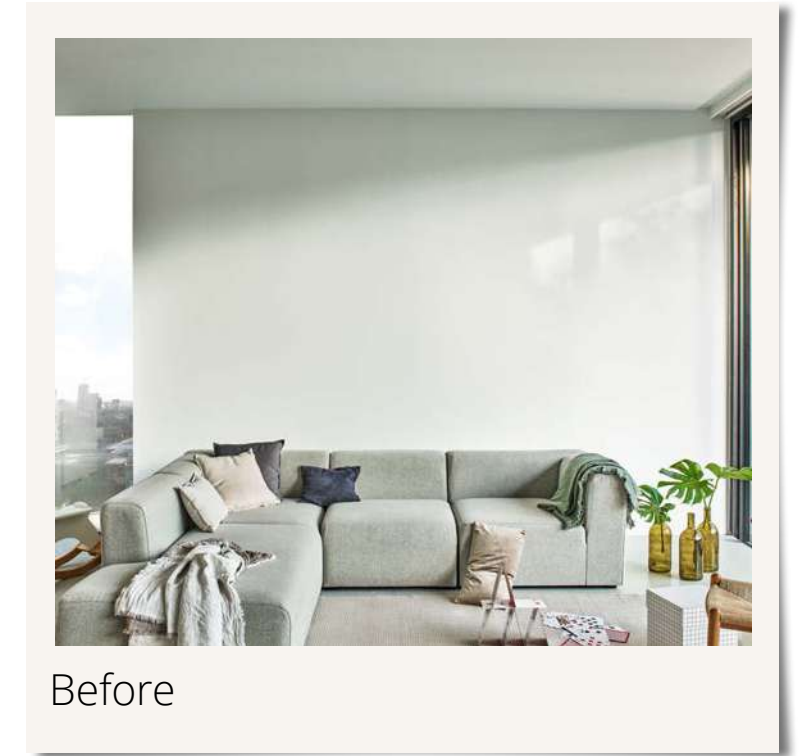
TRANQUIL DAWN™
45GY 55/052 / J5.03.71

One room, four ways

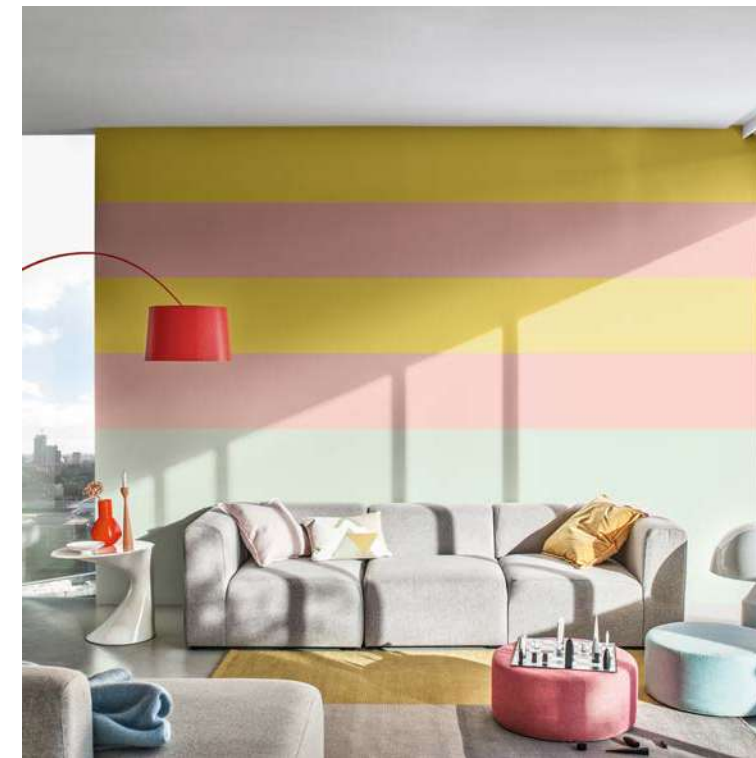


Our customers are always looking for new ways to make a living room special, and this feature provides quick and inspirational ideas for transforming a room with paint, using our four ColourFutures™ palettes.

"Our #Creativity palette was all about creating moody, atmospheric and eclectic spaces where people could express themselves."



Before



"Four ways of painting the same room; the differences are amazing."



Courage to carry us forward

Our theme for 2021 – the **Courage to Embrace Change** – couldn't have been more timely. With social norms upended by the pandemic, we were working from home, unable to travel, socialising purely online. But we were also experiencing something much more positive: the solidarity of communities, the generosity of strangers and the knowledge that we could work as one global family. Our Colour of the Year, **Brave Ground™**, was all about **balance and potential**; a colour to root us and give us a much-needed **feeling of stability**.

“Combining warm, natural colours with graphic shapes can create a look that feels grounded and contemporary.”



EARTHY & EMPOWERING

37
colours

1
overriding theme:
The Courage to
Embrace Change

4
lifestyle trends
and palettes – with
Colour of the Year
in each

13+
trend experts from
across the world



BRAVE GROUND™
10YY 30/106 / E7.10.53



TREND
Trust Colours

In 2021, people needed an embracing space that encouraged collaboration. Working together naturally, the earth tones of this palette helped create somewhere that reflected that sense of unity.



TREND
Timeless Colours

The importance of learning from the past felt more relevant than ever, so we created a palette that balanced ancient and contemporary shades to help build a timeless look.



TREND
Expressive Colours

Home should be a space where we can think differently, act generously and express ourselves. This palette gave our consumers the tools, with positive and heart-warming pinks and reds.



TREND
Earth Colours



The positive benefits of nature had never felt so relevant. This palette celebrated the shades of the natural world to help bring the feel of the outside into our living spaces.

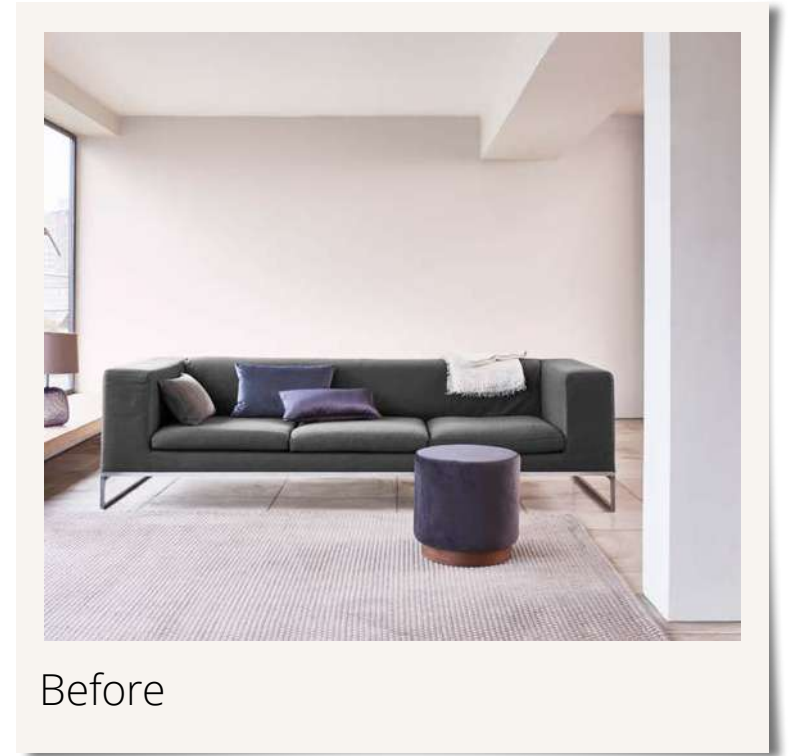


“Natural tones simply work in a home, creating a warm, neutral canvas that lets other colours and materials shine.”

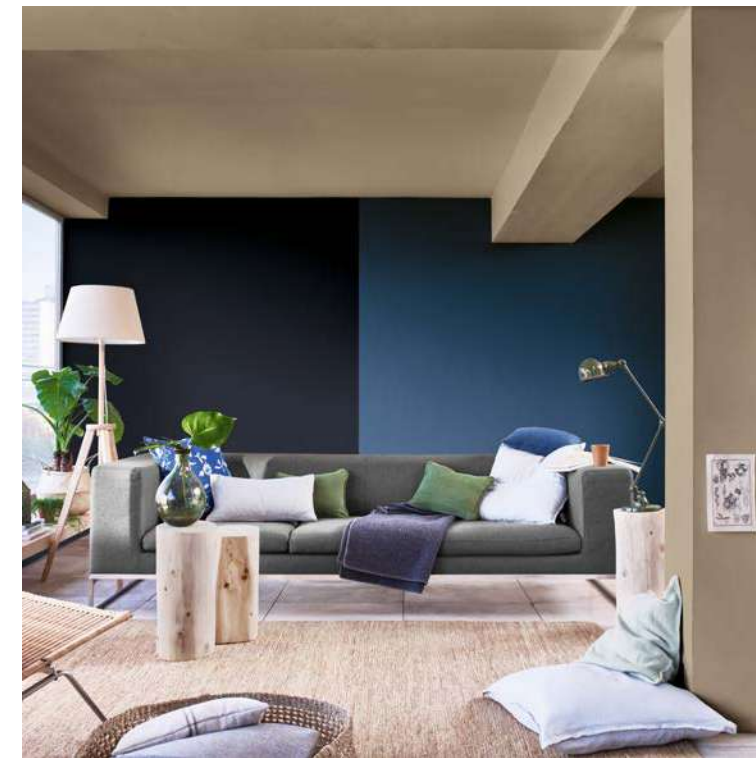
One room, four ways



Brave Ground™ works beautifully on its own to create a cosy and stable feeling but, as a warm, natural neutral, it also sets off other colours. Showing one living room decorated in our four palettes demonstrates just how effective and versatile it can be.



Before



“It is always a joy to witness the transformation of the room sets during a shoot.”



A breath of fresh air

After months of feeling shut in, in 2022 we were craving openness, the great outdoors and a new start. Though times were still challenging, people needed a **sense of optimism** so, at our digital Trend Forecast, we chose a **Breath of Fresh Air** as our theme. This was something we wanted figuratively as well literally, as our lives had been turned upside down. Our homes, particularly – as new, multipurpose, do-it-all spaces – were ripe for reinvention. With **Bright Skies™**, we hoped to give our consumers **inspiration for a fresh approach**.





TREND
**Workshop
Colours**

When home was the office, the gym, the school, we had to make it work in multiple ways. This joyful multicoloured palette made it easy for our customers to define different 'zones' in their home.



TREND
**Studio
Colours**

We all need a space where we can think big thoughts and feel inspired. This palette of subtle pinks, reds and oranges was perfect for creating a soothing sanctuary where we could recharge.



TREND
**Greenhouse
Colours**

Bringing the outside in to feel the positive benefits of nature felt more important than ever in 2022. We curated a palette of fresh greens and blues to help people feel in touch with the natural world.



TREND
**Salon
Colours**

This was the time to strip off metaphorical masks and open our hearts and minds to new voices and ideas. A palette of soft whites and neutrals created a blank canvas where we could do just that.



FRESH, AIRY & LIGHT

37
colours

1
overriding theme:
A Breath of Fresh Air

4
lifestyle trends
and palettes - with
Colour of the Year
in each

14+
trend experts from
across the world



“Feeling a connection with nature is good for the soul.”



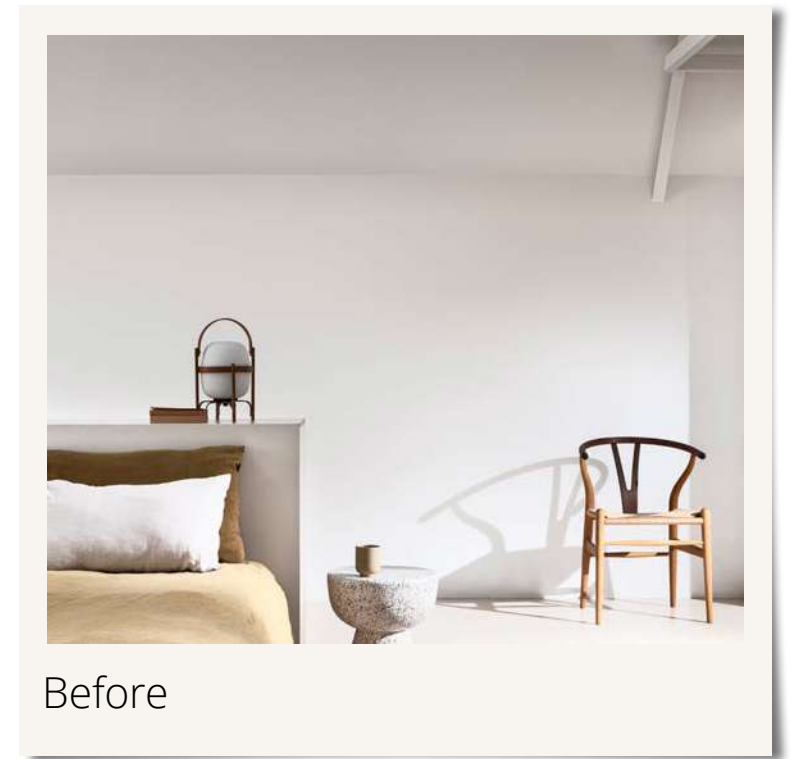
BRIGHT SKIES™
14BB 55/113 / T0.10.70



One room, four ways



Reflecting the limitless skies around us, Bright Skies™ brings a hint of the natural world inside, bringing any room to life. Mixed with the colours from our four palettes, it can turn a simple bedroom into a space that feels soothing, joyful and fresh.



Before



“Colour brings a striking transformation to our walls. One room can have many faces.”



Celebrating the magic of nature

The importance of nature has always featured prominently in our Colour of the Year campaigns and in our colour palettes. In 2023, with climate change at the top of the global agenda, it felt the right time to put it at the **heart of our colour story**. We took **Seeds of Wonder** as our theme and chose a Colour of the Year, **Wild Wonder™**, and four nature-inspired palettes that could connect our customers with the natural world. We wanted to inspire people to **capture the magic of nature** and bring it into the home.



“Surrounding ourselves with the colours of nature makes us feel part of the family of things.”





TREND
**Lush
Colours**

Nature makes us feel better. As concerns about mental health were increasing around the world, it felt more relevant than ever to offer our customers soothing colours that reflected the natural world.



TREND
**Raw
Colours**

As well as using nature's rich raw materials, we can learn from the adaptable, efficient and inspirational designs we see all around us. These warm harvest shades were all about enriching the home.



TREND
**Buzz
Colours**

Inspired by the bustling biodiversity of a wildflower field, this upbeat palette celebrated the give and take we see in nature. These were joyful colours to bring energy and positivity to a space.



TREND
**Flow
Colours**

The movement of the tides, the changing of the seasons... nature's natural rhythms bring energy, hope and positivity. These seashore tones bring a feeling of fluidity, freshness and balance to a space.



POSITIVE & NATURAL

37

colours

1

overriding theme:
Seeds of Wonder

4

lifestyle trends
and palettes - with
Colour of the Year
in each

14+

trend experts from
across the world

"Decoration goes far deeper than paint on walls; it's about transforming the way you feel."

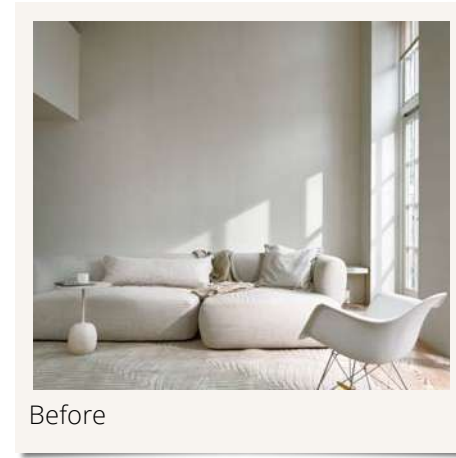
CF
23

WILD WONDER™
50YY 49/191 / G0.16.68

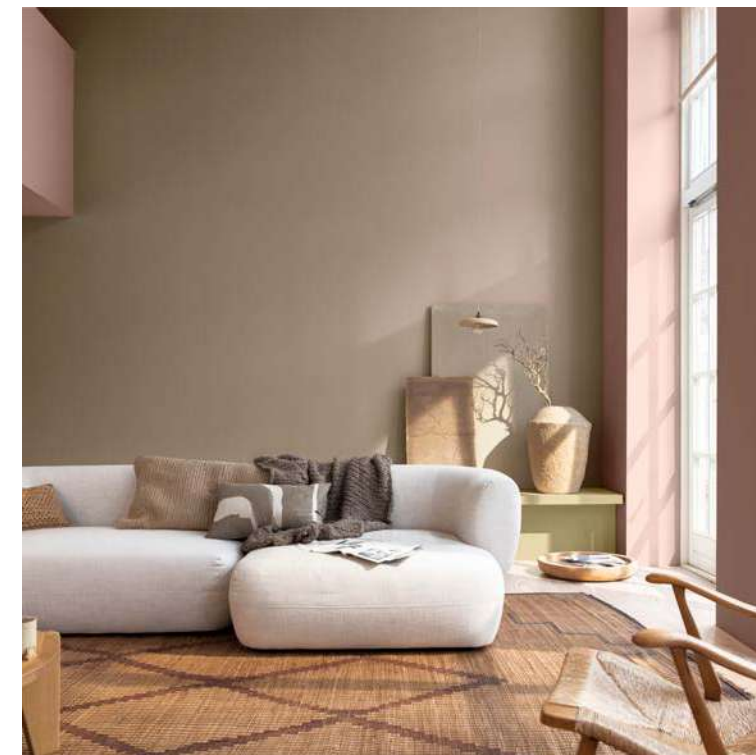


One room, five ways

Whether our customers choose wraparound Wild Wonder™ for a glowing, natural atmosphere or combine the Colour of the Year with the tones in our four palettes, our colour collection offers limitless possibilities to change the feel of a room. Take a look.



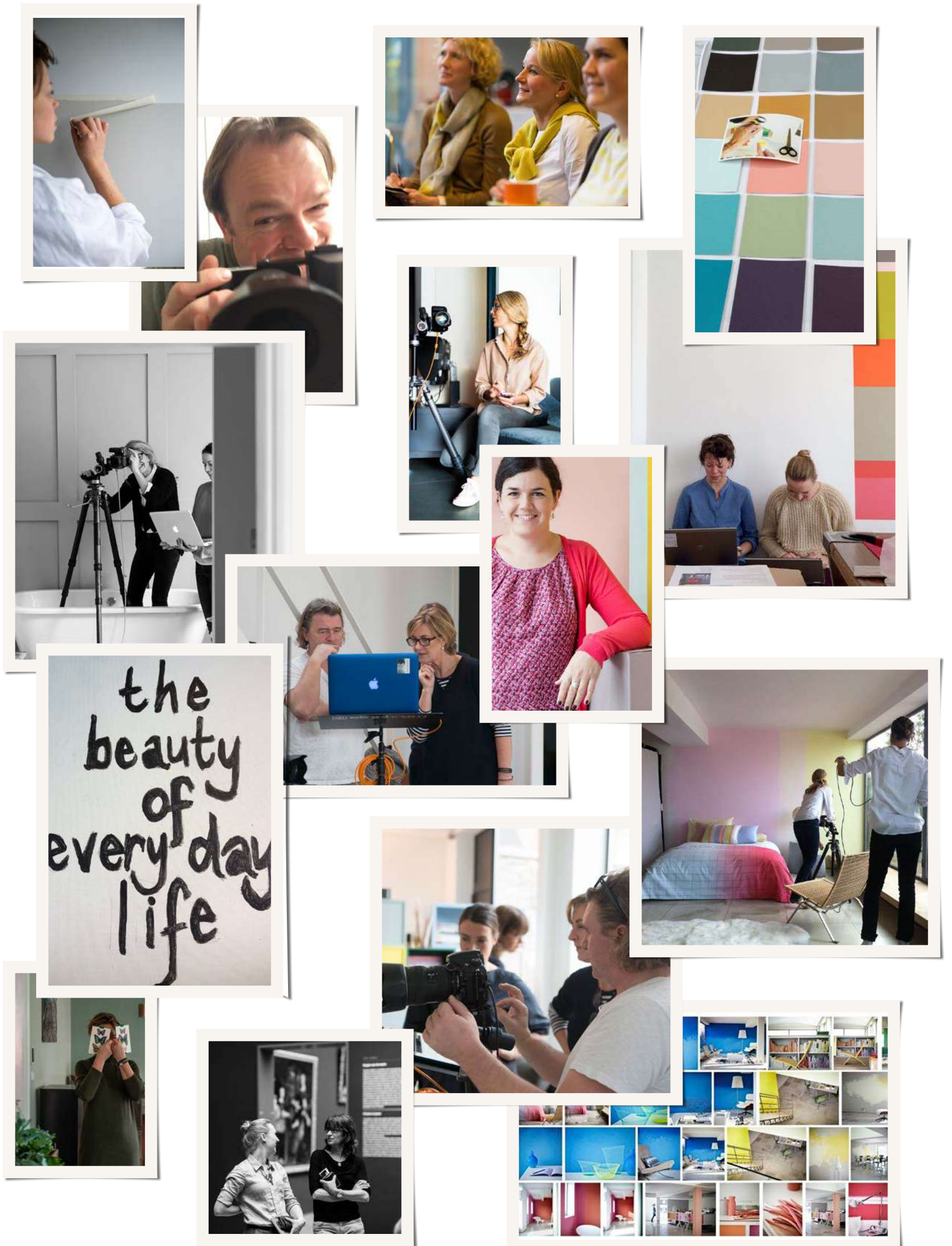
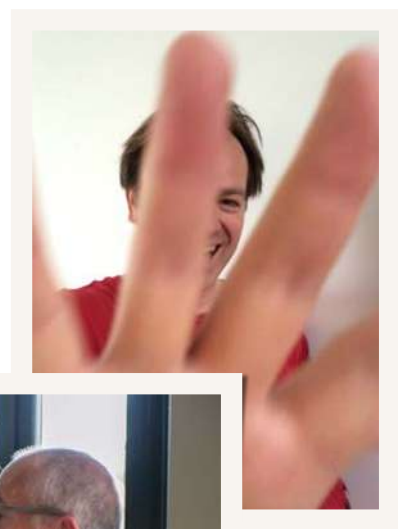
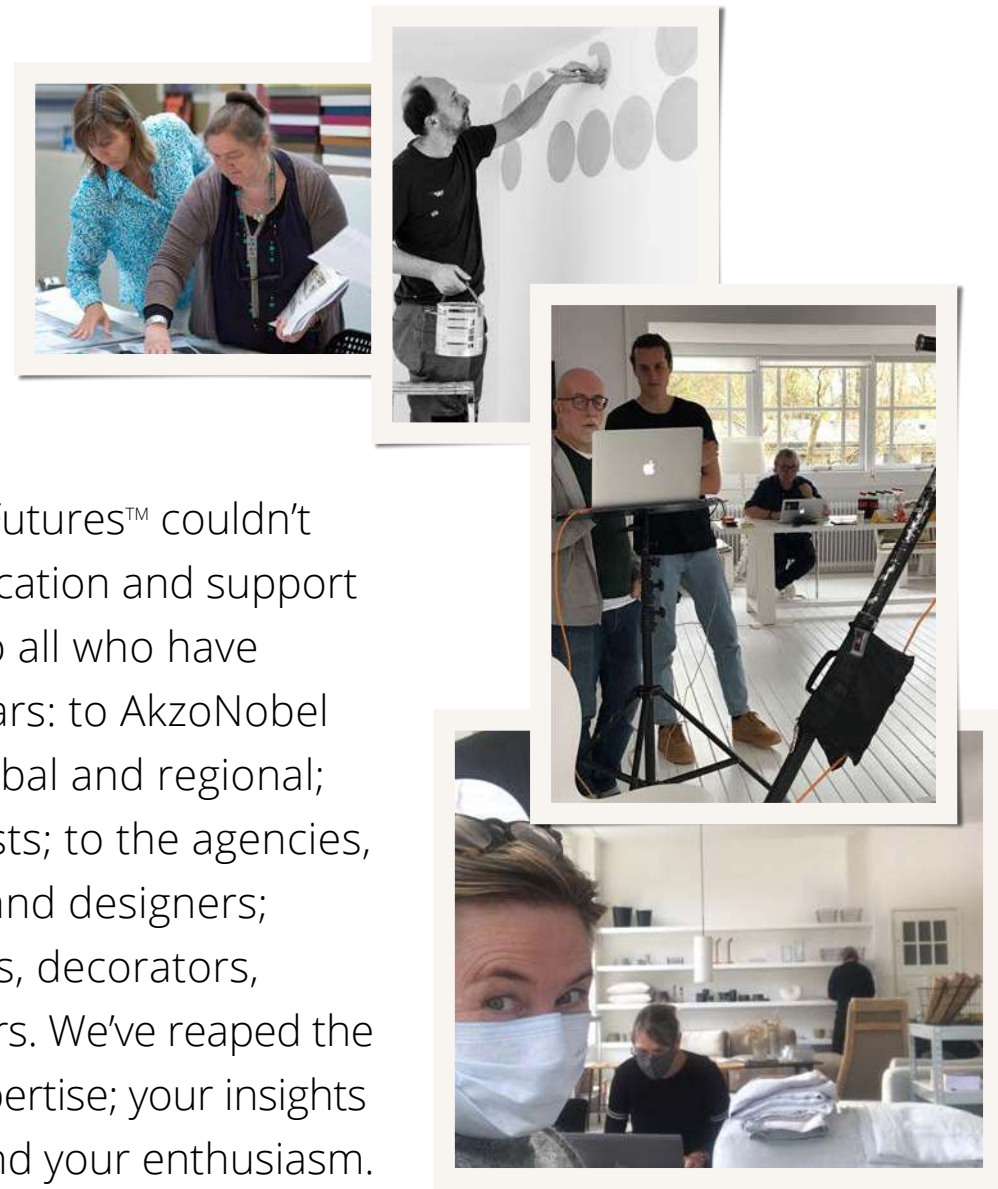
Before



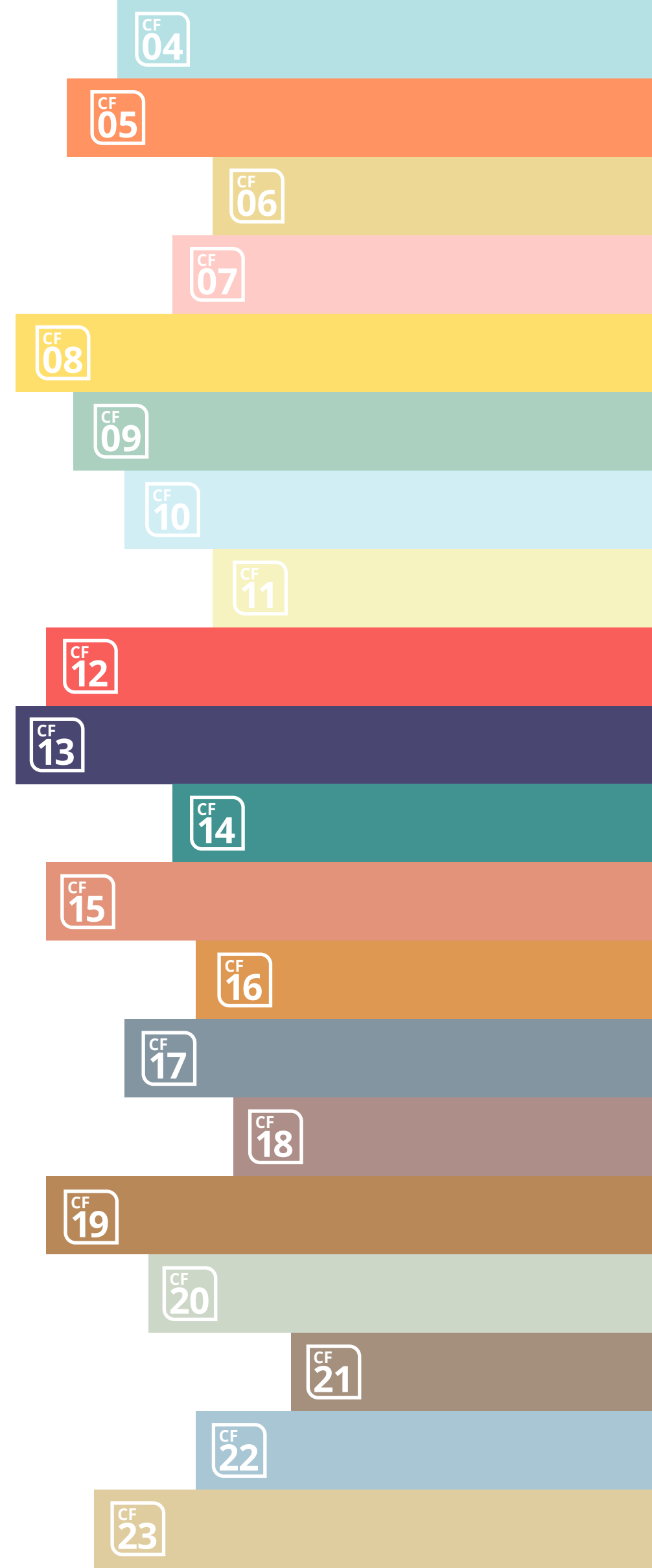
Thank you

Two amazing decades of ColourFutures™ couldn't have happened without the dedication and support of so many people. Thank you to all who have contributed over the past 20 years: to AkzoNobel colleagues past and present, global and regional; to the design and trend specialists; to the agencies, photographers, stylists, writers and designers; to the colour specialists, painters, decorators, prop couriers and budget handlers. We've reaped the benefits of your creativity and expertise; your insights and hands-on-ness; your trust and your enthusiasm.

**We simply couldn't have done it without you.
Thank you!**



the beauty of every day life



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AkzoNobel Decorative Paints

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We have reproduced paint colours as faithfully as printing will allow. However, the shape, size and lighting of a surface can influence the appearance of the final colour.

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