

# WELCOME

ColourFutures 2018



COLOUR FUTURES™ INTERNATIONAL COLOUR TRENDS 2018

# CF18



## COLOUR TRENDS 2018

A WELCOME HOME



AkzoNobel



**GLOBAL INSIGHTS**  
**SOCIETAL TRENDS**  
HOW CONSUMERS REACT  
THE MOOD OF THE MOMENT

**2018 PALETTE**  
**COLOUR OF THE YEAR 2018**

THE HEART WOOD HOME  
THE COMFORTING HOME  
**THE INVITING HOME**  
THE PLAYFUL HOME



# THE GLOBAL AESTHETIC CENTRE

Aesthetic colour and design expertise since 1992

Studio in Amsterdam

Unique in the world of paint.

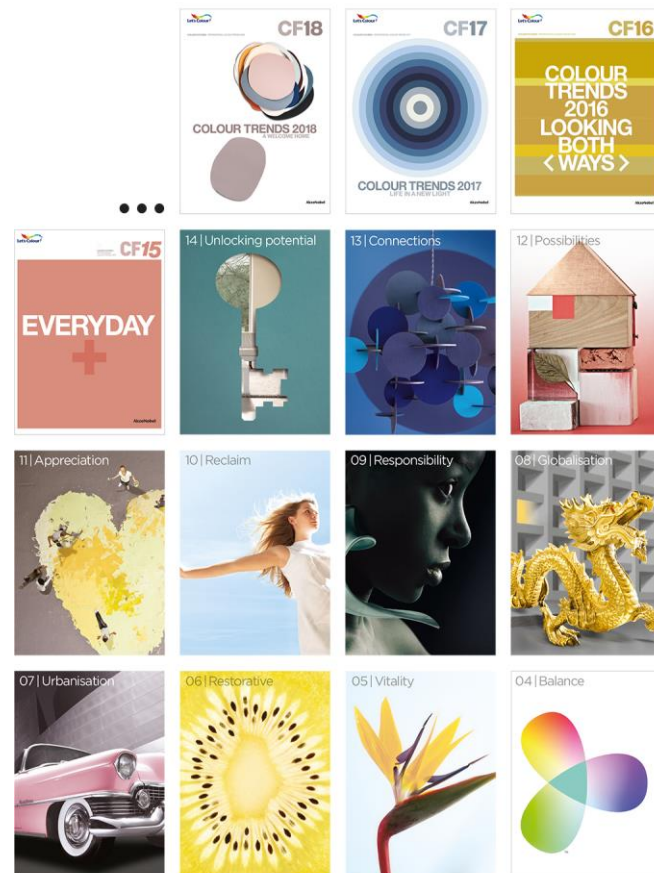
**We create: content, colour-design and  
trend-research.**

**We design: Colour-concepts, pallets,  
fan decks , brochures, fair stands, colour-experiences,  
colour PR, colour advice etc.**

**We work for: consumer, digital, trade,  
insights and innovation, Global GEHQ and local**

# 15

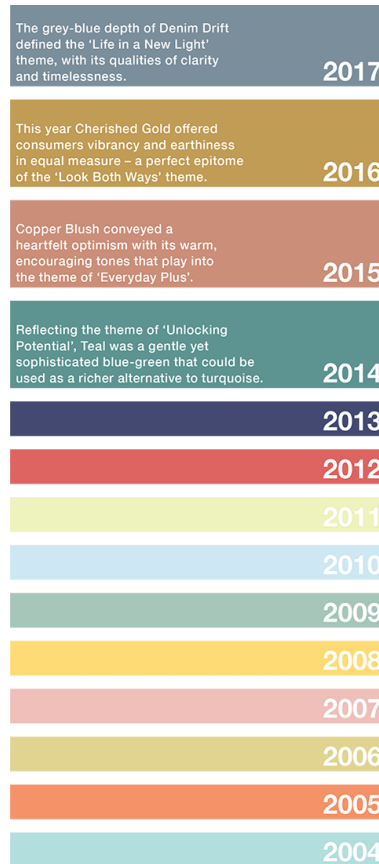
## YEARS OF TRENDS RESEARCH





# COLOURS ANALYSIS 2004-2018

## The evolution of colour trends over the past 15 years



COLOUR OF THE YEAR 2004-2018

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

Oliver Heath



OLIVER HEATH,  
UK  
Biophilic and  
architectural  
designer



SUZANNA  
SKALSKA,  
EASTERN EUROPE  
Head of Polish Design  
Academy



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

"PEOPLE NEED TO  
CREATE NESTS –  
HOMES IN WHICH TO  
ENJOY AND RELAX AND  
SHELTER FROM THE  
WORLD OUTSIDE"

Heleen van Gent

Heleen joined the Global Aesthetic Centre in 2009, following 20 years of working in the magazine industry as an interior stylist and design editor. After graduating from The Royal Academy of Art in The Hague, she went on to teach at the Artemis Design Academy in Amsterdam and has edited more than 10 books on interior and colour design.

## Recruiting world-class insight MEET THE EXPERTS

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



CARLOTIA  
GASPARIAN,  
LATIN AMERICA  
Colour designer



ADRIANA  
PEDROSA,  
LATIN AMERICA  
Colour designer



SAM DEVILLART,  
AMERICAS  
Trendwatcher



CHRISTIANE  
MULLER,  
EUROPE  
Industrial designer



WILLEKE  
JONGEJAN  
Designer, Global  
Aesthetic Centre



CLAUDIA LIESHOUT,  
GLOBAL  
Creative Director,  
Lifestyle Trends,  
Philips

"WE HAVE SEEN  
A MOVEMENT  
TOWARDS MORE  
ISOLATION AND  
URBANISATION,  
WHICH MEANS WE  
HAVE LOST OUR  
CONNECTION TO  
NATURE"

Claudia Lieshout



LATIKA KHOSLA,  
INDIA/ASIA  
Designer Director,  
Freedom Tree



BARBARA  
MARSHALL,  
ASIA  
Designer, trend analyst



MARLIN SCHENK  
EUROPE/CHINA  
Architect



CAMERON WOO,  
SOUTH EAST ASIA  
Interior designer

"PEOPLE ARE  
LOOKING FOR  
CONVENIENCE AND  
TO STREAMLINE  
THEIR LIVES –  
TAKING AN AUDIT  
OF WHAT WE NEED  
AND WHAT WE  
DON'T NEED"

Cameron Woo

## Refining the research

SOCIAL  
TRENDS

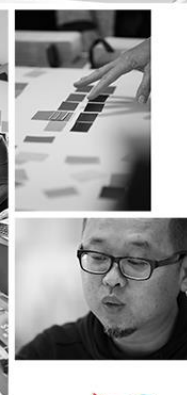
ECONOMIC  
TRENDS

DESIGN  
TRENDS

GLOBAL  
DESIGN  
TRENDS

GLOBAL  
COLOUR  
TRENDS

# TRANSFORMING TRENDS INTO COLOUR FOR 2018





The mood of the moment



# 24/7

TECHNOLOGY/  
BIG DATA  
SOCIAL MEDIA/  
ALGORITHMS/AI  
/CCTV  
FAKE NEWS/  
INFORMATION  
SATURATION

PERSONA #1

# WARM- HEARTED

QUALITY-DRIVEN  
CONSCIENTIOUS  
THOUGHTFUL  
GROUNDED





PERSONA #2

# OPEN- HEARTED

INCLUSIVE  
OPTIMISTIC  
COLLABORATIVE  
CONTAINING

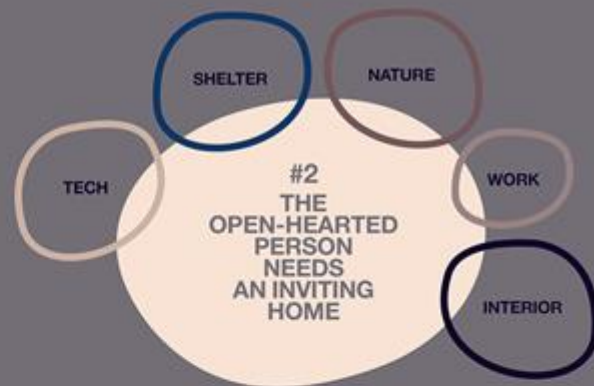


PERSONA #3

# LIGHT- HEARTED

CURIOUS  
ADVENTUROUS  
CALM  
ADAPTABLE





## THREE PERSONAS

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

**WHAT  
WE  
NEED**



The Colour Futures™ 2018 mood of the moment:

# A WELCOME HOME

# Revealing the Colour Futures™ 2018 palettes

# HEART WOOD

COLOUR OF THE YEAR 2018

B5.05.52 10YR 28/072





THE  
HEART  
WOOD  
HOME

# THE HEART WOOD HOME



15.05.22  
10.06.22

15.05.22  
30.07.22.01

01.08.22  
09.08.22.05



D2.11.43  
60YR 20/117

1Y1.02.45  
30RR 22/531

8R.05.02  
10YR 28/72

8N.02.02  
10YR 73/038





BN.02.02  
10YR 73/030

D2.11.43  
60YR 20/117

B5.05.02  
10YR 26/072







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

Heleen Van Gent

7.2.21  
5000 100 111

B8.05.52  
10YR 26/72

W9.16.13  
40YR 50/74

B1.15.37  
90R 16/095

BH.02.82  
10YR 73/038





C23 05.03  
2019 43/017

W3 10.13  
4698 04/014

R5 05.02  
1019 20/072



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

Heleen Van Gent

WP 55.13  
www.b.0074

BS 55.12  
WP 55.12

BN 55.12  
WP 55.12

## THE HEART WOOD HOME PALETTE





# THE COMFORTING HOME

Remember ....

PERSONA #1

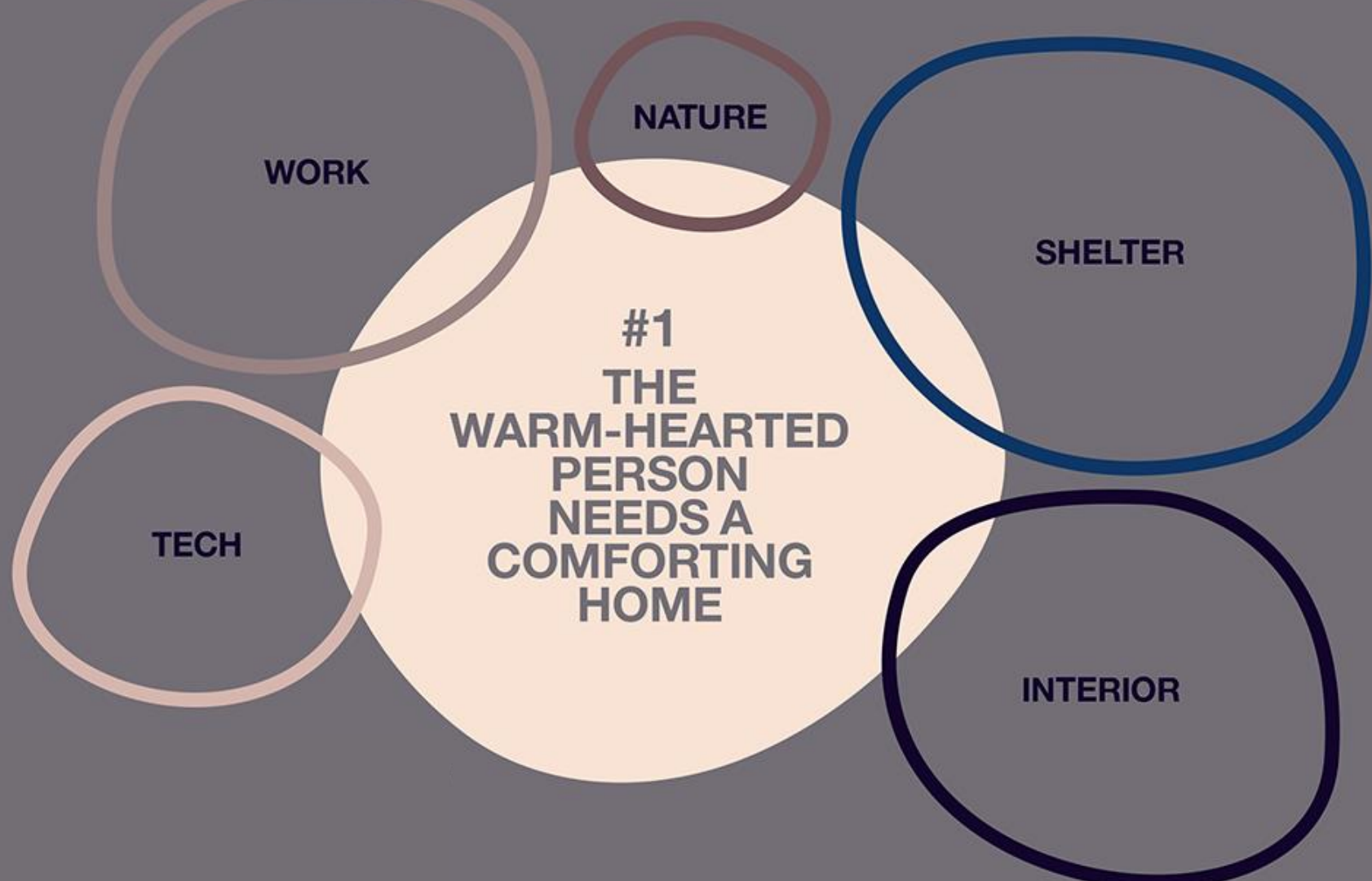
**WARM-  
HEARTED**

**QUALITY-DRIVEN**

**CONSCIENTIOUS**

**THOUGHTFUL**

**GROUNDED**





**It can be your retreat to shut  
out the noise, your haven to  
shelter in, your sanctuary to  
find balance**

# THE COMFORTING HOME



OP 2444  
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OP 2444  
8011111111111

OP 2444  
8011111111111

**Warm woods, leather, silk  
and velvet combine to create  
a space that you want to  
touch and sink into.**



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

Helen Van Gent





15.11.17  
2017.11.17

85.05.02  
10111 25/12

DE-24.44  
80111 27/25







P3.11.12  
2017 6.051

BT 1.03  
1978 3.0143

BL 03.02  
1978 3.0072

ES.37.44  
0019 2.1051



## THE COMFORTING HOME PALETTE

# Remember ....

PERSONA #2

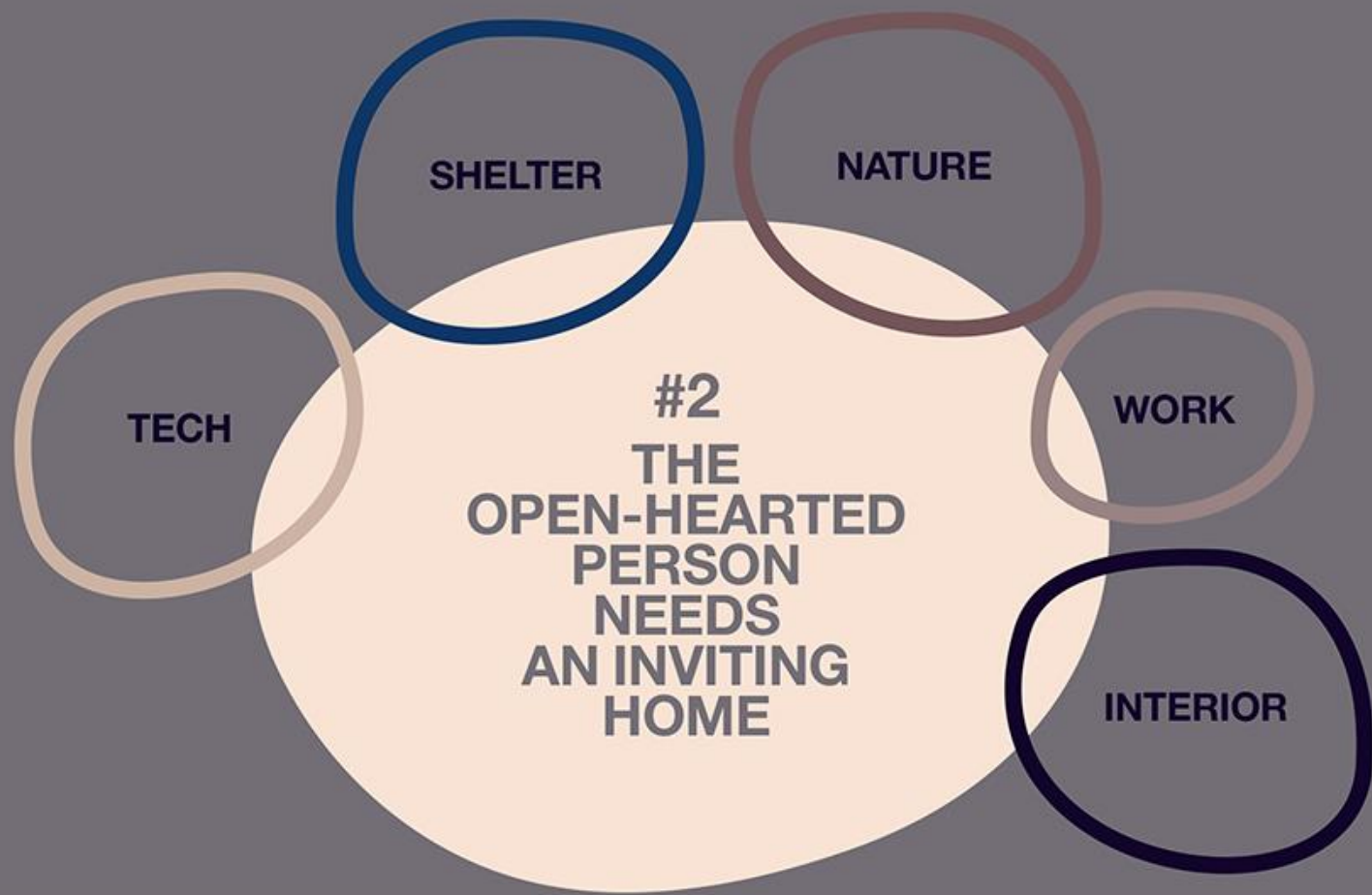
OPEN-  
HEARTED

INCLUSIVE

OPTIMISTIC

COLLABORATIVE

CONTAINING





THE  
INVITING  
HOME



It can be **your den** snuggle  
up in, **your nest** to grow and  
develop in, **your camp** to  
create **memories** together

# THE INVITING HOME



**Fabrics are natural – cottons  
and linens. Effortless style  
where everything has a  
purpose, everything works  
for you and everything is  
lovely.**



050412  
3085 05032

S21339  
9085 17090

T20412  
3085 05032





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7280 75023

NT 06.61  
6005 40504

NT 06.61  
6005 40504

NT 06.61  
3088 05022

N1 06.01  
0000 40'064

B5 06.02  
10YB 20'072

B2 13.30  
90B0 17'090



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THE  
MCGRAW-HILL  
COMPANIES

THE  
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COMPANIES





## THE INVITING HOME PALETTE

Remember ....

PERSONA #3

LIGHT-  
HEARTED

CURIOUS  
ADVENTUROUS  
CALM  
ADAPTABLE

**WORK**

**INTERIOR**

**SHELTER**

**NATURE**

**#3  
THE  
LIGHT-HEARTED  
PERSON  
NEEDS  
A PLAYFUL  
HOME**

**TECH**



THE  
PLAYFUL  
HOME



**It can be your hub to  
recharge in, your space to  
curate and dream in**

# THE PLAYFUL HOME



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70YY1B162

Supporting colours are  
**unexpected** and materials  
are **temporary**.

This hub might be small, but  
the **design is clever** and the  
**mood is playful**.











## THE PLAYFUL HOME PALETTE



# THE TRANSFORMATIVE POWER OF PAINT



# THE TRANSFORMATIVE POWER OF PAINT LIVINGROOM



# THE TRANSFORMATIVE POWER OF PAINT LIVINGROOM

BEFORE



# THE TRANSFORMATIVE POWER OF PAINT BEDROOM

BEFORE





# THE TRANSFORMATIVE POWER OF PAINT KITCHEN

BEFORE



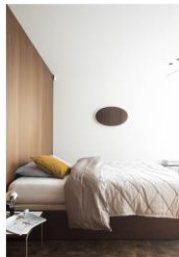
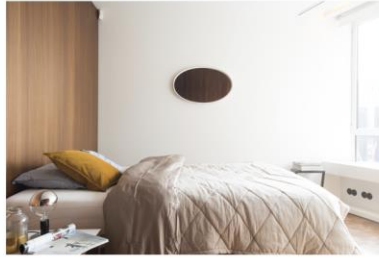
# THE TRANSFORMATIVE POWER OF PAINT KIDSROOM

BEFORE



# THE TRANSFORMATIVE POWER OF PAINT BEFORE AND AFTER IMAGES

## THE HEART WOOD HOME



# THE TRANSFORMATIVE POWER OF PAINT BEFORE AND AFTER IMAGES

## THE COMFORTING HOME





# THE TRANSFORMATIVE POWER OF PAINT BEFORE AND AFTER IMAGES

## THE INVITING HOME





# THE TRANSFORMATIVE POWER OF PAINT BEFORE AND AFTER IMAGES

## THE PLAYFUL HOME



# CF18

COLOUR FUTURES™ INTERNATIONAL COLOUR TRENDS 2018





**DULUX  
COLOUR  
OF THE  
YEAR 2018**

**HEART WOOD**  
BS 05 52  
10YR 28/072



THANK  
YOU