

AKZONOBEL DECORATIVE PAINTS
GLOBAL AESTHETIC CENTER PRESENTS
COLOURFUTURES™ 2026



our story

RESEARCH

Dive in [p06](#)

Trend analysis and forecasting process [p09-25](#)

COLOURFUTURES™2026

The 2026 theme and mood [p24-29](#)

Announcing Dulux Colours of the Year [p30-33](#)

All about the blues [p34-43](#)

2026 COLOUR COLLECTION

Colour collection [p46](#)

The Slow colour story [p48-65](#)

The Flow colour story [p66-81](#)

The Free colour story [p82-97](#)

RESOURCES

Behind the scenes [p98](#)

Transformative power of paint [p101](#)

Tools [p102](#)

One room, four ways [p104-121](#)

INSERT

Colour collection guide



dive in

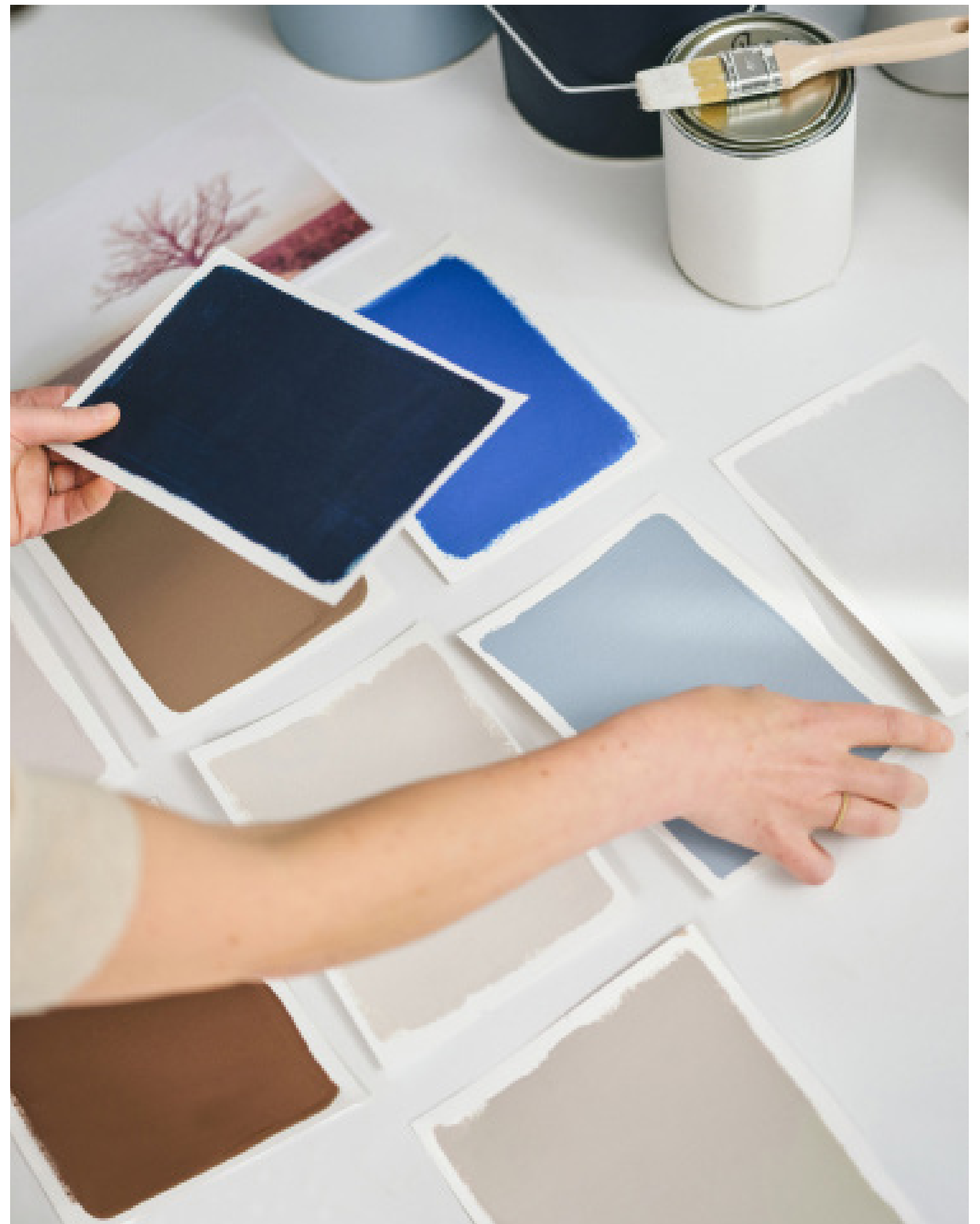
We're delighted to present the 2026 edition of ColourFutures™

Where does the story begin? With our annual creative brainstorm when we get together with global trend forecasters to discuss where the world is heading. Covering everything from politics to pop culture, this gives us a real flavour of how people are feeling right across the world and what they will need from their homes and built environment over the coming years. Using these insights, our colour experts at AkzoNobel's Global Aesthetic Center then select shades that feel relevant for everyone, everywhere; and offer our consumers inspirational decorating solutions that respond to the times.

This year, we have chosen a Colour Family of the Year because we understand colour is emotional and therefore personal. Delve into the stories behind our new colour palettes, explore the theme for 2026 and find out why we all need to #BelieveInBlue. Watch out for more ideas and inspiration across our social media, website and apps. It's all about helping people paint the mood of the moment and transform their lives with colour.

#RhythmOfBlues
#ABlueForYou
#BelieveInBlue
HELEEN VAN GENT

CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTER, AKZONOBEL





**TREND ANALYSIS
THE GLOBAL AESTHETIC CENTER**

our creative team

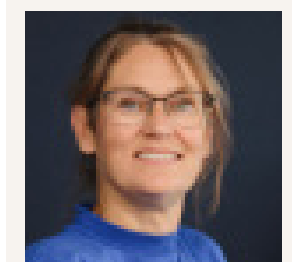
Our colour design studio, the Global Aesthetic Center, is the hub of trend analysis and colour expertise at AkzoNobel. Home to a collection of experienced designers and colourists, led by Heleen van Gent, it's where we've been developing our unique ColourFutures™ trend work for the past 30 years. A hotbed of swatches, paint pots, cuttings and creativity, it's the place where we translate global insights about the mood of the moment into inspirational and actionable colour stories for our consumers. Our aim is always to provide colours that feel just right for the times. Resonating with the insights from our Trend Forecast brainstorm, the colours we choose are bespoke, relevant, easy to use and contemporary – shades that can help our customers around the world transform their lives with colour.



Heleen van Gent
Head of GAC and
Creative Director



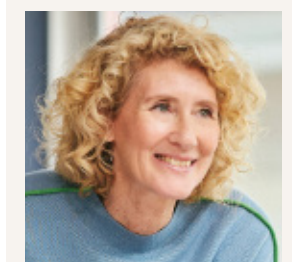
Suzanne Poort
Colour Digital
Designer



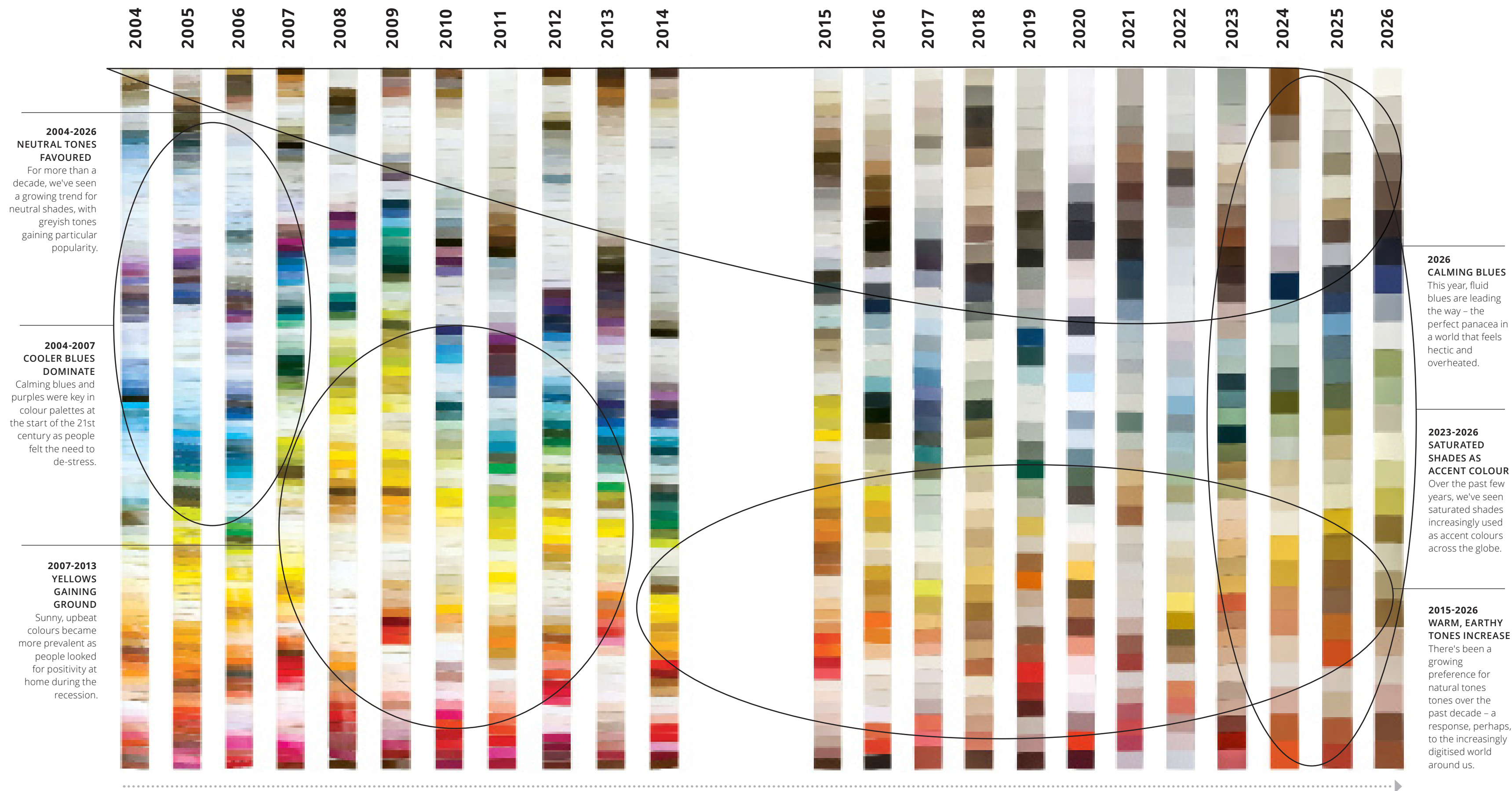
Marieke Wielinga
Colour Designer Professional,
Wood, Metal & Colour Futures



Marieke van der Bruggen
Colour Content
Designer



Willeke Jongejan
Colour Designer
Consumer Brands



changing moods

the evolution of colour trends:
complete colour palettes 2004–2026

We're now into our third decade of colour analysis for ColourFutures™ and our archive is revealing. The colours we've chosen over the past years tell, like tree rings, the story of those times. While the similarities across the years are striking, there have been subtle shifts in colour choice – changes in tone that show how people's tastes have evolved in response to the state of the world around them.

OUR GOAL
**to provide you
with colours
that keep ahead
of the times**

OUR GLOBAL TREND FORECAST

tuning in to the world

How can we predict what colours our customers around the world will need in the coming years? By tapping into the expertise of international trend forecasters and design experts, understanding what will be influencing colour choice in the home and the built environment. At our annual Trend Forecast, design experts share their reflections on every aspect of society, from design to politics to pop culture, to give us a window into life in their part of the world. Their individual observations and insights are then distilled into a narrative that feels relevant for everyone, everywhere; and three colour stories that match the global mood of the moment.

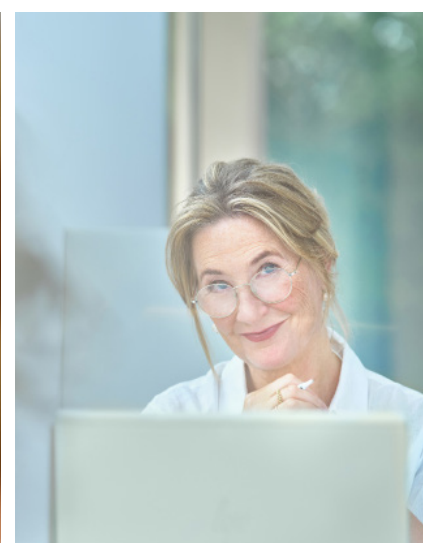
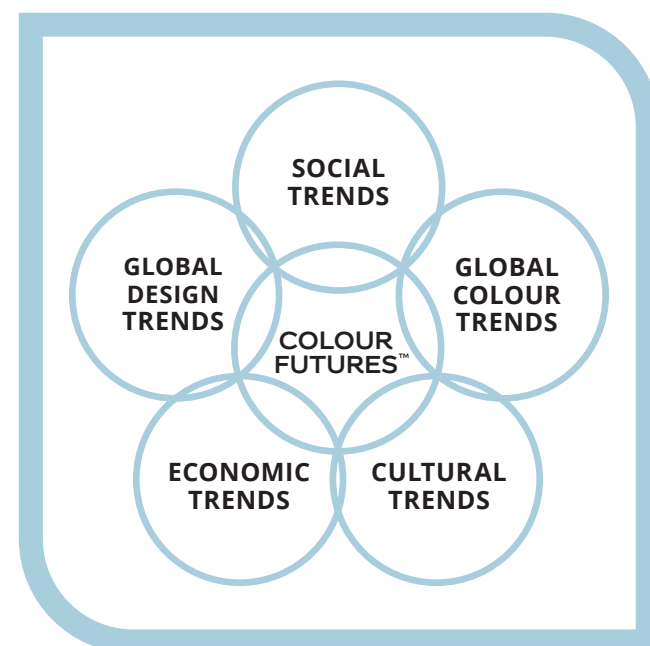


Photo: Unsplash



Photo: Unsplash

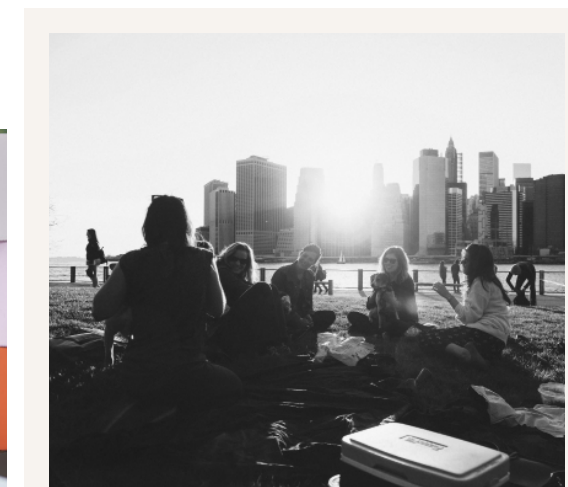


Photo: Unsplash



"There's a lot to worry about in the modern world. We need calm, action, community and hope."

Anna Starmer

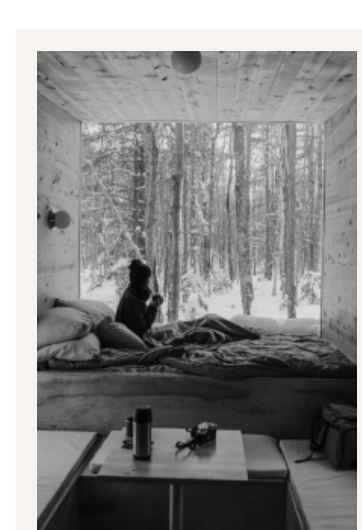


Photo: Unsplash

OUR EXPERTS

blessed are the story makers

Thank you, everyone, for helping us understand how people are feeling where you are



HELEEN VAN GENT
GLOBAL
Creative Head, ColourFutures™

"Wintering is nature's pause – a rest before the big push. Today, society is always in 'spring' mode. How can we embrace pauses in our lives?"



CLAUDIA LIESHOUT
GLOBAL
Strategic Futurist and Design Researcher at StudioClau



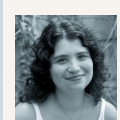
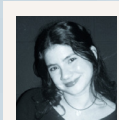
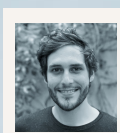
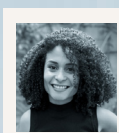
JAMES MARSHALL
SOUTH EAST ASIA
Senior Lecturer, Design, Swinburne University



BARBARA MARSHALL
SOUTH EAST ASIA
Director, Marshall Design



ADRIANA PEDROSA, CARLOTA GASPARIAN AND TEAM
SOUTH AMERICA
Surface and Colour Designers, Atelier Adriana e Carlota



"People are looking for homes to be a personal foundation for healthy living. Every design choice is about optimising wellbeing."



SEM DEVILLART
NORTH AMERICA
Professor for cultural analysis, School of Visual Arts NYC



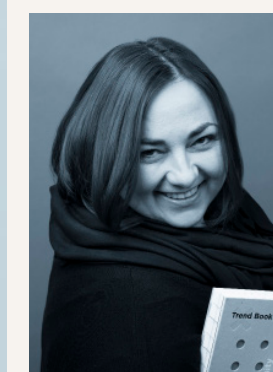
AASTHA BHAYANI & SIDDHARTH BHAYANI
SOUTH ASIA
Co-founders of Architect's Diary

We select a panel from all over the globe for our annual Trend Forecast brainstorm but, whether from Ahmedabad or Amsterdam, the tales our experts tell are striking in their similarity. These shared sentiments highlight a reassuring truth – that people all over the world feel very much the same about things. This year, our experts' stories told us that while some are feeling overstretched and isolated, others are feeling hopeful and looking for a new way forward. We need to offer people space to slow down and recalibrate, get back in sync with others and have a bit of carefree fun...

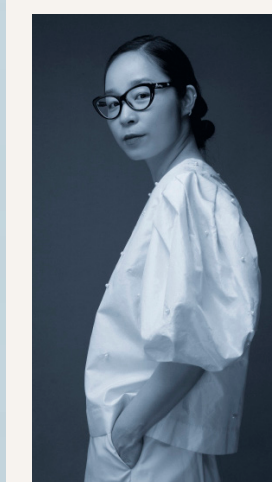
"It's not easy for Chinese people to enjoy 'me-time' as they're always surrounded by family. There's a real need for it."



CHRISTIANE MÜLLER
EUROPE
Creative Director, Industrial Material Design, MüllerVanTol



ZUZANNA SKALSKA
EUROPE
Founding Partner, 360Inspiration



THUY DUONG
SOUTH EAST ASIA/VIETNAM
Design Lecturer and Managing Editor of Elle Decoration Vietnam



YAQIONG ZHUANG
CHINA
Digital Director, Elle Decoration China

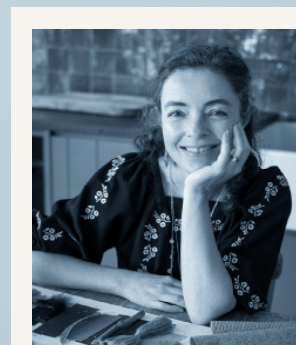


NIKKI HUNT
SOUTH EAST ASIA
Founder, Design Invention

"We need to get back to the essence of what it means to be human."



MARIJN SCHENK
EUROPE & CHINA
Founding Partner, Next Architects



ANNA STARMER
EUROPE
Creative Director and Founder of Luminary Colour

SENTIMENT #1

Silence and slowing down can help us heal

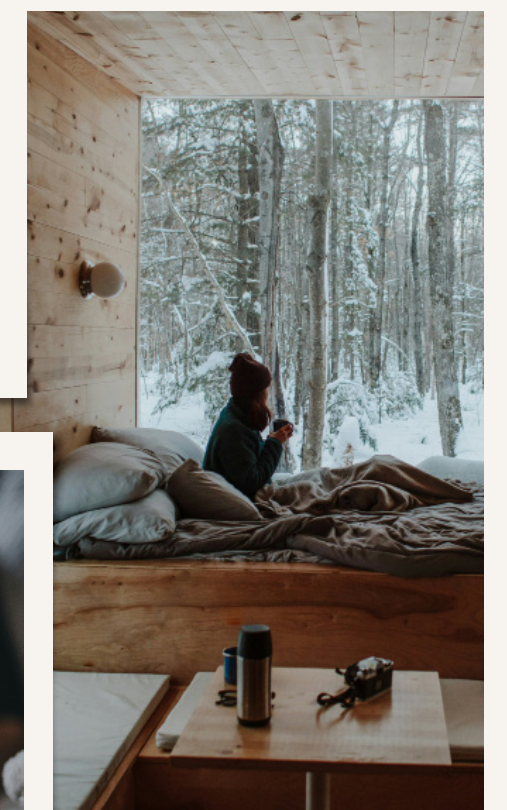
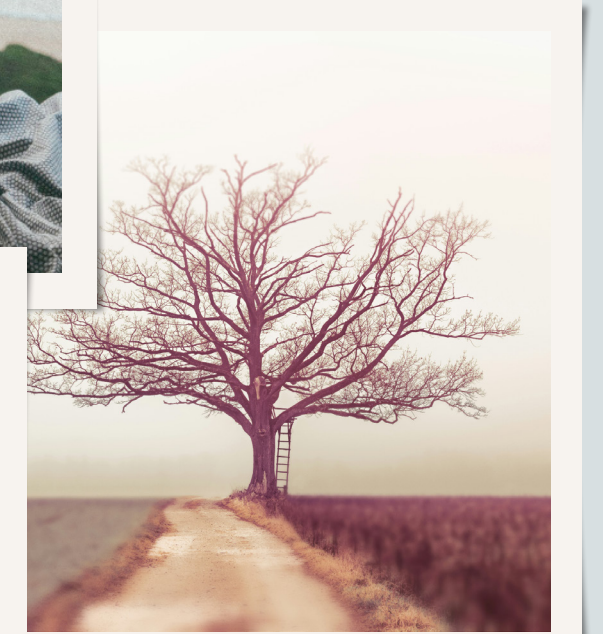
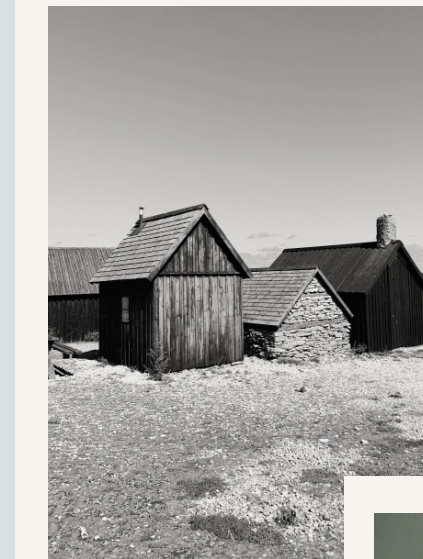
pause for thought

24/7 rolling news. Late-night emails. The flash of another notification. Always-on communication has revolutionised our lives but it comes at a cost – we can't switch off. It's time to take our foot off the pedal and make some space to breathe...

When the Hilton Hotel chain starts offering guests Sleep Retreats for 'restorative experiences', when artist Marina Abramovic's 'Seven Minutes of Collective Silence' gets a positive reception at Glastonbury and when 'snail girl' becomes a trend on TikTok, it's a sure sign that something is up. It seems our always-on lifestyles are finally getting the better of us and, around the globe, people are looking for ways to step away from the pressure cooker. Just as, in some parts of the world, wintering allows nature time for renewal, so we need the chance to switch off – literally and figuratively – so we can recharge our batteries, think big thoughts and focus on what we *really* need. Home, our private sanctuary, is the perfect place to find calm. It's somewhere we can dial down the pace of life and create space for peacefulness and pondering.

"Say goodbye to the girlboss: the 'snail girl era' is here, encouraging young women to live a slower, more relaxed lifestyle."

Sawdah Bhaimiya,
Business Insider, October 2023



SENTIMENT #2

Being in tune with the world helps us thrive

get into the swing of things

All living things are part of one, big, interconnected family and to flourish we need to work together and support each other. It's time to get back in step with the world and prioritise the give and take...

In the world's 'Blue Zones' – the term for regions where people live longer and happier lives than average – a sense of community is key. As social creatures, we're designed to connect with others, and that interaction with the world around us brings multiple benefits. In this rushed, individualised, digital age, however, many of us have lost sight of our essential kinship with other living things and feel, consequently, isolated and out of kilter. We've developed brilliant technologies to help us control and influence our surroundings but, in doing so, we've forgotten that we can't thrive unless we work with the world around us. At home, we can start to get back in sync with the natural rhythms of life by creating tactile, 'human' spaces where we can cosy up, feel supported and reconnect with friends and family, with our communities and with nature.

"Togetherness is important for wellbeing. 35% of us feel that hugs from a loved one are an enjoyable and fulfilling aspect of home. 33% of us feel that laughing with friends is one of the best things about being together."

IKEA Home Report, 2023

SENTIMENT #3

Boundary-breaking brings momentum and joy

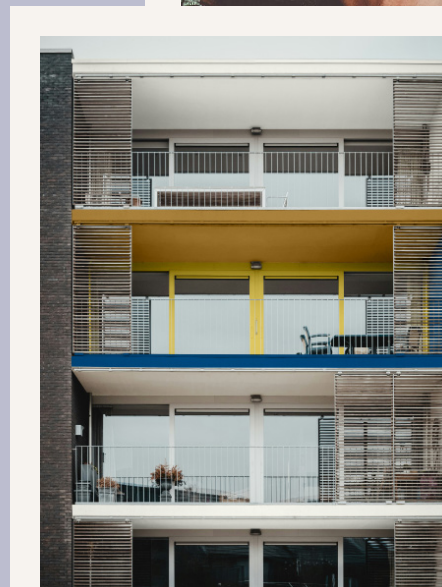
let the good times rock & roll

Feeling free to think outside the box is liberating. If there's no one way to be, we can be whoever we like. It's time to get creative, experiment and play, so we can bring a bit of fun into our lives.

Globalisation, gender fluidity, the decline in the nuclear family – society's traditional frameworks are dissolving and life seems in a state of flux. While such fluidity can feel destabilising, it's also energising and empowering. Barrier-breaking gives us the momentum to create a fresh blueprint for living together, the chance to think differently and licence to play. The movers and shakers in the design world are already picking up on this new-found freedom. We are seeing products that appeal to the child in all of us and experiences that challenge the status quo, such as Google's multisensory installation at Milan Design Fair with its 'audible' colour and 'visible' sound. At home, we can follow their lead by making spaces that feel joyful, creative and individual. When we no longer need to be slaves to convention, we can set our imaginations free.

"Reconnecting with our inner child offers psychological liberation, inspiring designers to create uplifting experiences and joyful home products. This movement aims to heal trauma and bring lightness to our lives."

Li Edelkoort, Interior Child 2026



Photos: Unsplash

translating the trends

**sentiments
from the
Trend
Forecast**

**Silence and
slowing down
can help us heal**

We need space to be still so we can reflect, refocus and recharge our batteries.

+

**Being in tune
with the world
helps us thrive**

By embracing our kinship with others, we can get back in step with the world.

+

**Boundary-breaking
brings momentum
and joy**

When we think outside the box we can be bold, have fun and fly free.

OUR HERO THEME IS:

your space, your pace

We want to help you create rhythms for reflection, togetherness and freedom in your home so you can flourish in tomorrow's world

How do we respond to the way the world is feeling? With three bespoke colour stories that help you create a home that's fit for the future and that flows at the right pace for you.

A CALM SPACE

**our
slow
colour
story**

Take your foot off the pedal and dial the energy down for space to be quiet and time to think.

A FRIENDLY SPACE

**our
flow
colour
story**

Celebrate your connection with the world around you with a cosy space that feels in the swing of things.

A CAREFREE SPACE

**our
free
colour
story**

Get creative and let out your inner child for a light-hearted space that's full of energy and joy.



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THIS YEAR, YOU SET THE RHYTHM

your space, your pace

Your home is *your world*.

Let it dance to *your tune*.

Change the pace with colour.

And *feel the difference*.

Make room for healing, for hugging, for dreaming.

Create your own flow.

Make a *slow space* to be still, think big and find relief...

A *flow space* to cosy up;

somewhere warm and welcoming

that says “come in, sit down, make yourself at home”...

A *free space* to explore, play, do something wild;

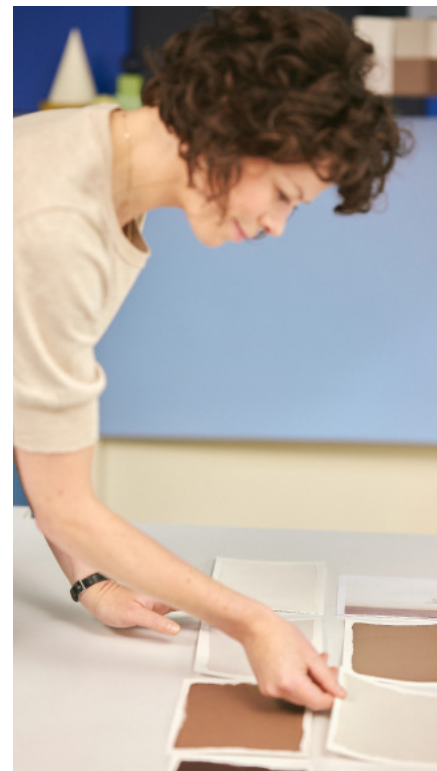
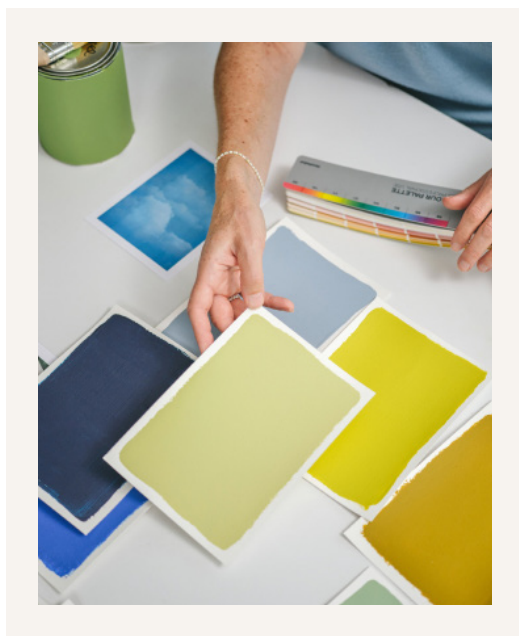
let out your inner child.

Paint your perfect rhythm with the

Dulux Colour Family 2026

and create just what you need.

Your space, your pace.



"Slow, quick, quick, slow – our family of indigos gives you the flexibility to create a space that flows at your pace."



TRANSLATING THE THEME

creating our colour stories

'Your space, your pace' – it's all about helping our customers create somewhere that feels just right for them, a space that flows at *their* pace. Slowing down; getting back in step with the world; feeling energised and free – the three sentiments that came out of the Dulux Trend Forecast echo the different rhythms of life that makes us tick. And we've created three colour stories to reflect those tempos – Slow, Free and Flow.

At the centre of each colour story is a family of three soulful indigos, with one blue acting as the lead colour in each. Versatile blue is the perfect shade to bring the idea of changing paces to life, and each of our hero shades has been carefully selected to reflect the rhythms we've identified. Used on their own or combined with other shades, these blues can help people change the pace of their homes to match their mood.

#ABlueForYou



PROUDLY INTRODUCING

Dulux Colours of the Year 2026 RHYTHM OF BLUES

"Meditative, airy, uplifting: with our
colour family of soulful indigos, there's
a blue for every one of you!"

Heleen van Gent



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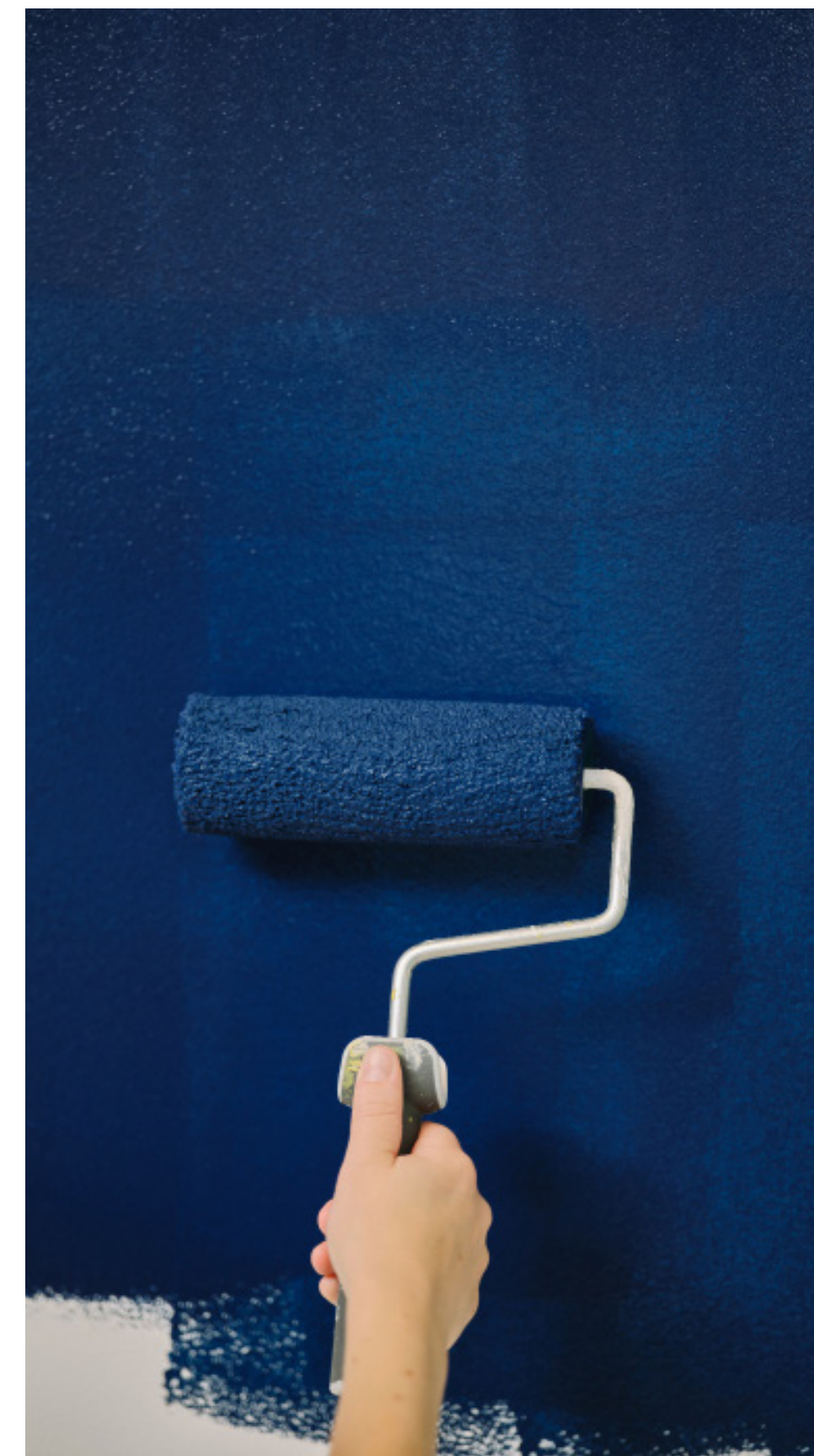
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**Find your perfect blue with our
Dulux Colours of the Year, Slow Swing™,
Free Groove™ and Mellow Flow™**



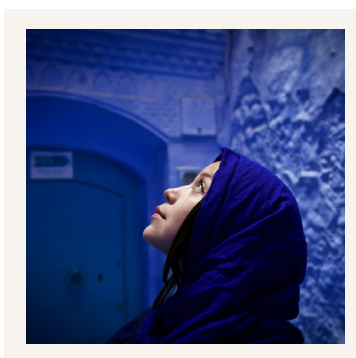
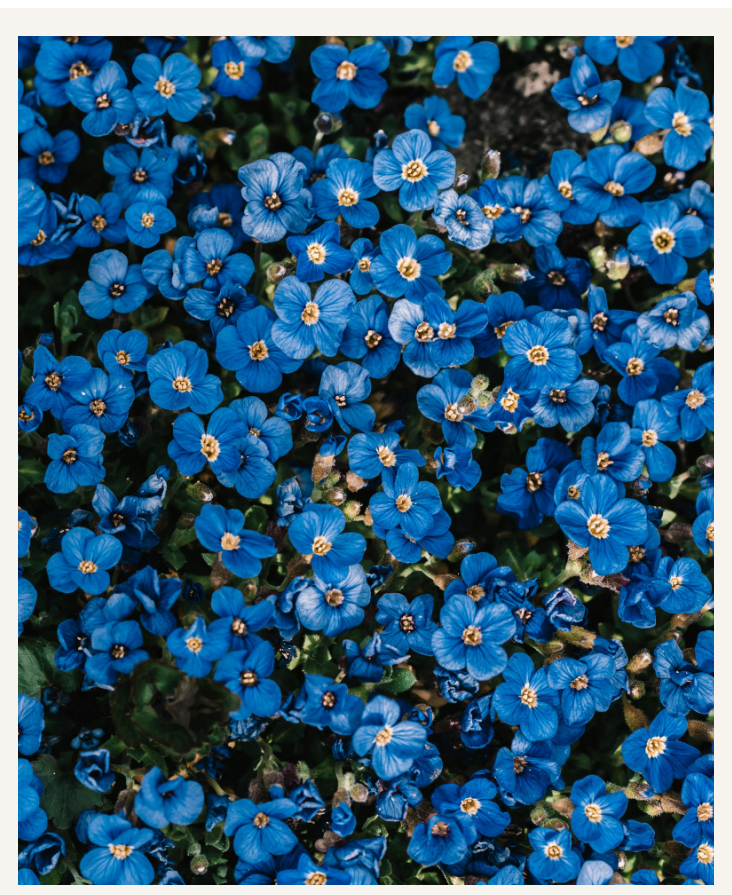
**#ABlueForYou
#RhythmOfBlues
#BelieveInBlue**



The mood for 2026
Find your rhythm with our hero indigos:
your space, your pace, your blue

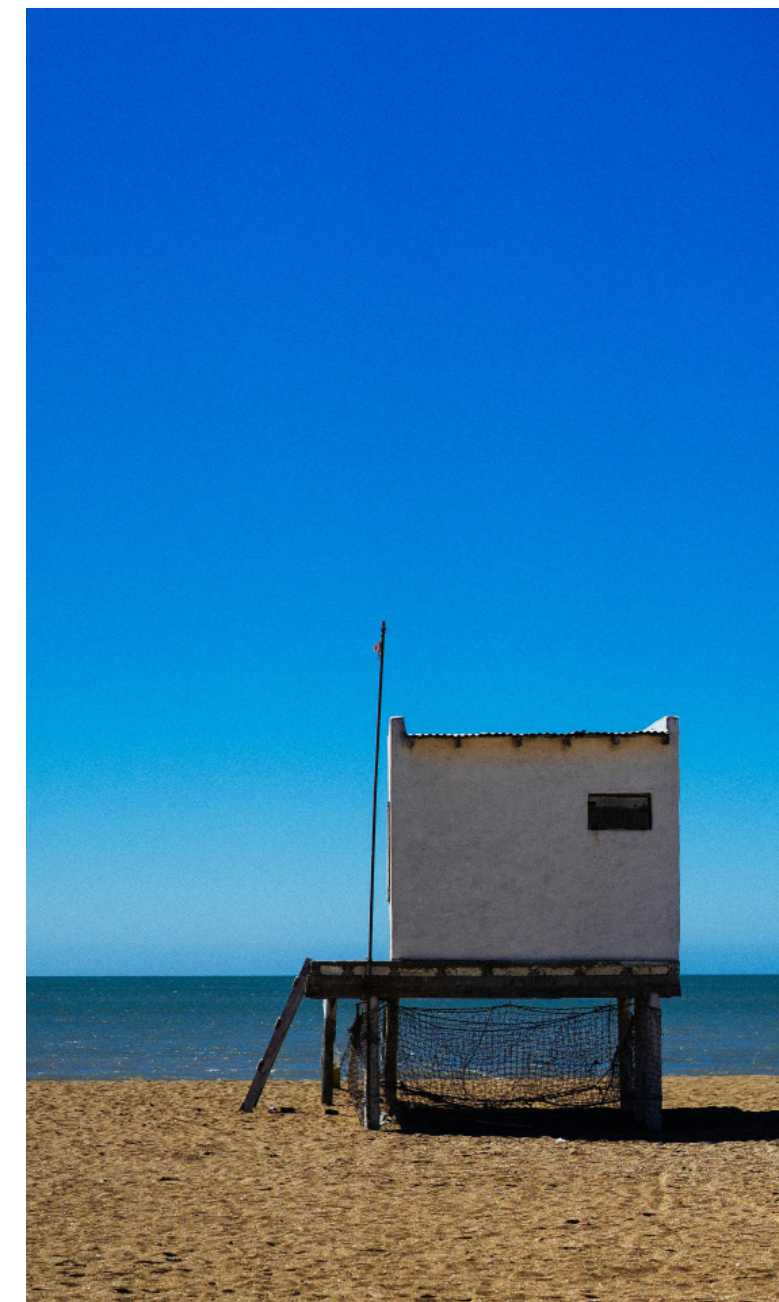


Our soulful collection of blues, Slow Swing™, Free Groove™ and Mellow Flow™ gives you the flexibility to create spaces where you can slow down, cosy up, fly free – or all three! Choose your mood and pick your perfect blue.



THE COLOUR STORY

why we love the blues



“Blue is the only colour that maintains its own character in all its tones.”

Raoul Dufy

The colour of sea and sky; butterflies and blueberries.

The tint of topaz and sapphire; cornflowers and irises. The pigment of a Chinese plate; a Wedgwood cup; a Delft kitchen tile.

Here is the story of many-hued blue...

Versatile blue is – we believe – the perfect shade for 2026. Emotionally, it's a colour that offers a sense of stability, fluidity and boundlessness – just the panacea we need in today's hectic world. It's also, apparently, the world's favourite colour – a result, no doubt, of its connection with cloudless skies and shimmering water. It's a colour that conjures up freshness, cleanliness and calm.

How does blue make you feel?

Over the centuries, blue has been layered with multiple meanings and associations, giving it a rich and varied colour story. We can use it to mean sad ('feeling blue') or



“Blue jeans are the most beautiful things since the gondola.”

Diana Vreeland

hopeful (‘blue skies’). It can signal danger (think blue poisonous frogs) or safety (medics and police uniforms are usually blue). It can denote high birth (‘blue blood’) and the opposite (‘blue collar’). In Chinese culture, blue is linked with immortality and with mourning. In the Mediterranean, it protects you from the ‘evil eye’. In Hinduism, it’s a sacred hue.

What's in a colour name?

Given the popularity and symbolic power of blue, it comes as a surprise to discover that the word ‘blue’ came very late to language. There’s no literal translation in ancient Chinese nor in the original Hebrew bible. There’s no ‘blue’ in the *Odyssey* or the *Iliad*. British politician William Gladstone put Homer’s omission down to colour blindness¹ but the far more likely reason for its absence is that the Greeks had many other ways of describing a colour that has such a broad range of hue, saturation and lightness. For the Greeks, for example, the sky could be ‘bronze’ or ‘black’, while the sea could go from ‘greyish’ to ‘wine-dark’. ‘Blue’ is simply our shorthand way of describing this colour with infinite variations – a shade that spans the spectrum from pale azure to midnight.

Blue's rich history

Today, technology allows us to create a multitude of different blues but, historically, it was a different story. Producing blue pigment for paint or dye from natural materials was so difficult and expensive, few even tried. The oldest textile dye – indigo, which comes from the leaves of the *Indigofera* plant – grew in India, Africa and China but wasn’t commercialised or exported until the 1600s. Woad (another plant-based pigment) was so pricey to produce, it was only enjoyed by the

wealthy (hence blue’s association with nobility). Mineral sources were no cheaper. Cobalt, used for Chinese blue and white porcelain in the 8th and 9th centuries (a technique later copied by the Dutch to make Delftware), was twice as expensive as gold². Lapis lazuli – a stone that gave a beautiful blue when ground to a powder and mixed with binder – was hard to get hold of and highly prized. Because of the inflated price, these blue pigments were used very sparingly. In Renaissance painting, lapis lazuli blue was kept for the important details, such as the robes of the Virgin Mary (giving blue divine connotations). Even Michelangelo couldn’t afford the pigment and Raphael only used it for a top coat². Most painters used the cheaper, copper-ore-based ‘azurite’ instead.

The first synthetic pigment

There is one notable exception to our ancestors issues with blue, however. In around 3100 BC, the clever Ancient Egyptians were already mixing silica, lime, copper and alkali to create the beautiful rich blue we now called ‘cerulean’ and using it to enhance everything from clay beads to coffins. It was the world’s first synthetic pigment. Sadly, this alchemic expertise was lost during the dark ages, and it wasn’t until the 18th century that synthetic pigments were ‘invented’ in Europe and the colour blue really took off. Two of the most successful were Prussian blue and French ultramarine – a tone that artist Yves Klein finessed in the 1960s to create his intense ‘International Klein Blue’.

Why are 'jeans' called 'jeans'?

Once indigo started to be exported from Asia, it became more accessible and soared in popularity. In the 17th century, tailors in Genoa, Italy used it to make a signature blue fabric, nicknamed ‘jean’

“Blue has no dimensions; it is beyond dimensions.”

Yves Klein

(from ‘Genoa’). Weavers in the French city of Nîmes then mimicked the technique and their cloth also took the city’s name (fabric ‘de Nîmes’, aka denim). Similarly, when Indigofera became available as a crop in America, local production of blue fabrics soared and this kind of blue became synonymous with honest, working people (hence ‘blue collar’).

Can colour change the way we feel?

Today, we have any number of beautiful blues to admire but, aside from the associations they bring, can they physiologically change the way we feel when we use them on our walls? People in developed countries spend over 90% of their time in built environments³ and it seems inconceivable that the aesthetics of the spaces we inhabit don’t have a profound effect on the way we feel. This is the focus of a new branch of neuropsychology, called neuroaesthetics, and its exponents are hard at work trying to prove that experiencing beautiful things can have a positive effect on our minds and our bodies. We feel it ourselves, of course – we get goosebumps when we listen to emotive music; we feel instantly relaxed when we step inside the doors of a warm, inviting space³ – but finding hard evidence is another story.

Beauty and the brain

Scientists are making progress. Nancy Etcoff, Assistant Clinical Professor in Psychology at Harvard Medical School, has discovered that we feel ‘moved’ by art because it arouses two separate areas of our brains at the same time, while Semir Zeke, Professor of Neuroaesthetics at University College London, has shown that pleasure centres in the brain ‘light up’ when we perceive something beautiful⁴. American colourist Faber Birren (1900-1988) made strong claims for

blue, in particular. He maintained that the colour could slow down hormonal activity, lower blood pressure and decrease respiration, giving it, he said, the capacity to calm. More recent studies have shown that spending time in blue spaces can lower the risk of stress, anxiety, obesity, cardiovascular disease and premature death⁵.

Using blue in the home

Whatever the physical benefits of blue, the emotion it brings makes it an ideal colour for the home. Airy blue adds the freshness of a summer’s day. Deep navy (with its etymology in the military) feels safe, solid and dependable. The vivid royal blue of sacred gowns and Renaissance art feels rich and luxurious. Blue brings practical benefits, too. A colour that seems to recede, it can alter the sensory perception of a space. Dark blue can add depth to a room and make the hard edges ‘disappear’. Limitless light blue, echoing the sky, can make a room seem larger, or a ceiling, higher. Saturated blues are ideal for defining a particular zone or creating a focal point. A colourful neutral, blue complements any other shade, making it the ideal tone for colour combining.

Dulux family of blues

For ColourFutures™ 2026, we’re celebrating three signature indigos: a meditative dark blue – Slow Swing™; an airy light blue – Mellow Flow™; and the vibrant Free Groove™. Sharing a steadying, calming quality, these soulful indigo blues each bring a different flavour to the table. You can use them together to great effect to create a calming flow of blues or combine them with the colours in each of our 2026 colour stories to conjure up the feel and rhythm you need. All you need to do? Pick a blue (or three) for you.

1. Through the Language Glass: why the world looks different in other languages, Guy Deutscher, 2010 2. The Secret History of the Color Blue, by John G. Gribbin, 2010 3. The Science of the Creative Mind, by John G. Gribbin, 2010 4. The Science of the Creative Mind, by John G. Gribbin, 2010 5. The surprising benefits of blue spaces, by Frankie Adkins and Katherine Latham, Future Planet, BBC, 2022. General credit: And The Color Is Blue, AkzoNobel Decorative Paints, 2010

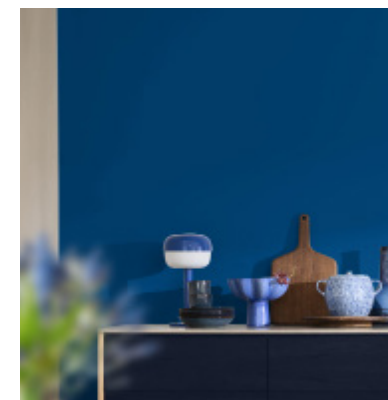




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“A certain blue enters your soul.”

Henri Matisse



Blue on blue is a failsafe combination anywhere in the home, and our family of indigos makes the colour choice even easier. Combining our dark, mid-toned and light blues creates a smart, contemporary and very calming backdrop that can set off any mix of furniture. Echoing the colours of sea and sky, indigos work particularly well with natural materials – wood, rattan, linen – creating schemes that feel effortless and cohesive.

**our family
of blues offers
a ready-made
colour flow
that can bring
calm, balance
and energy
to your home.**

"Our rhythm of blues works everywhere in the home. Think about your space and the feel you're after, and choose a blue for you."

Heleen van Gent



ColourFutures™ 2026 colour collection

The Dulux colours of the year Free Groove™, Mellow Flow™, and Slow Swing™ form the backbone of our colour collection for 2026. They appear in all our palettes this year, combined with a different set of colours in each to create the three distinctive colour stories. For the first time, we've also included the perfect white as part of our collection, making it even easier to create a room scheme.

#BelieveInBlue





CF
26

our slow colour story

For a quiet, calming space
where we can be still, focus
on the things that really matter
and recharge our batteries.



Comprising quiet browns and neutrals, alongside the family of blues, our Slow colour story recalls the colours of a wintry landscape. It's perfect for creating spaces with a little bit of hush, where we can be still, slow down and feel calm. Here, an understated scheme is brought to life with soft brown and subtle touches of deep, meditative Slow Swing™ – the hero blue in this palette. This combination of colours makes for a living room that feels peaceful and instantly relaxing.



U3.15.11
66BB 06/077

C3.13.14
18YR 05/072



**Switch off with contemplative
colours that ooze calm.**

E4.05.65
96TR 46/065

D8.12.43
80TR 21/118

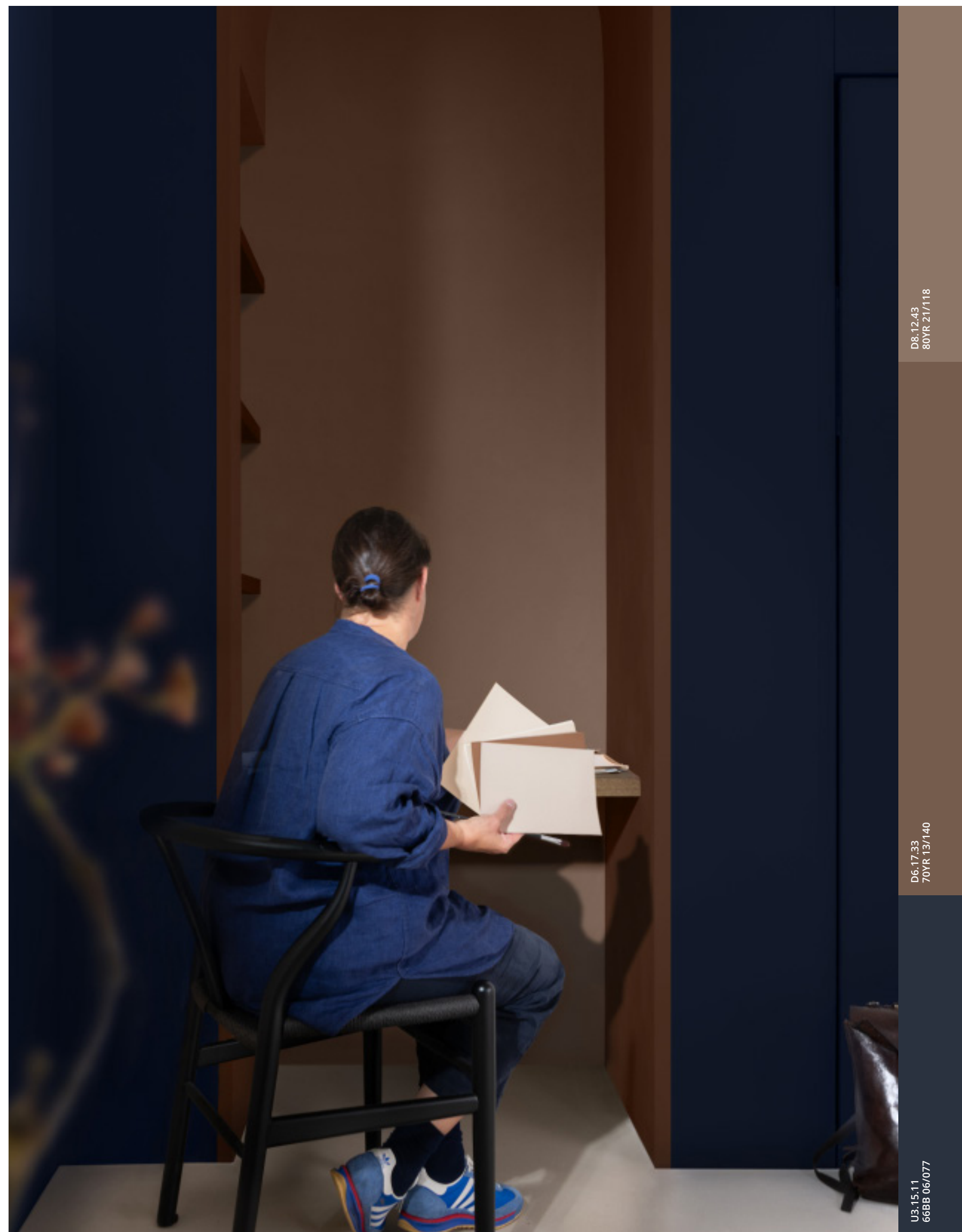
T0.10.60
10BB 39/100

The kitchen can be a frenetic space, full of activity, heat and high-tech gadgets. Help it feel part of the home, and bring calm to the cooking area with the natural browns and blues of the Slow colour story.



natural blues and browns bring a grounded, stabilising feeling

Inspired by the colours of a quiet landscape, these tones can help any space feel calm and rooted.



Deep and resonant, the dark blue from our family of indigos is perfect for a feature wall. Dramatic without being jarring, it creates a timeless backdrop for any furniture.



bring quiet neutrals to life with browns, blues and natural touches

Balanced with warm, natural materials, neutrals are the antithesis of cold.



CF
26

CF
26

U1.43.21
62BB 08/369

D6.17.33
70YR 13/140

E4.05.65
96YR 46/065



**Use Slow colours to bring the pace
right down and give you
space to recharge your batteries.**

"Quiet, wintery tones are perfect for a calming sanctuary in your home."

Heleen van Gent



TO.10.50
10BB 39/100

E4.30.50
98YR 26/291

D0.22.41
50YR 18/223



CF
26

our flow colour story

For a warm, harmonious
space where we can cosy up,
welcome people in and feel
part of the swing of things.

B8.06.68
10YR 50/101

U3.15.11
66BB 06/077

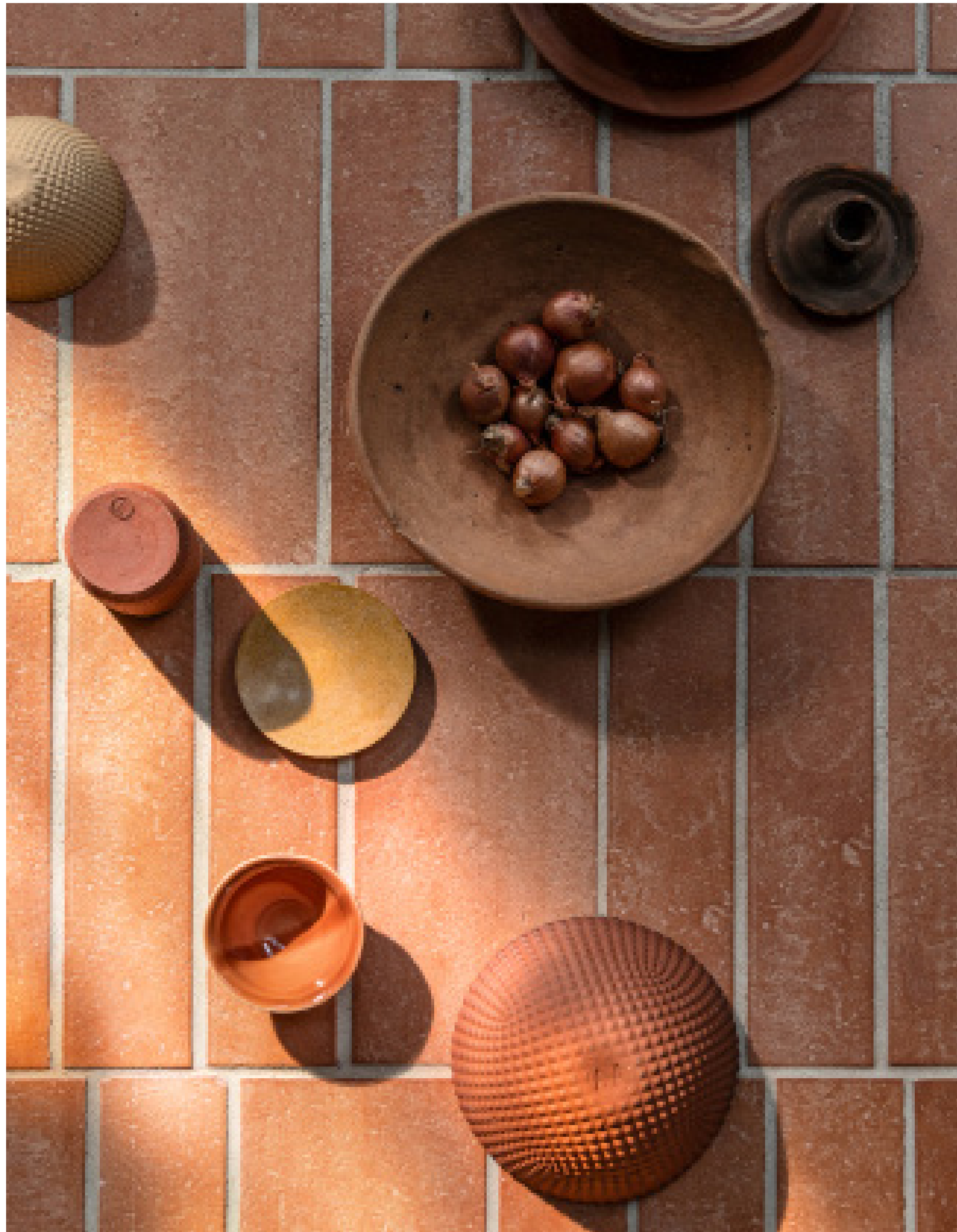
D0.31.44
50YR 21/318

T0.10.60
10BB 39/100



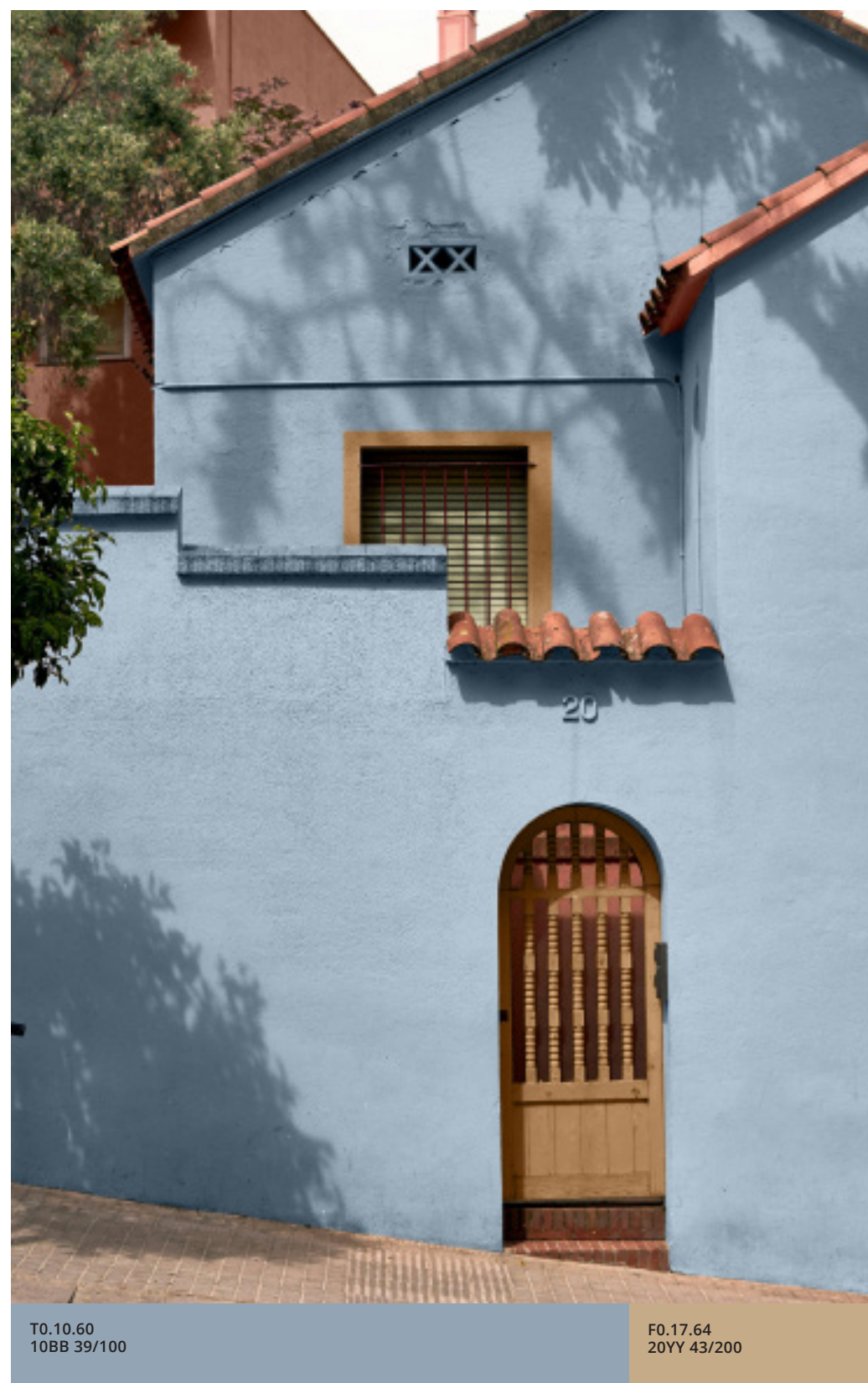
Clay, terracotta, brick – the natural, earthy tones of our Flow colour story remind us of traditional building materials and feel instantly familiar and inviting. They help us reconnect with our surroundings and create a harmonious, ‘together’ space that feels comfortable and cosy.

Set against these tactile tones, our family of blues takes on a balancing role in this palette. The hero, here, is our light sky blue that brings a feeling of airiness to the warm, earth colours.



earthy materials add an instant wholesome hit

The ancient building blocks of home, terracottas and clays
add warmth and tactility to any space.



Terracotta, clay, light blue... the colours of earth and sky work naturally together and make any space feel in tune with its surroundings



T0.10.60
1088 39/100

E4.30.50
98YR 26/291

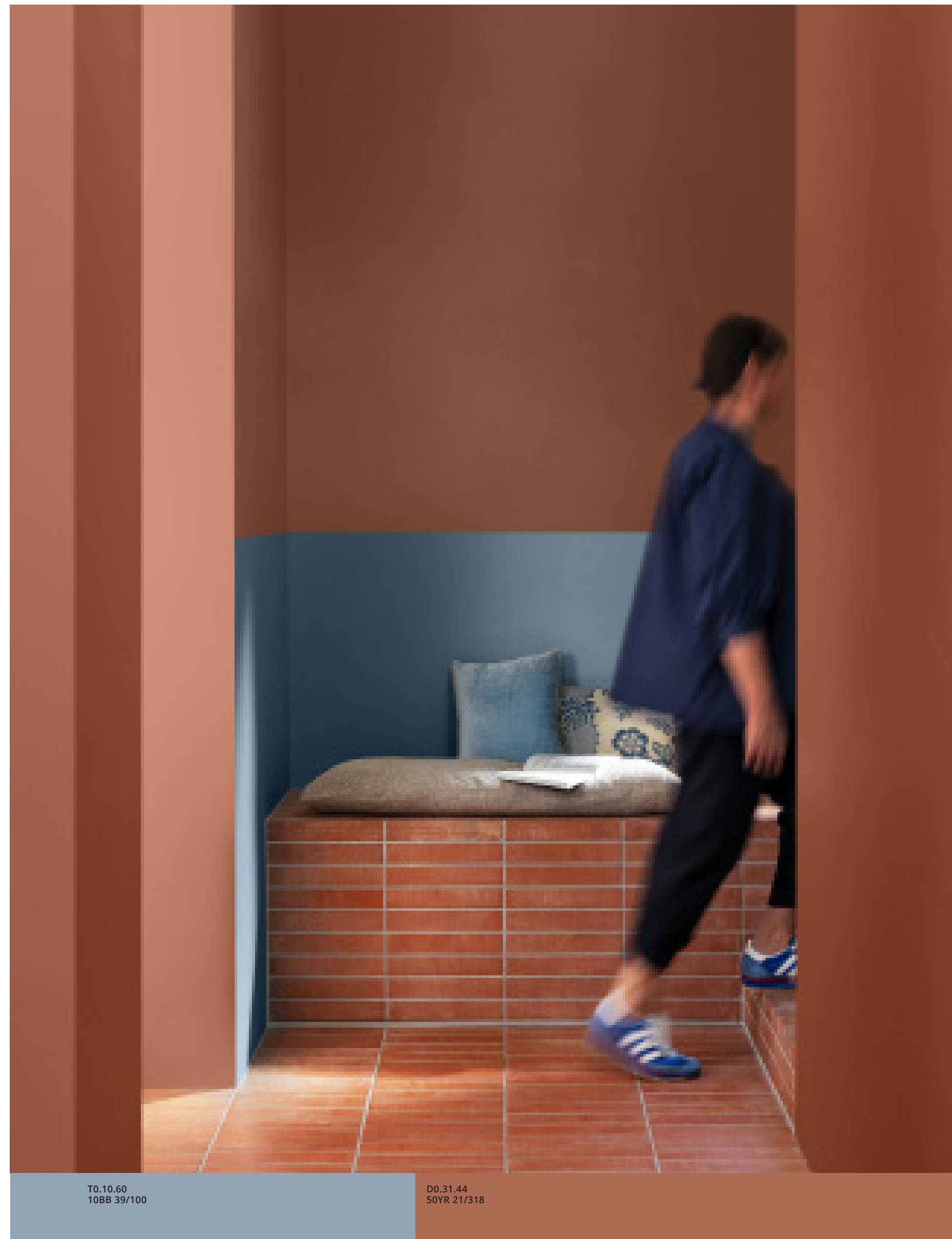
D0.31.44
50YR 21/318





sky blue + earth colours = a modern take on cosy

This palette's hero light blue offers the perfect contrast to warm terracotta.





CF
26



Airy sky blue adds a fresh, contemporary edge to warm Flow colours. It maximises the light and brings a calm, balancing feel.



**Mix and match warm Flow colours
to feel in tune with the
world and give your walls a hug.**

"Setting earthy tones against balancing blues make cosy feel contemporary."

Heleen van Gent



our free colour story

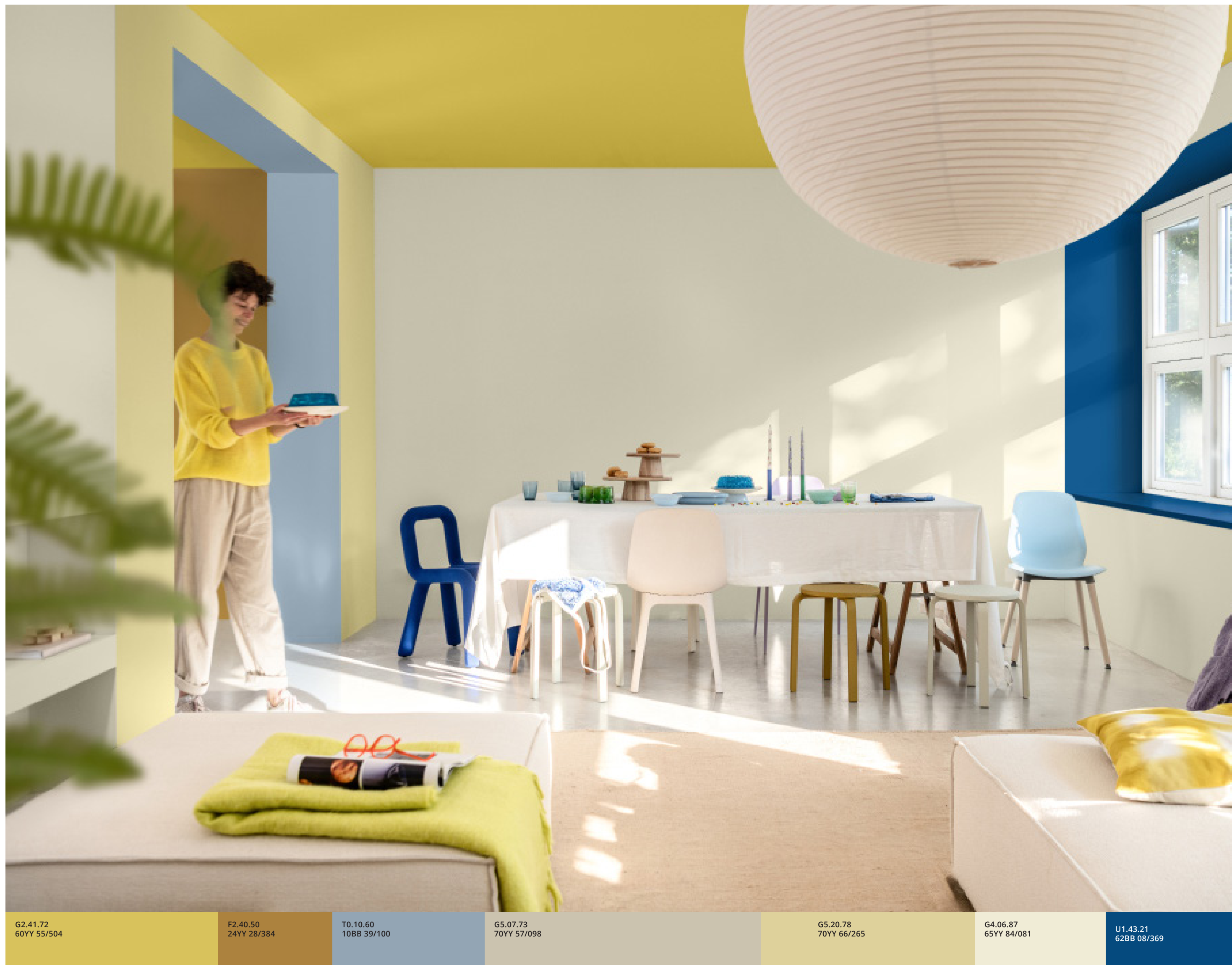
For a light-hearted space
where we can think outside
the box, have a bit of fun
and set our imaginations free.

G2.41.72
60YY 55/504

GN.01.88
83YY 88/033

U1.43.21
62BB 08/369

G5.07.73
70YY 57/098



A palette of multicolours, the Free colour story feels joyful and uplifting. Comprising bold, contrasting tones, it can bring a good dose of energy to any room in the home. Set against a plain white wall, a mix of Free colours gives this living room a bright, upbeat feel. Framing the archway and the window, the sky blue and Free Groove™ bring balance to the scheme and add a modern touch.

G2.41.72
60YY 55/504

F2.40.50
24YY 28/384

T0.10.60
10BB 39/100

G5.07.73
70YY 57/098

G5.20.78
70YY 66/265

G4.06.87
65YY 84/081

U1.43.21
62BB 08/369



G4.06.87
65YY 84/081

U1.43.21
62BB 08/369

G5.20.78
70YY 66/265

F2.40.50
24YY 28/384

G5.07.73
70YY 57/098

J4.14.67
30GY 50/183

T0.10.60
10BB 39/100

G2.41.72
60YY 55/504



**be bold and
have fun...
these joyful
multicolours
give you
the chance
to get creative.**



GN.01.88
83YY 88/033

TO.10.60
10BB 39/100

JA.14.67
30GY 50/183

U1.43.21
62BB 08/369

G5.07.73
70YY 57/098

F2.40.50
24YY 28/384

G5.20.78
70YY 66/265

G2.41.72
60YY 55/504



Free colours are perfect for colour-blocking. Panels of contrasting tones can bring any room to life.



**need a lift?
Choose
our free
colour story
for an
energy
injection!**



F2.40.50
24YY 28/384

U1.43.21
62BB 08/369

J4.14.67
30GY 50/183



Who says you have to stick within the lines? Painting around the corners of a room or creating floating blocks of colour can bring fun and dynamism to a scheme. Here, the family of indigo blues, with Free Groove™ in the centre, creates a bold and light-hearted bedroom scheme.

U3.15.11
66BB 06/077

U1.43.21
62BB 08/369

G4.06.87
65YY 84/081

T0.10.60
10BB 39/100



**Get creative with bold Free colours
for a joyful space where you feel
energised and carefree.**

"Balanced with blues, these vibrant tones feel dynamic but not overpowering."

Heleen van Gent



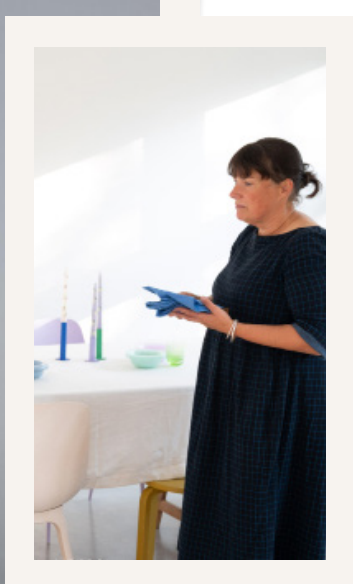
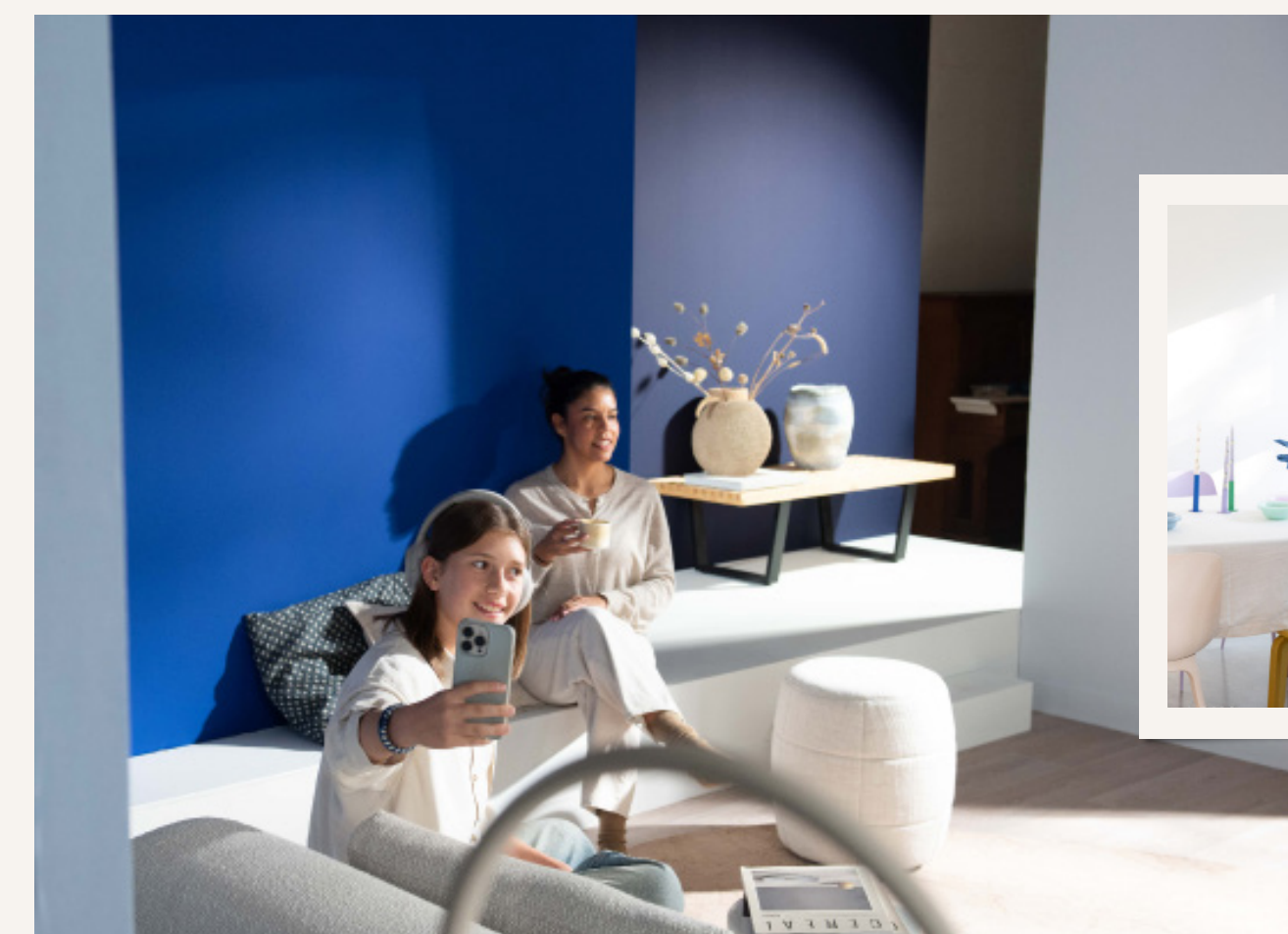
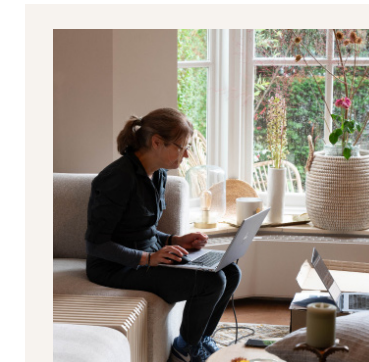
THE MAKING OF OUR CAMPAIGN

behind the scenes

Developing new stories, ideas and inspiration for ColourFutures™ takes time, dedication and teamwork. It's something we're passionate about, so the journey is always a great one... and we're privileged to meet many inspirational people along the way. Over a series of shoots across multiple countries, we call on painters, photographers, stylists and art directors to make sure we create the most beautiful images to bring our colour stories to life. Here are a few of our behind-the-scenes highlights – a snapshot of our ColourFutures™ 2026 adventure as it unfolds.



We're passionate about developing new stories, ideas and inspiration for ColourFutures™ to help everyone transform their lives with colour



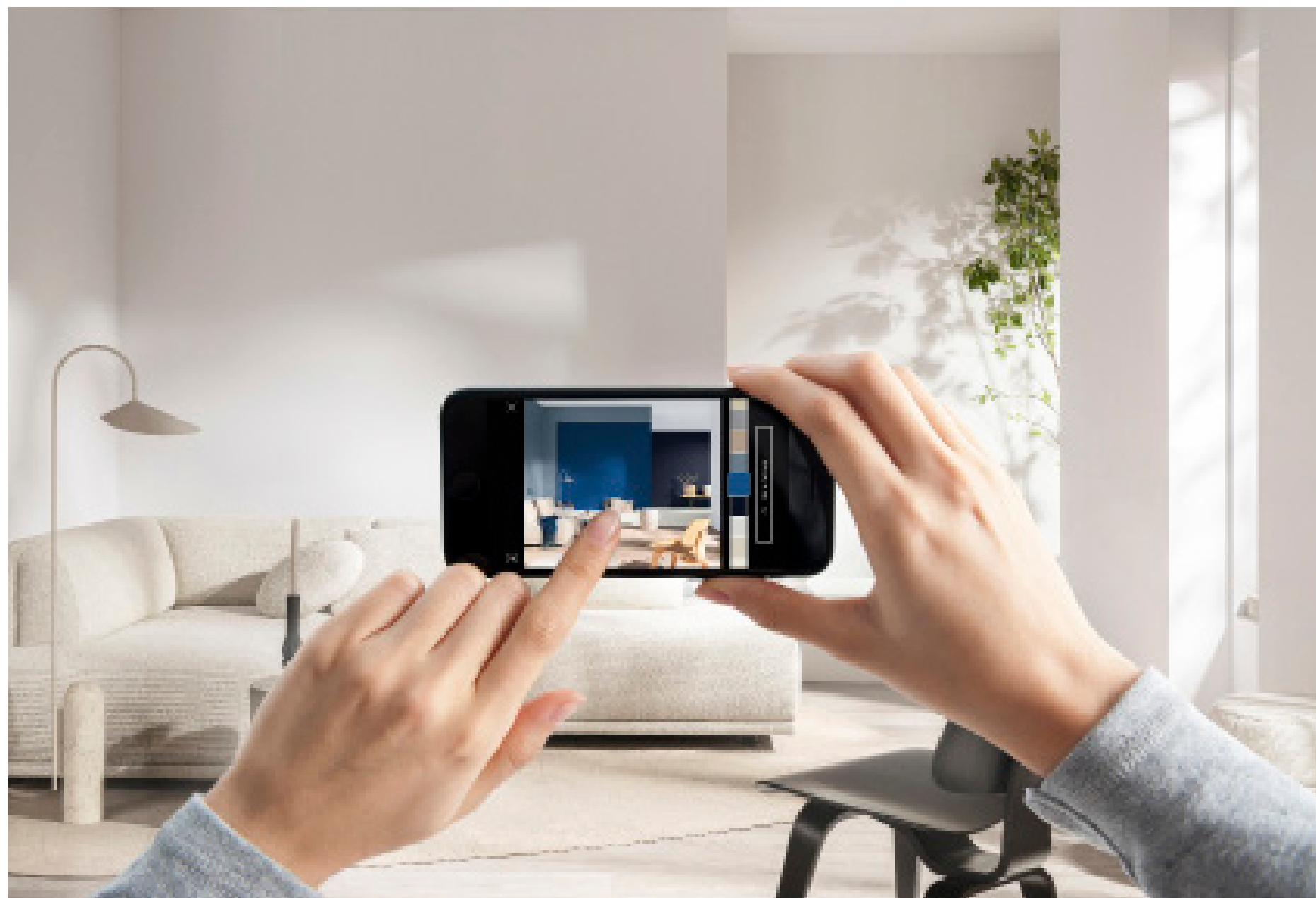


the transformative power of paint

There's little as inspiring as an open pot of paint. It offers endless possibilities for changing the way your home looks and feels. This year, we're focusing on the flow and rhythm of a living space, and colour – influencing the light and energy of every room is the key ingredient here. Be inspired by our colour stories and paint your perfect pace. #RhythmOfBlues

Change the pace with colour and feel the difference...

get the look and find your colour rhythm with our handy tools



see the difference with the Visualizer app

Our easy-to-use Visualizer tool is a game-changer. With its augmented-reality technology, it lets you pick a colour and see it come to life on your walls so you can choose the perfect shade for your space.



See how Dulux Colours of the Year, family of blues and 2026 colours can transform your home with our easy-to-use tools.



find ideas and info on our website

Our website is a treasure trove of inspiration. As well as videos and articles with countless ideas for using our 2026 colour stories in your home, you'll find links for buying just what you need.



try it out with the Colour Tester

There's nothing better than trying colours out on your walls to see how they feel in situ. Simply pick your favourite shades, order testers from the website and get painting.

ONE ROOM, FOUR WAYS

One living room, four palettes

To help you inspire consumers to transform the pace of their space with Dulux Colours of the Year 2026, our rhythm of blues and our three new colour stories, we've created a library of images – all free to use for media via the AkzoNobel Brand Center. We've covered the key rooms, using the most popular interior search terms – living room, bedroom, kitchen, workspace. As well as showing every room in the colours of each palette, we've included a just-blue scheme for each space and 'before' shots so you can tell a complete 'before and after' colour story.



THE RHYTHM OF BLUES

The living room is often the place we spend most time at home. It's a room that must work at all times of the day and be flexible enough to play multiple roles. It's somewhere we kick off our shoes at the end of the day. It's somewhere we entertain friends and family. It's often somewhere that doubles up as a work-out or workspace. Dulux family of blues and 2026 colour stories offer countless ways to change the pace of the space to achieve the perfect mood.



BEFORE



THE SLOW SPACE



THE FLOW SPACE



THE FREE SPACE

ONE ROOM, FOUR WAYS

One living room, four palettes



THE RHYTHM OF BLUES



BEFORE



THE SLOW SPACE



THE FLOW SPACE



THE FREE SPACE

ONE ROOM, FOUR WAYS

One living room, four palettes



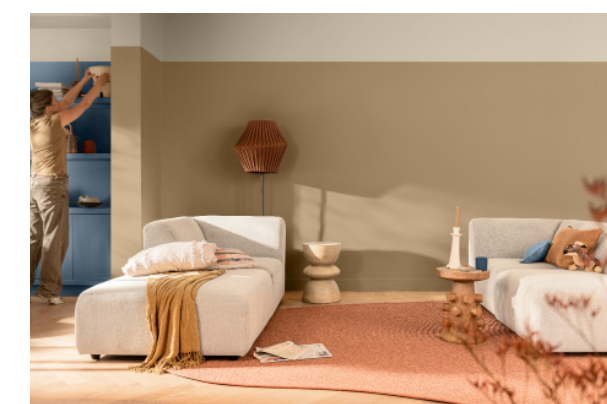
THE RHYTHM OF BLUES



BEFORE



THE SLOW SPACE



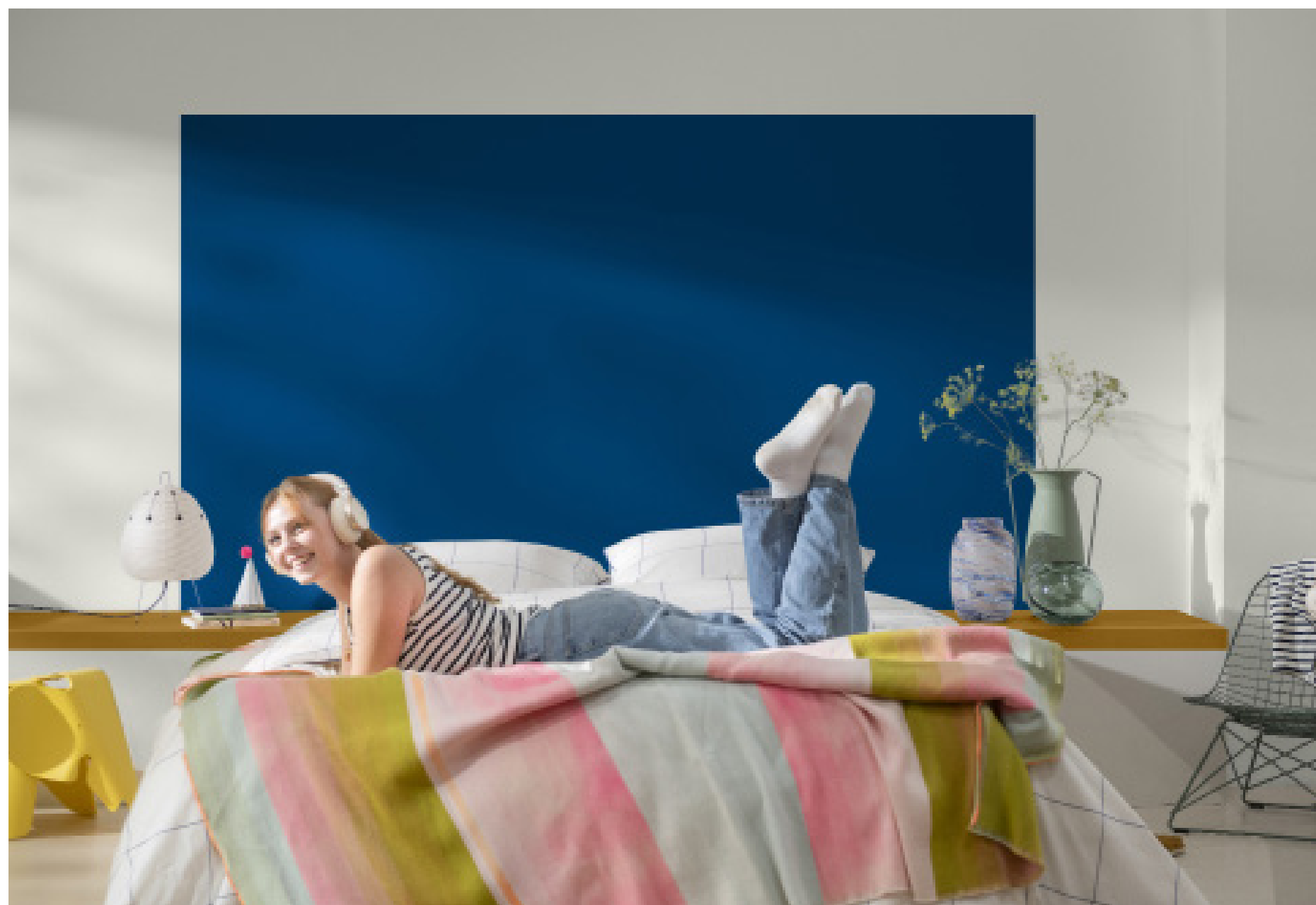
THE FLOW SPACE



THE FREE SPACE

ONE ROOM, FOUR WAYS

One bedroom, four palettes

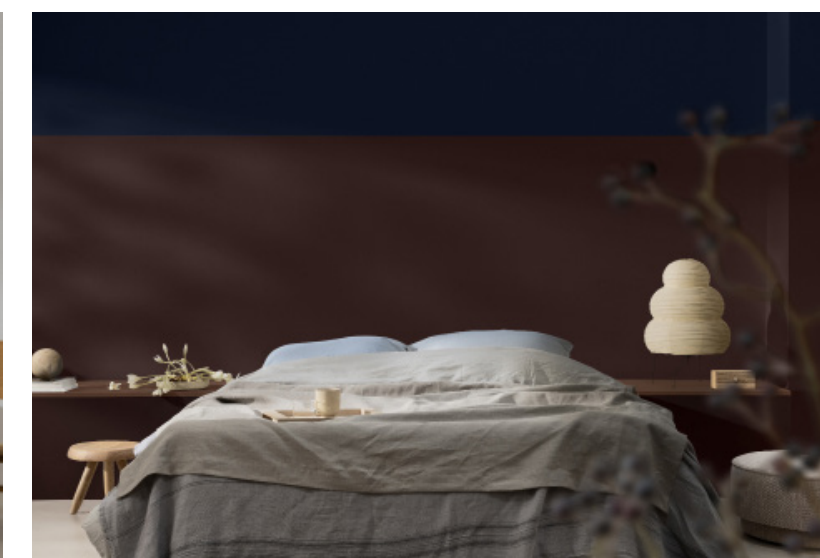


THE FREE SPACE

Blues are perfect for the bedroom – a place where we want to feel completely at ease. Our colour stories and flow of indigos offer endless possibilities for creating all kinds of bedroom schemes – from a meditative sanctuary to a cosy haven to an energising ‘me-time’ space. Along with inspiration for feature walls and wraparound colour, we’ve also included some easy-to-achieve ideas for colour combining and blocking. We want everyone to be able to transform their bedroom with colour, whatever its shape or size.



BEFORE



THE SLOW SPACE



THE FLOW SPACE



THE RHYTHM OF BLUES

ONE ROOM, FOUR WAYS

One bedroom, four palettes



THE RHYTHM OF BLUES



BEFORE



THE SLOW SPACE



THE FLOW SPACE



THE FREE SPACE

ONE ROOM, FOUR WAYS

One kitchen, four palettes



THE FLOW SPACE

The kitchen is another do-it-all space. As well as being the centre of cooking activity, it can also be the place where we eat, work and chat with friends and family. Dulux rhythm of blues and new colour stories are perfect for taking the heat out of this utility area. Distinctive families of colours that can make the same space feel very different, they are a great way of injecting personality into a room that can be overpowered by white goods and gadgetry.



BEFORE



THE SLOW SPACE



THE RHYTHM OF BLUES



THE FREE SPACE

ONE ROOM, FOUR WAYS

One kitchen, four palettes



THE RHYTHM OF BLUES



BEFORE



THE SLOW SPACE



THE FLOW SPACE



THE FREE SPACE

ONE ROOM, FOUR WAYS

One workspace, four palettes



THE RHYTHM OF BLUES

Whether a dedicated workroom or a tiny desk and chair squeezed into a corner, the home office must be somewhere we can focus and feel energised. Proven to help with concentration, blues are ideal for any workspace. Used on their own or combined with the colours in our 2026 colour stories, they can bring just the right level of depth or freshness to any workspace scheme. Used for feature walls or to pick out the details of a room, they are the go-to workplace shades.



BEFORE



THE SLOW SPACE



THE FLOW SPACE



THE FREE SPACE

One workspace, four palettes



THE SLOW SPACE



BEFORE



THE RHYTHM OF BLUES



THE FLOW SPACE



THE FREE SPACE



Thank you from AkzoNobel and the Global Aesthetic Center

We hope you've enjoyed this book and find it a valuable resource for inspiring your audiences around the Dulux Colours of the Year 2026, Free Groove™, Mellow Flow™, and Slow Swing™. Many people have helped in its creation and we'd like to thank the following for their support and dedication. The design experts from around the world whose input is always inspiring, and whose invaluable insights helped us develop our theme for this year:

Contact: AkzoNobel Decorative Paints,
Global Aesthetic Center,
Amsterdam, The Netherlands
Media.Relations@akzonobel.com

'Your space, your pace'. The editorial team with whom we wrote the story and designed these pages. The photographers, decorators and stylists whose creativity brings our colours to life. The homeowners who kindly allowed us to shoot in their living spaces. And all the people and colleagues in the background who supported us. Enjoy sharing our 2026 colour story and using our Rhythm of Blues.
#ABlueForYou #BelieveInBlue #RhythmOfBlues