



CF21

COLOURFUTURES™ 2021 INTERNATIONAL COLOUR TRENDS



PAINT COLOUR TRENDS 2021

THE COURAGE TO EMBRACE CHANGE

AkzoNobel

AKZONOBEL
DECORATIVE PAINTS
GLOBAL AESTHETIC CENTER
PRESENTS
COLOURFUTURES™ 2021



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COLOUR COLLECTION GUIDE



Welcome

"We'd like to introduce the 2021 edition of ColourFutures™, which tells the story of how we transform key global trends into inspiring paint colour palettes for the home.

It's been a challenging year, and we've all faced experiences that feel out of kilter with the modern world. But we've also rediscovered something much more positive: the solidarity of communities; the generosity of strangers; and the fact that, together, we can do extraordinary things. Now's the time to find the courage to pick ourselves up and move forward. Our homes continue to provide a sanctuary; and it's the perfect place for us to restore, renew and recalibrate; a space where we can be brave enough to take the first steps towards a bright future.

This year, our Colour of the Year is a shade that's all about balance, stability and potential.

The following pages are full of ideas and inspiration to help you use the colour, combine it with other shades and try out easy techniques to transform your surroundings.

Our website also offers lots of useful information and practical help for making the most of Sadolin Colour of the Year 2021."

FOREWORD BY

HELEEN VAN GENT

CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTER, AKZONOBEL



INTRODUCING THE GLOBAL AESTHETIC CENTER

For more than 25 years, the Global Aesthetic Center in Amsterdam has been a hotbed of trend analysis, colour design and art direction. Led by Heleen van Gent, the creative team supports 80 markets around the world, working to ensure that every market can help consumers and customers choose colours with complete confidence.

To be sure that our new colour palettes are right for the future, we undertake rigorous research and trend-monitoring; gathering social, cultural and design insights from a selection of acclaimed international design experts. Our colour team then uses this information to help identify the Colour of the Year and to create four complementary and inspiring palettes around it.

ColourFutures™ is central to the Global Aesthetic Center's work. As well as allowing us to tell the story behind this year's colours and to keep our colour expertise at the cutting edge, it also enables us to create assets to help people at every stage of their decorating journey. Our videos, articles and inspirational images are designed to give people the confidence to transform their surroundings using the Colour of the Year and its complementary shades.



"OUR RIGOROUS RESEARCH, TREND-MONITORING AND COLOUR
EXPERTISE MEAN WE CAN BE SURE TO SELECT COLOURS THAT
ARE RIGHT FOR OUR FUTURE WAYS OF LIVING"

Heleen van Gent



18 YEARS
OF
COLOUR RESEARCH

THE HISTORY OF COLOURFUTURES™

COLOUR ANALYSIS

The evolution of colour trends
leading up to 2021

Every Colour of the Year marks a moment in time and, viewed collectively, they can help tell the story of our age. The evolution of our ColourFutures™ palettes charts the changes in our consumers' appetite for different colours, and also reflects what's going on in the wider world. You'll notice that neutrals are becoming increasingly important, with a continuing interest in shades on the grey scale. Nearly two decades on from the very first ColourFutures™, we've honed our colours down from 100 to 37, creating a curated selection that takes the complexity out of colour choice and makes it far easier for our consumers to select the shades that are right for them.

COTY 2004-2021

2004

2005

2006

2007

2008

2009

2010

2011

2012

2013

2014

2015

2016

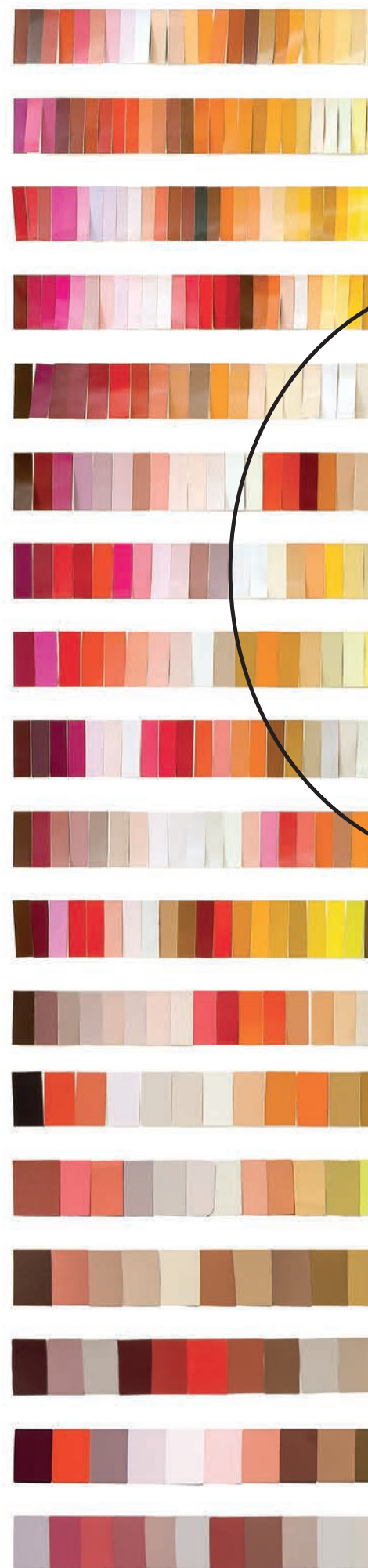
2017

2018

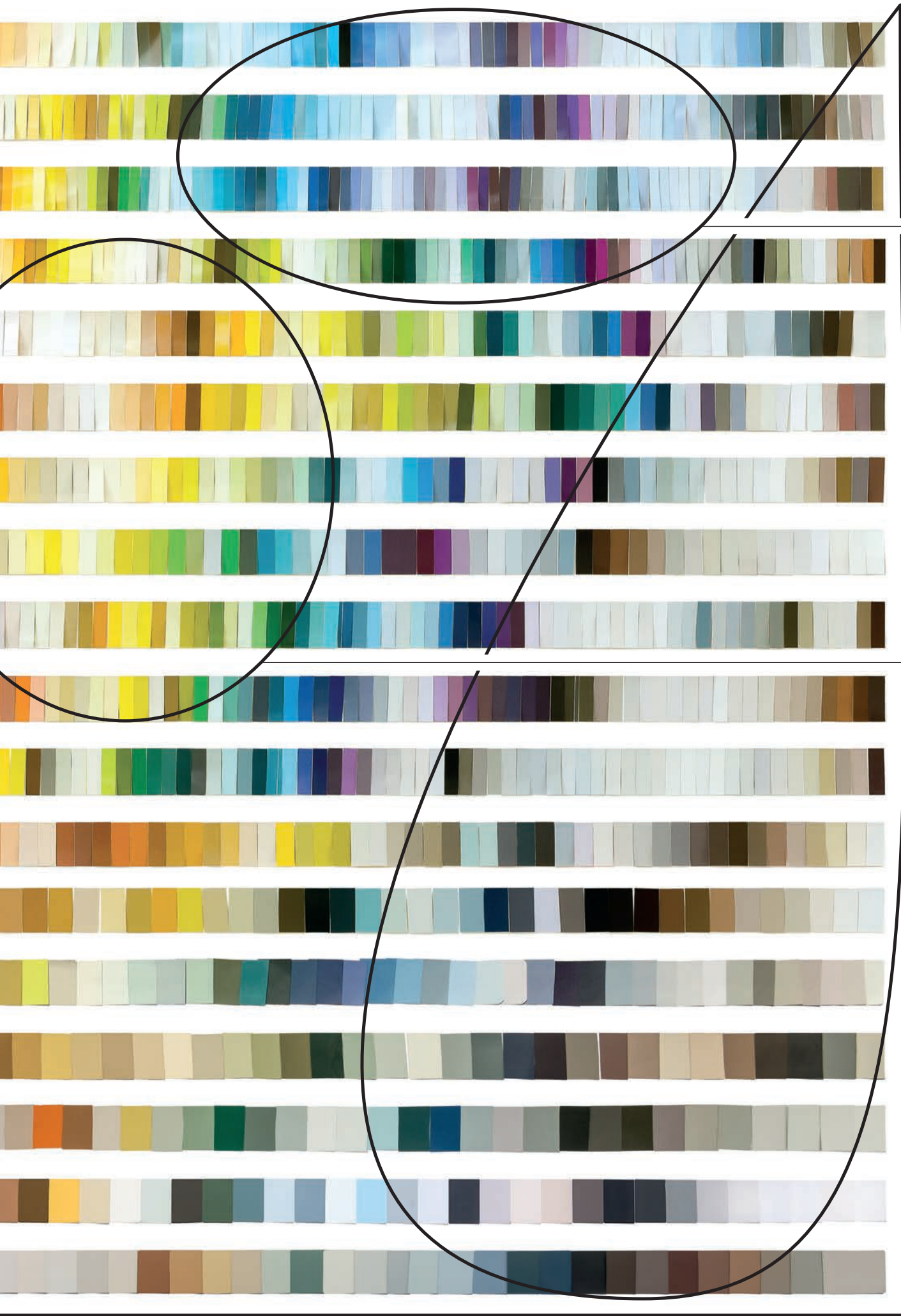
2019

2020

2021



COMPLETE COLOUR PALETTES



We started working with over 100 colours in 2004 to show the breadth of our colour expertise

**2004-2007
COOLER BLUES**
Calming blues and purples played a dominant role in the colour palettes of this period

**2004-2021
NEUTRALS GROW**
We've seen an increasing interest in neutrals, with earthy tones making more of an appearance

**2007-2013
OPTIMISTIC
YELLOW**
Sunny shades became more prevalent, with people looking for positivity in their interiors

**2013-2021
MUTED TONES**
The last few years have seen a growing desire for more neutral shades, with an increase in the popularity of greyish tones

Research shows that it is easier to choose from a smaller number of colours – less is more

OUR OBJECTIVE

Providing you with
COLOURS
that
WORK
for the
FUTURE

(#21)

Courage



Be brave



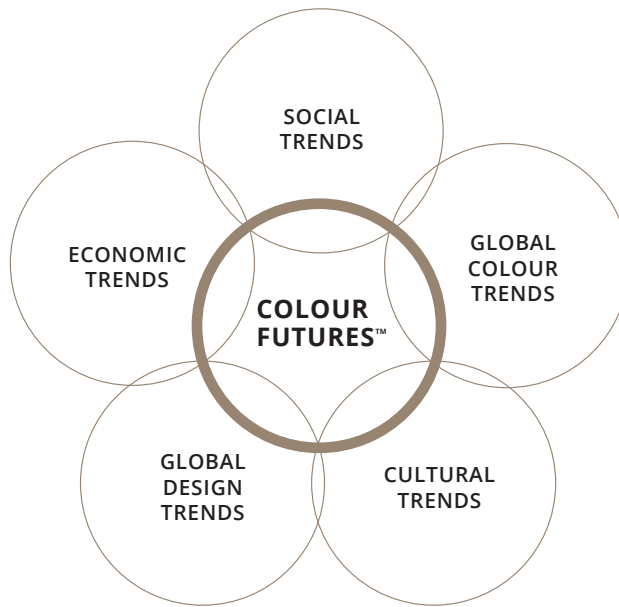
-COY → BRAVE GROUND

(US)

sets the courage
set to trust

(time)

HOW IT HAPPENS



OUR GLOBAL TREND FORECAST

At AkzoNobel, we know that people want to be confident in their colour choices. They're looking for colour expertise and guidance so they can choose shades that are on trend and that won't date. To meet those demands and to drive paint expertise forward, global colour research is always at the top of our agenda. To this end, each year, we invite a selection of internationally-acclaimed, independent design experts to join our colour team for a rigorous and wide-ranging trend forecast. By understanding the global societal, economic and design factors that will influence our lives in the coming years, we can then start to predict key consumer trends.

This year, we assembled at the Museum de Lakenhal in Leiden where our experts shared their observations and insights on cutting-edge cultural, design and lifestyle trends and helped us identify the mood of the moment. Since that first meeting, we have kept in regular touch with our experts to ensure that our messages continue to be valid and relevant.

“OUR RIGOROUS INSIGHT-GATHERING HELPS
US PREDICT WITH CONFIDENCE WHAT’S
GOING TO BE INFLUENCING THE WAY WE LIVE
IN THE COMING YEAR”

Heleen van Gent





THE TEAM

MEET THE EXPERTS

A group of acclaimed international design experts join our colour team for a three-day trend-forecasting session, during which we build a picture of the key trends that will be shaping consumers' lives. With specialists from the worlds of architecture, cultural analysis, design innovation and technology, the expertise on offer is broad. Each expert begins by sharing their observations and insights; we then open the discussion so we can consider collaboratively how these ideas might come together in the coming year, and how they will influence our way of living.

**AKZONOBEL GLOBAL AESTHETIC CENTER TEAM**

From left: Willeke Jongejan, Senior Global Colour Designer (Consumer Brands); Marieke Wielinga, Senior Designer (Professional Brands); Heleen van Gent, Head of GAC and Creative Director; Marieke van der Bruggen, Global Colour Designer (Content Creation); Suzanne Poort, Senior Colour Designer (Digital)

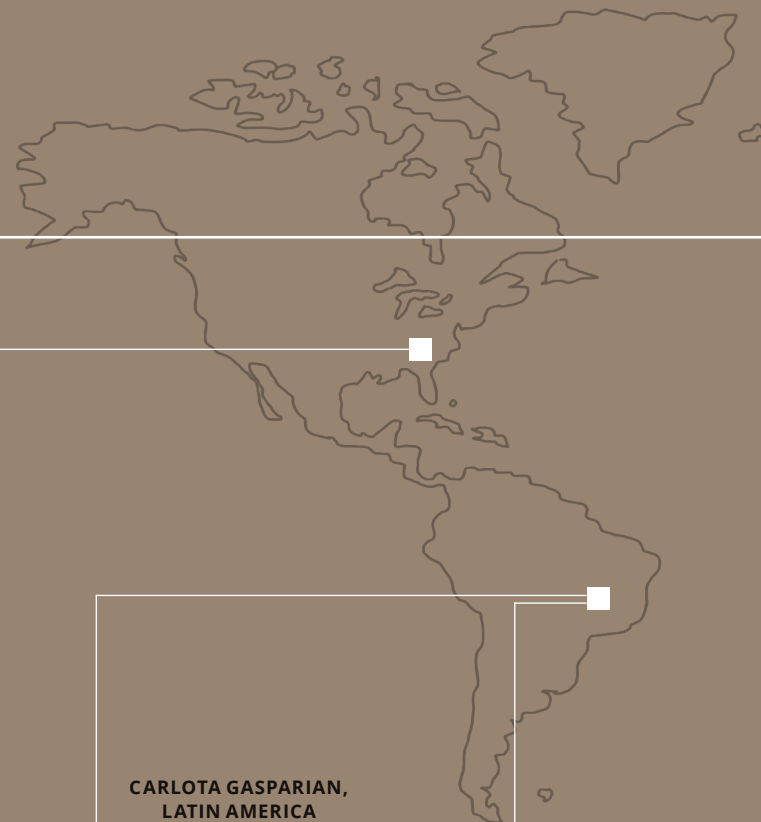


JIM BIDDULPH, UK
Materials, Colour
and Interiors
consultant

**HELEEN VAN GENT,
NETHERLANDS**

Creative Director,
Global Aesthetic Center,
AkzoNobel

Heleen joined the Global Aesthetic Center 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 many books on interior and colour design. She travels the world offering guidance on colour and design to the AkzoNobel markets.



**CARLOTA GASPARIAN,
LATIN AMERICA**
Surface and colour
designer,
Atelier de Pinturas

**SEM DEVILLART,
AMERICAS**
Professor for Cultural
Analysis,
School of Visual Art NYC

**ADRIANA PEDROSA,
LATIN AMERICA**
Surface and colour
designer,
Atelier de Pinturas



TREND ANALYSIS



**MICHELLE
OGUNDEHIN, UK**
Design authority,
writer, presenter and
interiors consultant



**HENRIQUE
STRIKER**
Global marketing
manager Color and CDJ
AkzoNobel



**ZUZANNA
SKALSKA,
EUROPE**
Founding Partner,
360Inspiration



**MARIJN SCHENK,
EUROPE & CHINA**
Architect,
Next Architects



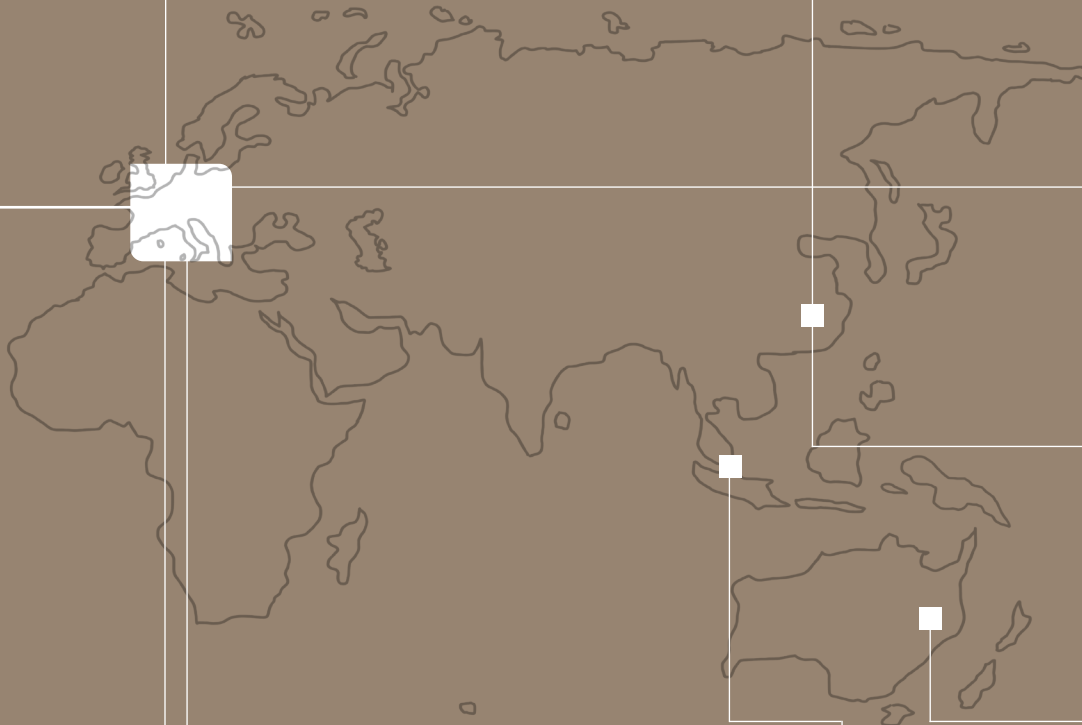
**CHRISTINE
ANGERMANN,
GLOBAL**
Senior colour and
materials designer,
BMW Group



**CLAUDIA LIESHOUT,
GLOBAL**
Principal Design
Research,
Philips Experience
Design



**LEON SUN,
CHINA**
Editor-in-chief, Elle
Decoration China



**CHRISTIANE MÜLLER,
NETHERLANDS**
Creative Director,
Müller Van Tol



STEPHIE SIJSSENS
Global color design manager,
Automotive and Specialty
Coatings, AkzoNobel



**NIKKI HUNT,
SINGAPORE**
Principal,
Design Intervention



**BARBARA
MARSHALL,
AUSTRALIA**
Marshall Design



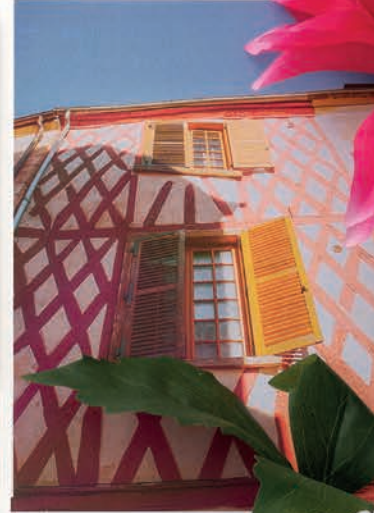
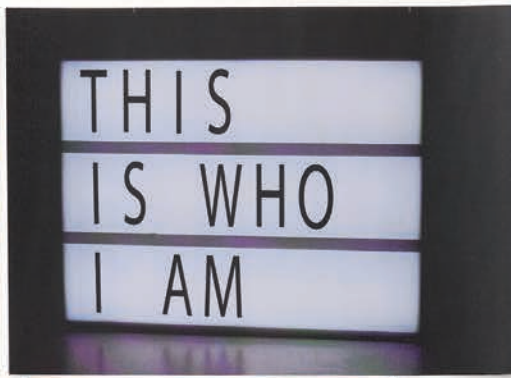
TREND #1: SELF-BELIEF

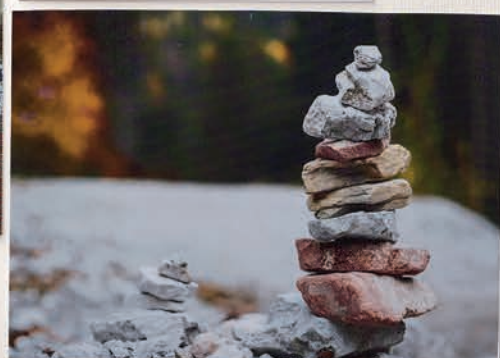
BE LOUD AND PROUD

Stepping up and **speaking from the heart** takes courage, but it also galvanises people and inspires loyalty. Whose words have resonated most during recent times? Those who have been **brave enough to act** with passion, authority and empathy. Standing up for what we believe in and thinking of others gives us the power to make a positive difference.

From New Zealand's Prime Minister Jacinda Ardern to those of Denmark and Norway – Mette Frederiksen and Erna Solberg, female leaders across the globe have been helping us understand just how much can be achieved with a strong sense of self, a passion for doing the right thing and an emphasis on empathy. They've carried their nations through difficult times by leading with generosity, not ego; and it's an approach that has won the world over. Building self-belief

isn't about being narcissistic or inward-looking. While investing in our own wellbeing can help to boost our resilience, it can also give us the confidence and the courage to reach out to others and contribute to the greater good. And home should be somewhere that nurtures and nourishes our sense of self; somewhere we can experiment with new ideas and reinvent old ones; a space where we can think differently, act generously and express ourselves.





TREND #2: SOCIAL SOLIDARITY

TOGETHER WE'RE STRONGER

Collaboration works. Whether we're seeking innovative ideas or the solution to a global problem, it makes sense to pool our knowledge and combine forces. Working with others brings **new perspectives** and expands our horizons; and with diversity comes strength. We're one world, one people; when we trust each other and work together, we can do **extraordinary things**.

"In nature we never see anything isolated, but everything in connection with something else..." German writer Goethe's words have rung particularly true during the recent crisis when it's never been more apparent that we're one global family. People across the world have been united by feelings, needs and ways of behaving as never before, and this has served to underline our commonality, as well as generating a reassuring sense of global solidarity. As human beings, we crave connection and, as we haven't been able to come

together in the physical world, we've seen a dramatic increase in digital community-building. People of all ages have been connecting across continents and time zones to support each other, to share their skills and to work together. It's an experience that has helped us understand the potency and positivity of community effort and teamwork, and one that will leave a lasting legacy. As a consequence, people will be seeking spaces that encourage communication, collaboration and unity.

TREND #3: REVALUING THE PAST

LOOK BACK TO MOVE FORWARD

Consumerist society might dismiss the old in favour of the new, but it's time to reassess our history. The skills and values of the past have **timeless resonance** and, by building on them, we can create a solid and sustainable future. We need to be bold enough to reject **fashionable fads**, to live not just for today but for all time.

There's so much we can learn from the past, whether it's the craftsmanship of traditional skills, the knowledge of ancient cultures or the cumulative discoveries of pioneering scientists around the world. History is relevant and valuable; a landscape we should cherish and build on to take us forward. There's something reassuring about following the patterns of the past, respecting well-trodden paths or giving them a fresh and contemporary

perspective. Handled by generations and carried through time, old objects and artefacts bring weight and meaning to a space. As life becomes increasingly fast-paced and all about the 'now', we are seeking environments that root us and give us context. We need layered spaces that enable us to embrace our heritage, evolve and tell our own personal stories: where we come from, who we are; what we love.





TREND #4: ECO-CONSCIENCE

TREAD LIGHTLY FOR A BRIGHT FUTURE

The earth is vulnerable and resilient. For centuries, we've been tapping its resources; now it's time to give something back. Understanding the urgency of **reducing our impact** is a positive first step, but we also need to find ways of doing things differently and more sustainably.

The aim? A **better world** for our children.

An intense period of social and economic change can make us reassess what really matters in our lives. Many of us, it seems, are beginning to revalue simple pleasures and prioritising the important things – home, family and friends. It can also lead us to reconsider our relationship with the wider world, and to look at ways we can improve it – both individually and collectively. Respecting the earth has never felt more important, whether that means consuming less

and reusing more, repairing and caring for what we have or seeing the wealth in waste. Making small changes to the way we live is a step we can all take towards creating a better world for everyone, and a positive legacy for the next generation. And home has a big part to play. People around the globe are seeking spaces where they can bring the outside in, feel in touch with nature, live responsibly and fall back in love with the simple things.

THE 2021 MOOD

BEING

This year, it's all about...

BRAVE

From having the strength to stand up for what we believe in to finding the confidence to connect with others to being bold enough to embrace the past and the future, all aspects of life need a little courage. While the word has come to be associated with the doing of heroic deeds, its original meaning was less about grand gestures and more

about quiet resolve; about being open and honest, and speaking from the heart. Today, it's this kind of courage we need.

With things changing all around us, we need to be strong enough to adapt and to take a leap of faith. All great things start small. Just one step can set us on the path to a new brave world.

“It’s about being open and honest,
and speaking from the heart.
Today, it’s this kind of courage we need.”







THE PROCESS

TRANSFORMING TRENDS INTO COLOURS

The insights gathered from the trend forecast, together with learnings from our markets, help us understand where consumers will be heading in the near future. Our in-house colour design team can then devise paint colours that will match their needs.

We establish a central theme for the year ahead and then work to identify a Colour of the Year that will be timely, relevant and on trend; a colour that encapsulates the theme and reflects the mood of the moment.

Our colour experts then develop a collection of inspiring palettes around this shade, offering four different ways of using the Colour of the Year, so consumers can find colours that are right for them. The team also creates an extensive collection of assets, for print and online use. This is designed to help people at every stage of their decorating journey – whether they're after ideas, practical help or colour confidence – and makes any paint project feel achievable and fun.



A close-up photograph of a hand holding a clump of dark, rich soil. The background is dark with out-of-focus light spots, creating a bokeh effect. The text is overlaid on the lower half of the image.

OUR INSPIRATION FOR COLOUR OF THE YEAR 2021

THE COURAGE TO

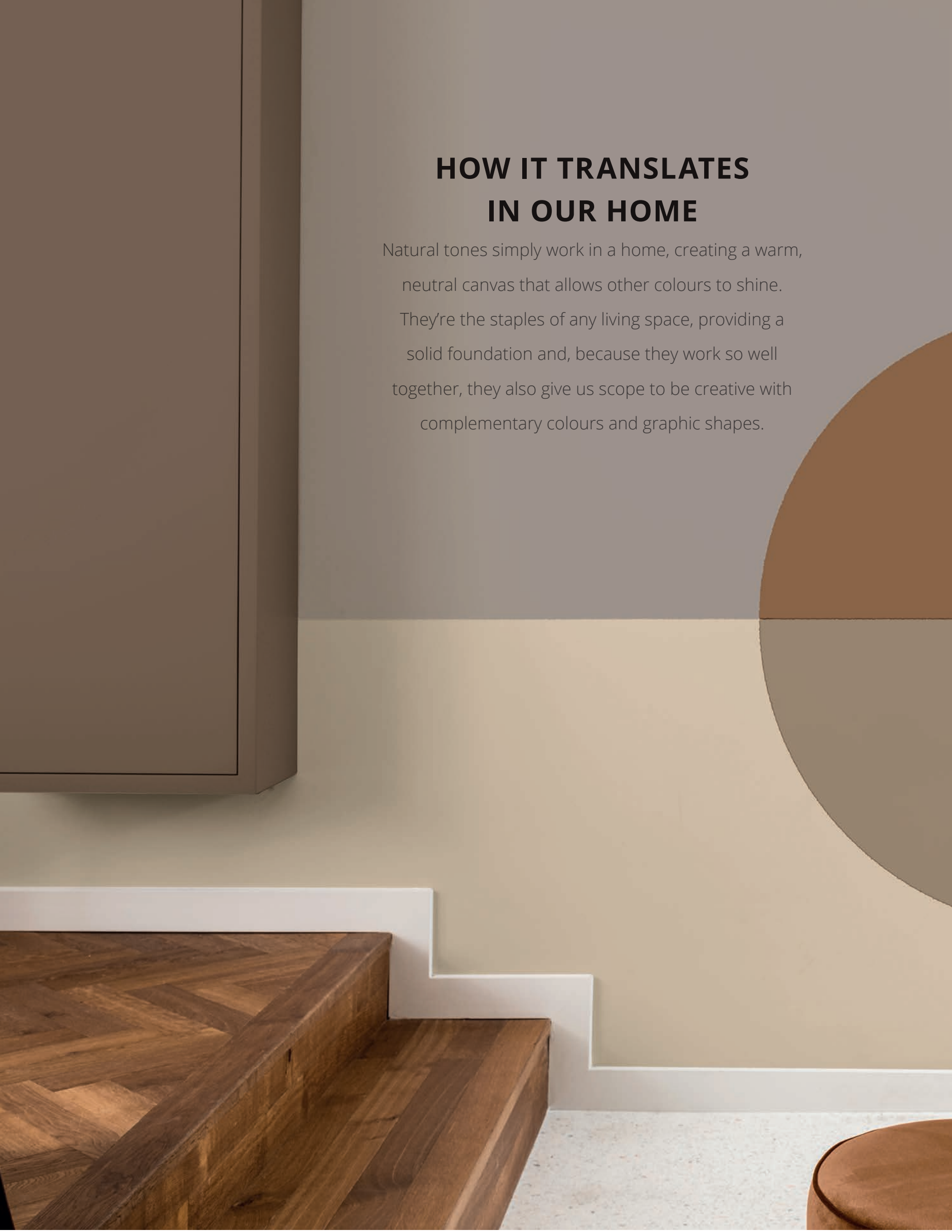
When times are changing and the world seems unstable, we want to feel the ground beneath our feet. We need to take comfort in the stability of the simple things around us – the resilience of nature; the solidity of the earth; the sanctuary of our homes. This year, we've chosen a natural, neutral Colour of the Year that can give us a strong foundation and help us embrace change.



EMBRACE CHANGE

HOW IT TRANSLATES IN OUR HOME

Natural tones simply work in a home, creating a warm, neutral canvas that allows other colours to shine. They're the staples of any living space, providing a solid foundation and, because they work so well together, they also give us scope to be creative with complementary colours and graphic shapes.





PROUDLY INTRODUCING OUR

COLOUR OF THE YEAR 2021

E7.10.53 10YY 30/106


Sadolin
BRAVE
GROUND™




COLOUR OF THE YEAR 2021
**BRAVE
GROUND™**

Brave Ground is a bolstering, balancing shade that connects us back to nature and the simple things. A warm, natural neutral, it allows other colours to shine and provides a firm foundation for living. An empowering, earthy colour, evoking stability, growth and potential, it helps create an environment that gives us the courage to embrace change.



SELF-BELIEF

Self-belief makes us strong. By standing up for what we believe in, we can be a positive force for the wider world.



SOCIAL SOLIDARITY



We're one world, one people. By continuing to unite and work together, we can make a real difference.

THE OVERRIDING THEME IS...

THE COURAGE TO

OUR CONSUMERS NEED THE COURAGE TO...

SPEAK OUT

Consumers want an empowering space where they can be themselves

EXPRESSIVE COLOURS

Stand-out shades of reds and pinks, balanced with soft neutrals, these are colours that can add verve and vitality to our homes, allowing us to create an individual space that reflects who we really are.

STAND-OUT SHADES

CONNECT

Consumers need an embracing space that encourages collaboration

TRUST COLOURS

Earth tones from across the globe, these unifying shades encourage connection and collaboration. Warm, neutral greys and browns, these are colours that complement each other and bring a sense of community and harmony to the home.

GLOBAL EARTH TONES

REVALUING THE PAST

History is relevant and valuable.
By building on past knowledge, we can find
smart solutions for the future.



ECO-CONSCIENCE

The world is vulnerable and resilient. By
respecting it and living responsibly, we can
create a positive legacy for our children.

EMBRACE CHANGE

BUILD ON THE PAST

Consumers are seeking an evolving space
where they can celebrate old and new

ADAPT

Consumers need a space for growth so
they can move forward responsibly

TIMELESS COLOURS

Inspiring shades of yellows and
ochres, alongside soft neutrals,
these are tones that can help create
a backdrop that embraces old and
new. Energising without being
overpowering, they bring positivity
and balance to a space.

CONTEMPORARY CLASSICS

EARTH COLOURS

Echoing the tones of the sea,
the sky and the soil, these earth shades
provide a connection to the natural
world around us. Bringing the
outside in, they are authentic
and grounding colours
that work naturally together.

COLOURS OF NATURE

REVEALING THE COLOURFUTURES™ 2021 COLOUR COLLECTION



Brave Ground is a versatile shade that flexes in tone depending on the time of day, where it's used and what colours it's paired with. It's a shade that lets others shine, and one that can form the basis of countless inspiring interior schemes, allowing people to create an environment that's just right for them. Around it, we've created four easy-to-use palettes that reflect the broader trends. Centred

around Brave Ground, these are made up of different colour families – reds and pinks; browns; yellows; natural blues and greens – and each can bring a fresh perspective to any living space. Over the next few pages, we'll illustrate the creative scope of these colour palettes and how they can inspire consumers to start a transformation at home.







EXPRESSIVE

CREATING SPACE FOR...

SELF-BELIEF — AUTHENTICITY — POSITIVITY — GENEROSITY

Expressive colours are all about empowering people to be themselves. Positive, energising and surprising, these tones can boost creativity and free-thinking, allowing consumers to define a space where they can really express their personality and bolster their sense of self. Varying shades of pinks and reds, these colours work brilliantly together, and give scope for graphic designs, such as the striped wall shown here. The warm foundation tone of Brave Ground holds these pops of colour together to give a unified and balanced feel to any room.



X5.07.71 70RB 54/110	CN.01.81 30YR 73/034	D5.10.65 70YR 45/133
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C0.10.60
12YR 40/146

E7.10.53
10YY 30/106



POSITIVE AND HEART-WARMING,
THESE KNOCKED-BACK PINKS CREATE THE PERFECT SPACE TO RECHARGE



E7.10.53
10YY 30/106

X5.07.71
70RB 54/110



CN.01.81
30YR 73/034

C0.10.60
12YR 40/146

E7.10.53
10YY 30/106

B1.25.43
90RR 20/296



Ryan Franco Unsplash

RICH BUT NOT OVERPOWERING, THESE ARE COLOURS THAT ENCOURAGE
CREATIVITY EVERYWHERE



E7.10.53
10YY 30/106

B8.38.44
10YR 21/436

B1.25.43
90RR 20/296

E7.10.53
10YY 30/106

#1: EXPRESSIVE COLOURS



A5.33.39
70RR 17/372

C5.39.34
30YR 14/365

B8.38.44
10YR 21/436



THIS PALETTE IS PERFECT FOR ADDING CURVE AND COLOUR –
AN EASY WAY TO MAKE ANY ROOM YOUR OWN



D5.10.65
70YR 45/133

E7.10.53
10Y 30/106



B8.38.44
10YR 21/436

E7.10.53
10YY 30/106



EXPRESSIVE COLOURS

"COLOURS FOR A HOME THAT
EMPOWERS YOU TO BE YOURSELF
AND TO STAND UP FOR
WHAT YOU BELIEVE IN"

HELEEN VAN GENT

#1: EXPRESSIVE COLOURS







TRUST

CREATING SPACE FOR...

CONNECTION — COMMUNICATION — SOLIDARITY — GATHERING



E4.10.40
94YR 17/076

E7.10.53
10YY 30/106

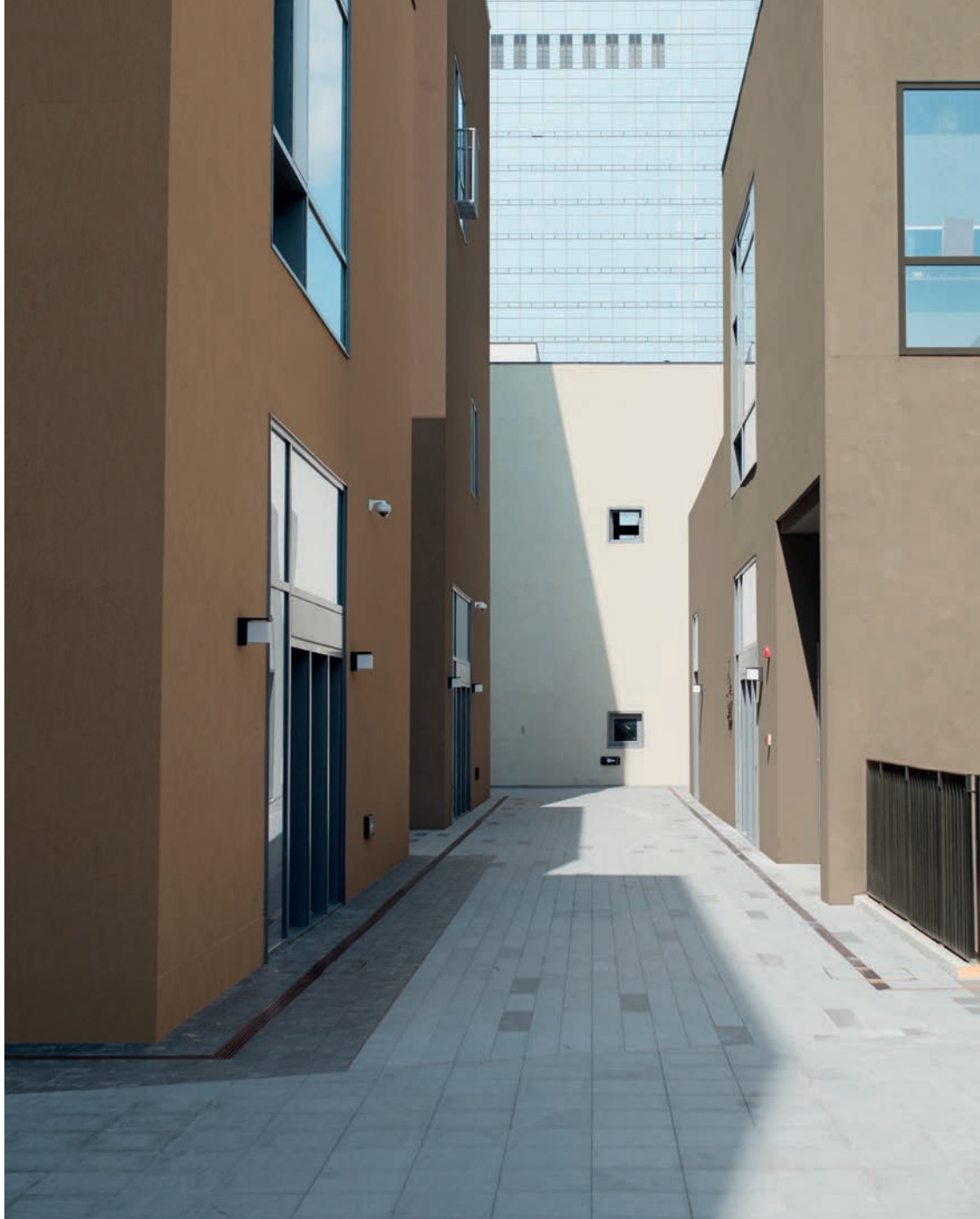
F4.04.73
30YY 56/060



Clay, peat, chalk, loam – the Earth tones of Trust colours come from all around the globe and reflect everyone. Warm and harmonious, these tones inspire openness and connection; and, because they work so well together, they can bring a unifying quality to any interior scheme. Soft, neutral greys and browns, these colours work brilliantly in combination to create a supportive and balanced feel – perfect for spaces where people want to come together and share ideas.



Sean Kong Unsplash



TRUST COLOURS WORK
TOGETHER NATURALLY,
SO IT'S EASY TO COMBINE
DIFFERENT TONES TO
CREATE A SPACE THAT
FEELS CONNECTED.
BRINGING ECHOES OF
THE EARTH, THEY WORK
BRILLIANTLY WITH
NATURAL MATERIALS,
SUCH AS WOOD, COPPER
AND CERAMIC. THESE ARE
TONES THAT CAN SOFTEN
THE HARD LINES OF A
CONTEMPORARY SPACE
AND BRING A SENSE OF
WARMTH AND INTIMACY.





EN.01.81
10YY 72/021

E0.04.67
90YR 48/062

E7.10.53
10YY 30/106

E5.15.25
00YY 09/087



Palace of Justice, Córdoba, Spain Architects: Mecanoo and Ayesa Photographer: Fernando Alda

MODERN TONES OF GREY AND BROWN, TRUST COLOURS CAN BRING A CONNECTION
WITH THE EARTH THAT FEELS REAL AND RELEVANT



E7.10.53
10YY 30/106

E4.10.40
94YR 17/076

E7.10.53
10YR 30/106

D9.19.42
80YR 19/177





HARMONIOUS TRUST COLOURS CAN GIVE CONSUMERS THE CHANCE TO EXPERIMENT WITH PAINT EFFECTS, MIXING DIFFERENT TONES TO CREATE A TAILOR-MADE RESULT. HERE, WALLS PAINTED IN BRAVE GROUND ARE EDGED WITH A WIDE BORDER OF WARM COPPER TO CREATE A ROOM THAT'S PERFECT FOR GATHERING WITH FAMILY AND FRIENDS.





EN.01.81
10YY 72/021

E0.04.67
90VR 48/062

F1.04.56
15YY 33/043

E7.10.53
10YY 30/106



COMPLEMENTARY NATURAL SHADES, TRUST COLOURS BRING A SENSE OF UNITY TO ANY SPACE

#2: TRUST COLOURS



E7.10.53
10YY 30/106

F1.04.56
15YY 33/043

D0.20.26
50YR 10/151

TRUST COLOURS

“COLOURS FOR A HOME
THAT GIVES YOU THE COURAGE TO
COMMUNICATE, COLLABORATE AND
MAKE CONNECTIONS”

HELEEN VAN GENT



NN.00.76
30GG 61/010

COLOUR OF THE YEAR
E7.10.53
10YY 30/106

BRAVE
GROUND

D9.19.42
80YR 19/177

E0.04.67
90YR 48/062

F4.04.73
30YY 56/060

D0.20.26
50YR 10/151

E4.10.40
94YR 17/076

EN.01.81
10YY 72/021

F1.04.56
15YY 33/043

E5.15.25
00YY 09/087





TIMELESS

CREATING SPACE FOR...

BALANCE — CULTURAL HERITAGE — ANALOGUE + DIGITAL — FUTURE TREASURES



F4.06.78
30YY 67/084

D0.22.41
50YR 18/223

E7.10.53
10YR 30/106



Marrying heritage and contemporary shades, the Timeless palette is all about seeing the value in the past and its relevance for the future. Inspiring shades of yellows and ochres, balanced with neutrals and the Colour of the Year, these are tones that can help create a classic contemporary backdrop that will work with any mix of furniture, and that won't date. Energising without being overpowering, Timeless colours can help create a warm and upbeat feel in a room, and lend themselves to smart and subtle paint effects, such as the horizon stripes shown here.



F8.31.69
45YY 51/365

G0.16.68
50YY 49/191

E7.10.53
10YY 30/106



SUBTLE OR STRIKING, THE WARM TONES OF TIMELESS COLOURS BRING WEIGHT AND BALANCE TO A ROOM





E5.03.82
00YY 74/053

E4.22.49
00YY 26/220

E7.10.53
10YY 30/106



USED ON THEIR OWN OR IN A CREATIVE COMBINATION; OUTSIDE OR IN – TIMELESS COLOURS
CAN ADD WARMTH, ENERGY AND A FEELING OF CONTEMPORARY HERITAGE TO A SPACE

F4.06.78
30YY 67/084

E7.10.53
10YY 30/106

E4.22.49
00YY 26/220

D0.22.41
50YR 18/223



Chris Ashe Unsplash





TIMELESS COLOURS ARE PERFECT FOR HIGHLIGHTING ARCHITECTURAL FEATURES,
WHETHER FRAMING A WINDOW OR PICKING OUT PANELLING



G0.16.68
50YY 49/191

G0.03.81
90YY 73/040

E7.10.53
10YY 30/106

E7.10.53
10YY 30/106

F4.06.78
30YY 67/084

F1.34.58
20YY 36/270





OFFSET WITH BRAVE
GROUND, THE GOLDEN
YELLOWS OF THE
TIMELESS PALETTE
BRING ANY ROOM TO
LIFE. ADDING ENERGY
WITHOUT OVERPOWERING
THE SPACE, THIS COLOUR
COMBINATION IS SMART,
MODERN AND PERFECT
FOR A BALANCED
BEDROOM.

TIMELESS COLOURS

“COLOURS FOR A HOME
THAT CHALLENGES YOU TO DRAW ON THE
BEST OF THE PAST SO YOU CAN BUILD
A BRIGHTER FUTURE”

HELEEN VAN GENT







EARTH

CREATING SPACE FOR...

SIMPLICITY — REUSE & REPAIR — RESPONSIBILITY — LEGACY



T3.04.12
30BB 05/022

T1.23.25
27BB 10/138

E7.10.53
10YY 30/106



Blues, greens and browns, our Earth colours echo the shades of the natural world – the sea and the sky; the grass and the trees; the soil. They work naturally together and can bring a bit of the outside in, reminding us of our connection to the world around us, the resilience of nature and the need to protect it. These colours can bring a calm and restorative feel to a space and, balanced with Brave Ground and a mix of natural materials, can create a springboard for us to embrace a simpler way of living.





T0.10.70
14BB 55/113

T4.16.56
30BB 33/163

E7.10.53
10YY 30/106



LIVING FRAGMENTS OF THE WORLD OUTSIDE, INDOOR PLANTS SET AGAINST EARTH COLOURS
CONNECT US BACK TO NATURE. EXPERIMENTING WITH SIMPLE PAINT EFFECTS,
SUCH AS A FEATURE WALL OR A PAINTED ARCH, CAN ADD A CREATIVE FINISHING TOUCH.







Chris Barbalis Unsplash

USING EARTH COLOURS IN COMBINATION IS AN EASY WAY
TO GET CREATIVE, BOTH INSIDE AND OUT.
DIFFERENT TONES CAN DEFINE SPECIFIC AREAS IN A ROOM,
SUCH AS THIS INGENUOUS STUDY SPACE, LEFT;
WHILE ANY OF THE COLOURS IN THE PALETTE WORK BRILLIANTLY
AGAINST GREENERY ON EXTERIOR WALLS, ABOVE.





T3.04.12
30BB 05/022

E7.10.53
10YY 30/106



THE DEEP BLUES AND GREENS OF THE EARTH PALETTE WON'T OVERPOWER A ROOM. USED IN CLEVER COMBINATIONS WITH LIGHTER NEUTRALS AND BRAVE GROUND, THESE ARE TONES THAT CAN LIFT ANY INTERIOR SCHEME.



T1.23.25
27BB 10/138

S2.18.28
90BG 11/101

T4.04.66
30BB 45/049

T4.16.56
30BB 33/163

E7.10.53
10YY 30/106





EARTH COLOURS

“COLOURS FOR A HOME
THAT INSPIRES YOU TO MAKE SMALL STEPS
TO EMBRACE CHANGE, SO WE CAN FORGE
A BETTER WORLD TOGETHER”

HELEEN VAN GENT

#4: EARTH COLOURS





THE TRANSFORMATIVE POWER OF PAINT

HOW WE USE THE COLOUR OF THE YEAR
AND ITS ACCOMPANYING PALETTES TO
INSPIRE CONSUMERS AROUND THE
WORLD TO START A TRANSFORMATION
IN THEIR HOMES

OUR DEDICATED CONSUMER TOOLS – DO TRY THIS AT HOME!

Bringing the Colour of the Year palettes to life in real homes is simple with our unique colour system



Start with the Visualizer app...

Our easy-to-use, free app lets you pick a colour from anywhere and – with augmented reality technology – see the colours live in your living space. Easy, fast and a lot of fun.





get inspiration from our website...

You'll find everything you need to get started, from step-by-step how-to videos to easy and impactful colour combinations using Colour of the Year.



then fine-tune with the wet tester

Once wall colours have been chosen, you can confirm that they work with a room's light by using our wet testers.

ONE ROOM, FOUR WAYS

ONE LIVING ROOM, FOUR PALETTES

We want to show consumers how our four easy-to-use paint colour palettes can help them achieve a diverse range of beautiful looks in their own homes. So we've created a library of images (all freely available for media use via the AkzoNobel Brand Center). This extensive collection of inspiring photography covers all the key rooms and most popular online search terms for interiors. The wide selection of image options, including 'before' shots, gives you the flexibility to build features that match the needs of your consumers.

The living room is often the hub of the home. It's where we relax with family and gather with friends. It's a space that needs to feel warm and welcoming year-round, somewhere that consumers can make their own with the confidence that they're choosing colours that will work and that won't date. We've put together a selection of images to meet your feature needs, with simple 'before and after' shots or with images that show how each palette can transform the same space in different inspiring ways.



THE EXPRESSIVE SPACE



THE TRUST SPACE



BEFORE

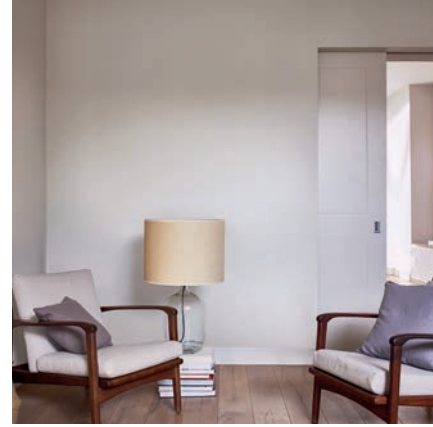


THE TIMELESS SPACE



THE EARTH SPACE

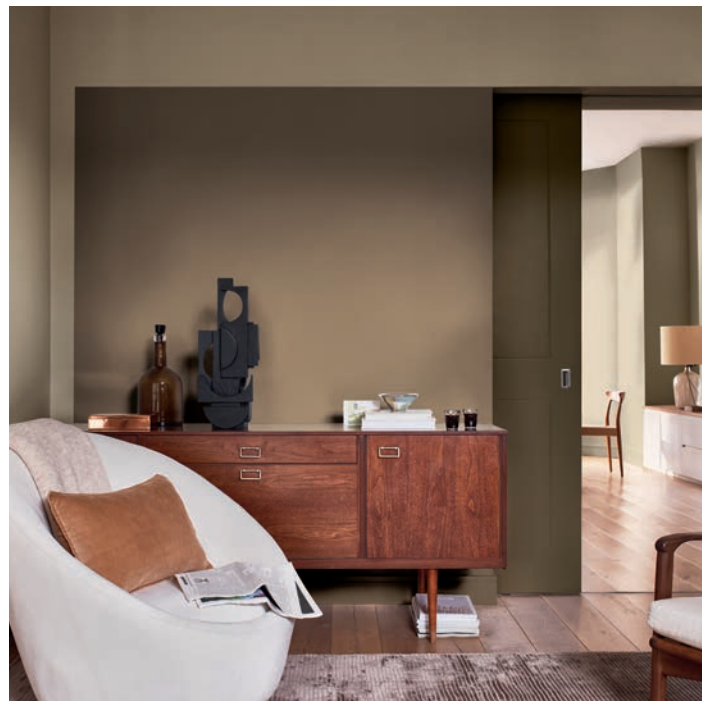
ONE LIVING ROOM, FOUR PALETTES



BEFORE



THE EXPRESSIVE SPACE



THE TRUST SPACE



THE TIMELESS SPACE



THE EARTH SPACE



BEFORE



THE EXPRESSIVE SPACE



THE TRUST SPACE



THE TIMELESS SPACE



THE EARTH SPACE

ONE BEDROOM, FOUR PALETTES

The bedroom should be somewhere we can repair, restore and recalibrate – a private retreat from the busy world outside. It's a space that should be comfortable and relaxing but also give consumers the scope to be creative. Our images cover a range of inspirational ideas for a bedroom, including examples of impactful colour combinations from each palette, plus a range of simple paint effects. It's all about boosting our consumers' confidence that they can make a room their own.



THE EXPRESSIVE SPACE



THE TRUST SPACE



BEFORE



THE TIMELESS SPACE



THE EARTH SPACE

ONE BEDROOM, FOUR PALETTES



BEFORE



THE EXPRESSIVE SPACE



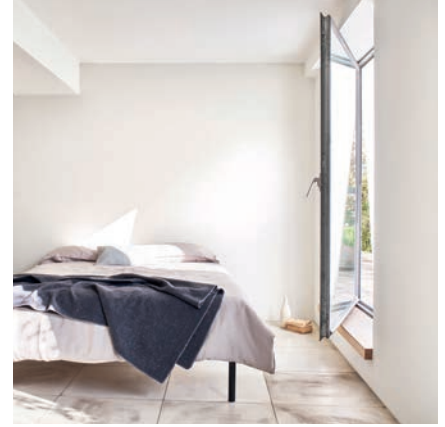
THE TRUST SPACE



THE TIMELESS SPACE



THE EARTH SPACE



BEFORE



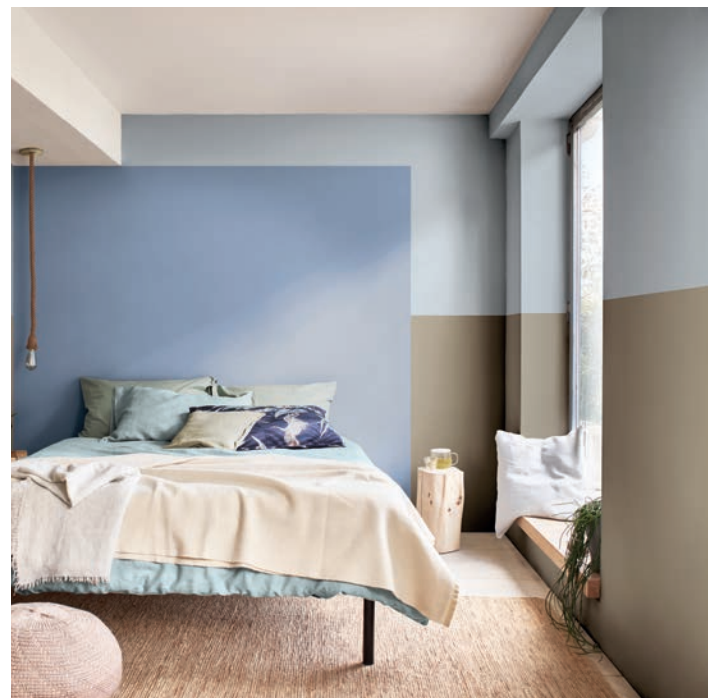
THE EXPRESSIVE SPACE



THE TRUST SPACE



THE TIMELESS SPACE



THE EARTH SPACE

ONE KITCHEN, FOUR PALETTES

The modern kitchen is a flexible space where we cook, eat and chat with family and friends. It's often the place where we spend most of our time and it can be part of a bigger, open-plan space. Consumers need a kitchen area that feels right – whatever it's being used for, and also somewhere that's functional, upbeat and on-trend. Our images include an inspiring range of solutions from brilliant pink panelled cabinets to a contemporary two-tone effect. Each will give people easy-to-achieve ideas to help them create a look that's right for them.



THE EXPRESSIVE SPACE



THE TRUST SPACE



BEFORE



THE TIMELESS SPACE



THE EARTH SPACE

ONE KITCHEN, FOUR PALETTES



BEFORE



THE EXPRESSIVE SPACE



THE TRUST SPACE



THE TIMELESS SPACE



THE EARTH SPACE



BEFORE



THE EXPRESSIVE SPACE



THE TRUST SPACE



THE TIMELESS SPACE



THE EARTH SPACE

ONE STUDY, FOUR PALETTES

A dedicated room, a quiet corner or just the end of a shelf, the modern study comes in all shapes and sizes. As more people work from home, it's becoming an increasingly important space and somewhere consumers want to give their attention to. Our images include a wide range of home-office solutions, with innovative ideas from each palette. Use them to inspire consumers by focusing on broad themes, such as using colour for zoning, or for more detailed features, such as adding paint effects to stimulate fresh thinking.



THE EXPRESSIVE SPACE



THE TRUST SPACE



BEFORE



THE TIMELESS SPACE



THE EARTH SPACE

ONE STUDY, FOUR PALETTES



BEFORE



THE EXPRESSIVE SPACE



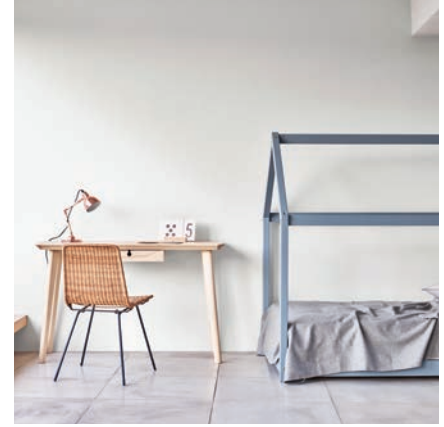
THE TRUST SPACE



THE TIMELESS SPACE



THE EARTH SPACE



BEFORE



THE EXPRESSIVE SPACE



THE TRUST SPACE



THE TIMELESS SPACE



THE EARTH SPACE

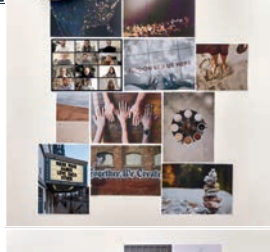
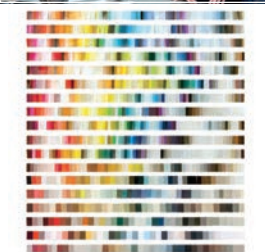
IMAGE LIBRARY

A selection of images from the AkzoNobel Brand Center, where a range of videos is also available

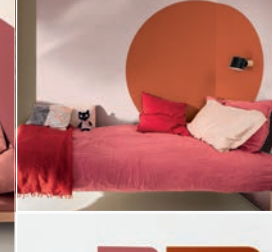
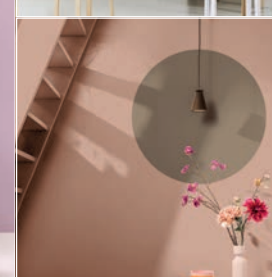
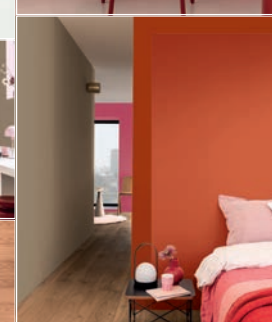
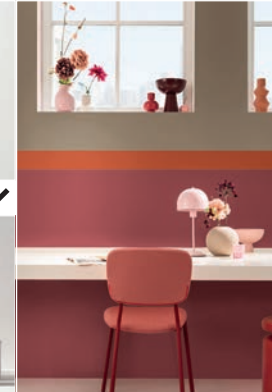
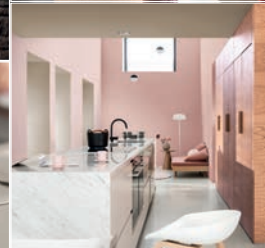
COVER



P04-41



P42-57



P58-73







THANK YOU FROM AKZONOBEL AND THE GLOBAL AESTHETIC CENTER

We hope that this book provides a rich resource to inspire you. Its creation would not have been possible without the support of so many people... The design experts from around the world whose insight and knowledge helped us develop the 2021 Colour of the Year. The editorial team who worked tirelessly to write the story, plan the shoots and design these pages. The photographers, decorators and stylists whose creativity helped bring the palettes to life through remarkable photography. And the proud homeowners who threw open their doors and allowed us to shoot in their living spaces. Thank you to everyone involved – and, of course, to you our readers – we hope you enjoy talking to your audiences about, and using, the 2021 Colour of the Year, Brave Ground™.

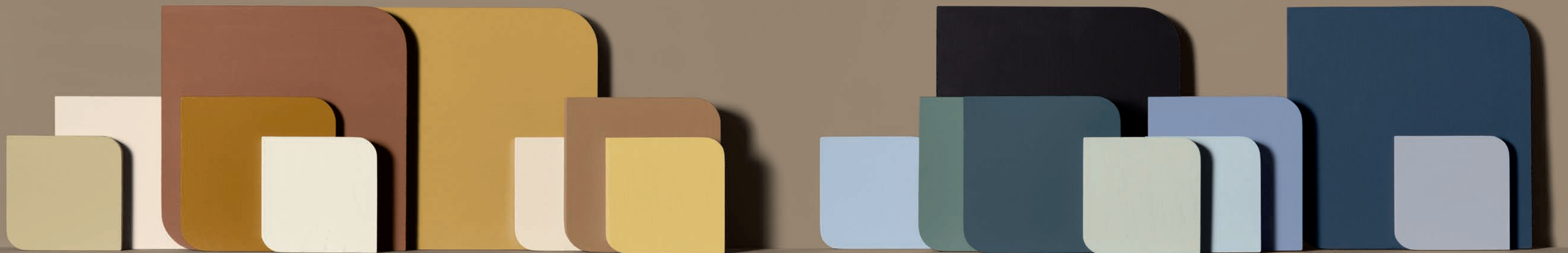
CONTACT: AkzoNobel Decorative Paints

Global Aesthetic Center Rijksstraatweg 31, 2171 AJ Sassenheim,
The Netherlands Tel + 31(0)71 308 2229



CF21

COLOURFUTURES™ 2021 INTERNATIONAL COLOUR TRENDS



“USED IN EACH PALETTE, BRAVE GROUND IS A BALANCING, GROUNDING COLOUR THAT LETS THE OTHER SHADES SHINE”

HELEEN VAN GENT, CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTER

EXPRESSIVE COLOURS

COLOURS FOR A HOME
THAT EMPOWERS
YOU TO BE YOURSELF
AND TO
STAND UP FOR
WHAT YOU BELIEVE IN



TIMELESS COLOURS

COLOURS FOR A HOME
THAT CHALLENGES YOU
TO DRAW ON THE
BEST OF THE PAST SO
YOU CAN BUILD
A BRIGHTER FUTURE



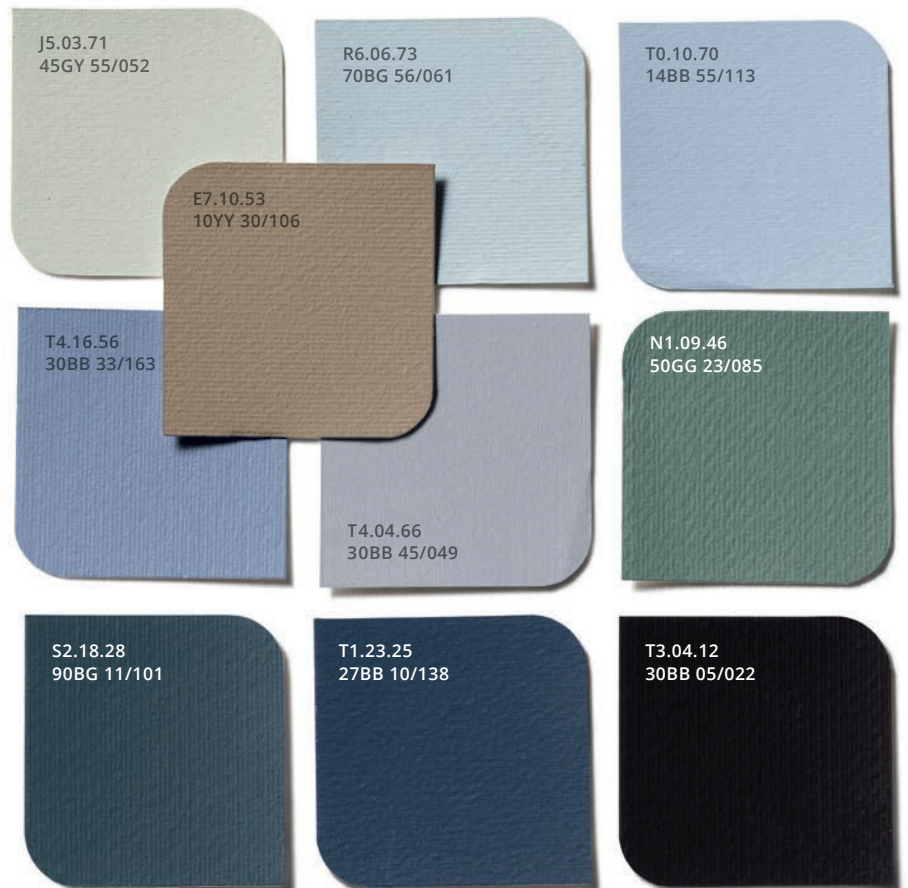
TRUST COLOURS

COLOURS FOR A HOME
THAT GIVES YOU
THE COURAGE TO
COMMUNICATE,
COLLABORATE AND
MAKE CONNECTIONS



EARTH COLOURS

COLOURS FOR A HOME
THAT INSPIRES YOU TO
MAKE SMALL STEPS TO
EMBRACE CHANGE, SO
WE CAN FORGE A BRAVE
NEW WORLD TOGETHER



AkzoNobel Decorative Paints

Global Aesthetic Center Rijksstraatweg 31, 2171 AJ Sassenheim, The Netherlands Tel + 31(0)71 308 2229

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AkzoNobel Decorative Paints

Global Aesthetic Center Rijksweg 31, 2171 AJ Sassenheim,
The Netherlands Tel + 31(0)71 308 2229

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Design – Redwood London +44 (0)20 3787 7000

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