

AKZONOBEL DECORATIVE PAINTS
GLOBAL AESTHETIC CENTER PRESENTS
COLOURFUTURES™ 2022



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2022 COLOUR COLLECTION

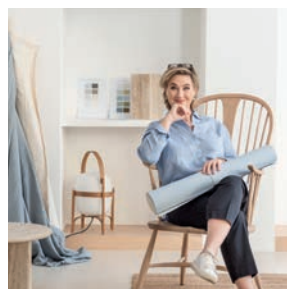
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COLOUR COLLECTION GUIDE



Welcome

We're delighted to present the 2022 edition of ColourFutures™, and to tell the story that lies behind our choice of Colour of the Year. Our aim is always to understand the trends that will be influencing the way we live and to respond with inspiring paint colours that answer the needs of our consumers. This time, our journey began a little differently – on screen rather than in person – but with the same result: a Colour of the Year and supporting palettes that perfectly capture the mood of the moment.

The effects of the global pandemic have thrown all aspects of our lives – social, economic, environmental – into sharper focus, and made us reassess what's really important: family, friends, home, the world around us. After a spell of feeling shut in, we crave expansion – the great outdoors, the open air, a fresh approach and a new start.

Our Colour of the Year is a light, airy and optimistic shade that encapsulates a breath of fresh air. In the following pages, we've gathered ideas and inspiration to help you use the colour, combining it with other shades to refresh your surroundings.

Our website also offers lots of useful information and practical help for making the most of Sadolin Colour of the Year 2022.

HELEEN VAN GENT

CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTER, AKZONOBEL





TREND ANALYSIS

INTRODUCING The Global Aesthetic Center

The heart of our trend analysis and colour expertise, the Global Aesthetic Center in Amsterdam has been supporting our markets around the world for more than 25 years. Led by Heleen van Gent, the creative team works to make sure that every market has the information and inspiration it needs to help consumers and customers choose colours for their homes with confidence.

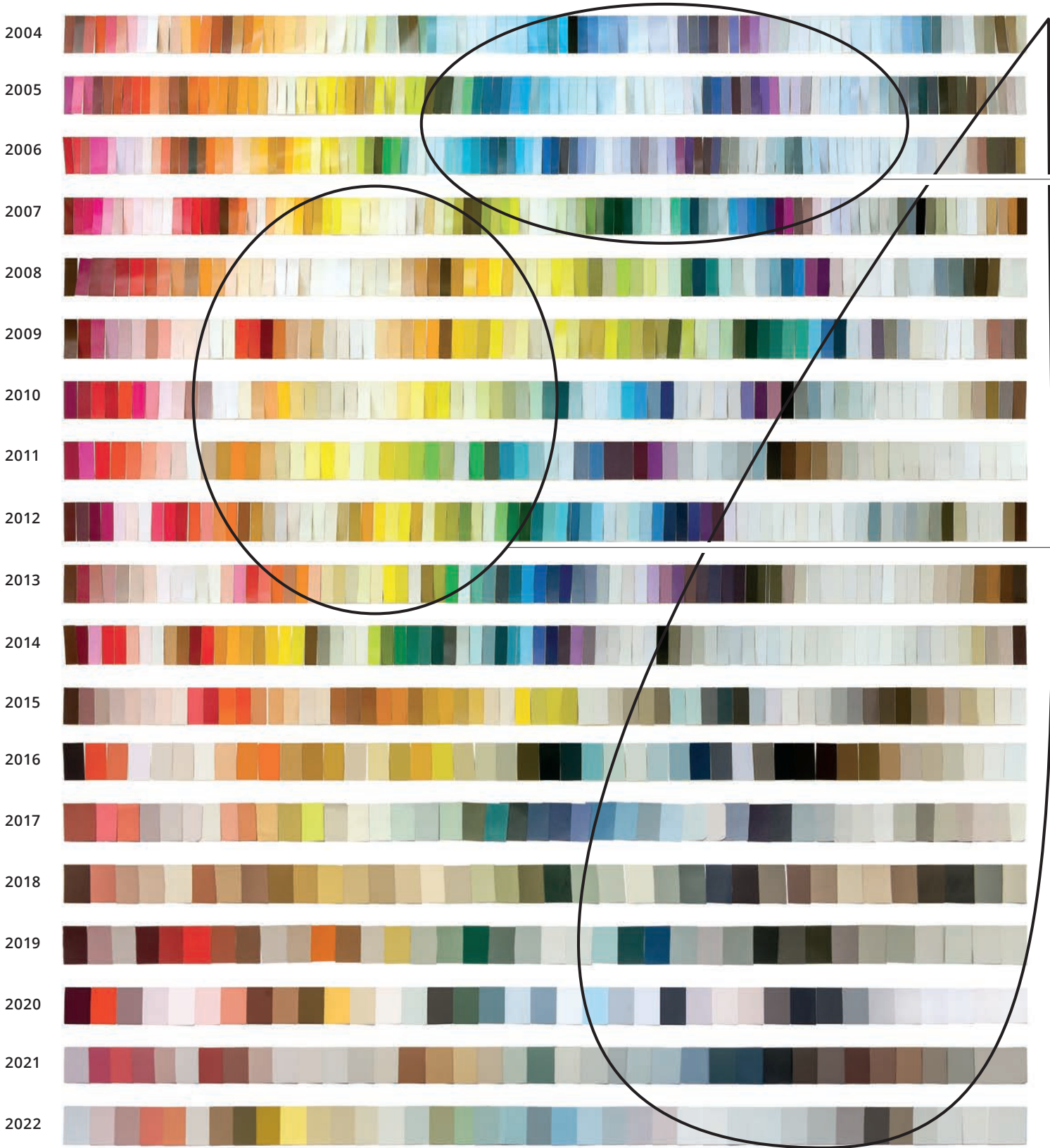
Colour is a serious business and, to ensure that our new palettes will be right for the future, we undertake wide-ranging research and trend monitoring. Acclaimed international design experts share social, cultural and design insights with us; insights we then translate into a Colour of the Year – and accompanying palettes – that will perfectly match the mood of the moment.

ColourFutures™ enables us to tell the stories behind our colour choice and to keep at the cutting edge of colour development. It also results in a wealth of content – from videos to articles and images – where we can show that colour in action. Full of ideas, practical tips and information, this gives people everything they need to transform their living environment with paint.

“OUR COLOUR CHOICES ARE THE RESULT OF WIDE-RANGING RESEARCH,
GLOBAL TREND MONITORING AND YEARS OF CREATIVE EXPERTISE”

Heleen van Gent

COMPLETE COLOUR PALETTES 2004-2022



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

2004-2022 NEUTRALS GROW
We've seen an increasing interest in neutrals, with earthy tones making more of an appearance

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

2013-2022 MUTED TO LIGHT
The last few years have seen a growing desire for more neutral shades, with greyish tones becoming popular. This year, we're seeing much lighter colours coming through

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

THE HISTORY OF COLOURFUTURES™
19 YEARS OF COLOUR RESEARCH

Colour analysis

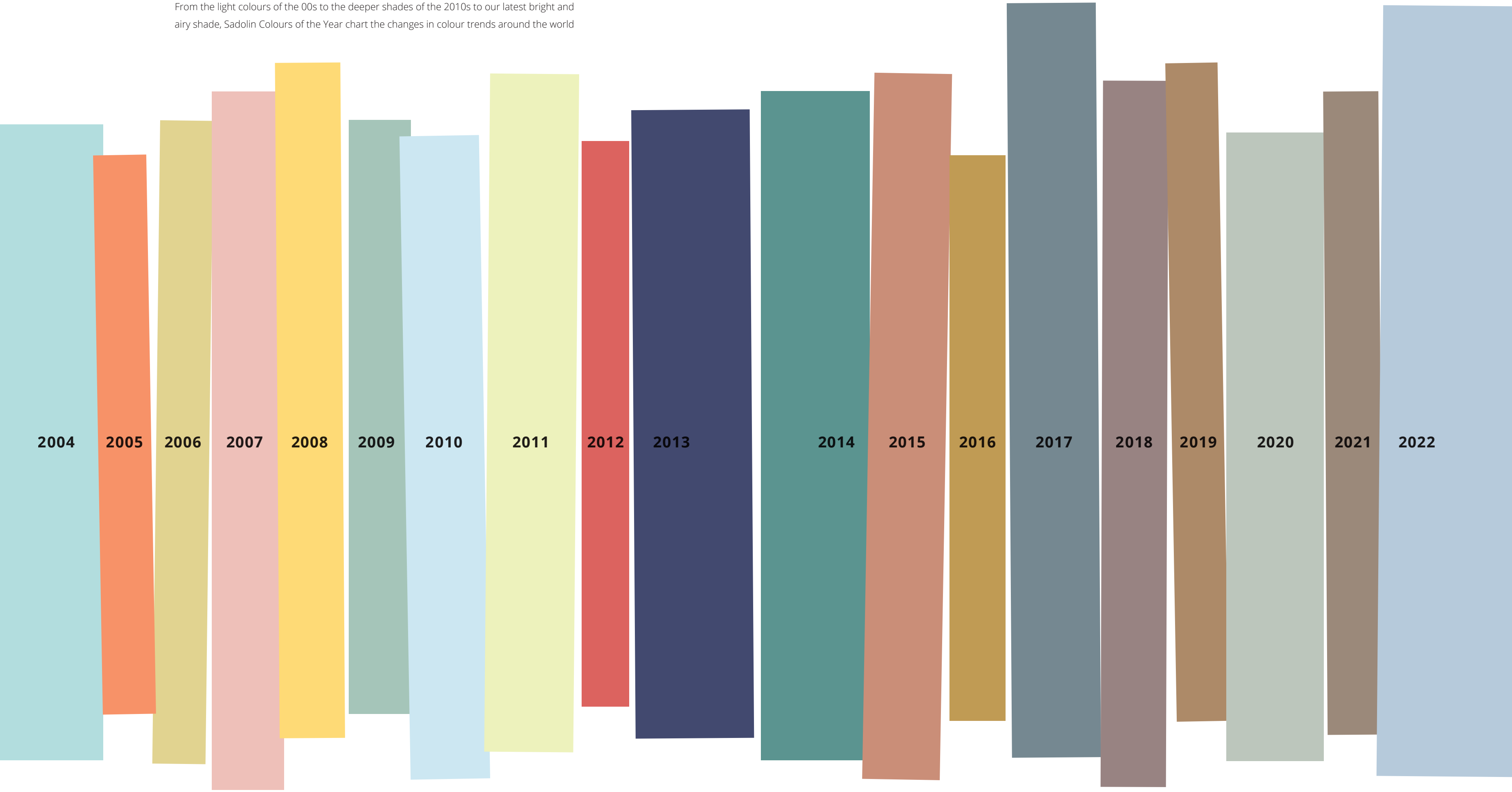
THE EVOLUTION OF COLOUR TRENDS
LEADING UP TO 2022

Our snapshot of the ColourFutures™ palettes from 2004 to 2022 tells the story of the changing tastes and priorities of our consumer. While each individual colour captures a moment in time, together they create a colour map of our age. Over the past 19 years, we've seen a dramatic shift from a concentration on brighter tones to an emphasis on neutrals. This year, however, vibrant colours and light tones are re-emerging – a reflection, perhaps of our need for positivity and a fresh approach.

The 37 curated colours in this year's ColourFutures™ collection help to make it easy for our consumers to choose on-trend shades that are right for them.

Our Colours of the Year 2004-2022

From the light colours of the 00s to the deeper shades of the 2010s to our latest bright and airy shade, Sadolin Colours of the Year chart the changes in colour trends around the world



OUR OBJECTIVE

PROVIDING YOU WITH

colours

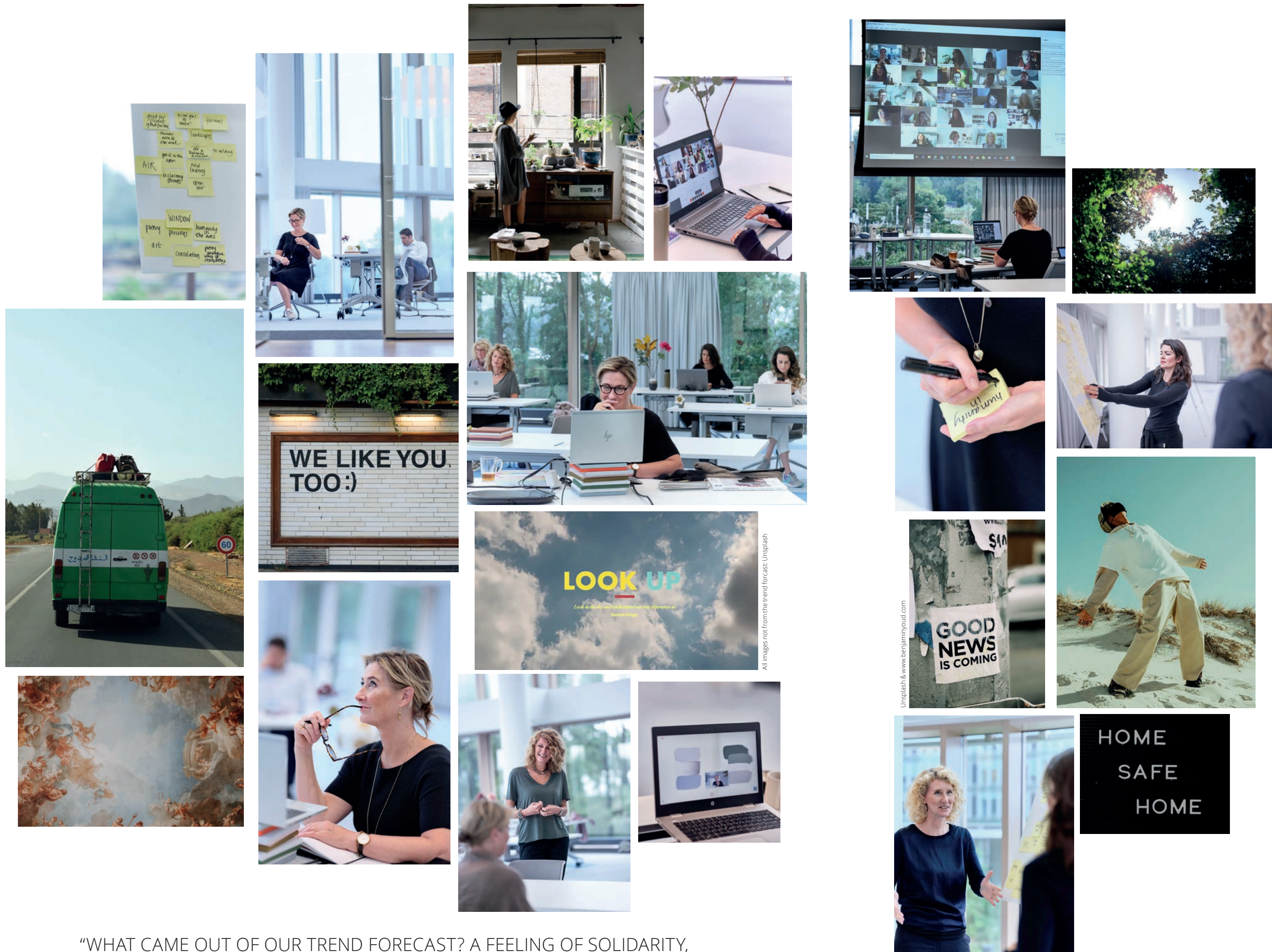
THAT

work

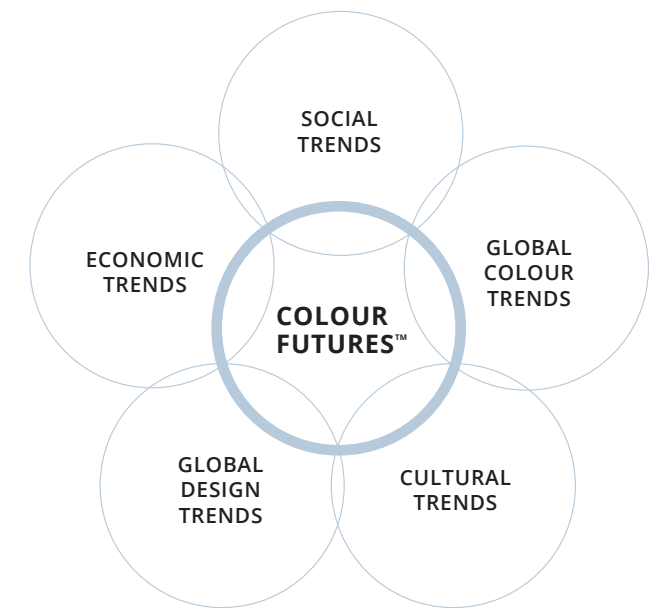
FOR THE

future





HOW IT HAPPENS



Our global Trend Forecast

Our Trend Forecast is a key moment in the ColourFutures™ calendar. It's when our creative team gets together with a selection of internationally acclaimed independent design experts to discuss what will be influencing the way we live in the coming years. By understanding the direction the world is taking in every aspect of life – social, environmental, economic – we can start to anticipate just what our consumers will need.

This year, our Trend Forecast was digital but as far-ranging and considered as ever. We spent three days on-screen sharing observations and insights on everything from emerging architecture to cutting-edge cultural movements to poignant responses to the global pandemic – something that has led us all to redefine the way we live.

We distilled those insights into four key trends: the reinvention of 'home' as a multifunctional space; the necessity of integrating nature into our lives; the power of the arts to bring us comfort and inspiration; and the need for us to break out of our social bubbles as we try to shape the world for the better.

“WHAT CAME OUT OF OUR TREND FORECAST? A FEELING OF SOLIDARITY,
POSITIVITY AND KEY INSIGHTS FOR THE FUTURE”

Heleen van Gent

THE TEAM

MEET THE EXPERTS

Every year, we invite a group of acclaimed international design experts to join our colour team for a three-day trend-forecasting brainstorm – this time, it happened on screen. Coming from the worlds of architecture, cultural analysis, design innovation and technology, they bring wide-ranging insights from across the globe. Each expert begins by sharing their observations; we then open the discussion so we can consider together how these ideas will develop over the next few years and how they will influence our way of living.



HELEEN VAN GENT, NETHERLANDS

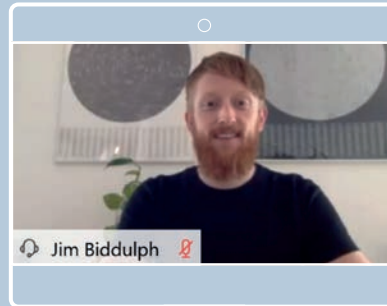
Creative Director,
Global Aesthetic Center,
AkzoNobel

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.



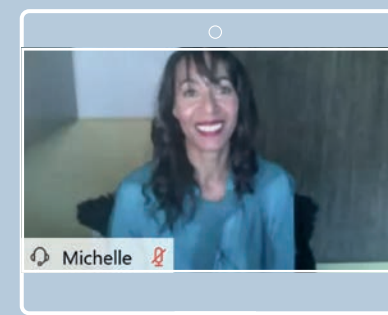
AKZONOBEL GLOBAL AESTHETIC CENTER TEAM

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



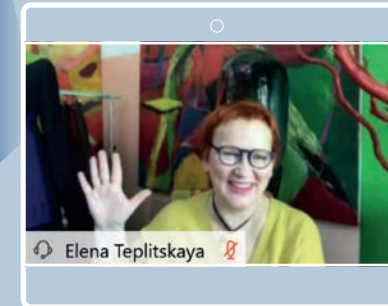
JIM BIDDULPH, UK

Materials, colour
and interiors
consultant



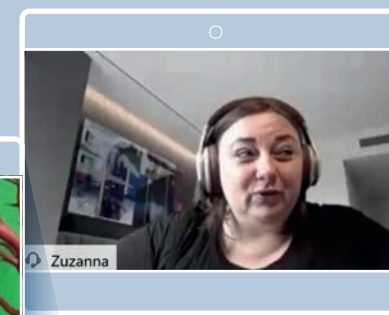
MICHELLE OGUNDEHIN, UK

Design authority,
writer, presenter and
interiors consultant



ELENA TEPLITSKAYA, RUSSIA

Designer, colour expert and
founder of Teplitskaya
Design Studio



ZUZANNA SKALSKA, EUROPE

Founding Partner,
360Inspiration



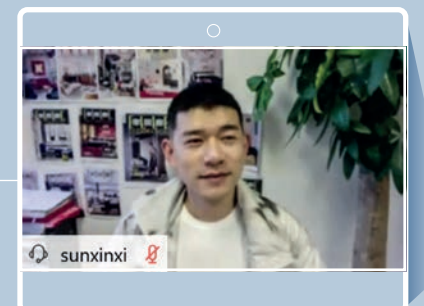
CLAUDIA LIESHOUT, GLOBAL

Principal Design Research,
Philips Experience Design



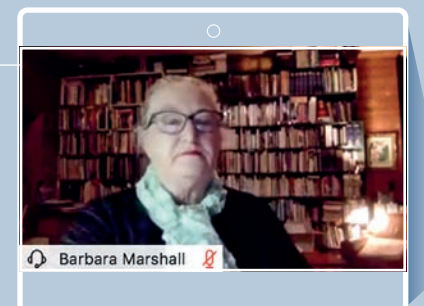
MARIJN SCHENK, EUROPE & CHINA

Architect,
Next Architects



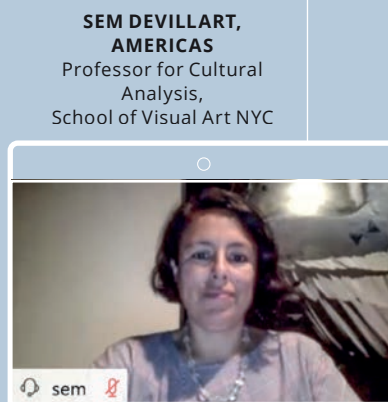
LEON SUN, CHINA

Chief Content Officer
and Editorial Director,
Elle Decoration China



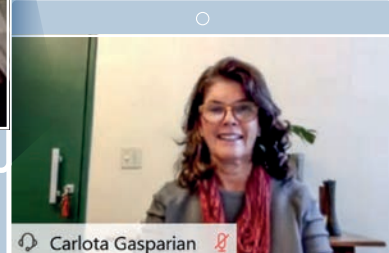
BARBARA MARSHALL, AUSTRALIA

Marshall Design



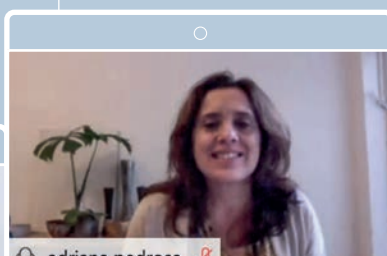
SEM DEVILLART, AMERICAS

Professor for Cultural
Analysis,
School of Visual Art NYC



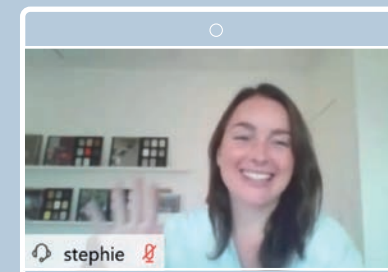
CARLOTA GASPARIAN, LATIN AMERICA

Surface and Colour
Designer,
Atelier de Pinturas



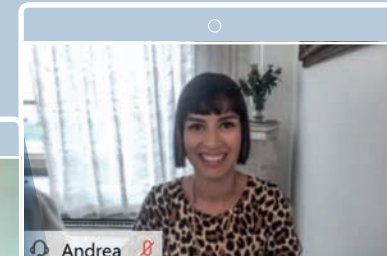
ADRIANA PEDROSA, LATIN AMERICA

Surface and
Colour Designer,
Atelier de Pinturas



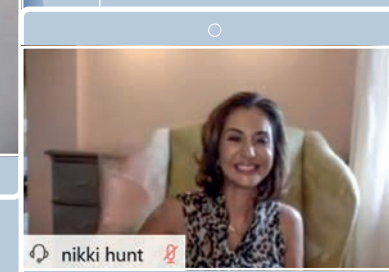
STEPHIE SIJSSENS

Global Colour Design
Manager, Automotive
and Specialty Coatings,
AkzoNobel



ANDREA SAVAGE, SINGAPORE

Co-CEO, Design Intervention



NIKKI HUNT, SINGAPORE

Founder,
Design Intervention

TREND #1: HOME REIMAGINED

Build a space to

DO IT ALL



*Companies including Google, Twitter, Zillow and Microsoft have all announced plans to allow for total or partial remote working post-pandemic. How coronavirus has shaped the home of tomorrow. Harriet Fitch Little, *Financial Times*, January 2021

When home has become the office, the gym, the school... **we need to rethink how we live in it.**

When it switches roles from one moment to the next, it can't be single-minded. Today, we need **somewhere open and flexible** that we can reinvent in an instant. Our home is our world; it's time to turn it into a multipurpose, superpower space...

Our homes have never had to work harder. Small or large, urban or rural – over the past months, living spaces across the globe have had to become more accommodating than ever as our demands upon them have increased. Homes that previously felt fit for purpose, suddenly felt unfit when we had to live and work in them 24/7. We wanted quiet spaces for work; open areas for exercise; connection to the outside world – and few of us could have it all. Lockdown life has made us reassess what we really need from the home of the future; and has acted as a catalyst to fresh thinking about domestic design. As companies worldwide incorporate home working into their ongoing business plans*, it seems likely that – however the 'new normal' plays out – our homes will no longer be purely residential. Going forward, we'll need adaptable spaces that can fulfil many functions; homes, in other words, that can do it all.

Nature is the spark of life, the source of everything. **The health-giving benefits of the natural world have long been recognised**; it can revitalise and soothe; it can nurture us just as we should nurture it. Creating a connection with nature, whether we live in the city or the country, **simply makes us feel better.**

The great outdoors is good for us. Spending at least two hours a week in nature has been shown to benefit health and wellbeing*, something we've recently felt more keenly than ever. While lockdown has shone a light on our fundamental need for open space, fresh air and green landscapes (with people worldwide leaving the city for the countryside), it's also made us reassess our living spaces and question our priorities for the future. How can we live more sustainably? How can we integrate nature into our urban centres? And how can we make green spaces available to all? Architects and designers around the world are busy planning solutions, from grass-topped buildings to city beaches, but what do we need from our homes? Somewhere we can celebrate and protect the natural world. Somewhere we can live sustainably. Somewhere we can let the outside in with a glint of sunlight, an array of plants and a blast of fresh air.

*Spending at least 120 minutes a week in nature is associated with good health and wellbeing. MP White, J Alcock, J Greiller et al. Scientific Reports, 9, Article 7730, June 2019. doi.org/10.1038/s41598-019-44097-3

TREND #2: NECESSITY OF NATURE

We need to put
NATURE FIRST



TREND #3: POWER OF REVERIE

Surround yourself with
SOUL FOOD



A little quiet contemplation does wonders for the soul. It gives us space to think big thoughts, ferment new ideas and innovate. **Creativity – in all its forms – can help us.** Bringing moments of joy, consolation, inspiration and togetherness, the arts give us the chance to **escape the everyday**, recharge and feel brighter.

Pablo Picasso is reported to have said ‘the purpose of art is to wash the dust of daily life off our souls’*. The fact that these words are more likely to have come from German 19th-century writer Berthold Auerbach, and spoken about music rather than art, doesn’t lessen their impact. Art – in all its forms – is restorative. We’ve seen the positive effects of creativity in action over the past few months, with people singing from balconies, sharing art on social media and playing music together online – collaborative and emotive experiences that can help us find comfort, inspiration and solidarity in difficult times. Home is the perfect place to foster creativity and self-expression, and to share it with others as a gift. And, as remote working seems here to stay, we’ll need places that will help us escape the everyday, be inventive and dream; airy, soothing and inspiring spaces where we can set imagination free.

As our digital lives expand, we are being **encouraged to look beyond** our social bubble; to strip off our metaphorical masks and open our hearts and minds to **new voices and new ideas**. Listening to others and trying to understand different perspectives can only make us stronger and wiser.

As we increasingly live online, it's easy for our focus to narrow. We get served up things we like, opinions we share, people who think as we do. But a blinkered viewpoint can't give us access to the truth; and it's becoming ever clearer that, to move forward positively, we need to break out of these social bubbles, open up and listen to new voices and ideas. The narrative of history is at last starting to embrace multiple perspectives. There's been a shift from a universal view of the world to individual interpretations, as people record their lives on smartphones and broadcast their own authentic lived experience. As Michelle Ogundehin said at our Trend Forecast, 'With multiple perspectives, perhaps we get a better shot at the truth.' And how can our homes help? By acting as a springboard to a more inclusive and layered way of living, by becoming a blank canvas from where we can look out and welcome in fresh opportunities.

TREND #4: NEW NARRATIVES

Open up to
EVERYTHING



THE 2022 MOOD

a THIS YEAR, IT'S ALL ABOUT... breath of fresh air

We're at a turning point. The effects of a global pandemic have shone a light on all aspects of our lives – social, economic, environmental – and acted as a catalyst for new ways of thinking. The need for a life audit has suddenly been supercharged, as we've come to a deeper understanding about what really matters to us and the wider world.

After a spell of feeling shut in – both literally and metaphorically, we also crave expansion – the great outdoors, the open air, a sweep of limitless sky. We want to feel released and revitalised; to look out and bring in new ideas, a bright outlook and flashes of joy. As the clouds clear, it's time for a fresh approach to everything.

Illustration: Rachel Victoria Hills

“WE WANT TO FEEL RELEASED AND REVITALISED; TO LOOK OUT AND BRING IN NEW IDEAS, A BRIGHT OUTLOOK AND FLASHES OF JOY”

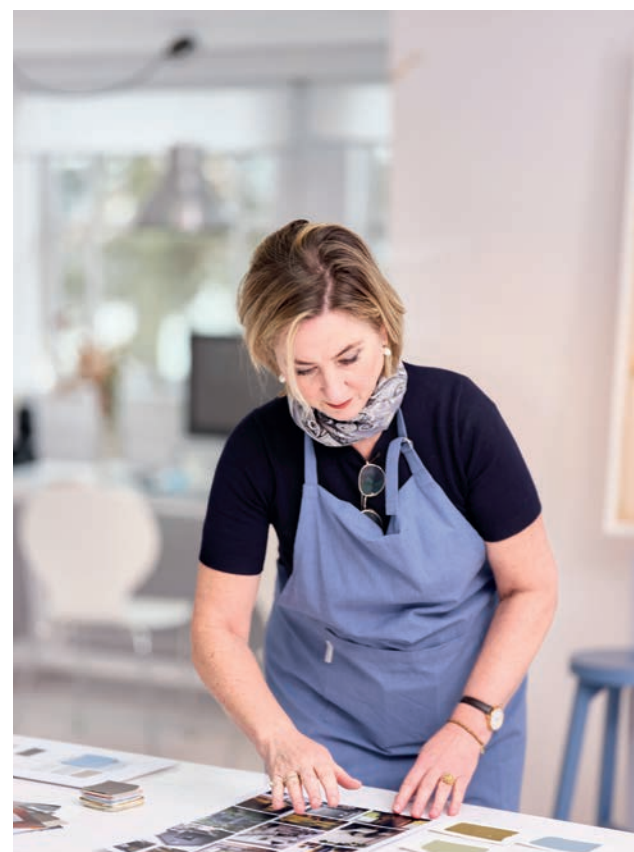
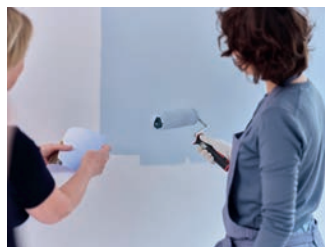


Illustration: Rachel Victoria Hillis



THE PROCESS

Transforming trends into colours

Using the output of the Trend Forecast as a starting point, our in-house colour team distils these insights into one overriding theme. This year, we've chosen 'a breath of fresh air' – a concept that perfectly conveys the universal need for reinvention and revitalisation in all aspects of our lives. We then set about translating this theme into paint colours that will match the needs of our consumers and our markets.

We start by identifying our Colour of the Year – an on-trend shade that encapsulates the theme and reflects the mood of the moment. Our colour experts then build a collection of inspiring palettes around it, offering consumers multiple ways of using our 2022 colours in their own homes. These palettes reflect each of our four key trends and provide ready-to-use colour combinations to help make any home transformation easier. We also provide extra support with print and online assets, covering everything from colour advice to practical tips.

PROUDLY INTRODUCING OUR

COLOUR OF THE YEAR 2022



It's all about turning **dreams...**



Illustration: Rachel Victoria Hillis

...into **reality**



Bright Skies™ is an airy, light blue that's fresh, open and good for the soul. Reflecting the limitless skies around us, it brings a hint of the natural world inside and can bring any living space to life. It's also a colour that works with a host of other shades – from soft neutrals to joyful brights.

HOME REIMAGINED

The changing role of the home

**NECESSITY OF NATURE**

Nature as the source of everything

**POWER OF REVERIE**

Solace and inspiration in the arts

**NEW NARRATIVES**

Empathy and openness

THE OVERRIDING THEME IS...

A breath of fresh air

ALLOWING OUR CONSUMERS TO...

DO IT ALL

Colours to create an ADAPTABLE SPACE

**WORKSHOP
COLOURS**

Multicoloured and joyful, this light, bright palette is perfect for reinventing the home, and zoning a multipurpose space. Positive and complementary, these tones make the functional fun.

KALEIDOSCOPE HUES**CELEBRATE NATURE**

Colours to create a VITAL SPACE

**GREENHOUSE
COLOURS**

Fresh greens and blues, these tones can make any room feel in touch with the natural world and help us feel the positive effects of nature.

FRESH NATURALS**RECHARGE**

Colours to create a SOOTHING SPACE

**STUDIO
COLOURS**

Pale pinks, reds and oranges, these shades can help turn any space into a soothing sanctuary. Subtle and inspiring, they can help us recharge and escape the everyday.

CONSOLING TONES**EMBRACE NEW IDEAS**

Colours to create an OPEN SPACE

**SALON
COLOURS**

Soft whites and light neutrals, these shades create the perfect blank canvas. Fresh and unifying, they can help make a home that's ready for anything.

AIRY NEUTRALS

The ColourFutures™ 2022 colour collection



Centred around Bright Skies™ – our fresh, airy Colour of the Year – this collection of shades sweeps from neutrals to brights, giving our consumers a broad scope to transform their living space in any way they choose. It splits into four easy-to-use palettes: Workshop, Greenhouse, Studio and Salon, which relate directly back to the insights of our Trend Forecast. The following pages include a wealth of inspiring ideas for using these colours in fresh and transformative ways.

PALETTE 1: HOME REIMAGINED

USE MULTICOLOURED SHADES TO CREATE

JOYFUL, FRESH AND FLEXIBLE SPACES

WHERE YOU CAN DO IT ALL

Workshop Colours





THE MULTICOLOURED
WORKSHOP PALETTE IS
PERFECT FOR TRANSFORMING
A HARD-WORKING SPACE THAT
HAS TO PERFORM SEVERAL
ROLES AT ONCE. UPLIFTING
TONES OF YELLOW, PINK AND
GREEN, THESE ARE COLOURS
THAT HOLD THEIR OWN, THAT
LOOK GOOD TOGETHER AND
THAT WORK PERFECTLY
WITH SADOLIN COLOUR OF
THE YEAR, BRIGHT SKIES™.
USED IN COMBINATION,
WORKSHOP COLOURS CAN
INSTANTLY REFRESH A ROOM,
DEFINE SPECIFIC ZONES IN A
MULTIPURPOSE SPACE
OR CREATE A VISUAL
CONNECTION BETWEEN
ROOMS. HERE, OVERLAPPING
PLANES OF BRIGHT
COLOUR BRING AN OPEN-
PLAN SPACE TO LIFE

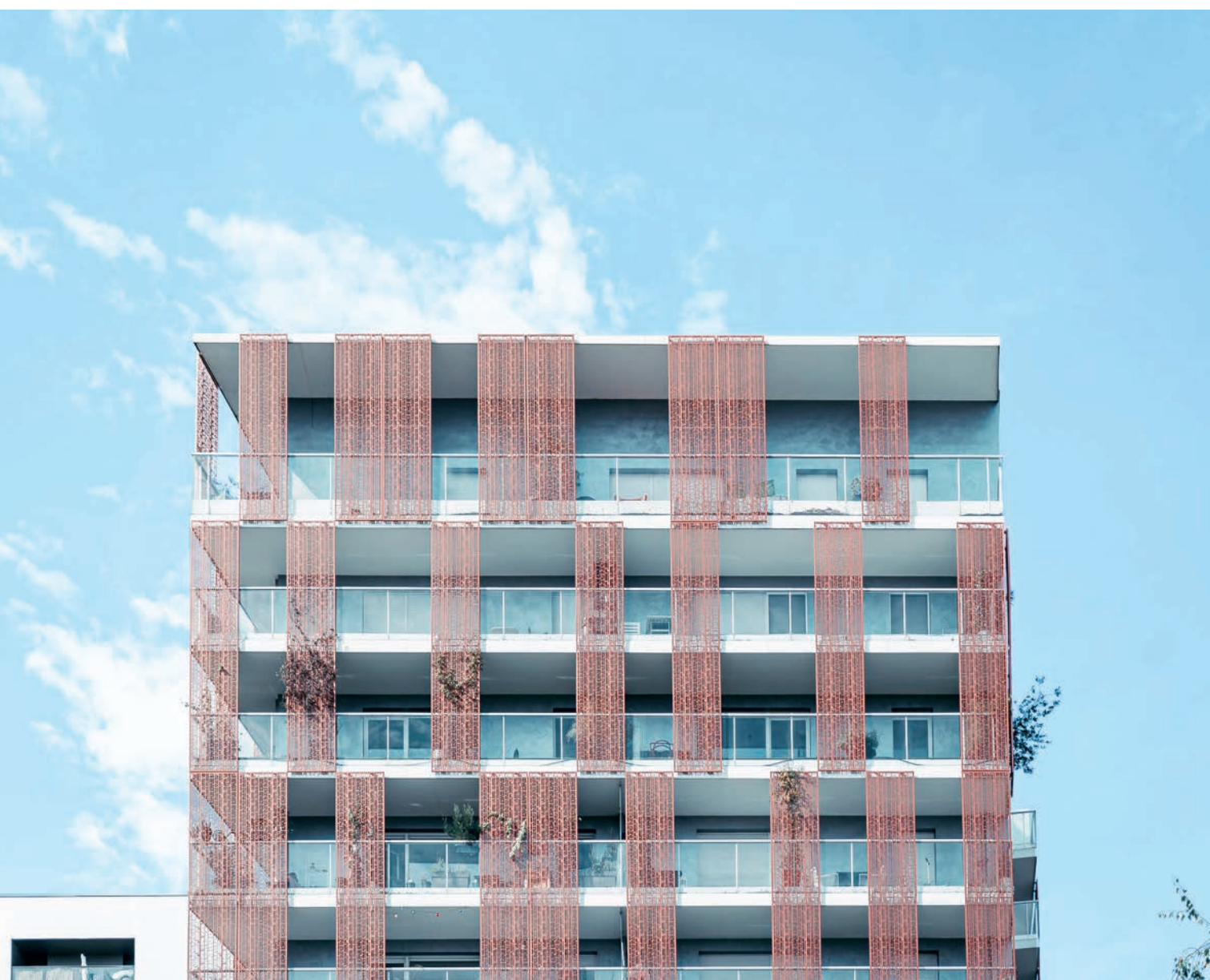
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F9.20.70
49YY 54/251

T0.10.70
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F6.55.54
34YY 31/502



Mila Baumeister, Unsplash

GO-ANYWHERE SHADES, BRILLIANT WORKSHOP
COLOURS LOOK GOOD BOTH INSIDE AND OUT



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T0.10.70
14BB 55/113

B6.05.73
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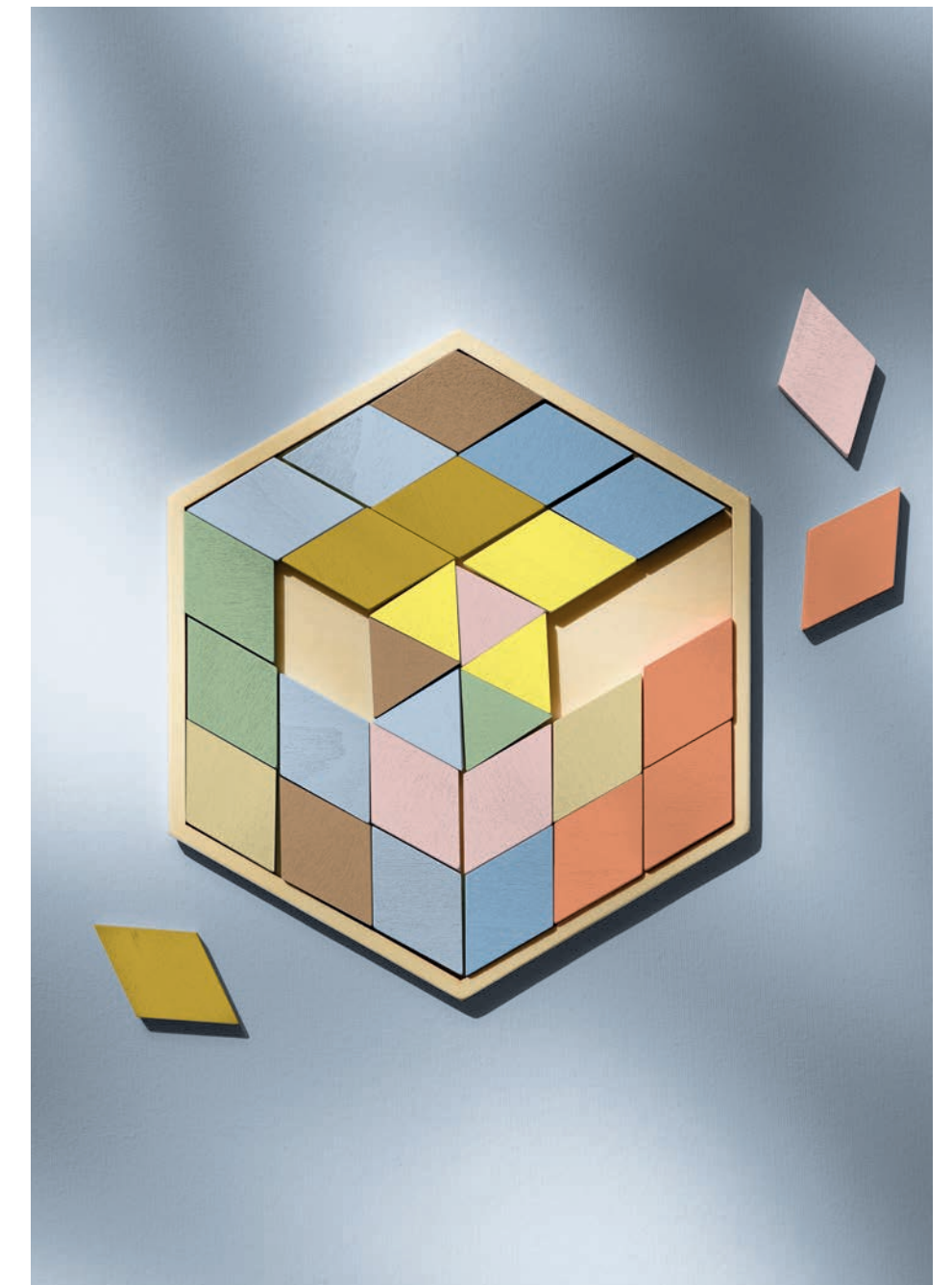
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10YR 57/080

T0 10 70
14BB 55/113

D3 32 55
60YR 31/368



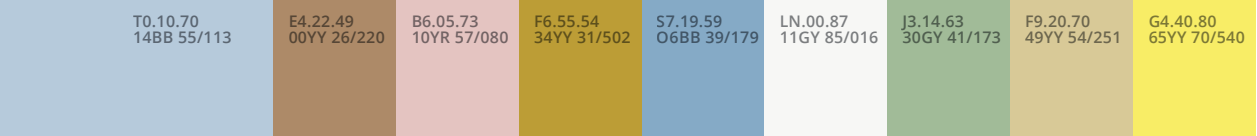
STAND-OUT, INDIVIDUAL SHADES – THE COLOURS OF THE WORKSHOP PALETTE LOOK GOOD ANYWHERE, AND WORK EFFECTIVELY IN ANY COMBINATION. THESE ARE GREGARIOUS AND EXTROVERT COLOURS THAT CAN STAND UP FOR THEMSELVES, HOWEVER THEY'RE USED. IN A MULTIPURPOSE ROOM, THEY CAN STAMP IDENTITY ON A PARTICULAR AREA AND DEFINE ITS FUNCTION JUST WITH COLOUR

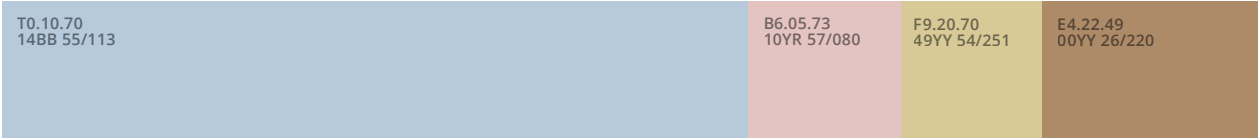
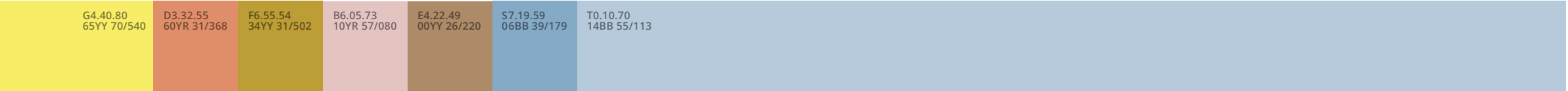


WITH BAGS OF PERSONALITY, THE TONES OF THE WORKSHOP
PALETTE ARE PERFECT FOR COLOUR BLOCKING



PAINTED STRIPES OF WORKSHOP COLOURS – A KALEIDOSCOPE
OF BRILLIANT SHADES – WILL INSTANTLY REVITALISE A ROOM





Workshop Colours

“A KALEIDOSCOPE OF COLOURS

TO MIX AND MATCH FOR A

JOYFUL AND FLEXIBLE HOME”

HELEEN VAN GENT



PALETTE 2: NECESSITY OF NATURE

BRING IN THE BENEFITS OF THE GREAT

OUTDOORS WITH FRESH NATURAL

TONES INSPIRED BY NATURE

Greenhouse Colours



FEELING CONNECTED TO NATURE IS GOOD FOR THE SOUL, AND GREENHOUSE COLOURS CAN HELP BRING THE POSITIVE EFFECTS OF THE OUTSIDE WORLD INTO OUR HOMES. LIGHT NATURAL TONES OF GREEN, GREY, BLUE – THESE ARE COLOURS THAT CAN MAKE ANY SPACE FEEL FRESHER. IN A RURAL SETTING, THEY CAN BRING A SENSE OF THE SURROUNDING LANDSCAPE INTO AN INTERIOR; IN THE CITY, THEY CAN DELIVER A WELCOME REMINDER OF GREEN SPACE AND FRESH AIR



THE GREENHOUSE PALETTE IS
BURSTING WITH COLOURS
INSPIRED BY NATURE: SAGE AND
MOSSY GREENS, SLATE BLUES,
EARTH BROWNS. THESE TONES
WORK NATURALLY WITH
SADOLIN COLOUR OF THE YEAR,
BRIGHT SKIES™, CREATING
INDOOR SCHEMES THAT ECHO
THE PALETTE OF THE GREAT
OUTDOORS. TAKEN FROM THE
NATURAL WORLD, THESE ARE
COMBINATIONS THAT JUST
FEEL RIGHT AND THAT CAN
BRING A BLAST OF FRESHNESS
TO ANY INTERIOR





INSPIRED BY THE NATURAL WORLD, GREENHOUSE COLOURS ARE
MADE TO BE TOGETHER AND MIX AND MATCH EFFORTLESSLY





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508G 44/094

T0 10.70
1488 55/113



A CEILING OF BRIGHT SKIES™ COMBINED
WITH GREENHOUSE COLOURS MAKES FOR
A FRESH AND REVITALISING SPACE



FRESH AND TRANQUIL, GREENHOUSE COLOURS MAKE THE PERFECT BACKDROP FOR FURNISHINGS
IN NATURAL MATERIALS, SUCH AS WOOD OR RATTAN, AND LOTS OF GREENERY



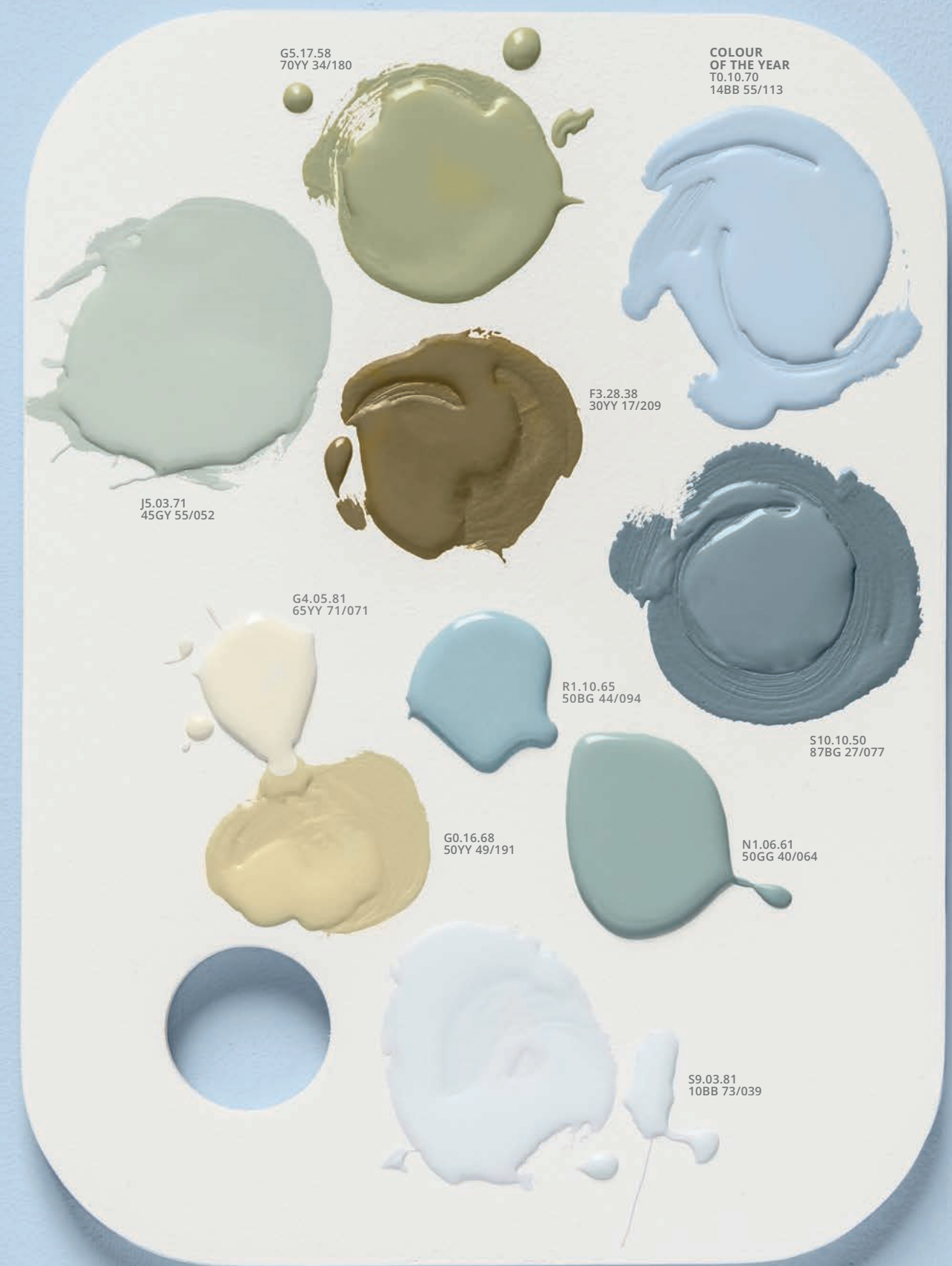


IT'S ALL ABOUT BRINGING THE OUTSIDE IN WITH TONES THAT ECHO
THE COLOURS OF NATURE – FROM GRASS GREEN TO SKY BLUE

Greenhouse Colours

“NATURAL SHADES THAT
CAN BRING IN THE POSITIVE
EFFECTS OF NATURE”

HELEEN VAN GENT



PALETTE 3: POWER OF REVERIE

ESCAPE THE EVERYDAY, RECHARGE AND

FEEL INSPIRED WITH CONSOLING TONES

THAT SOOTHE THE SOUL

Studio Colours



WE ALL NEED SOMEWHERE THAT WE CAN ESCAPE TO, SOMEWHERE WE CAN FEEL INSPIRED AND DREAM. THE STUDIO PALETTE, WITH ITS AIRY PINKS, REDS AND ORANGES, CAN HELP TURN ANYWHERE INTO A SANCTUARY. THESE ARE COLOURS THAT CONSOLE AND SOOTHE; AND THEY CAN WORK EFFECTIVELY IN ANY ROOM, ADDING WARMTH, SOFTNESS AND A LITTLE BIT OF GLAMOUR. USED IN COMBINATION WITH SADOLIN COLOUR OF THE YEAR, BRIGHT SKIES™, THEY CAN BRING A SCHEME TO LIFE. SOFT AND SUBTLE, THEY MAXIMISE DAYLIGHT AND, HERE, BRING WARMTH TO A MODERN, MINIMALLY FURNISHED SPACE

C4.30.49
29YR 27/355

ZN.02.73
40RR 57/045

B7.10.59
10YR 37/143

T0.10.70
14BB 55/113



STUDIO COLOURS AREN'T JUST FOR THE BEDROOM OR LIVING ROOM, THEY CAN BRING WARMTH
AND FRESHNESS TO ANY SPACE, SUCH AS THIS STREAMLINED KITCHEN

C4.30.49
29YR 27/355

B7.10.59
10YR 37/143

T0.10.70
14BB 55/113



WHAT BETTER WAY TO CREATE A DRAMATIC
AND INVENTIVE FEATURE WALL THAN WITH
SOOTHING STUDIO COLOURS, COMBINED WITH
THE FRESH TONES OF BRIGHT SKIES™



W9 03 68
50RB 48/051

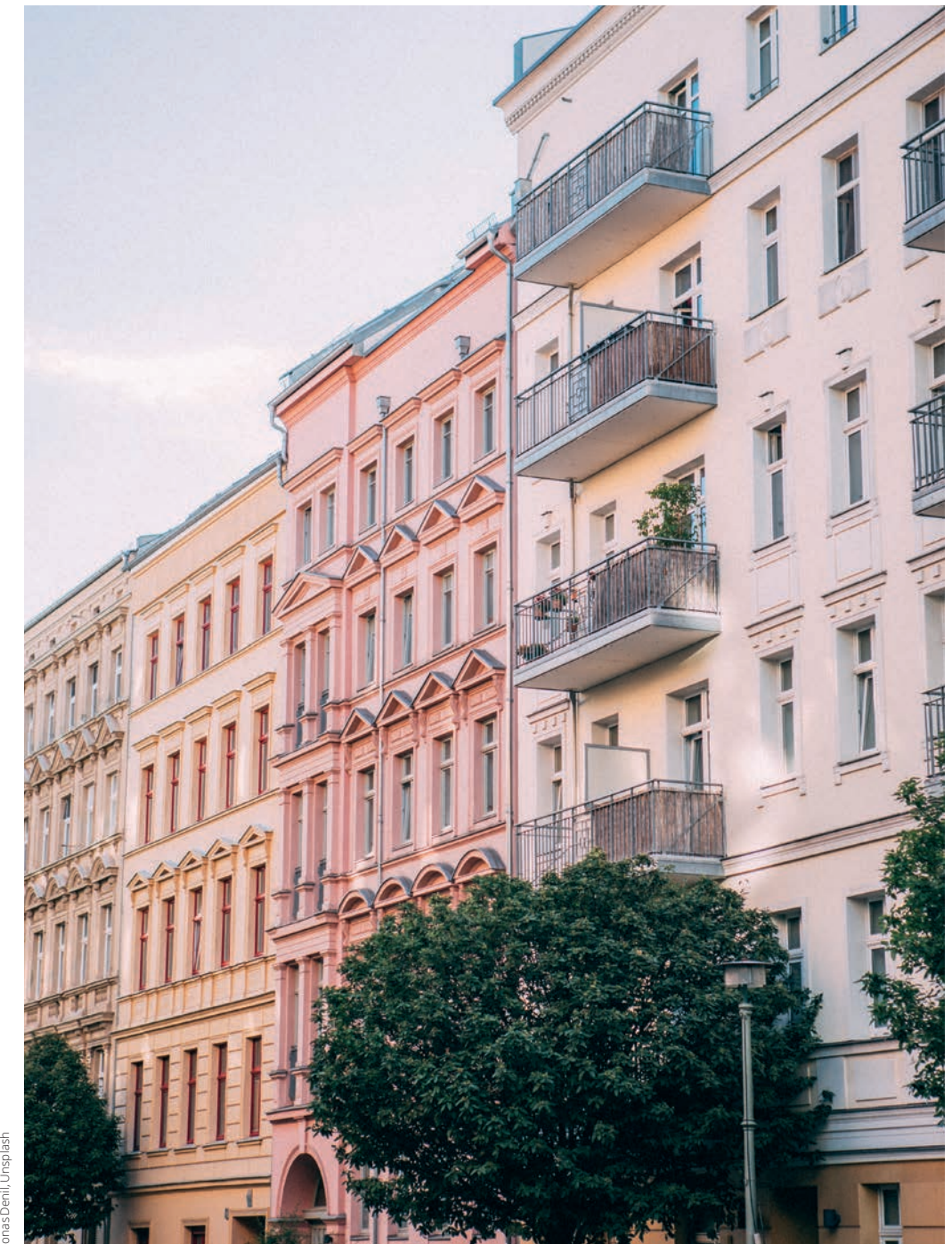
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B7 10 59
10YR 37/143

W1 02 77
24RB 66/037

T0 10 70
14BB 55/113

ZN 02 73
40RR 57/045



Jonas Denil, Unsplash

HARMONIOUS AND COMPLEMENTARY, STUDIO COLOURS ARE PERFECT FOR CREATING COLOURFUL COMBINATIONS BOTH INSIDE AND OUT

THIS IS A PALETTE THAT'S CALM,
BALANCED AND EASY ON THE
EYE. ADDING AN ACCENT OF
BRIGHT SKIES™ TO A BEDROOM
SCHEME IN SOFT STUDIO TONES
OF PINK AND LILAC BRINGS
INSTANT FRESHNESS



W9.03.68
50RB 48/051

T0.10.70
148B 55/113

WN.02.77
24RB 66/037

Studio Colours

"WARM AND INSPIRING SHADES

FOR THE ULTIMATE

SOOTHING SANCTUARY"

HELEEN VAN GENT





PALETTE 4: NEW NARRATIVES

MAKE YOUR LIVING SPACE READY FOR
ANYTHING WITH A FRESH BLANK CANVAS
OF WHITES AND AIRY NEUTRALS

Salon Colours



THE AIRY, NEUTRAL TONES OF THE SALON PALETTE, COMBINED WITH BRIGHT SKIES™, ARE PERFECT FOR GIVING ANY LIVING SPACE A FRESH START. THESE ARE SHADES THAT CAN CREATE A BLANK CANVAS IN ANY ROOM – AN EASY AND OPEN BACKDROP THAT WILL EMBRACE ANY MIX OF FURNITURE OR FURNISHINGS. NEUTRAL WITHOUT BEING BLAND, SALON COLOURS BRING A LIGHTNESS TO AN INTERIOR TO GIVE AN UPLIFTING, FORWARD-THINKING FEEL; THEY'RE THE PERFECT INGREDIENTS FOR A FRESH APPROACH

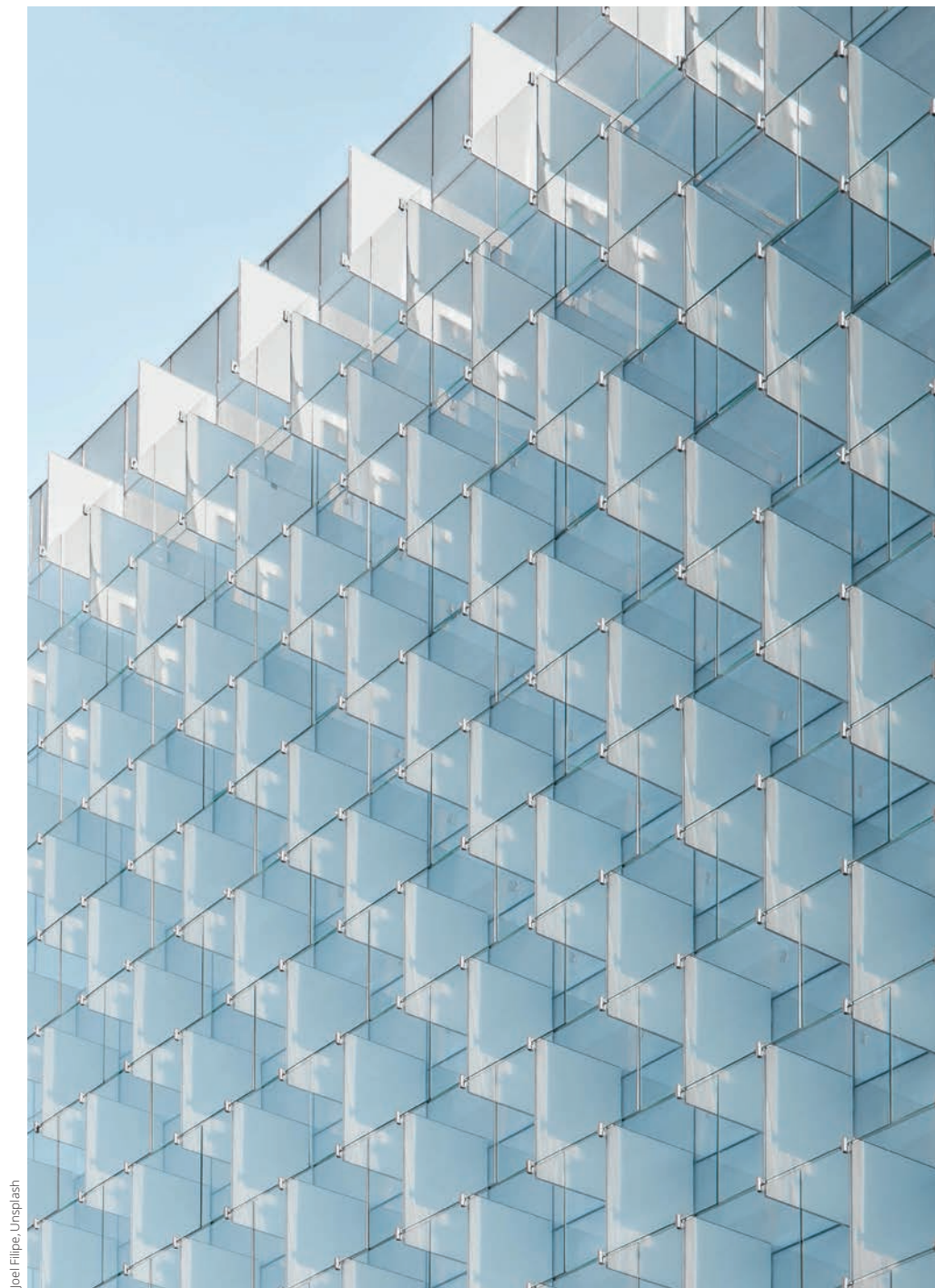


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95YR 16/038

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13GY 77/016

T0.10.70
14BB 55/113

#4: SALON COLOURS



Joel Filipe, Unsplash

LIGHT AND AIRY SALON COLOURS, COMBINED WITH BRIGHT SKIES™,
CAN HELP DRAW THE FRESHNESS OF OUTSIDE, INSIDE



FN.02.77
44YY 65/034

TO.10.70
14BB 55/113

GN.01.89
71YY 90/027



BRIGHT SKIES™ SET AGAINST CLOUD WHITES INSTANTLY BRINGS FRESHNESS TO A ROOM. THIS COMBINATION WORKS PERFECTLY IN A UTILITY AREA, AS A BACKDROP TO SIMPLE NATURAL ACCESSORIES IN WOOD, CERAMIC OR LINEN. THESE ARE SHADES THAT LIGHTEN THE SPIRIT, MAKE THE MOST OF THE DAYLIGHT, AND PUT A SPRING IN OUR STEP







THE AIRY NEUTRALS OF THE SALON PALETTE USED WITH BRIGHT SKIES™ MAKE FOR A CALM, REVITALISING SCHEME. A COLOUR COMBINATION THAT BRINGS A BREATH OF FRESH AIR TO A ROOM, IT WORKS PARTICULARLY WELL IN A CHILD'S BEDROOM



ON.00.83
13GT777016

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30BB 83/006

TO.10.70
14BB 55/113



Salon Colours

“FRESH AND UNIFYING SHADES FOR A
SPACE THAT’S OPEN TO ANYTHING”

HELEEN VAN GENT



THE TRANSFORMATIVE POWER OF PAINT

THE COLOUR OF THE YEAR AND ITS ACCOMPANYING PALETTES
PROVIDE A SPRINGBOARD FOR CONSUMERS AROUND THE WORLD
TO START A TRANSFORMATION IN THEIR HOMES



OUR DEDICATED CONSUMER TOOLS – DO TRY THIS AT HOME!

Bringing our ColourFutures™ 2022 Colour of the Year and its palettes to life is made easy with our unique colour system



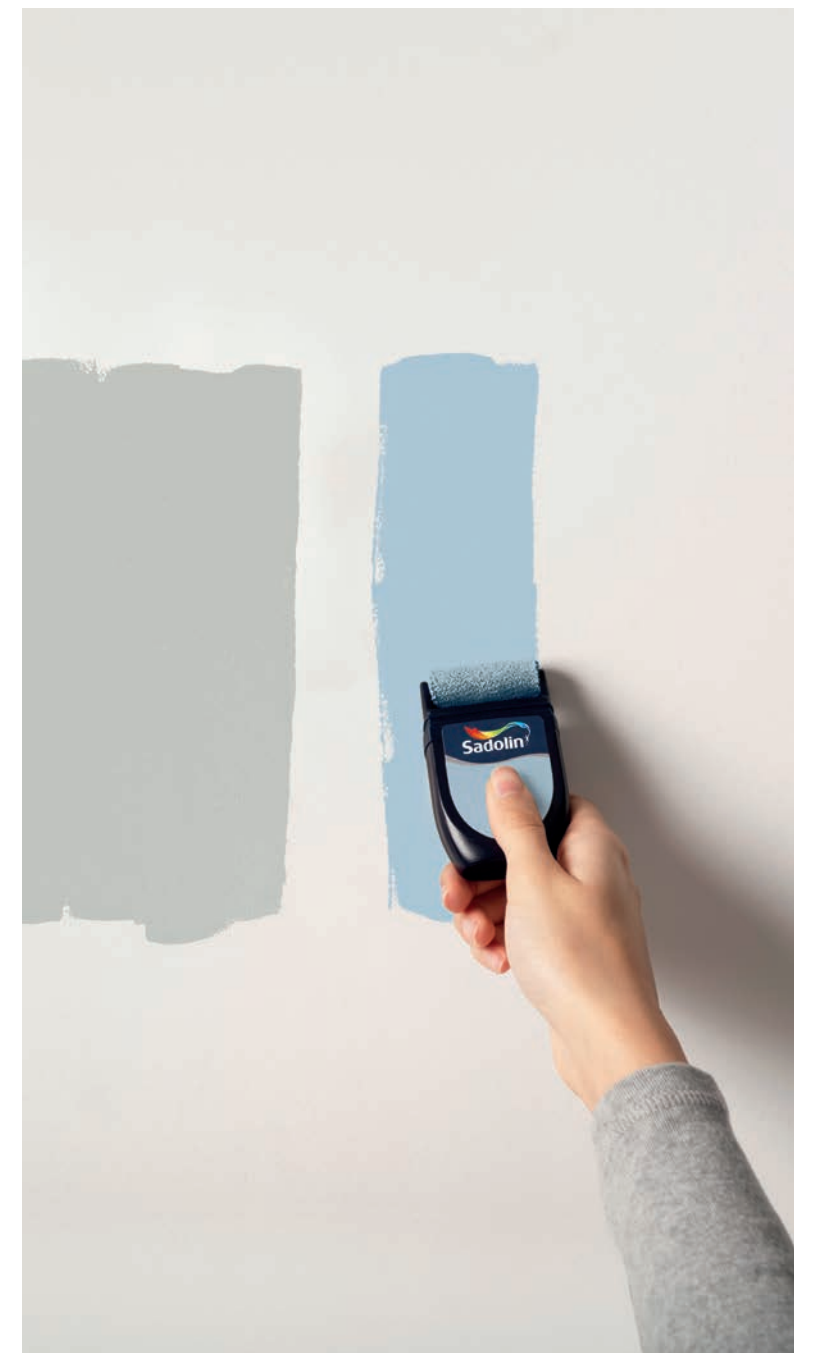
Start with the Visualizer app...

Pick a colour from anywhere and see the colours come to life in your living space – all thanks to our free app, with its augmented reality technology. An easy and fun way to help you turn fantasy into reality.



get inspiration from our website...

From how-to videos to articles packed with ideas to help you make the most of the Colour of the Year, it's a one-stop shop of inspiration



then fine-tune with the wet tester

Once you've chosen your colours, you can check how they work in situ by using our wet testers

ONE ROOM, FOUR WAYS

ONE LIVING ROOM, FOUR PALETTES

To help consumers see how they can make the most of our Colour of the Year and its four accompanying palettes, we've created a library of images (all free to use for media via the AkzoNobel Brand Center). This extensive collection of inspiring photography covers the key rooms and the most popular search terms for interiors, making it useful and accessible. There's a broad choice of images, including 'before' shots to give you the flexibility to create a range of features to meet the needs of your consumers.

Today the living room fulfils many roles. As well as being a family room, it may be a cinema, an exercise area, a home office. It's a space that needs to feel warm, inviting and adaptable, and consumers should feel confident they can decorate it with 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 refresh the same space in different ways.



BEFORE



THE WORKSHOP SPACE



THE GREENHOUSE SPACE



THE STUDIO SPACE



THE SALON SPACE

ONE LIVING ROOM, FOUR PALETTES



BEFORE



THE WORKSHOP SPACE



THE GREENHOUSE SPACE



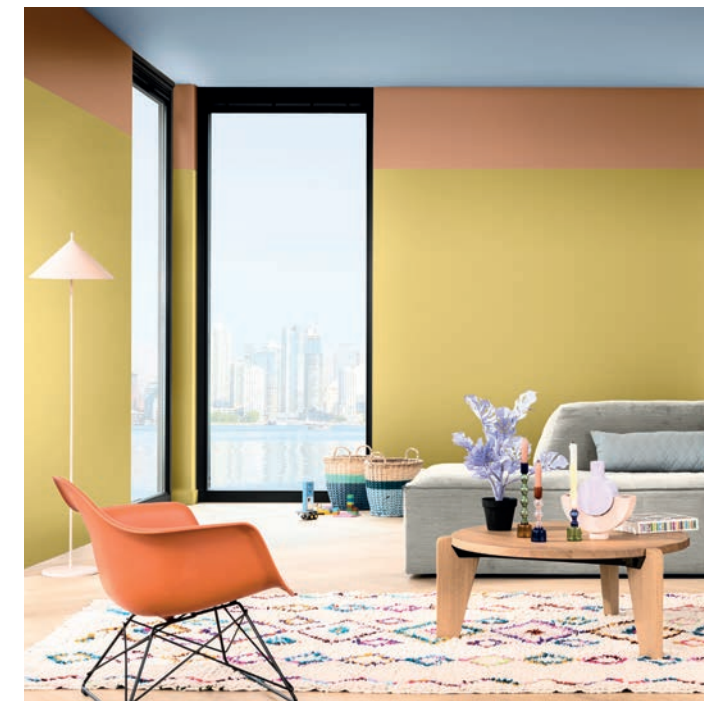
THE STUDIO SPACE



THE SALON SPACE



BEFORE



THE WORKSHOP SPACE



THE GREENHOUSE SPACE



THE STUDIO SPACE



THE SALON SPACE

ONE BEDROOM, FOUR PALETTES

The bedroom is our sanctuary, our private space, a retreat from the world outside. Whatever its shape or size, it should be calm, comfortable and relaxing. It should also be somewhere consumers feel free to express themselves, and confident about using colours that will create the right mood and that will work with the light. Our selection of images includes a range of inspirational ideas for refreshing a bedroom using the Colour of the Year and its palettes, alongside examples of easy-to-replicate colour combinations and simple paint effects.



BEFORE



THE WORKSHOP SPACE



THE GREENHOUSE SPACE

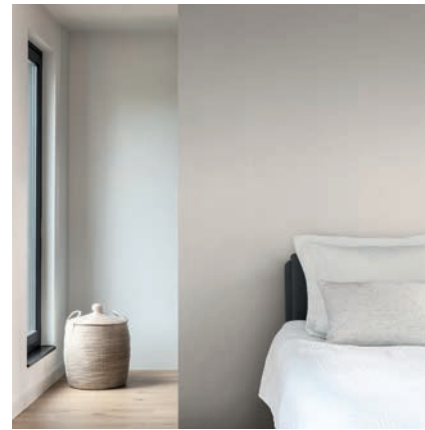


THE STUDIO SPACE



THE SALON SPACE

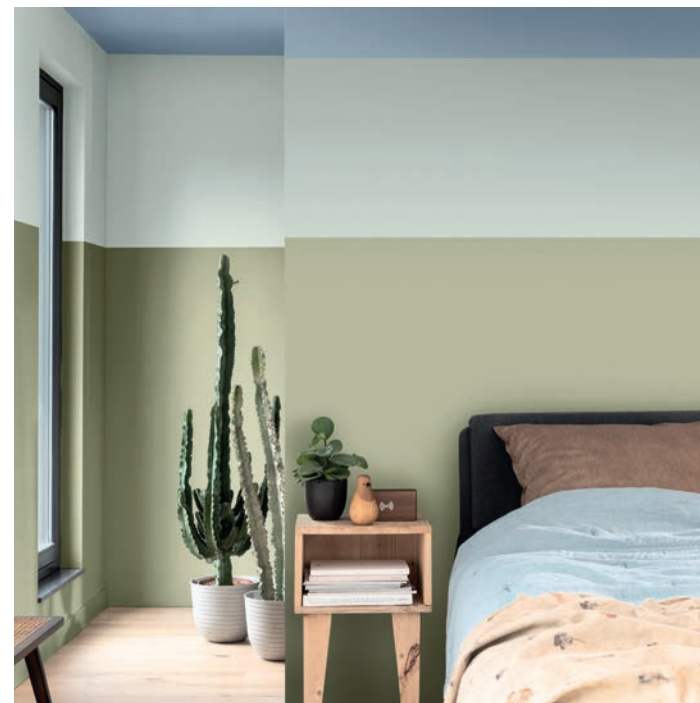
ONE BEDROOM, FOUR PALETTES



BEFORE



THE WORKSHOP SPACE



THE GREENHOUSE SPACE



THE STUDIO SPACE



THE SALON SPACE



BEFORE



THE WORKSHOP SPACE



THE GREENHOUSE SPACE



THE STUDIO SPACE



THE SALON SPACE

ONE KITCHEN, FOUR PALETTES

The kitchen is another multipurpose space. It's where we cook and eat, but it can also be where we work and entertain. The key for a kitchen scheme is to create a backdrop that works whatever the room is being used for; to make it flexible and easy to work around. Our images include four different kitchen/dining spaces, each painted with four different palettes. Including lots of ideas for personalising a space, they will give people the confidence and inspiration to create the right look for them.



BEFORE



THE WORKSHOP SPACE



THE GREENHOUSE SPACE



THE STUDIO SPACE



THE SALON SPACE

ONE KITCHEN, FOUR PALETTES



BEFORE



THE WORKSHOP SPACE



THE GREENHOUSE SPACE



THE STUDIO SPACE



THE SALON SPACE



BEFORE



THE WORKSHOP SPACE



THE GREENHOUSE SPACE



THE STUDIO SPACE



THE SALON SPACE

ONE WORKSPACE, FOUR PALETTES

Over the past 18 months, remote working has become the norm for many people and our homes have had to adapt to this new multipurpose role. It's more important than ever for consumers to feel confident that they can carve out the right space for a home office – whether it's a room, a corner or just the end of a table – and create an adaptable and effective environment. Our images include inspiring solutions for a range of different workspaces, along with ideas for zoning, colour blocking and combining colour.



THE WORKSHOP SPACE



THE GREENHOUSE SPACE



THE STUDIO SPACE



THE SALON SPACE



BEFORE

ONE WORKSPACE, FOUR PALETTES



BEFORE



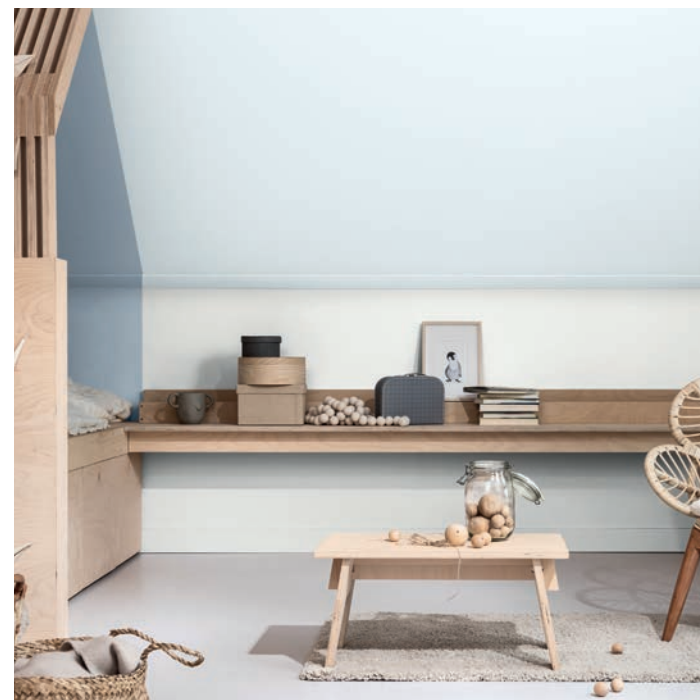
THE WORKSHOP SPACE



THE GREENHOUSE SPACE



THE STUDIO SPACE



THE SALON SPACE



BEFORE



THE WORKSHOP SPACE



THE GREENHOUSE SPACE

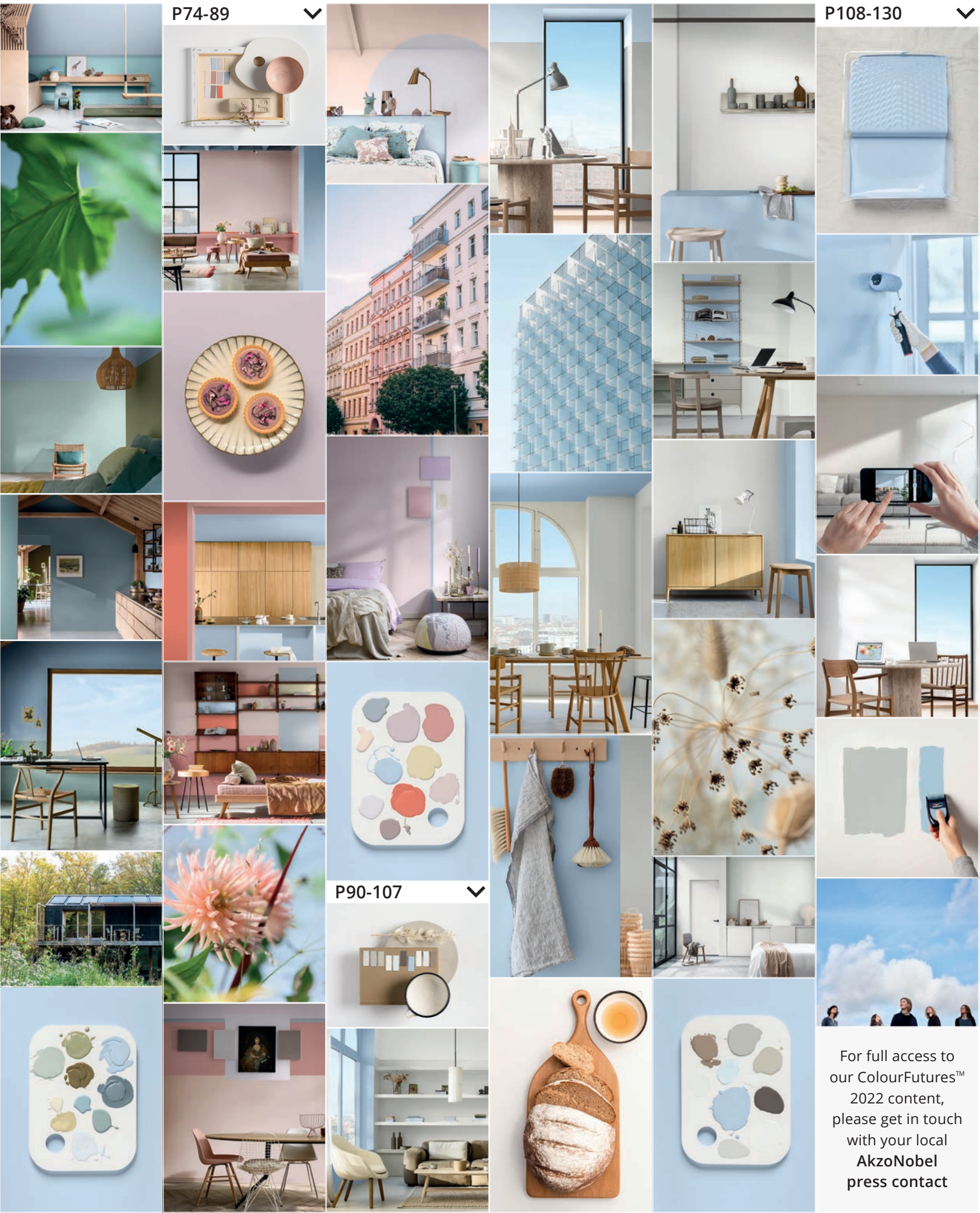


THE STUDIO SPACE



THE SALON SPACE

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





THANK YOU FROM AKZONOBEL AND THE GLOBAL AESTHETIC CENTER

We hope you find this book refreshing and inspiring. Its creation would not have been possible without the dedication and support of so many people... The design experts from around the world whose thinking continues to inspire us and whose insights helped us develop the 2022 Colour of the Year. The editorial team who worked tirelessly to write the story and design these pages. The photographers, decorators and stylists whose creativity and flexibility helped bring the palettes to life through remarkable photography. And the homeowners who, in challenging circumstances, 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 2022 Colour of the Year, Bright Skies™.

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