

INTERNATIONAL COLOUR TRENDS 2013



A BRAND FROM



WELCOME

AkzoNobel proudly presents its colour forecasts for 2013. As the largest colour manufacturer worldwide, it is essential we keep our fingers on the pulse of emerging social and economic trends, as well as the world of design, as these often signal the first signs of future colour movements.

To create wonderful colours, you need vision. Our knowledge of colour formulas and design principles is collected, researched and interpreted by AkzoNobel's Aesthetic Center to form ColourFutures[™] each year. Our members meet with an international group of creative experts from the fields of design, architecture and fashion, to determine the key colour trends for the forthcoming year. These insights are then translated into colour palettes and images, and captured in this annual edition of ColourFutures,™ to inspire our customers.



OUR MISSION IS TO ADD COLOUR TO PEOPLE'S LIVES'













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



CONNECTIONS

DRIVING INFLUENCE FOR 2013

Every year ColourFutures™ presents one dominant influence or idea which inspired us to create the five colour trends. This idea influences each of the trends in a different way, but holds them together with a single concept and inspires the colour of the year. Last year the mood of the moment was 'Possibilities' and for 2013 we see communities and individuals embracing these possibilities and forming 'Connections'.

Modern life is all about the 'Connections' we make and the way things interconnect to create networks, dialogue and innovation. Because of the speed in which we consume information, we also need to disconnect every now and then. It's not just about social media, apps and gadgets, it is also about the way these technologies influence our state of mind and our need for understanding.



COLOUR OF THE YEAR 2013

The colour of the year for 2013 acts as a visual band-aid to our hectic lives. Indigo is a striking statement colour associated with wisdom and honesty which enhances your environment.

Like the dreamy ocean landscapes hidden from everyone but deep sea divers, this colour gives us a sense of tranquillity and stability which is very restful. It's a big and benevolent colour which combines the trustworthy nature and evocative elegance of robust blue. To understand the two sides of this indigo's character, just think how we are reassured by blue uniforms worn by those in positions of trust and authority, but can still be dazzled by the facets of a sapphire. As a paint colour, this indigo adds a surprising, elegant strength.

Indigo amazes us. It instils a sense of wonder, even in adults. The fact that our access to blue this deep and rich in the natural world is limited gives it a magical quality.

Within a colour palette, this indigo is a versatile hue. It pairs very well with brights of a similar saturation level, citrus colours, or warmer neutrals, as well as other blues, purples and greens.

Colour of the year evolution.











2013 PALETTE

COLOUR TRANSITIONS FOR 2013

The colour mood for 2012 was brimming with possibilities and take-charge optimism. This year's palette has a maturity and elegance, which connects colours in new and joyful ways, to create sophisticated colour stories that are laid back and individual. There are dynamic tinted blacks, the dusty pastels of impressionist paintings, quirky tones inspired by the Fifties and natural tones with a touch of fluro bright.

The colours for 2013 are not forced or contrived, but have evolved from a demanding and fast paced way of life and the choices we make to live on our terms.

The Real Press

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THE FIVE KEY TRENDS FOR 2013



STRENGTH IN NUMBERS



TRANSIENT FLOCKING ENERGY SPONTANEOUS COLLECTIVE



SOCIAL MEDIA HAS CREATED NEW POSSIBILITIES TO CONNECT AND SHARE IDEAS'







THIS COLOUR PALETTE SWOOPS FROM ONE COLOUR CLOUD TO THE NEXT







Subtle layering of closely connected pastels or stronger more intense shades creates a delicate freestyle appearance





'INSPIRED BY THIS SPONTANEOUS AND ENERGETIC BEHAVIOUR'



18



The sky and the ocean are so beautiful because they are never a single blue. Here blended horizontal panels of colour create the same inspiring effect







Have you ever seen a flock of starlings take to the sky? Almost like a single organism they change direction, disperse and regroup. Then just as quickly, dissolve once more into the trees. Recently, humans seem to have been inspired by this spontaneous and energetic behaviour.

If there is one thing that defines modern times, it is the way in which people come together for a joint purpose. In no way does it resemble the typical social movement of the 20th century. Those movements had leaders, a carefully maintained hierarchy and a well-defined, long-term goal. The new types of gatherings are not so much a movement as a collective passion. Just like flocks of birds and shoals of fish, who seem driven by a combination of intent and whim, these group initiatives may come together and disperse in an instant. These are not elitist clubs, but forums and groups where anyone can join, to be part of something big and beautiful – or tiny and underground.

Social media has created new possibilities to connect and share ideas. Trends, which once developed slowly, now spread like wildfire. One recent example of people taking a creative idea and running with it is the phenomenon of the 'Post-it War,' which broke out in offices worldwide a few seasons ago. To start a 'Post-it War,' office staff use colourful sticky notes to create a large-scale image on a window, or several windows, to suggest moving pixels. The intention is to incite staff from a different office across the street to fire back a smart 'Post-it' reply, and so the war begins.

Just like the visual feast of movement this trend represents, the colour palette swoops from one colour cloud to the next, with distinct colour groups flowing together. These attention-grabbing fluro and pastel colours express energy, joy, creativity and purpose. This look is bold and showcases the use of colour on colour. But it has a subtler side too, which sees these lively tones combined with chalk whites and warm greys. 60YR 33/047

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52BB 15/410

THE JOY OF DOING NOTHING





PEACEFUL STILLNESS IDLE CREATIVITY SOLITUDE DAYDREAM

SWITCHING OFF

THE GOAL IS SIMPLY TO CLEAR THE MIND AND CREATE SPACE FOR NEW THOUGHTS'

I - SIL IIA



switching OFF





YOU HIT THE PAUSE BUTTON AND RETREAT FROM REALITY



Delicate, smoky tones are transformed into sophisticated contrasts with an interplay of matt and high gloss





WE DECLARE OURSELVES TEMPORARILY DISCONNECTED'

Harmonising tones of burgundy and blue tinted blacks create a restful and tranquil space in which to slow down







SWITCHING OFF



Every now and then, it becomes hard to hear what's going on in our own heads. There's only one thing for it: we declare ourselves temporarily disconnected.

Ah, solitude. Sometimes being alone, when we've managed to shut out the world, can be such a joy. The reason is that although people thrive on human contact, sometimes we just need to reset, and that's impossible if the world keeps intruding.

For some, the goal of switching off is to find stillness, to clear the mind and create space for new thoughts. After all, many great ideas are born from looking up at the sky and watching the clouds while chewing on a blade of grass.

For others it's more about granting ourselves permission to do nothing for a while. You hit the pause button and retreat from reality; particularly satisfying when everyday reality is filled with financial worries, traffic and children fighting.

Every now and then, we just want to catch up with ourselves. Who are we? What was it that we wanted from life again? In order to stay balanced, we need a clear vision of life as it should be according to our own rules, and this is the simplest way to tap into those hopes and dreams again. Afterwards, a feeling of tranquillity and balance lingers. Maybe it doesn't last long, but at least we know exactly where to go when we want it back.

This is a palette of silent colours: ethereal hues we associate with tranquil snowscapes, misty hazes at the edge of morning and bedroom retreats filled with crisp linen and sultry deeps that speak of still waters, starry nights and the transient hours of dusk and dawn.



46RB 06/074

50RR 32/029



50YR 73/022



30RB 83/011



DECODING OUR WORLD



CURIOSITY CLARIFY COMMUNICATION ORDERLY UNDERSTANDING

HART UNDERSTANDING







PLEASE THE EYE OF THE AUDIENCE AND CREATE A FEELING OF CLARITY



Highlight key areas and the functions of a space with ice cream tones to simplify the complex and achieve satisfaction in order







'THE RESULT IS BRIGHT, SIMPLE AND CLEAR'

Decode and showcase your favorite things with warm fondant pastels alongside sizzling orange, blush red and juicy berry





불ART의 UNDERSTANDING



There must be an army of grown-ups who, as a child, decided to take apart their alarm clock only to realise that a desk full of tiny gears, cogs and mysterious springs is useless at waking you up in time for school.

This age-old fascination of taking things apart and laying them out to understand their inner workings has been reborn on the internet. Various art blogs feature objects in their deconstructed form, displayed down to the tiniest nut and bolt to please the eye of the audience and create a feeling of clarity.

Designers Allen Hemberger and Sarah Wilson made a display called 'the anatomy of a cupcake'. The required ingredients were arranged neatly and creatively, not like a recipe, but more a menu of optional delights. The result is bright, simple and clear.

Most of the creators of these works of art are not preoccupied with perfect representation, but rather celebrating the aesthetics of order, satisfying our curiosity and, perhaps most importantly, suggesting a remedy for chaos.

Both the imagery and the message of this trend have a strong link to our current obsession with the Fifties, a decade which in retrospect seems so orderly and perfect. In the fashionable, Kodakolor fantasies of the Fifties – re-imagined by TV shows like Mad Men and PanAm – the sun is always out, lawns are mowed to perfection, men and women perform their expected roles with a smile, and all is well with the world. Like the anatomy of a cupcake, even though we cannot piece it together into something real, it offers a bright, charming version of life, which is fun to enjoy for a while.

Colours in this trend are sunny and uplifting like childhood memories and the ice cream colours for Prada's S/S 2012 collection. Think chocolate cherries and macaroons, blue skies, raspberry ripple and mint choc chip. Pair these vintage inspired candy tones with laid back neutrals or deep teal and brown for a stylish combination with a twinkle in its eye.



CREATE YOUR OWN





SIMPLICITY SELF RELIANCE HONEST SMALL SCALE MANUFACTURE SUPER LOCAL

Lone Factory

KEEP **THINGS SIMPLE'**





'THIS IS MANUFACTURING, BUT ON A TINY, PERSONAL LEVEL'



Harness the full diversity of natural greens in colour blocks and creative patterns by combining cool blue edged shades with warmer yellow toned greens













CRAFTS AND ESARE THE ND BUSINESSES'

Deep and tranquil, this teal combines the restful quality of green and soothing nature of blue for a shade which feels natural and creative











home FACtory



Self reliance and using crafts, once associated with hippies living off the grid, are suddenly cool again. This current fascination with home production is a trend that might develop into a large-scale movement. Some people are now part time beekeepers; others are opening cafes in their homes or making paper and printing their own fabrics. This is manufacturing, but on a tiny, personal level, which gives you total creative licence.

The logistical processes that make the world go round have become progressively abstract over the years, and the industries which provide us with food, warmth and shelter have almost been eradicated from the 'front office' of modern life. As cushy and convenient as this seems, a lack of visibility has its drawbacks.

Many people no longer possess a true understanding of the structure that supports them. Children in big cities often aren't aware of the relationship between the meat on their plates and the barnyard animals they know from their picture books. Since knowledge is power, this means we have relinquished some of the control over our own lives; and some people want it back! City dwellers brewing their own beer are on the rise. Others are curing meat, sewing pillows, or producing their own honey. Crafts and trades are the motor behind many new small businesses that sell their products online.

What will happen to these miniature factories? Will home manufacturing turn out to be the new standard, or just a temporary flirt with self-reliance? Only time will tell; but we now understand that these skills and connections with real life mustn't be lost.

The colours in this palette are inspired by nature's dyes. These are saturated, but simple colours which have an authentic rich quality. There are reds from beetroot and summer berries, the warm burnt orange of carrot juice or baked clay, the bright green of alfalfa and the beautiful indigo tones of denim.







40YY 73/028

FINDING COMFORT IN ARTAND NATURE





JOYFUL RESTORATIVE UPLIFTING SOUL REVIVER WONDER

52



VISUAL SOLACE

















Delicate pink, dusky violet and flesh toned neutrals are embellished with mustard yellow for a modern interpretation of oil paint against a gilded frame

'THERE IS A SENSE OF SERENDIPITY'





ART AND NATURE BRING OUT THE BEST IN US AS HUMAN BEINGS'



The fragile tones of impressionist paintings take on a new freshness when combined with crisp white and intense violet details







VISUAL SOLACE



Every now and then, the usefulness of art and nature is questioned. Suddenly, art is a luxury, and trees only take up space. But art and nature do offer us something important: they bring out the best in us as human beings.

Art needs to be anchored in the human mind to be powerful and poetic, but once it makes a connection with us and takes up residence in our consciousness, it can touch the soul and warm the heart. The beauty of art is that it has the power to move people deeply because it speaks to us on levels we can't quite put into words.

We can find the same solace and comfort in natural beauty. A stunning sea view or the first blossom of spring, not only reaffirms that life goes on; there is a sense of serendipity – you feel lucky or even blessed to stumble upon such a nice surprise.

This kind of beauty is priceless. Knowing there are places like gardens, forests and beaches where you can simply be yourself and reconnect with nature, or museums where you can go and view the ultimate in human achievement, is enough to reinstate your faith in life, the future, and humanity.

This is a palette inspired by gardens in bloom, and paintings by the Old Masters. Degraded mauve and floral pinks meet golden and bronze hues and natural, muted tones like linen and hessian. Darker violets complete the palette and provide a sultry depth. The overall impression is soothing, gentle and feminine.



60YR 64/038



50YR 73/022





91BB 07/263

COLOURS

This section of ColourFutures™ presents all colours chosen for 2013 as colour families: Reds, Oranges, Yellows, Greens, Blues and Violets followed by Warm and Cool Neutrals.

At the bottom of each page you can see the transition of each hue over the years.



REDS

ORANGES



GLAMOROUS GENTLE FLIRTY

This year, warm almost-neutrals make a surprise visit in the red category. However, we still see exciting colours like deep watermelon, delicate sweet pinks and bold candy brights. One clever addition is the blackest of berries: stylish, daring and once more rubbing shoulders with the neutral part of the spectrum.

Key colour. This flirty, blushing warm pink is reminiscent of roses or lipstick on a calendar girl. An effervescent tone, it partners naturally with similar artists' colours, like jade, buttery yellow or palest mint. For a striking tone-on-tone effect, pair it with a robust burgundy.

Red's transition. Last year a fruity, almost tropical red was colour of the year. Red is still important and this one is just as cheery, moving the red key colour transition line away from yellow based tones into a lively, slightly cooler pink territory.





Key colour. If this orange were a flavour, it would be sweet and intriguing like passion fruit or papaya. This is an electric tone which successfully combines the attitude of orange with the softness and warmth of coral.





80YR 21/226





FUNKY BRONZE INTENSE

The oranges for 2013 are dynamic, sizzling embers which add a feeling of energy. Darker shades are more chocolate than coffee this year, and lighter colours more coral, moving into hot peach. These vibrant, peppy, strong-willed hues add a very modern edge and are wonderful harmonising with lively pinks and reds or cooled down with a smart warm grey.

Orange's transition. Orange continues its journey from the rustier tones of last year into the cooler, pinker side of the hue, leaving the pumpkin tones we saw several years ago in its shadow.









TANGY ELECTRIC MUSTARD

Whereas last year's yellow palette incorporated heavier toned mustards, this year the accent is on putty hues, in which yellow and lime meet up with grey. On the other, fresher side of the palette are lemon drop yellows and warm, buttery tones you can almost taste.

Key colour. A friendly mustard with subtle hints of olive, this yellow is just as soothing as it is special. It brings out the best in other colours, even making well loved neutrals new and exciting. In combination with this yellow, mauve becomes positively floral, magenta jumps to life and peacock blue turns to shimmering satin.

Yellow's transition. Just a little less intense than 2012's roasted spice, this yellow offers more softness and leaves room for interpretation. As a wall paint colour, it will create something magical with stone and tile floors.





ABSINTHE PINE FOREST

One type of green is distinctly absent from this palette, and that is the apple and grass variety. On the whole, these colours veer towards teal and blue spruces, which are much softer and darker than the shades we saw last year. Bronzes and olive tones counterbalance the blue influence and maintain a diverse cool and warm green palette.

Key colour. Indecision has never looked so beautiful: balancing on the edge of green and blue, and tempered by a natural veil of mist, this spruce colour would look just as charming on a seaside cabin as it would in a modern apartment.



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30YY 20/193



30YY 10/038

Green's transition. When it comes to key colours, no hue is as ready to reinvent itself as green. Out is the olive of last year, making way for this year's cooler, sophisticated, laid back and generally more greyed off shades.





BLUES

VIOLETS



MYSTERIOUS RESTFUL PRECIOUS

2013's blue palette contains many remarkable tones – almost the whole terrain is covered, from wintery sky blue, deep sapphire and greyish denim to very dark, velvety teal and even bright cyan and indigo. Blue works best in spaces with good natural light and with such a deep shade can be combined with most other colours. The new look is to keep things simple and let it stand alone. Either combine different shades of blue, or pick one and add pattern.

Key colour. A deep intriguing blue with a purple tinge, this colour has authenticity and glamour, which is a rare combination. Strikingly modern for exterior architecture and free spirited in interiors, this is the standout colour for 2013.

Blue's transition. This year's key colour provides a pivotal evolution in blue's long record of having a teal influence. This indigo reintroduces a purple element into the heart of blue, which has been missing for many years and creates an exciting change.





against light blue.

Violet's transition. For 2013 violet sticks to its guns and retains the full, rich quality of blackberry juice that we have seen over the last two years. This year's offering however is darker still, becoming almost a tinted black and seems to be moving into a cool neutral territory.











46RB 06/074

FLORAL VELVETY DIFFUSED

With lilac and foxglove on one side and rose taupe on the other, these purples offer a boudoir collection with plenty of mystery. Especially intriguing are the dawn-like tones that verge on violet, the way colours do early in the morning. Twilight might just be the ideal colour for a bedroom.

Key colour. A real chameleon of a colour, this violet piques our interest. Depending on the hue next to it, it will show a different face every time. With yellow, the violet element jumps out. Paired with pink, it will pretend to be charcoal or chocolate





WARM NEUTRALS

COOL NEUTRALS



CREAMY NATURAL SMOKY

60YR 33/047

Incredibly sophisticated and new, these colours are hard to pinpoint, due to the mixture of tan, yellow, grey and red that characterises them. Sandstone, animal hide and flesh tones all feature this year, but their delicate quality unites them.

Key colour. Chic, soft and elegant like the fur of a Siamese cat, this understated neutral speaks of the luxury of satin, velvet and chocolate mousse.

Warm Neutral's transition. A few years ago we saw a sunset of different warm neutral incarnations each year, but this hue is now comfortably settled in a sandy and taupe territory which has been a trend favourite for the last couple of years. This year's warm neutral is however richer and more sumptuous.





limestone.

Key colour. A tender grey with just a hint of silver, this cool neutral is complex, yet easy to use. Beautiful in a classic dining room with snow white moulding, it is equally comfortable with deep blue or misty violets.



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SOFT POWDER STONE

Surprisingly light and soft, this year's cool neutrals are feathery, pearly and powdery rather than high tech. Some even have a yellow undertone, reminiscent of vanilla, or just a hint of ice blue. Darker colours include a classic dove grey and a velvety

Cool Neutral's transition. For the third year in a row, the cool neutral key colour is light and airy. But whereas last year's colour was a distinct silver grey which felt modest and natural, this year's cool neutral is almost white with a light luxurious touch.







COLOUR OF THE YEAR

TRENDS



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INTRODUCTION









TITLE PAGES



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