

# CF20

COLOUR FUTURES 2020 INTERNATIONAL COLOUR TRENDS



# HOW COLOUR OF THE YEAR WORKS

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AkzoNobel

Every year the Dulux Global Aesthetic Center in Amsterdam invite around a dozen independant expets to join them in building a picture of the key trends that are shaping consumers' lives. The expertise of this group is extensive, with fields ranging from architecture to cultural analysis, technology to design innovation.

Each expert begins by sharing their own observations, then discuss how these various ideas fit together and analyse the insight gathered, looking at where it will take consumers in the coming year and how it will influence their way of living.

Following our trend forecast sessions, our in-house colour design team at the Global Aesthetic Center gets to work.

By immersing themselves in these detailed global insights, our team develops a powerful understanding of where consumers are heading, allowing us to devise paint colours to match their needs.

We establish a central theme for the year ahead and, with this in mind, carefully identify a versatile Colour of the Year that will respond to consumers' needs and bring the new mood into their homes. Our colour experts then develop a collection of inspiring palettes around this shade, offering people four different ways of using the Colour of the Year so that consumers can find one that reflects their lifestyle, aspirations and desires.





## OUR INSPIRATION FOR COLOUR OF THE YEAR 2020

### A NEW DAWN

We are at the start of a new decade, a new dawn. The world is full of possibilities which is why our colour team, when choosing a shade that brought to life our desire to treasure our most human qualities and give our homes 'The human touch' looked to the soft, fluid colours and tranquillity of the morning sky for inspiration...

### INTRODUCING COLOUR OF THE YEAR 2020

TRANQUIL  
DAWN™  
45GY 55/052

This colour has an air of calm and clarity that perfectly reflects our theme. Inspired by the dawn horizon, it is a delicate, fluid shade that sits somewhere between green, grey and blue. Its effect changes depending on the colours it is used with, making it a beautiful versatile shade that gives our homes 'The human touch'.



# THE CARE PALETTE

This soft and airy palette creates a space that feels soothing and calm, reminiscent of the horizon of a hazy spring morning.

A combination of delicate neutrals which work well when combined together in one space. Pairing these colours with pale woods, suede, velvets and wool throws will add to the warmth of this look. Plants and botanical prints bring an element of the outside in and boost of sense of wellbeing.



TRANQUIL DAWN  
45GY 55/052  
COTY 2020

10BB 83/017

90BG 72/063

65YY 71/071

80YR 83/035

30BB 62/044

45YY 53/151

90RR 64/036

87BG 27/077  
COTY 2017

00YY 26/220  
COTY 2019



PLANTS COMBINED WITH PASTEL HUES CREATE AN INVITING, NURTURING ENVIROMENT



# THE PLAY PALETTE

This palette brings a sense of energy to the home. Creating spaces that allow us to be open and playful. Colours which are inspired by the horizon of a bright summers day, mixing softer shades like Tranquil Dawn.

Combine bold statement colours with the more delicate hues to create a space that is modern and vibrant. Add interest by using pops of colour in window reveals, archways or small recesses.



TRANQUIL DAWN  
45GY 55/052

COTY  
2020

10YR 67/100

30BG 56/045

30GY 88/014

90BG 50/157

34YR 23/583

10RB 47/036

50YY 51/519

42BB 09/032

50YR 36/263

COTY  
2015



A BRIGHT AND PLAYFUL LOOK PROVIDES AN ANTIDOTE TO THE STRESS OF MODERN LIFE



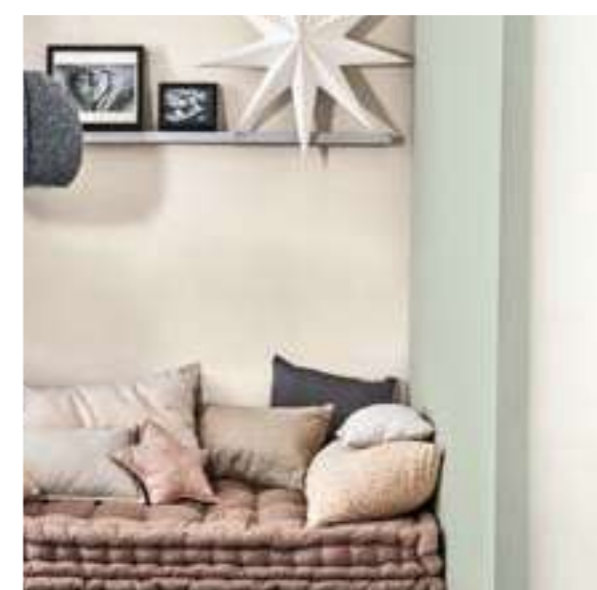


## THE MEANING PALETTE

A subtly palette of crisp greys evokes the clear horizon of a cold winters day. Create a space for silence and contemplation. Where you can be still and free of distractions.

Use the cooler greys in south facing rooms which received a lot of sunlight and in rooms that lack sunlight use the warmer greys.

Tactile materials, woods, leathers and linens work so well with these colours as well as matt and low sheen paint finishes.



TRANQUIL DAWN  
45GY 55/052

COTY  
2020

00NN 83/000

8BBG 62/005

04BB 75/027

00YY 63/024

62GG 31/016

90BG 41/040

30BB 05/022

22YR 17/023

00NN 53/000





CREATE SPACES WHERE YOU CAN PAUSE AND ENJOY THE MOMENT.

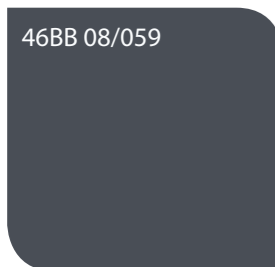


## THE CREATIVITY PALETTE

This palette is rich and saturated, inspired by the colours of a warm autumn day and full of intense tones.

Be dramatic with your colour choice then pair with a wistful colour to create a space that feels moody, atmospheric and eclectic.

Embrace your creative side to make for an expressive home. Show case furniture, painted pictures or curiosity's collected from your travels.







RICH, INTENSE PAINT SHADES GIVE A FEELING OF HERITAGE AND WARMTH





TRANQUIL  
DAWN™  
45GY 55/052