



COLOUR FUTURES™ INTERNATIONAL COLOUR TRENDS 2017

CF17



COLOUR TRENDS 2017

LIFE IN A NEW LIGHT

AkzoNobel

AKZONOBEL
DECORATIVE PAINTS
GLOBAL
AESTHETIC
CENTER

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COLOUR FUTURES 2017

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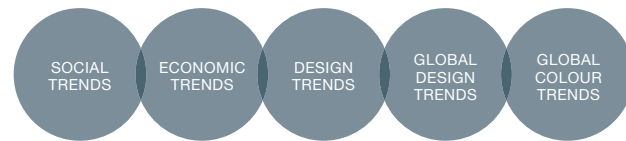
WELCOME

Sixteen years ago, the Global Aesthetic Center began inviting experts from the design industry to help us predict the paint colour palettes that would be relevant for consumers in the future.

We soon recognised that we could enrich the consumer experience further by expanding our research to cover broader social and design trends from around the globe. With this understanding, Colour Futures was born. In this Colour Futures 17 book, you will find the inspiring results of this year's trend research; colour trends translated to paint. I hope it will provide enjoyment and inspiration in the coming year. Finally, I'd like to extend a special thanks to the professionals involved in bringing this work to life.



HELEEN VAN GENT
CREATIVE DIRECTOR
GLOBAL AESTHETIC CENTER
AKZONOBEL DECORATIVE PAINTS



FOREWORD BY
HELEEN VAN GENT
CREATIVE DIRECTOR

2017 COLOUR TRENDS RESEARCH

Colour Futures: Identifying the paint colour trends for tomorrow. Every year, our colour experts invite international trend watchers and authorities, from various fields of design, to join us at AkzoNobel's Global Aesthetic Center. Together we research and identify the social and design trends that will influence consumers in their colour and interior decoration choices in the year ahead. Through this unique mix of perspectives, we nominate a number of key trends and uncover one overarching theme that captures the mood of the moment. Next, the Global Aesthetic Center identifies the must-have paint colour and the complementary palettes that will bring this theme to life in homes, to reflect the world we live in. From there, our colour experts develop Colour Futures content that communicates these trends, inspires the use of paint in interior design and architecture, and engages our consumers. By collaborating with future-focused thought leaders, from architects through to artists and interior designers, we are ensuring our forecasting is in tune with cutting-edge global trends that can be translated into the homes of tomorrow.





RESEARCH

COLOUR FUTURES: THE 2017 PALETTE REVEALED

2017's palette is all about balance. This year, we see an interesting contrast between bolder, more striking colours and a selection of muted, lighter shades. This spectrum of light whites and neutrals acts as the perfect complementary backdrop for the bright trend-led colours, ensuring they stand out beautifully. The collection of pale, almost-whites is also a trend in itself, encouraging the subtle use of different textures to emphasise light and shade. The overall result is a truly accessible paint palette that can be easily translated into architecture and interior decorating.

RESEARCH

OUR HISTORY OF COLOUR ANALYSIS

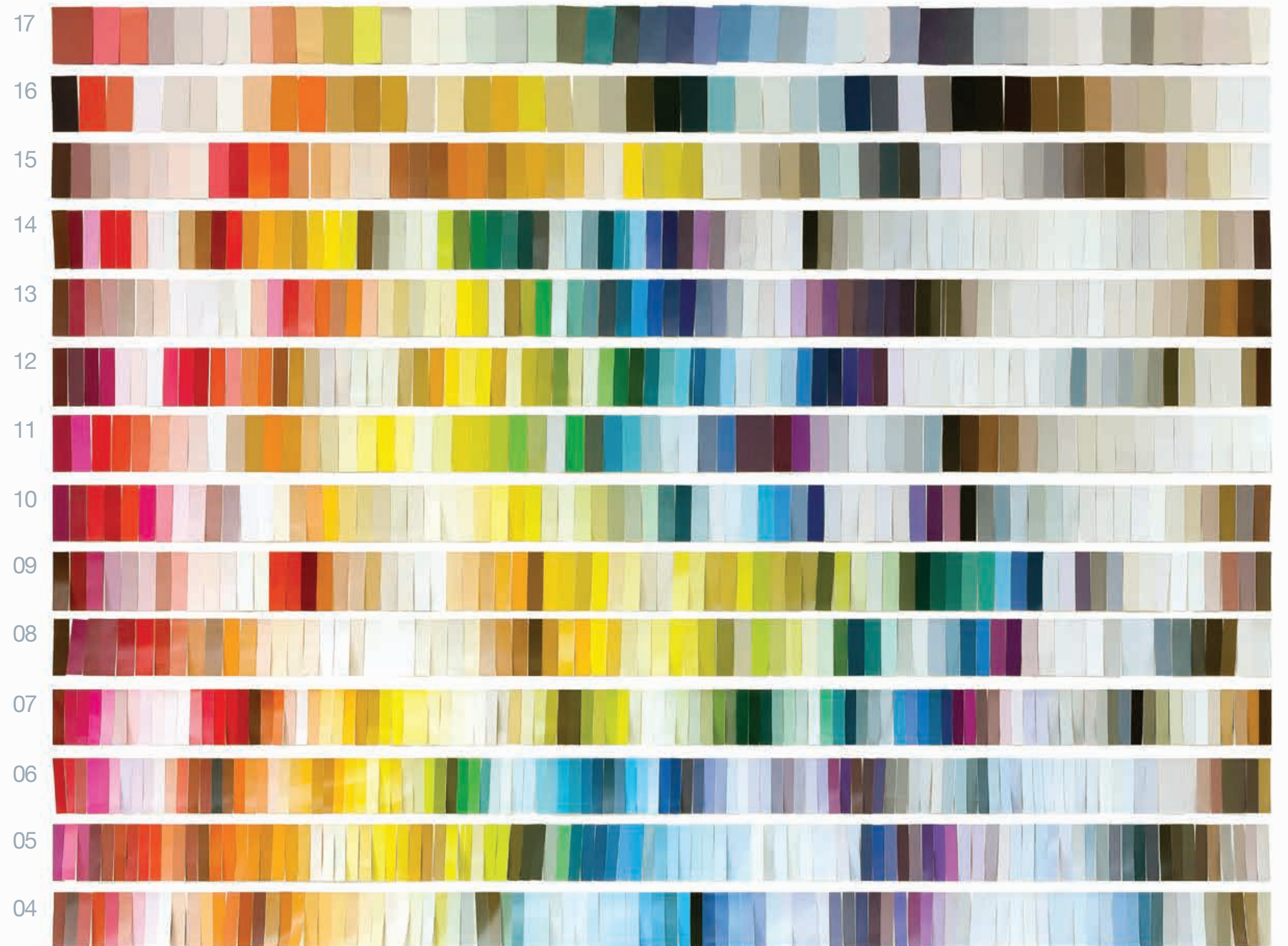
Each year, we identify colours within the palettes for our trends, and nominate one Colour of the Year, which we see as the most important for the coming year.

As we move into our 15th year of Colour Futures, it is important for us to explore how our colour and palette choices have evolved and understand the role global trends and shifts in taste have played in this.

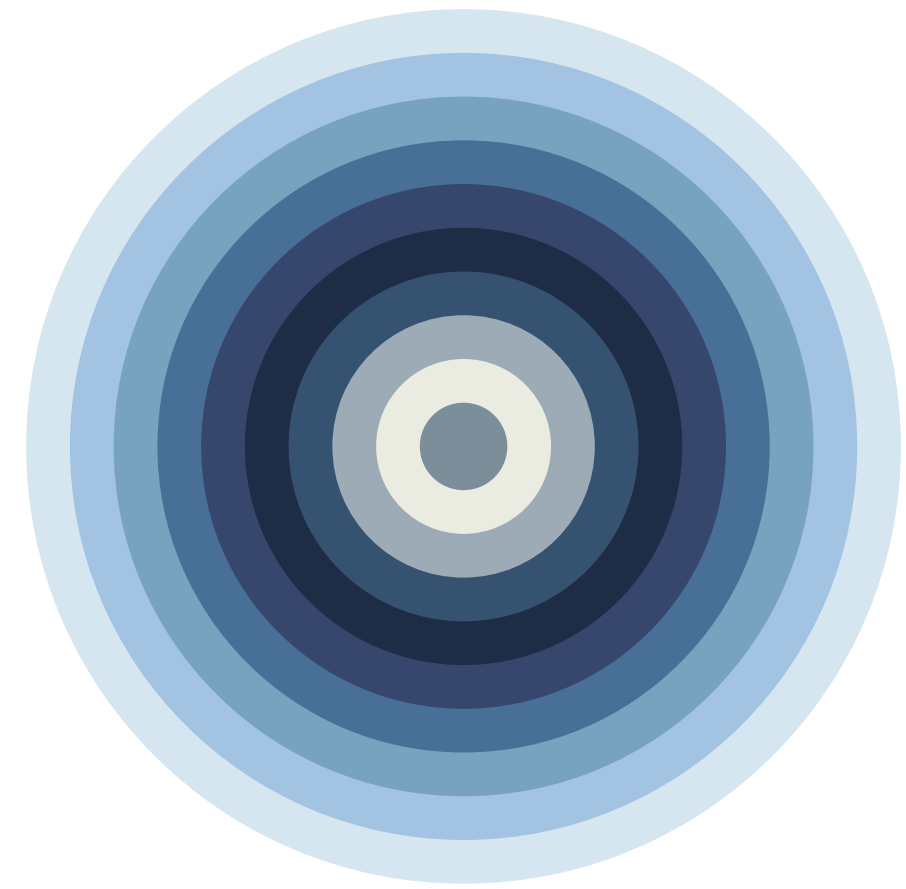
COLOURS OF THE YEAR 2004-2017



HOW COLOUR TRENDS EVOLVE OVER THE YEARS



LIFE IN A NEW LIGHT



RESEARCH

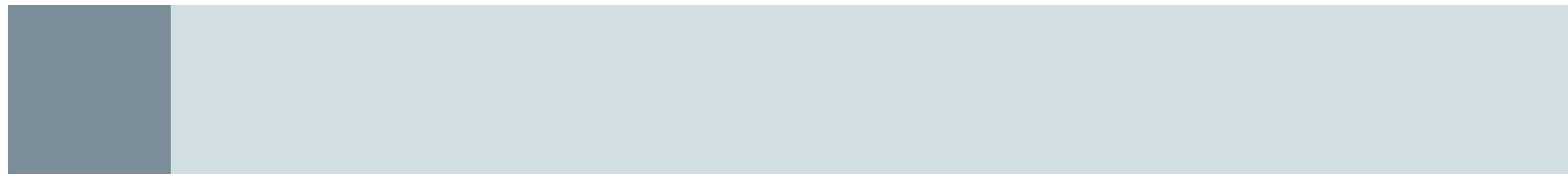
THE OVERRIDING TREND FOR 2017 LIFE IN A NEW LIGHT

We are increasingly looking for authentic and real experiences. Around the world, we are re-evaluating and discovering a renewed appreciation for the everyday, yet essential, elements of life. More importance is being placed on the simple things that really matter; our family and friends, work-life balance, connecting with the world around us. This sense of connection is echoed in our circles of life: how we choose to behave, who we choose as family, where we choose to work and how we shape our attitudes to consumerism. It is all connected. The new focus is shaping our environments and living spaces and is the driving influence of our theme for 2017. Our four sub-trends, New Romanticism, Shared Individualism, The Working Home and Considered Luxury, are a reflection of how this new global awareness is being expressed in the different areas of our lives.



**ACROSS
THE WORLD,
THERE'S A
NEED TO FEEL
ROOTED AND
A DESIRE FOR
THE SIMPLE
AND GENUINE
THINGS
IN LIFE**

**LIFE IN A
NEW LIGHT**



**WE YEARN FOR
CONNECTION,
SIMPLIFICATION,
A SLOW PACE
OF LIFE AND
SHARING AND
FOR RESTFUL
COLOURS WE
UNDERSTAND
AND
RECOGNIZE**

COLOUR OF
THE YEAR

Brightly coloured houses
meet at a street corner in
the area of Volta Galvani,
Eindhoven.





**COLOUR
OF THE
YEAR 2017**

DENIM DRIFT

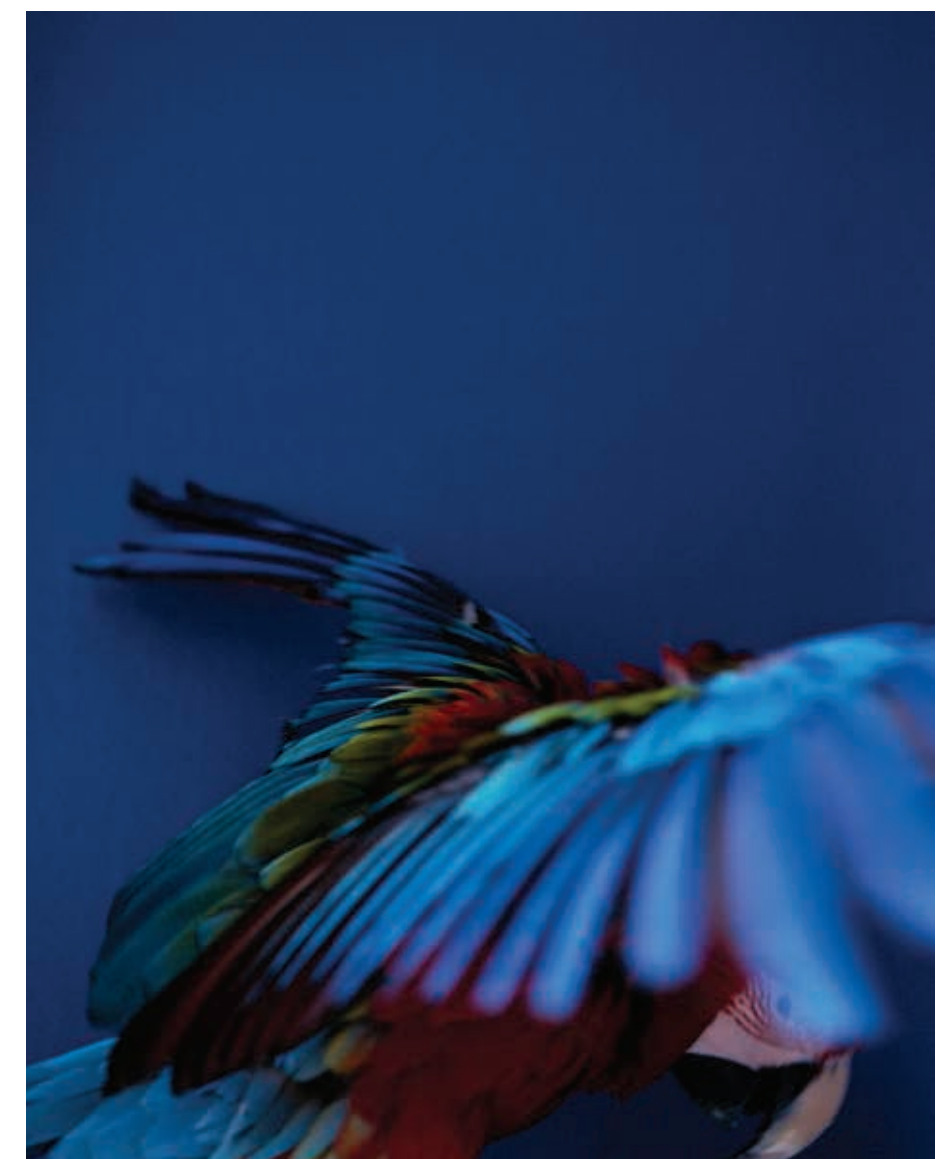
Identified by our colour experts at the Global Aesthetic Center, the Colour of the Year for 2017 is Denim Drift. Perfectly capturing the mood of the moment, it is a timeless and versatile blue that takes on a different characteristic depending on the light, colour combination and situation. Blue is the colour of life; it is the clothes we wear, the sky we gaze at and the water that revitalises us. Blue has been, and will continue to be, a constant in every aspect of our lives. From the deepest ink blue, to the palest misty blue, this colour spans every spectrum of life; it is a royal colour, but it is also used for workers' blue jeans. It represents the Life in a New Light theme like no other shade. To complement The Colour of the Year, we have developed a family colour palette featuring a spectrum of blues and tones – a fresh approach to combining colours. Denim Drift is the must-have colour of 2017. It is truly adaptable, fitting into all life and interior styles, making it the perfect choice for reflecting our new perspective for 2017.





**BLUE IS
THE COLOUR
OF LIFE,
OF EVERYDAY
LIFE. IT IS
FAMILIAR
AND
YET NEW**

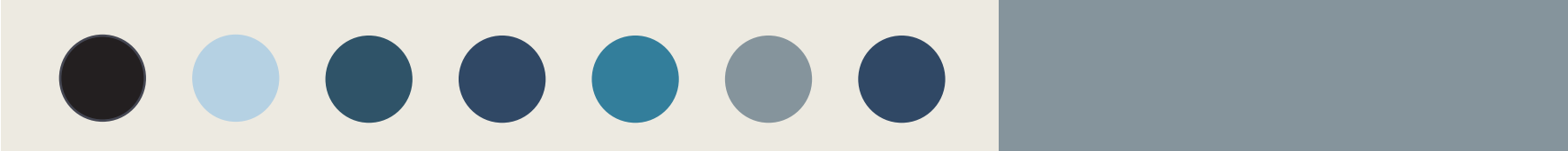
**COLOUR OF
THE YEAR**



**WE YEARN
FOR COLOUR
THAT HAS
HISTORY AND
MEANING,
THAT WORKS
WITHOUT EFFORT.
A COLOUR THAT
IS SOOTHING
AND RESTFUL**

**COLOUR OF
THE YEAR**

The whitewashed walls and blue door radiate Sicilian charm and serenity.



FROM AN INKY BLUE TO A PALE MISTY BLUE, IT IS A CREATIVE, VERSATILE COLOUR

COLOUR OF THE YEAR

THE
COLOUR
OF
THE YEAR
DENIM DRIFT
AND THE
COLOUR
OF THE YEAR
PALETTE

S0.10.50



U6.27.18



U3.15.11



S9.30.40



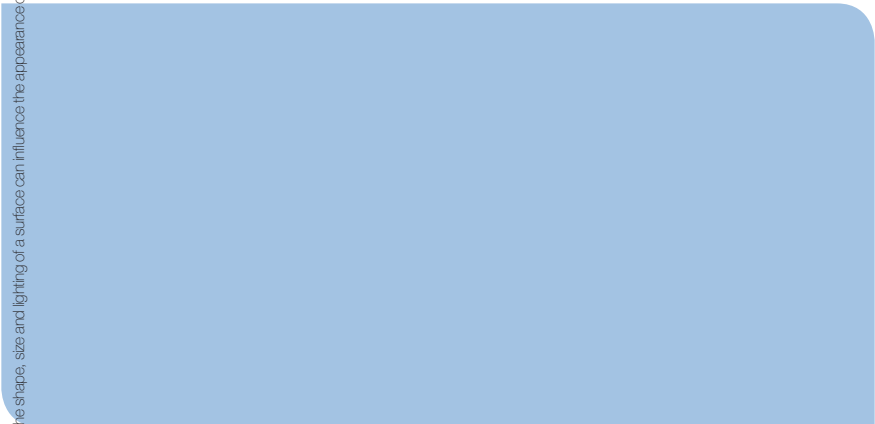
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S7.19.59



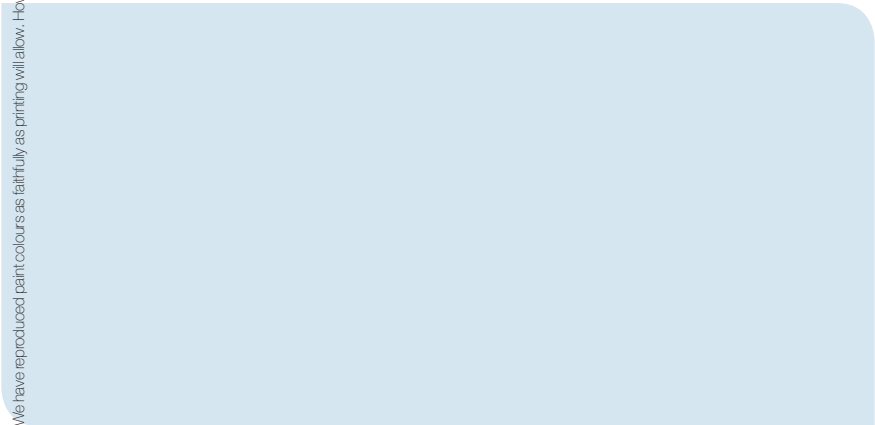
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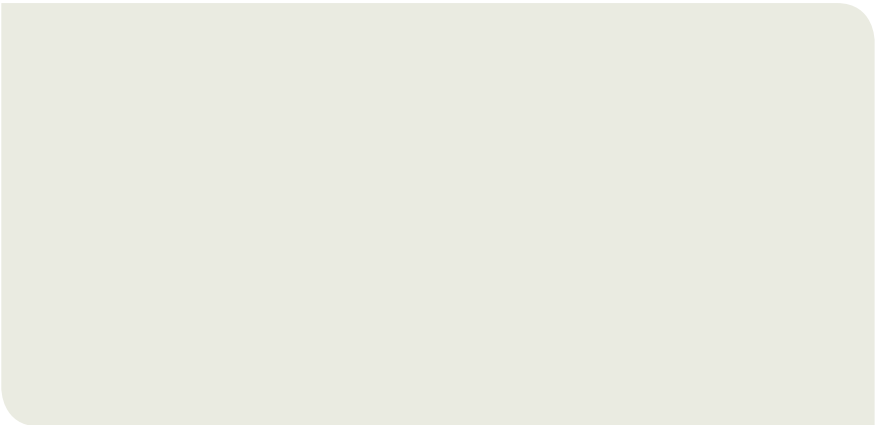
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S0.05.65



S1.05.81



HN.02.85

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.



A SIGN OF THE TIMES, A COLOUR OF THE TIMES

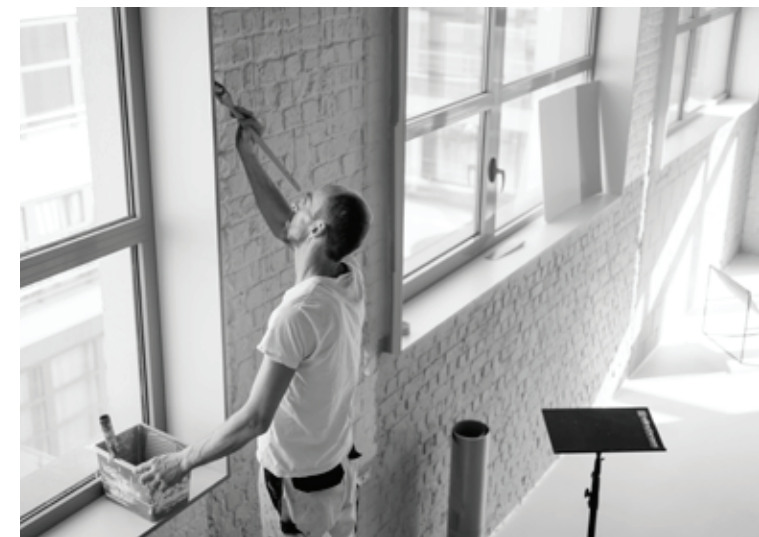
COLOUR OF
THE YEAR



COLOUR OF
THE YEAR

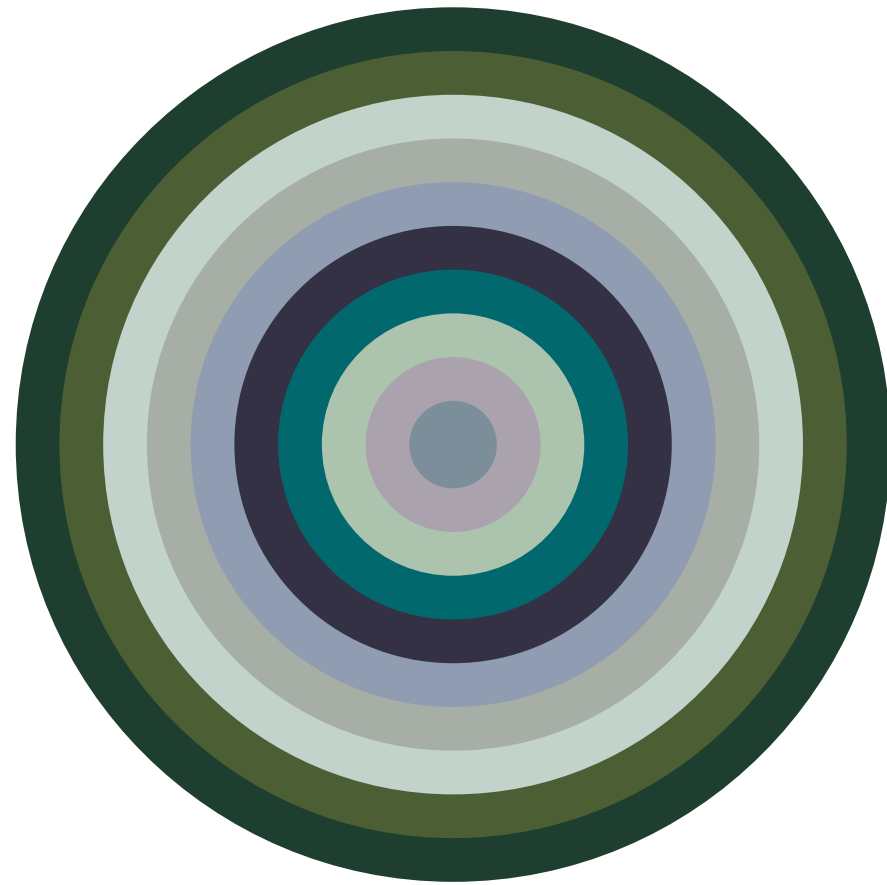
**COMBINING
DENIM DRIFT
WITH DARKER
COLOURS, MAKES
A ROOM FEEL MORE
DRAMATIC**





THE TRENDS

NEW ROMANTICISM
SHARED INDIVIDUALISM
THE WORKING HOME
CONSIDERED LUXURY



NEW ROMANTICISM

We're seeing a re-emergence of romanticism across fashion and design. More and more, we are connecting with the world around us on a deeper level. People are increasingly aware of their impact on the planet, and we want to see the elements of the world that inspire us in the spaces that we create. The first trend explores the way we are becoming more in tune with our planet and nature, and how this is inspiring us to reconnect with our spiritual side and take responsibility for our environment and ourselves. Creating the palette was a case of bringing to life the trend colours we're seeing in the world of design, with the story of romanticism as a connecting thread. We've complimented natural, earthy greens with more spiritual lilacs and purples to produce a rich and verdant collection of shades that will create a nurturing and calming space in the home.





NEW
ROMANTICISM



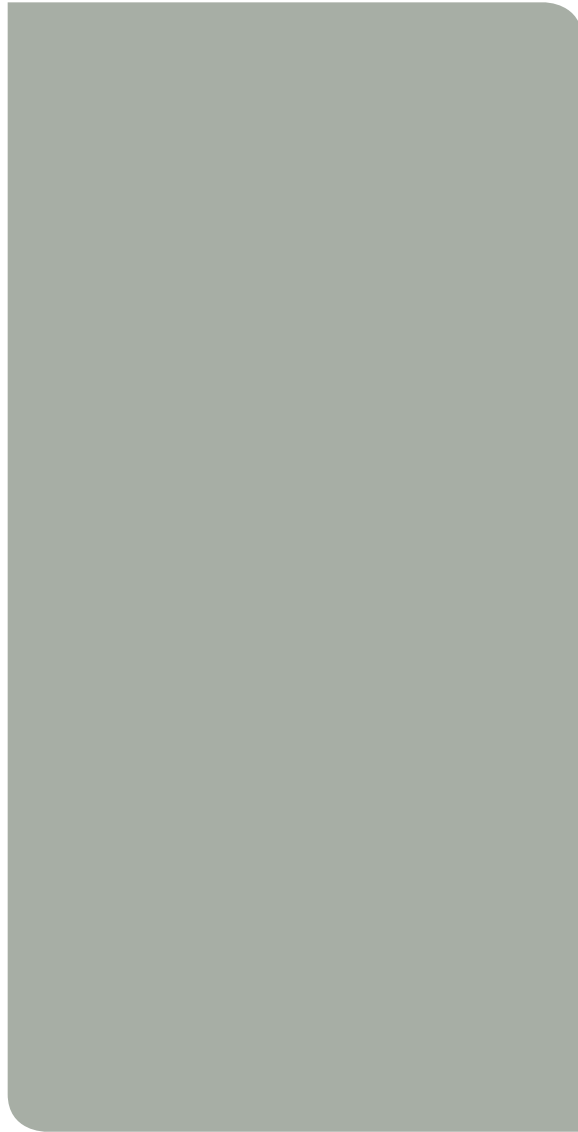
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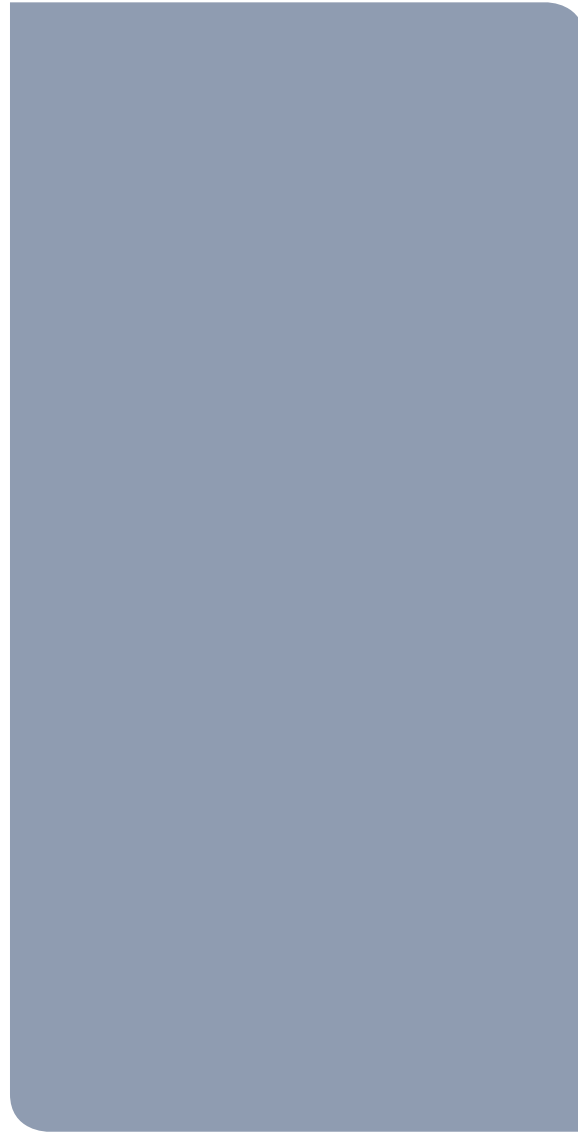
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LN.02.77



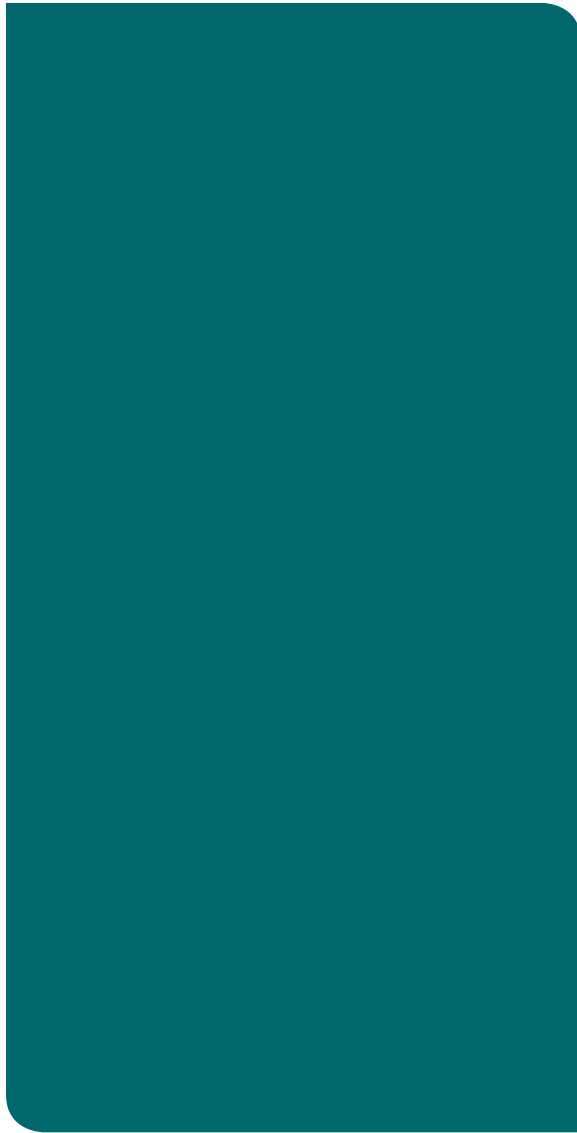
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U1.09.60



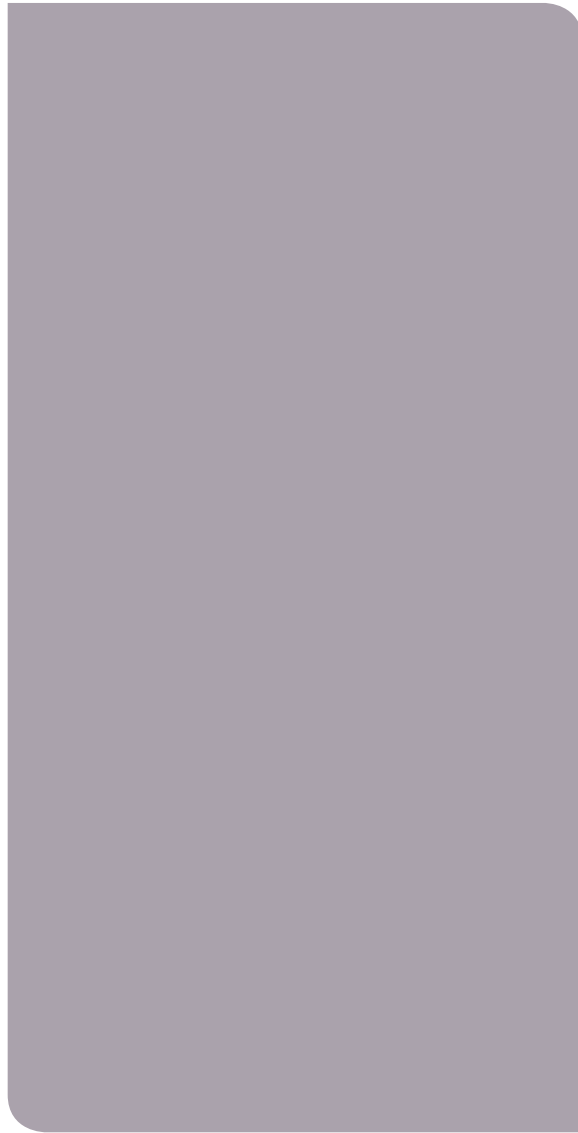
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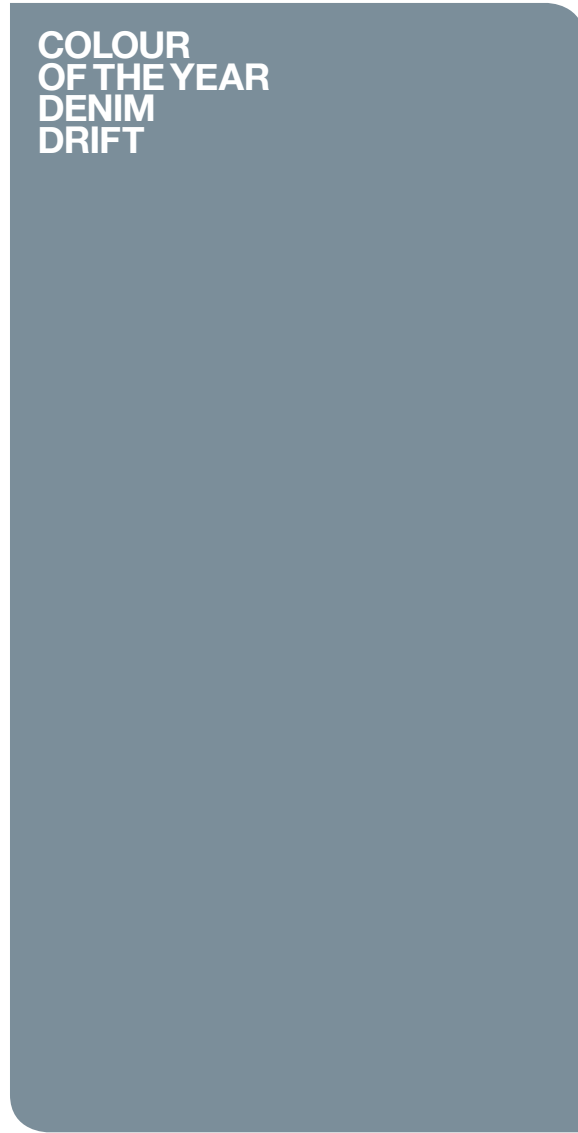
N8.51.30



H9.09.69



Y7.03.63



S0.10.50

COLOUR
OF THE YEAR
DENIM
DRIFT



Enjoy a sense of perspective and peacefulness from a rooftop garden in Tokyo.

Getty Images





NEW
ROMANTICISM

A RENEWED PASSION AND
CARE FOR THE WORLD
AROUND US





The *Il Bosco Verticale* Skyscraper in the business district of Milan, Italy brings nature one-step closer.

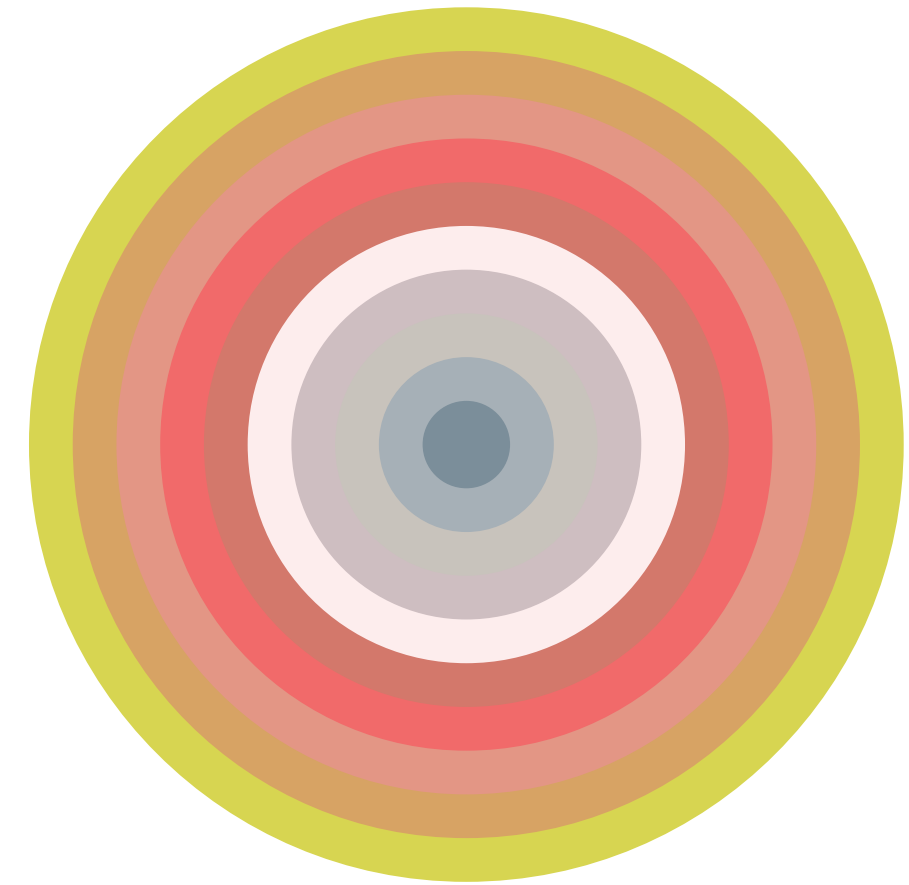
**CARPE DIEM, NEW AWARENESS,
ENJOY THE MOMENT**

**NEW
ROMANTICISM**



Getty Images





SHARED INDIVIDUALISM

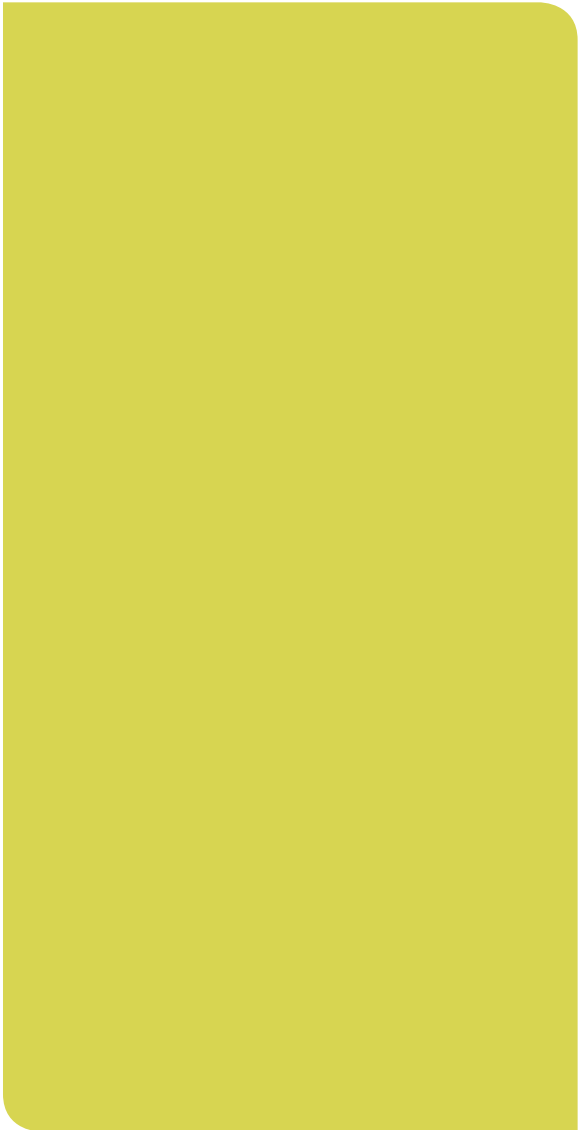
A new feeling of isolation has come with developments in technology and fast-paced cities. Our research showed a growing desire to be part of something bigger, while still holding onto individuality. People are realising the importance of belonging and, as a result, are developing new definitions of community. This trend focuses on exploring how we come together to create networks of like-minded people or 'new families', and the importance of feeling a sense of belonging as part of a group, whether that's established online or offline. This new interpretation of community, and the associated mix of personalities, ages and experiences is reflected in the palette we have chosen. It is a family of colours – the young people are the fresh and vibrant shades and the more grounded colours, like Denim Drift, are the sophisticated adults. Here we have developed a collection of colours that are perfect for creating a shared space to enjoy together.



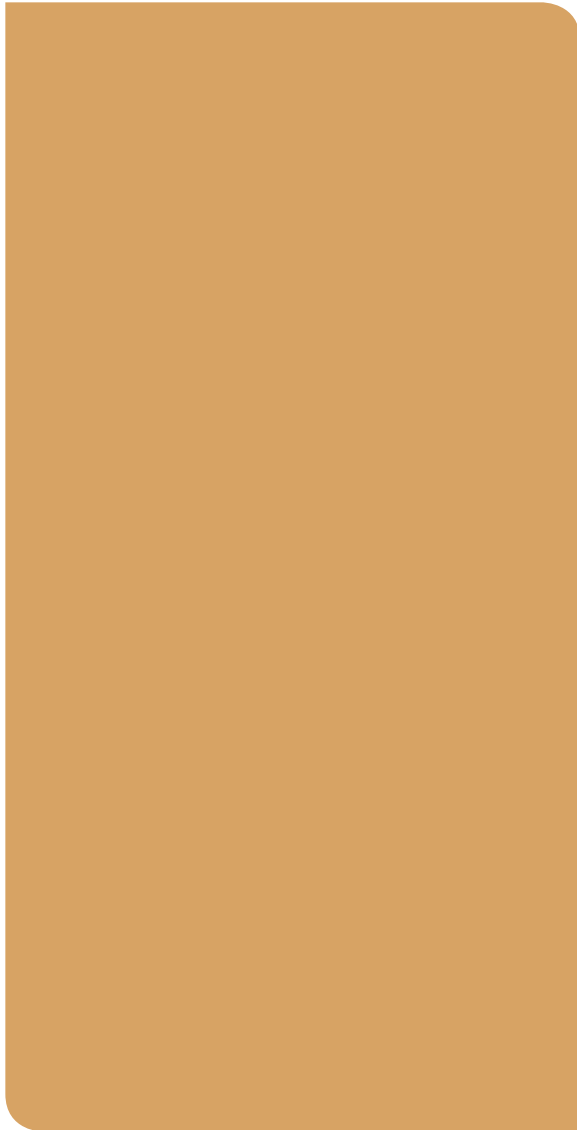
SHARED
INDIVIDUALISM



B6.40.50



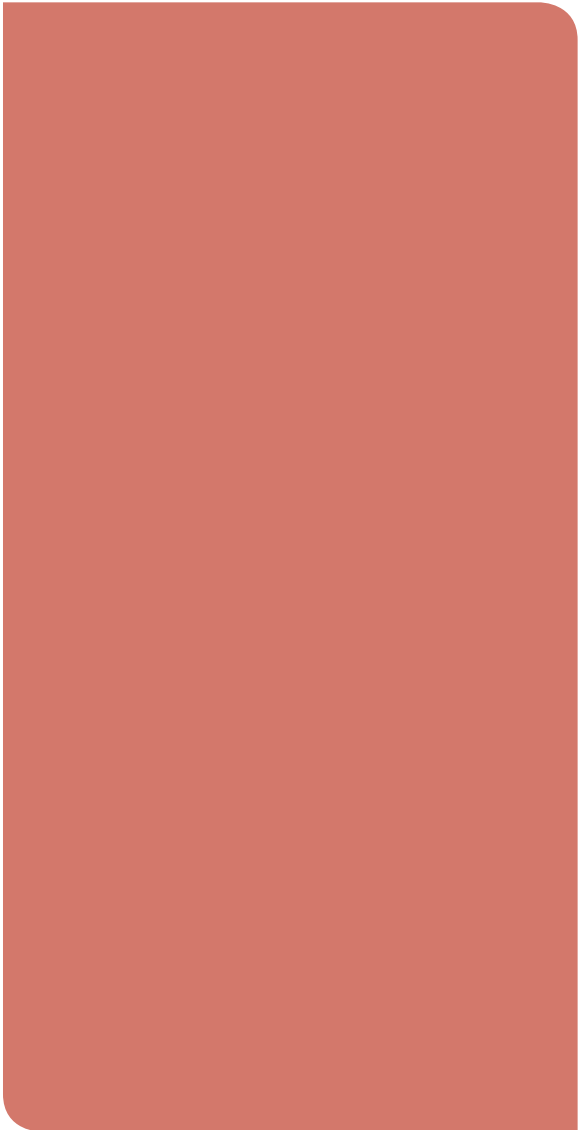
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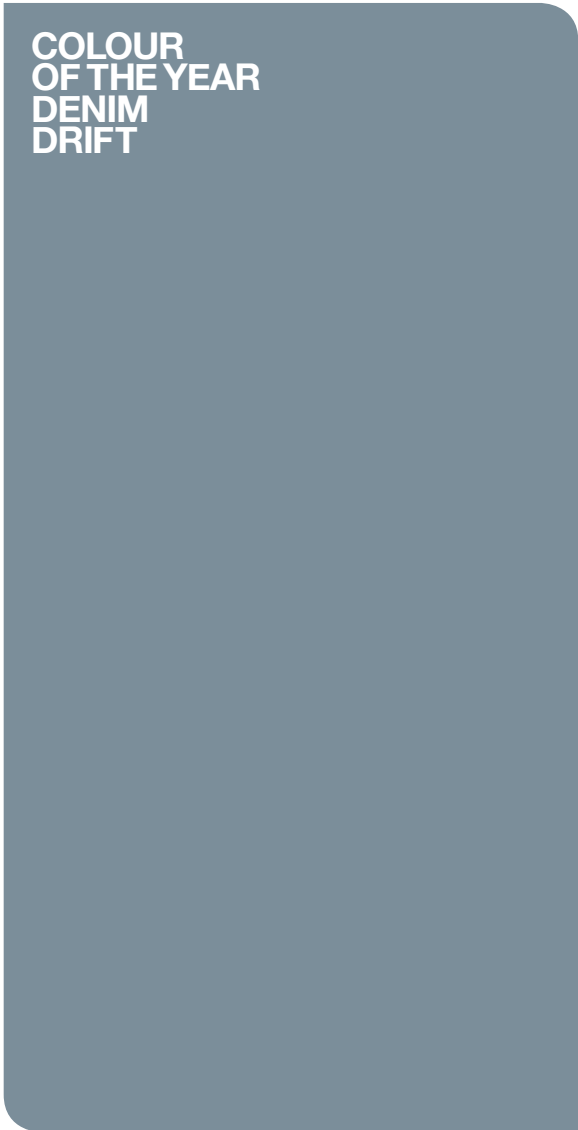
F1.35.65



C6.22.61

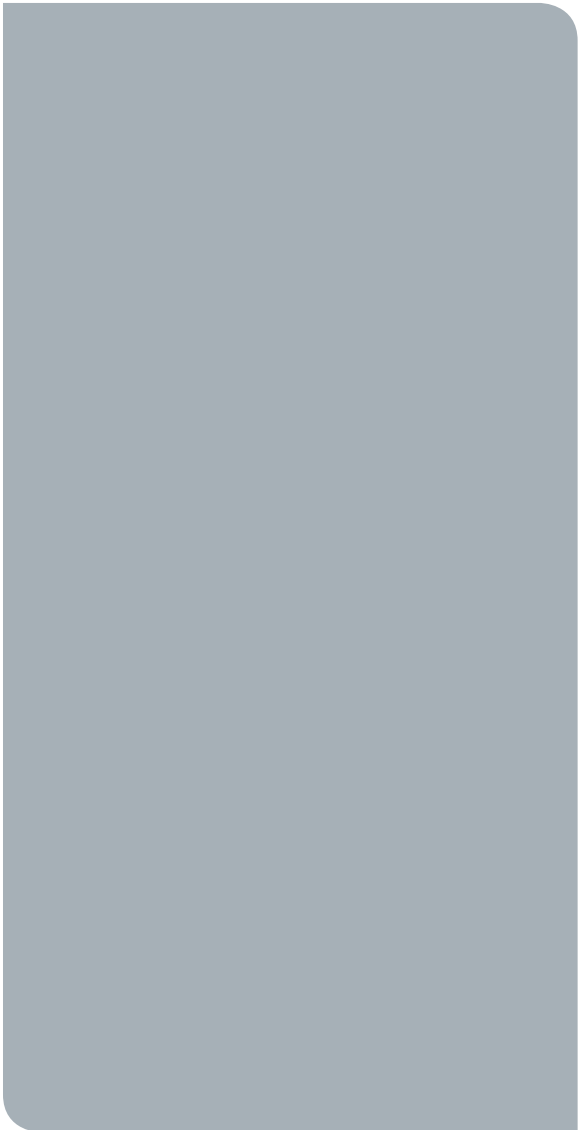


C4.30.49



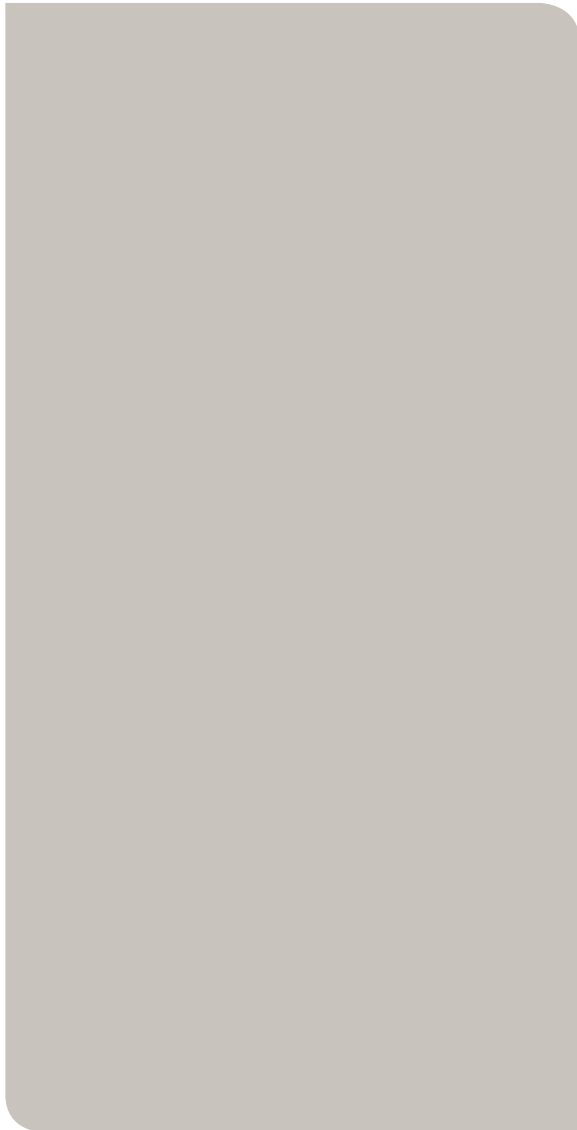
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COLOUR
OF THE YEAR
DENIM
DRIFT



SN.02.67

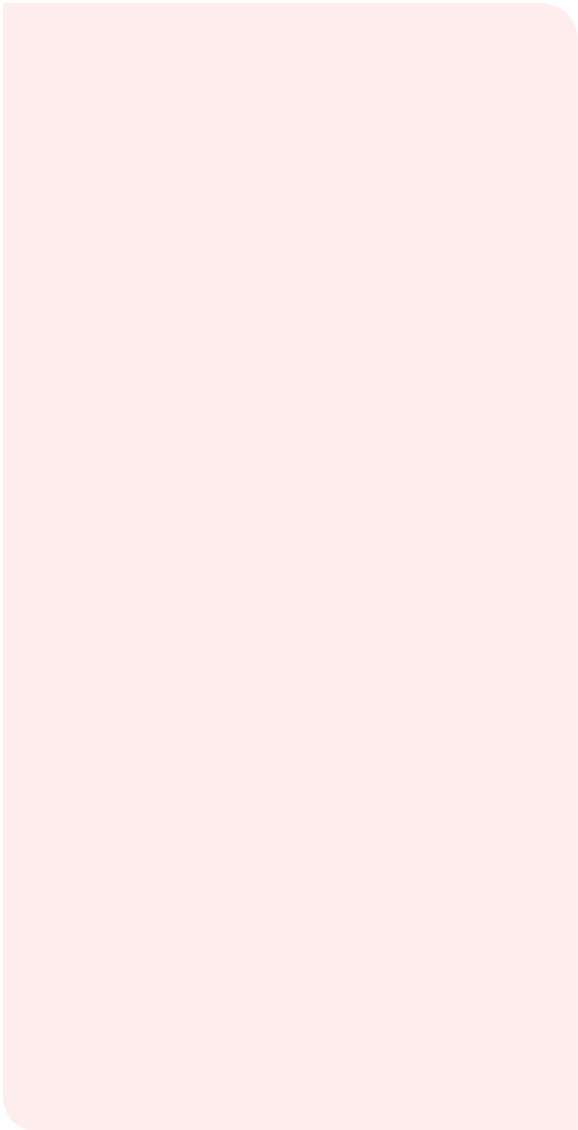
We have reproduced paint colours as faithfully as printing will allow. However, the shape, size and lighting of a surface can influence the appearance of the final colour.



F2.04.74



ZN.02.73



ZN.02.80



**WE FOCUS ON BELONGING, BEING
PART OF A COMMUNITY, A FAMILY...
BUT RETAINING OUR INDIVIDUALITY**

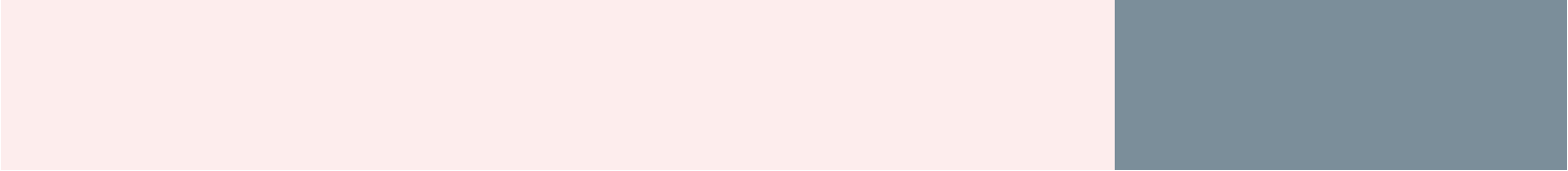
**SHARED
INDIVIDUALISM**



The injection of bright colours brings this multi-storey housing complex in Klagenfurt, Austria to life.

Architects collective www.ac.co.at





SHARED
INDIVIDUALISM

AS SOCIAL SETTINGS CHANGE
AND CITIES GROW, SO DOES
THE DESIRE FOR A SENSE
OF BELONGING





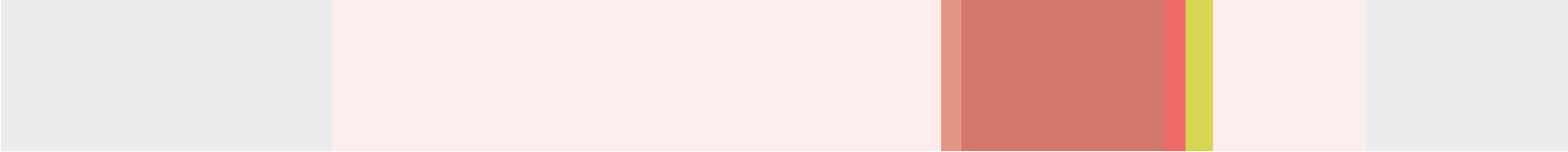
The student-friendly and lively outdoor public space at the *Uilenstede Campus* in Amsterdam.

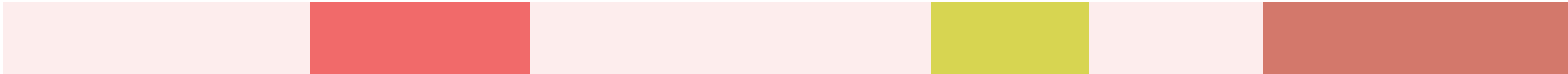
Nextarchitects

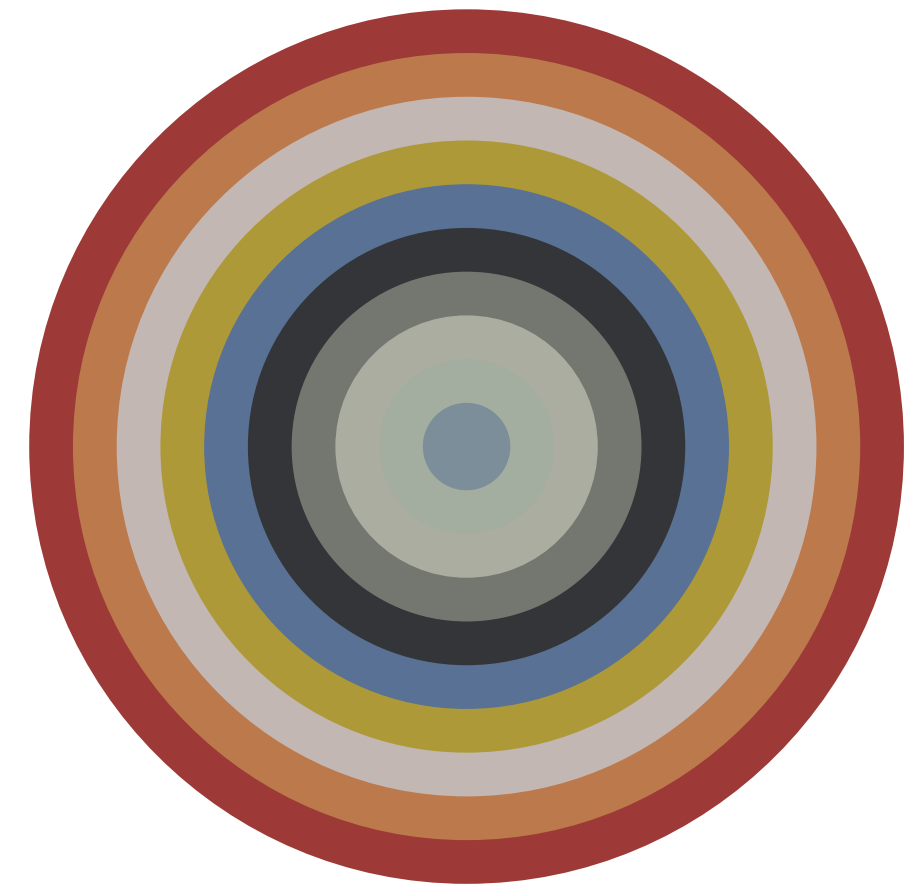


SHARED
INDIVIDUALISM

FINDING NEW WAYS TO CO-OPERATE
AND COLLABORATE







THE WORKING HOME

Increasingly, our homes are becoming the centre for both our work and personal life. With the boundary between these two aspects of life constantly changing, this trend explores the need for finding balance and creating fluid environments that can accommodate both. In this digital age, we are leading 24/7 lives. The home has become our office, and offices are becoming more like homes. We need stimulating spaces to work, and new inspiration for how to do this. This colour palette is designed to help consumers create different zones, to accommodate both work and play. So, whether you take your laptop to the kitchen with a coffee, or carve out a specific area for working, you can be comfortable, relaxed and focused within your living space.

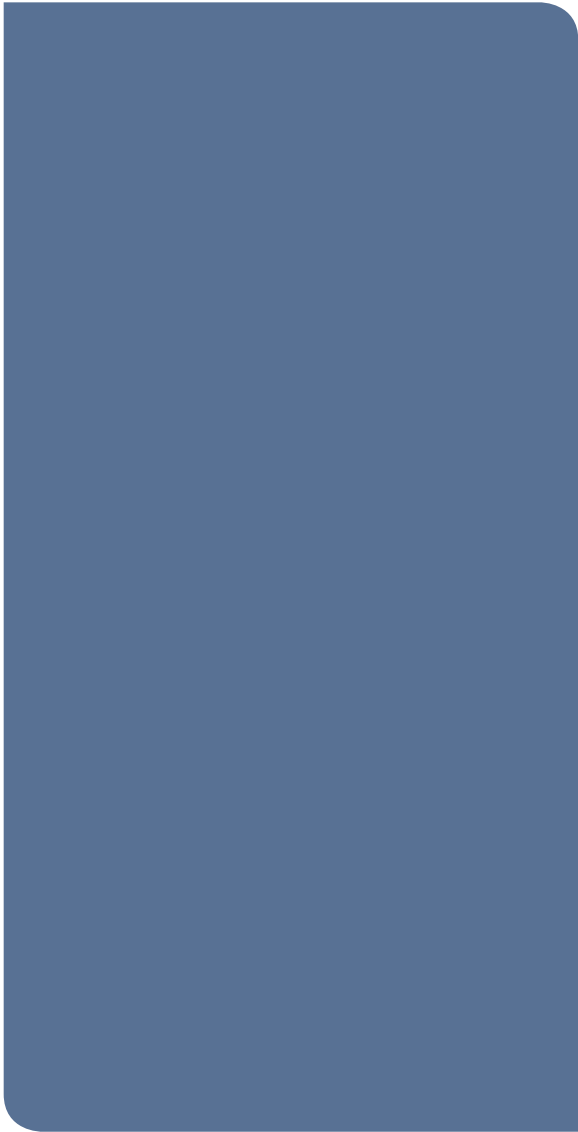


**FIND BALANCE WITH FLUID
ENVIRONMENTS FOR BOTH
WORK AND PLAY**

THE WORKING
HOME



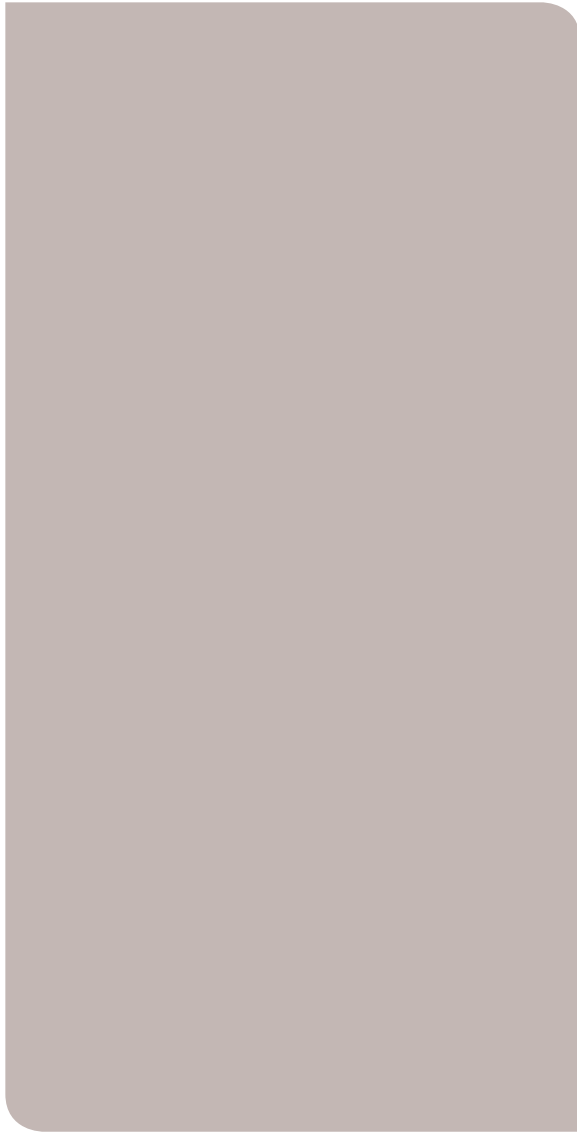
THE WORKING HOME



U0.20.40



F6.55.54



D4.04.71



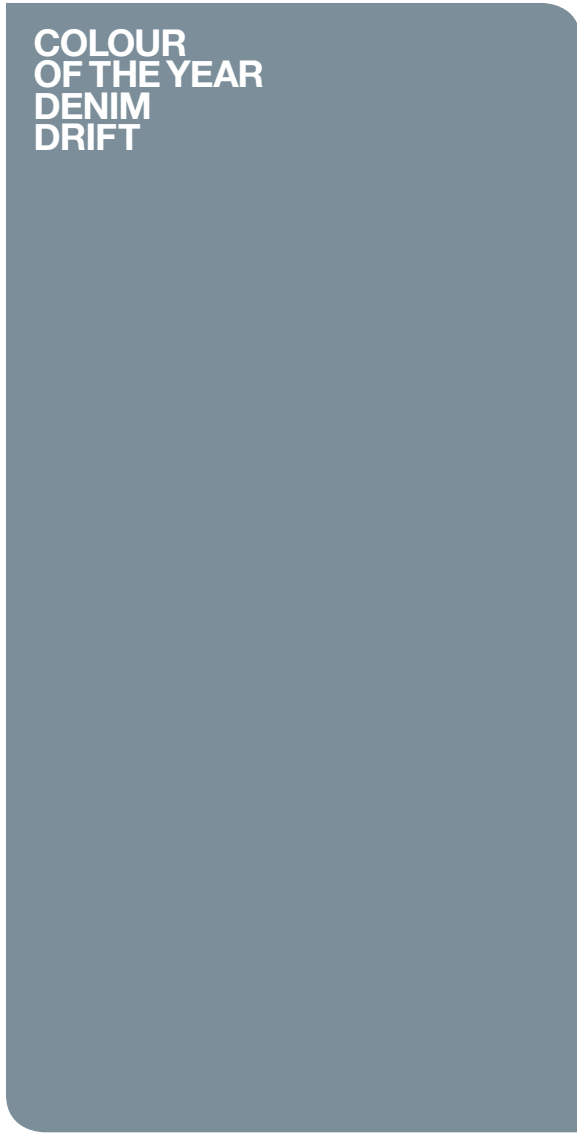
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C3.46.30



SN.01.18



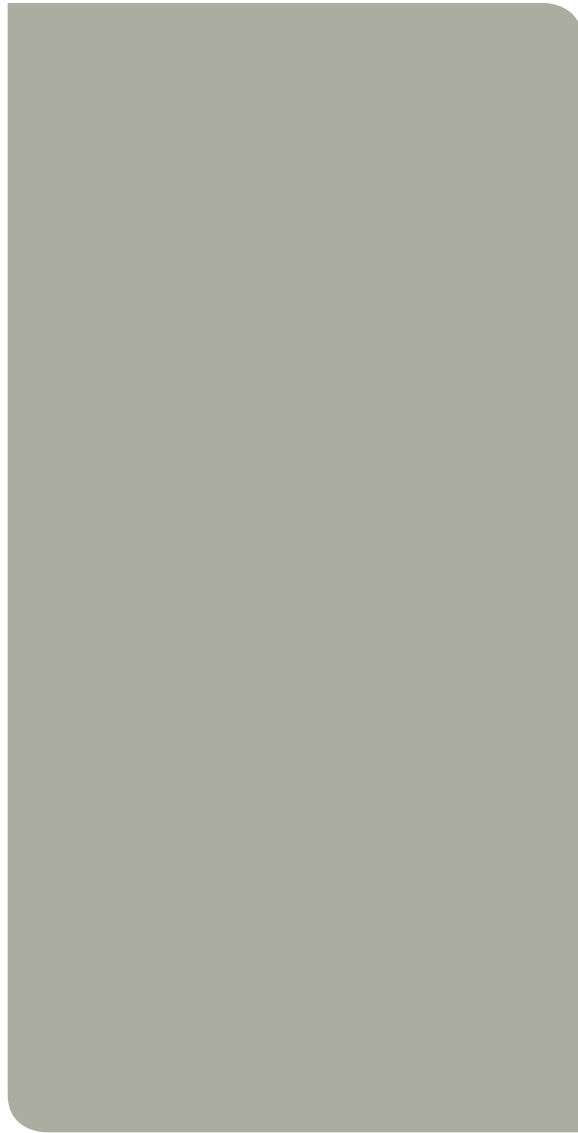
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COLOUR
OF THE YEAR
DENIM
DRIFT

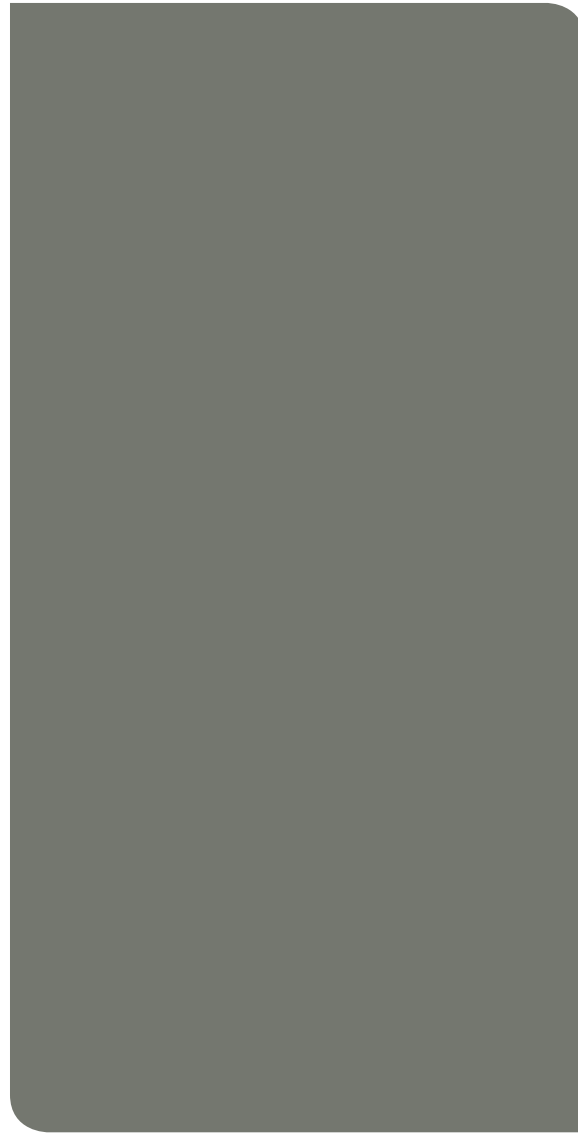
We have reproduced paint colours as faithfully as printing will allow. However, the shape, size and lighting of a surface can influence the appearance of the final colour.



J0.05.65



G0.05.65



G0.05.45



**WE NEED
STIMULATING
SPACES TO
WORK IN**

**THE WORKING
HOME**

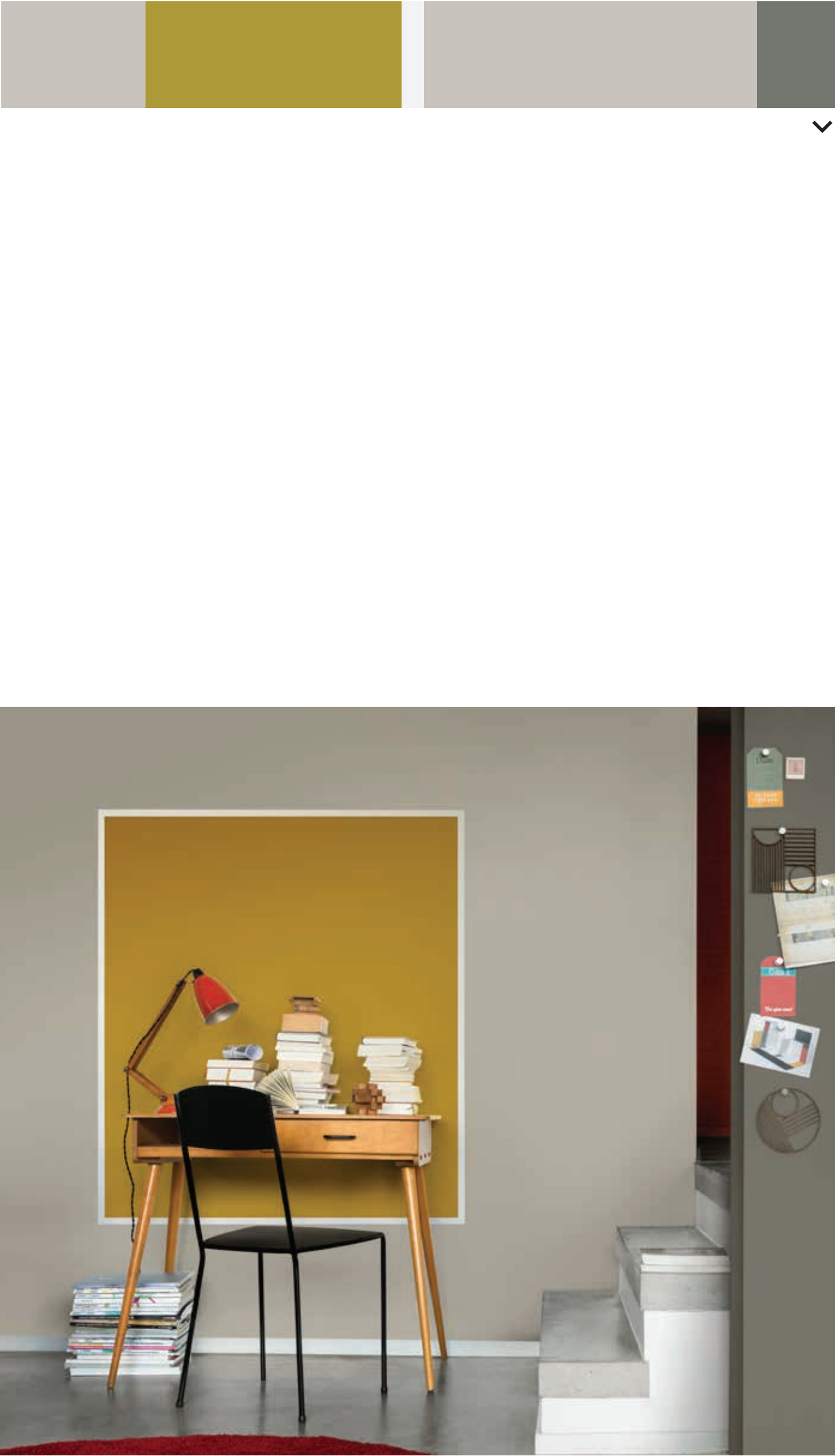


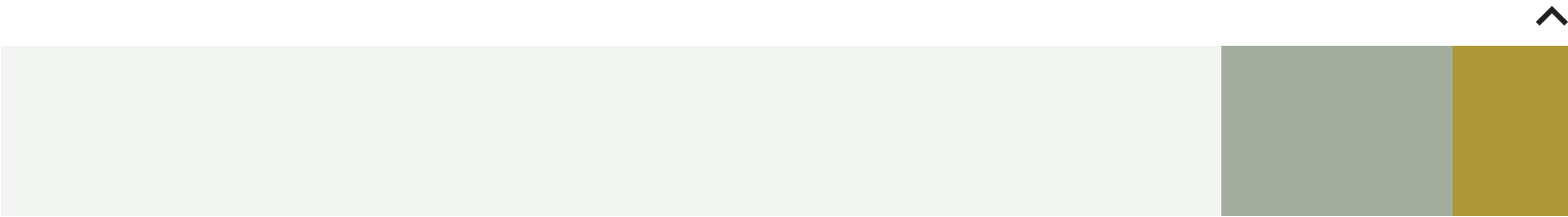
The projecting pods in a new housing project in Glasgow provide a unique identity to each home.



**THE WORKING NOMAD...
LOOKING FOR A HEALTHY, SUSTAINABLE
BALANCE FOR WORK AND PLAY**

THE WORKING
HOME







MODERN TECHNOLOGY HAS MADE WORKING FROM HOME A PRACTICAL REALITY

THE WORKING
HOME

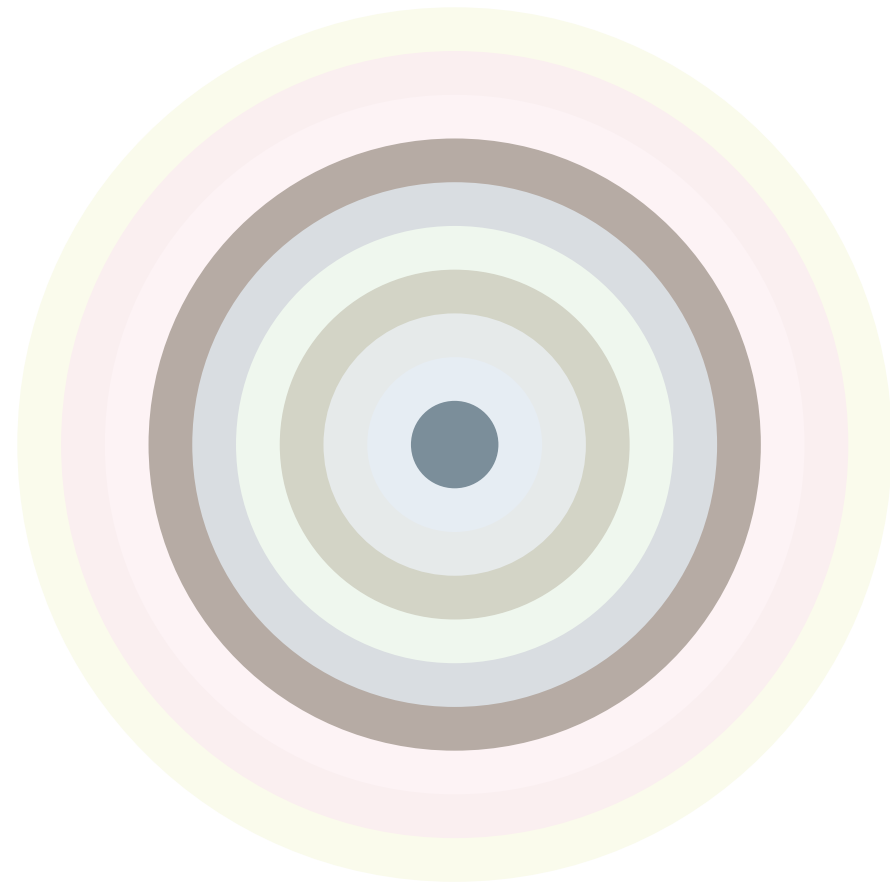




Getty Images



The *BBC Broadcasting House* in London has vibrantly coloured multi-storey open plan workspaces.



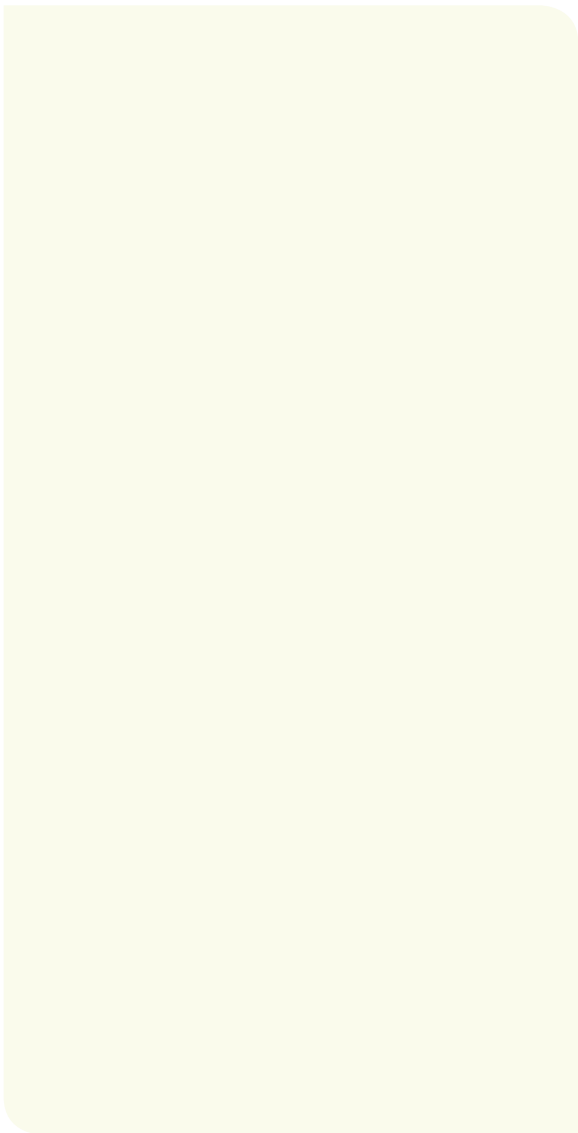
CONSIDERED LUXURY

We're seeing a new kind of consumerism, where value is placed on personal experience, rather than possessions. The fourth trend captures this new way of living. Creating priceless memories is our priority as we look at the world with fresh eyes, not adding clutter and more belongings to our lives, but experiences instead. It is the new way of consuming: buy less, choose well and make it last. You walk away with less but are infinitely more enriched. It is experience on a personal level, with the senses playing an important role; the touch of a beautiful woven fabric, the quiet calm of an early morning. It is about silent design, understated but thoughtful, with a lot of attention to detail. White and neutrals are the perfect backdrop for this trend. They're uncomplicated and fresh, and together they emphasise light and shade to let different textures and materials take centre stage.

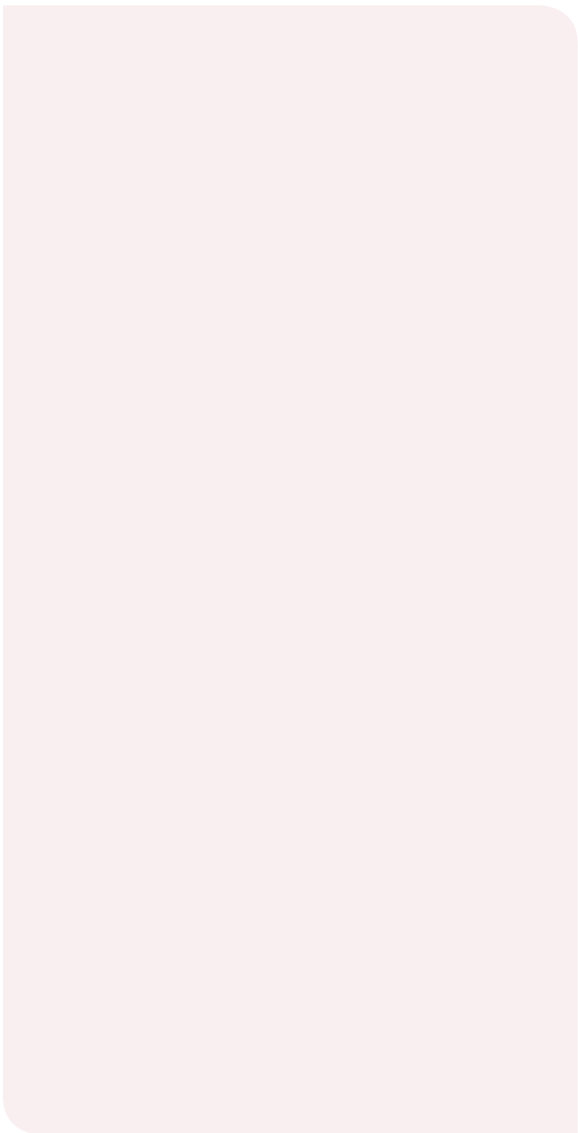




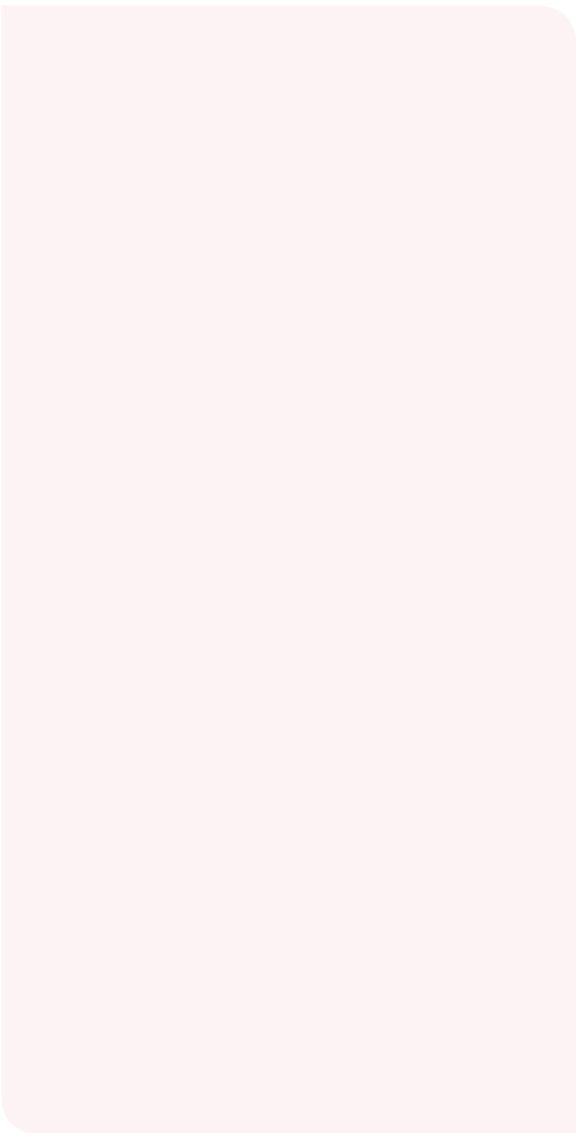
CONSIDERED LUXURY



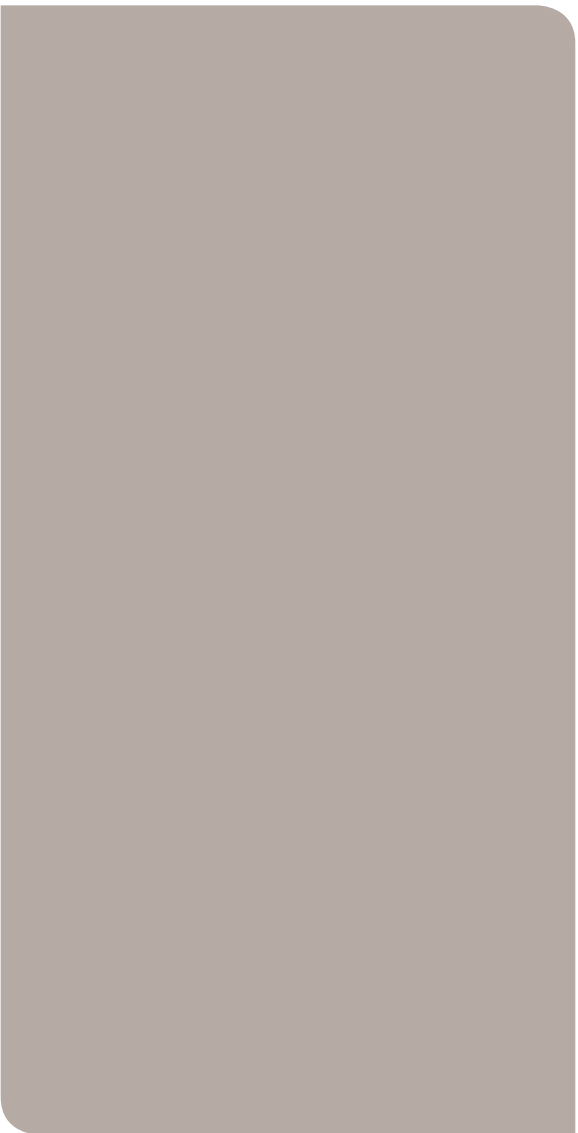
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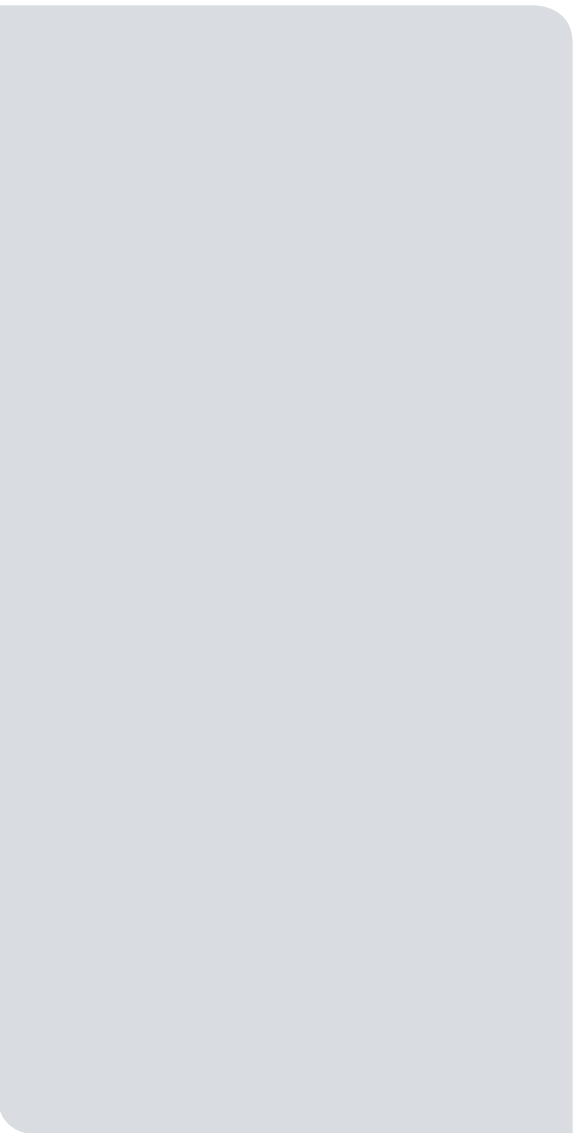
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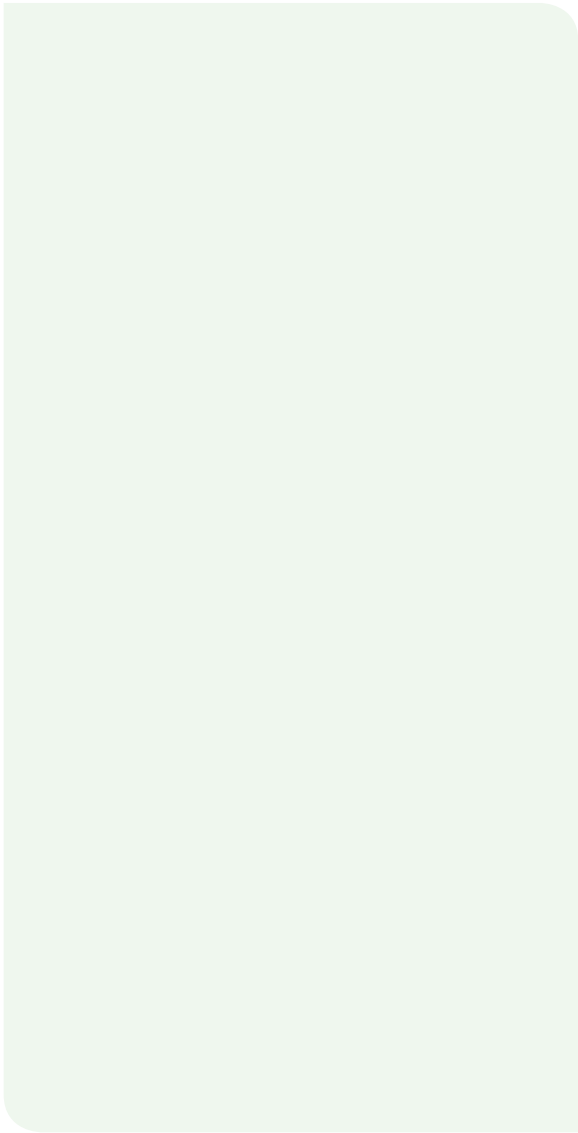
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E4.05.65



ON.00.76

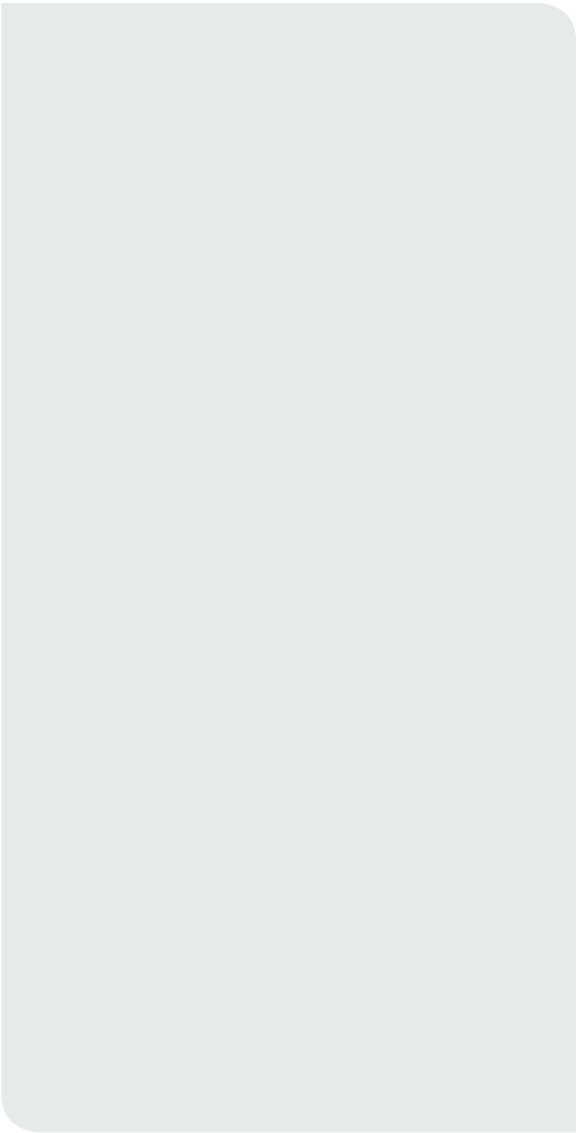


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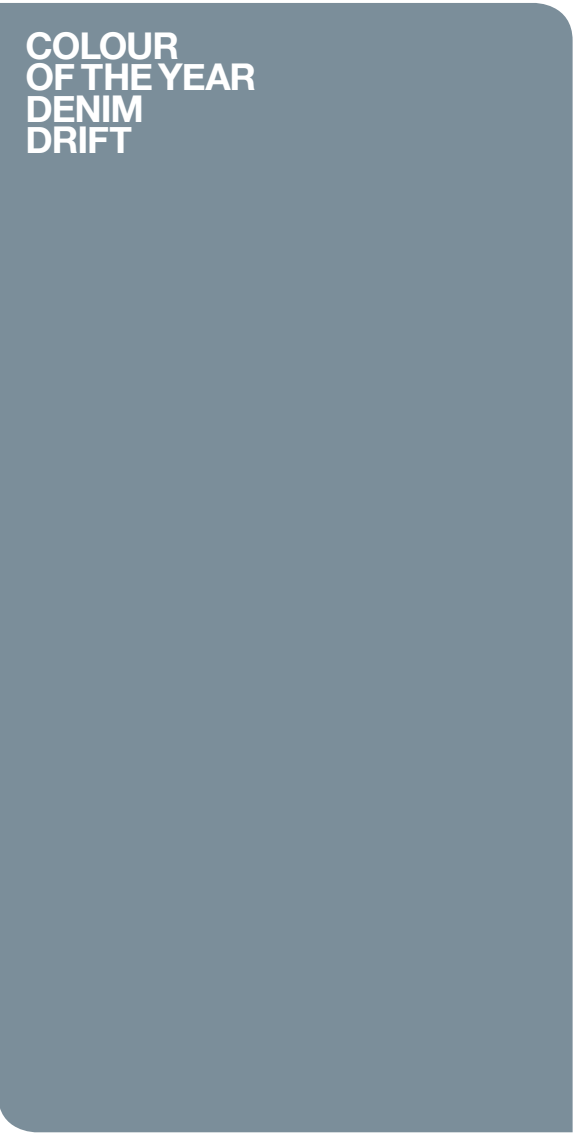
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ON.00.81



TN.02.84



S0.10.50

COLOUR
OF THE YEAR
DENIM
DRIFT



Wood City adds innovative and natural textures to the urban landscape in Finland.





The *RMIT, Academic Building* in Ho Chi Minh City, Vietnam has an added layer of texture with a self-weathering façade.

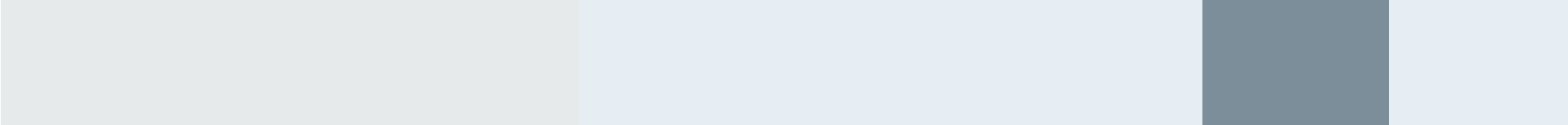
**LESS IS MORE AS WE CREATE OUR
NEW CODES FOR LUXURY**

**CONSIDERED
LUXURY**



**IT'S ABOUT SILENT
DESIGN, UNDERSTATED
BUT THOUGHTFUL,
WITH A LOT OF
ATTENTION TO DETAIL**

CONSIDERED
LUXURY



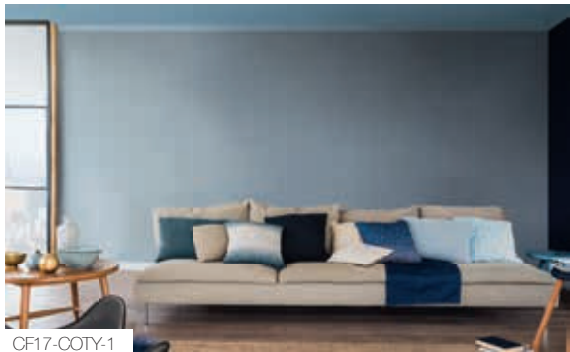
BEFORE & AFTER IMAGES

To reveal the dramatic effect of paint, we have a collection of before and after images.

THE COLOUR OF THE YEAR



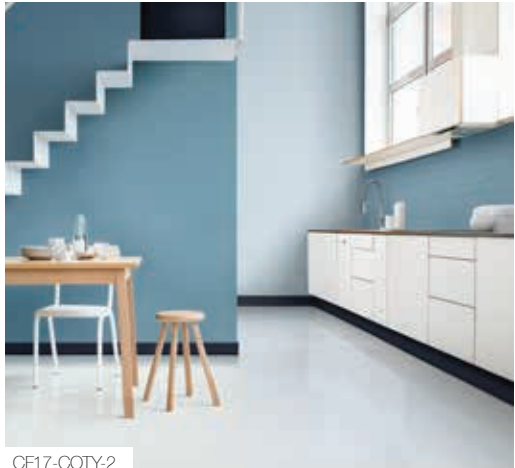
CF17-COTY-1-BEFORE



CF17-COTY-1



CF17-COTY-2-BEFORE



CF17-COTY-2



CF17-COTY-3-BEFORE



CF17-COTY-3

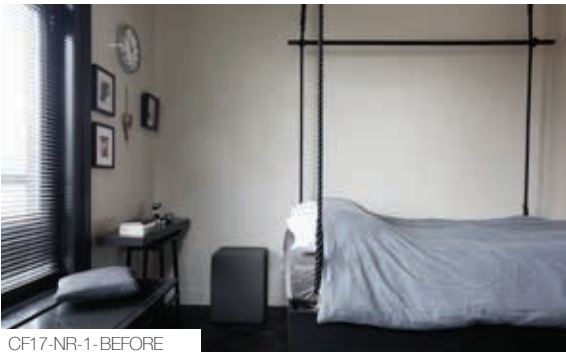


CF17-COTY-4-BEFORE



CF17-COTY-4

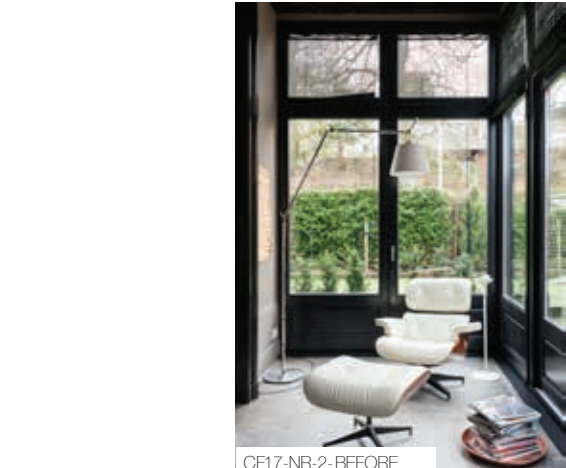
NEW ROMANTICISM



CF17-NR-1-BEFORE



CF17-NR-1



CF17-NR-2-BEFORE



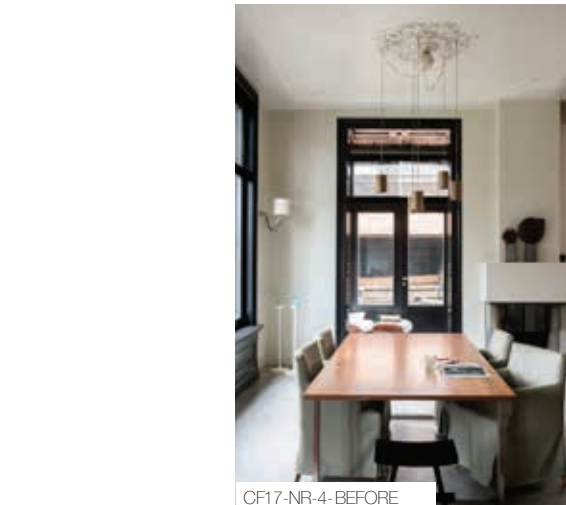
CF17-NR-2



CF17-NR-3-BEFORE



CF17-NR-3



CF17-NR-4-BEFORE



CF17-NR-4

THE WORKING HOME



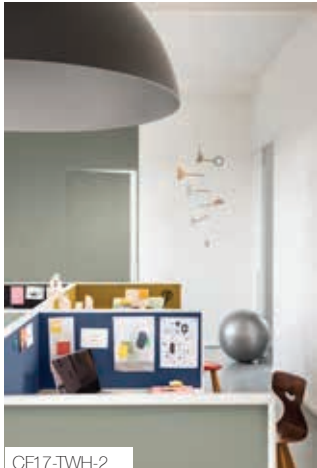
CF17-TWH-1-BEFORE



CF17-TWH-1



CF17-TWH-2-BEFORE



CF17-TWH-2



CF17-TWH-3-BEFORE



CF17-TWH-3



CF17-TWH-4-BEFORE



CF17-TWH-4

BEFORE & AFTER IMAGES

To reveal the dramatic effect of paint, we have a collection of before and after images.

SHARED INDIVIDUALISM



CF17-SH-1-BEFORE



CF17-SH-1



CF17-SH-2-BEFORE



CF17-SH-2



CF17-SH-3-BEFORE



CF17-SH-3



CF17-SH-4-BEFORE



CF17-SH-4

CONSIDERED LUXURY



CF17-CL-1-BEFORE



CF17-CL-1



CF17-CL-2-BEFORE



CF17-CL-2



CF17-CL-3-BEFORE



CF17-CL-3

IMAGE LIBRARY

To reveal the dramatic effect of paint, we have a collection of before and after images.

COVER



CF17-COVER
P3-8



CF17-CONTENTS



CF17-WELCOME-1



CF17-WELCOME-2



CF17-RESEARCH-1



CF17-RESEARCH-2



CF17-RESEARCH-3

CF17-RESEARCH-4



CF17-RESEARCH-5



CF17-RESEARCH-6



CF17-RESEARCH-7



CF17-RESEARCH-8



CF17-RESEARCH-9



CF17-PALETTE-1



CF17-ANALYSIS-1



CF17-LNL-1



CF17-LNL-2



CF17-LNL-3



CF17-LNL-4



CF17-COTY-1



CF17-COTY-2



CF17-COTY-3



CF17-COTY-4



CF17-COTY-5



CF17-COTY-6



CF17-COTY-7



CF17-COTY-8



CF17-COTY-9



CF17-COTY-10



CF17-COTY-11



CF17-COTY-12



CF17-COTY-13



CF17-COTY-14



CF17-COTY-15



CF17-COTY-16



CF17-COTY-17



CF17-COTY-18



CF17-TRENDS-1



CF17-TRENDS-2



CF17-TRENDS-3



CF17-TRENDS-4



CF17-TRENDS-5



CF17-TRENDS-6



CF17-TRENDS-7



CF17-TRENDS-8



CF17-TRENDS-9



P36-49

NEW ROMANTICISM



CF17-NR-1



CF17-NR-2



CF17-NR-3



CF17-NR-4




CF17-NR-5




P66-81


THE WORKING HOME



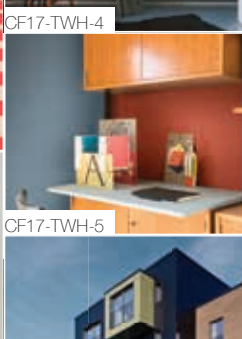
CF17-TWH-1



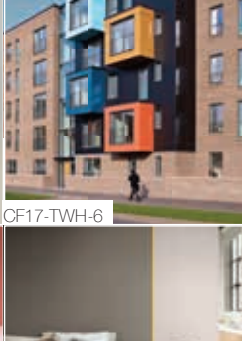
CF17-TWH-2




CF17-TWH-3



CF17-TWH-4



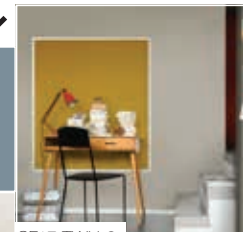
CF17-TWH-5




CF17-TWH-6

CF17-TWH-7

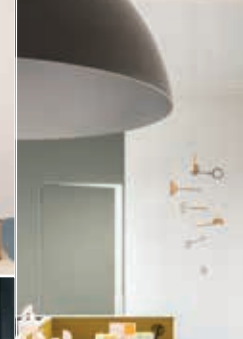
CF17-TWH-8




CF17-TWH-9




CF17-TWH-10




CF17-TWH-11



CF17-TWH-12




CF17-TWH-13

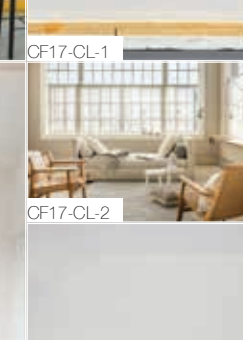


P82-95


CONSIDERED LUXURY




CF17-CL-1




CF17-CL-2




CF17-CL-3



CF17-CL-4

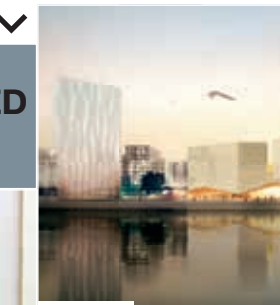


CF17-CL-5




CF17-CL-6


CF17-CL-7




CF17-CL-8




CF17-CL-9




CF17-CL-10



CF17-CL-11




CF17-CL-12




P50-65

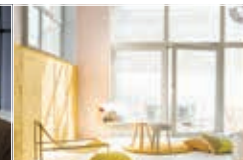
SHARED INDIVIDUALISM




CF17-SI-1




CF17-SI-2




CF17-SI-3




CF17-SI-4




CF17-SI-5




CF17-SI-6




CF17-SI-7



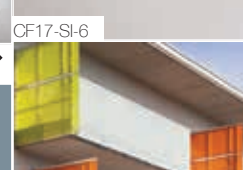
CF17-SI-8




CF17-SI-9




CF17-SI-10



CF17-SI-11



CF17-SI-12



CF17-SI-13

