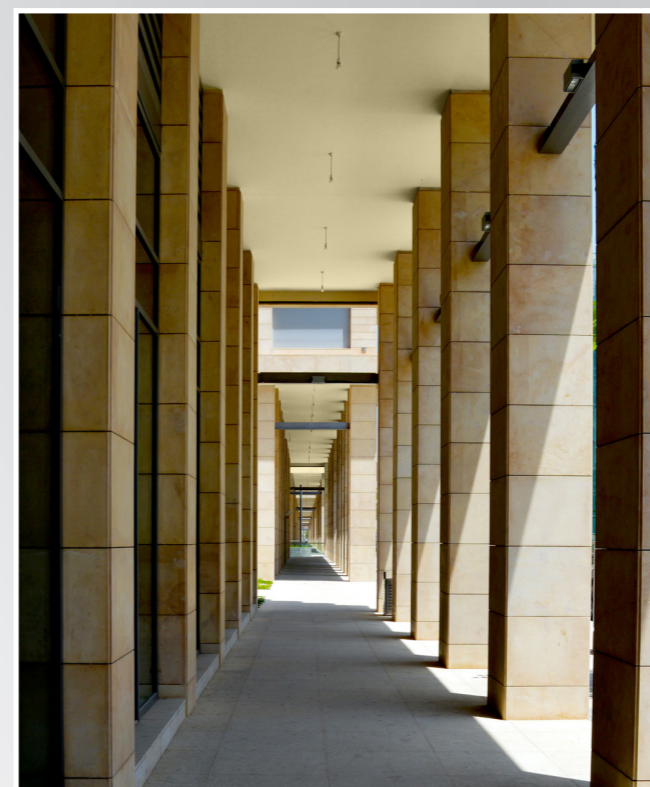




CF23

COLOURFUTURES™ 2023
INTERNATIONAL COLOUR TRENDS



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Design – Redwood London, redwoodbbdo.com
Content – AkzoNobel Global Aesthetic Center

THE STORY BEHIND COLOUR OF THE YEAR

The Dulux Professional Global Aesthetic Center is committed to helping Specifiers select on-trend, credible colours that will last. Each year, with a team of acclaimed international experts, it identifies the global trends that look set to shape our lives, and our living and working spaces. Using these insights, it selects a Colour of the Year and four new palettes that will respond to those future needs.

LAST YEAR

In 2022, we were looking for a breath of fresh air in all aspects of our lives. This led Dulux Professional to develop palettes around a light, airy tone – Bright Skies™. Reflecting the limitless skies around us, it delivered an uplifting injection of colour that helped revitalise interiors and exteriors across every sector.

THE WORLD TODAY

With the natural world at the top of the global agenda, we're re-evaluating our relationship with nature and sensing the importance of learning *from* it not just *about* it. We're understanding afresh that nature is the source of everything, bringing us solace, inspiration, materials and a myriad of blueprints for living. That's why, this year, we've put nature at the heart of our story.

WHAT DOES THIS MEAN FOR COLOUR?

Nature can soothe our souls when we're stressed and make us feel rooted and connected. Its flourishing ecosystems can show us clever ways of working together. Its designs, refined over millions of years, can teach us how to make structures and materials that are effective, efficient and long-lasting. The rhythm of its seasons, tides and lifecycles can give us a sense of momentum, renewal and regeneration.

We offer colours that help bring a connection with nature so you can feel the benefits in your spaces.



Above: Dulux Professional colour experts translate trends identified at the Trend Forecast into colours that will be relevant and resonant for 2023



Cover Images: Unsplash.

COLOUR OF THE YEAR 2023 WILD WONDER™

Dulux Professional Colour of the Year 2023 is a glowing, upbeat tone that celebrates and reflects the wonders of nature. Inspired by the warm tones of harvested crops, it brings energy, positivity and a connection with the natural world to our living and working spaces. Used alongside our new complementary palettes, Wild Wonder™ is the perfect colour for updating interiors and exteriors, and boosting the value of buildings across a wide range of sectors.

PALETTES

Each of our four new palettes has been built around Wild Wonder™, offering a variety of colour combinations that reflect the versatility of the natural world. Just as different land- and seascapes in nature inspire different emotions, so these palettes can help create different moods in interiors and exteriors across every sector, inspiring both clients and users.

INTERIOR PALETTES

LUSH COLOURS FOREST HUES



BUZZ COLOURS MEADOW BRIGHTS



RAW COLOURS HARVEST SHADES



FLOW COLOURS SEASHORE TONES



SUPPORTIVE SPACES

Subtle and soothing, these natural tones are inspired by the colours of a woodland or forest. Made up of the soft greens, greys and lilacs of trees and plants, with deeper accent shades, this palette can create the reassuring feel of a countryside setting. Bringing a sense of familiarity and comfort, it's perfect for a new kind of office or healthcare space where wellbeing is prioritised.

HARMONIOUS SPACES

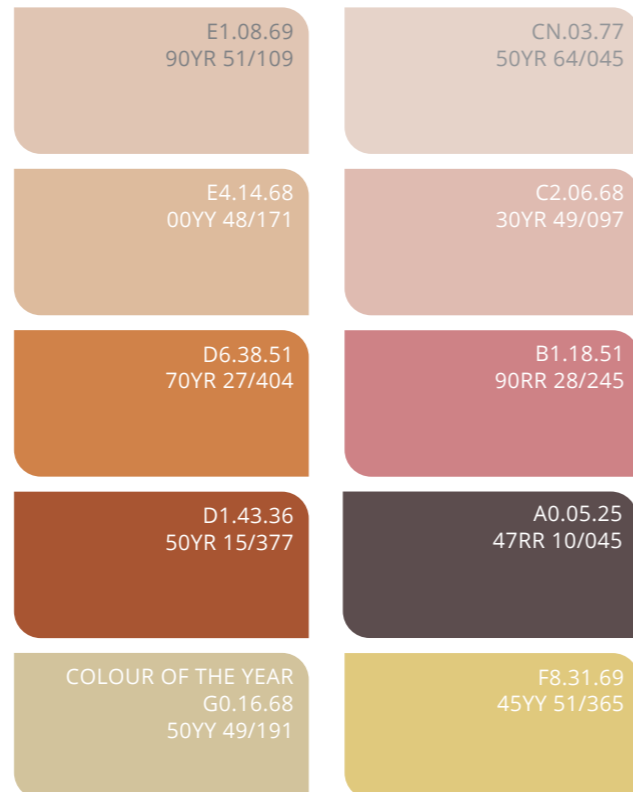
Warm and upbeat shades of pinks and ochres, these colours are inspired by the natural buzz and biodiversity of a meadow or grassland. Positive and unifying, these joyful tones work well in places where people come together – in residential or hospitality spaces, for example. Combining soft toning neutrals with stronger shades, this palette can help create a harmonious and welcoming feel.

ENRICHING SPACES

Shades of straw, wheat, mushroom, wood, this palette reflects the variety of nature's raw materials and can bring a sense of natural richness and creativity to a space. It can work well in an office environment where it can provide the perfect natural counterpoint to technology, or in a residential space where it can offer rich colour without overpowering a decorative scheme.

BALANCED SPACES

Inspired by tides, waves and the natural rhythms of the earth, this palette of seashore colours can create a feeling of momentum and balance. It works particularly well in educational spaces where it can help provide the ideal backdrop for a learning environment that feels in tune with the natural world. It can also bring a sense of renewal and flow to any space.



Images: First and third from left: Shutterstock. Image on the far right: Unsplash

EXTERIOR PALETTES

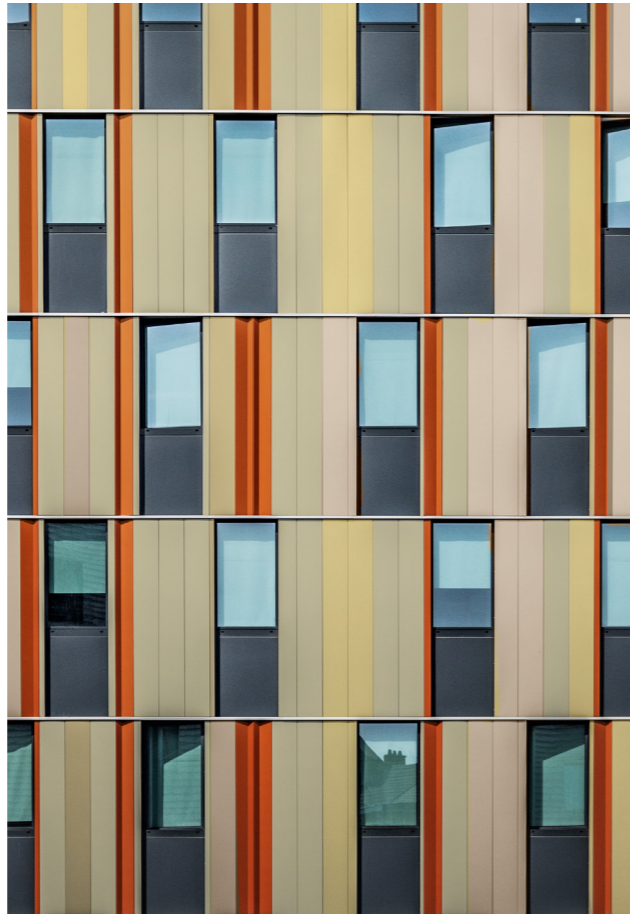
LUSH COLOURS FOREST HUES



Inspired by the plant-filled habitats of gardens, forests and woodlands, this soothing palette can bring a hint of the countryside to an urban setting. It can soften the linear feel of a building and combine perfectly with greenery.

G8.03.79 82YY 67/046	COLOUR OF THE YEAR G0.16.68 50YY 49/191
J0.05.65 20GY 46/067	G3.12.56 60YY 33/130
Q3.21.27 30BG 10/111	K0.05.47 52GY 24/050

BUZZ COLOURS MEADOW BRIGHTS

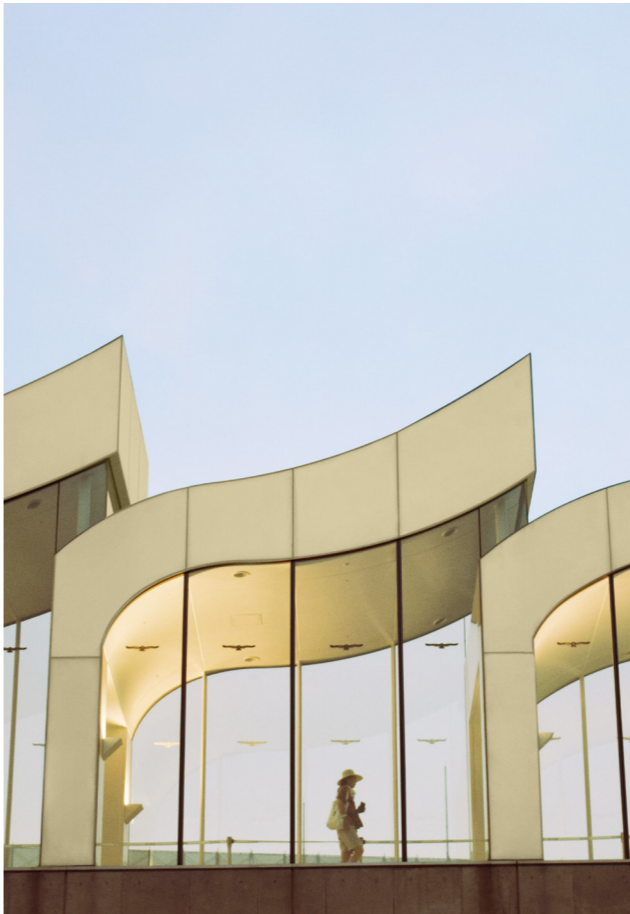


Inspired by nature's bustling biodiversity, this upbeat palette of warm tones brings a sense of joy and harmony. Combining Wild Wonder™ with splashes of bright colour, it can add impact and personality to a building.

E1.08.69 90YR 51/109	COLOUR OF THE YEAR G0.16.68 50YY 49/191
D6.38.51 70YR 27/404	F8.31.69 45YY 51/365
D1.43.36 50YR 15/377	A0.05.25 47RR 10/045

Images: First from Left: Shutterstock, all others: Unsplash

RAW COLOURS HARVEST SHADES



Inspired by nature's raw materials, this palette reflects the richness of the resources and natural designs around us. Bringing an echo of the natural world, it can help make a building feel grounded and inspiring.

COLOUR OF THE YEAR G0.16.68 50YY 49/191	F4.06.78 30YY 67/084
COY 2021 E7.10.53 10YY 30/106	E2.17.58 90YR 36/203
D6.13.24 70YR 09/086	C3.16.38 30YR 16/162

FLOW COLOURS SEASHORE TONES



Inspired by the regular rhythms of nature – the seasons, the tides, the natural lifecycles of plants and animals, this palette of seashore tones can bring a feeling of fluidity and balance to a building.

ON.00.78 17GY 68/005	F4.04.73 30YY 56/060
COY 2022 T0.10.70 14BB 55/113	COLOUR OF THE YEAR G0.16.68 50YY 49/191
T0.11.31 21BB 12/077	COY 2017 S0.10.50 87BG 27/077

WILD WONDER™ AND ITS PALETTES: HELPING YOU CAPTURE THE MAGIC OF NATURE

Dulux Professional Colour of the Year and its palettes bring you ready-made colour combinations that will uplift clients and users in 2023. Inspired by the natural world, they offer a connection with nature that will help create comfortable, inviting spaces and boost value in every sector.



EDUCATION



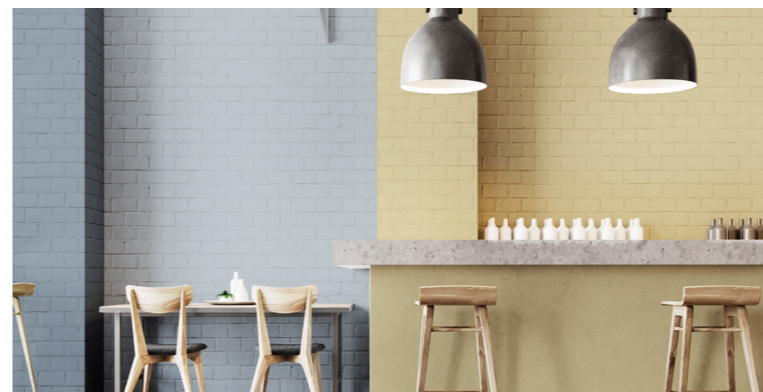
OFFICES



RESIDENTIAL



HEALTHCARE



HOSPITALITY

Images: Top two & bottom two: Shutterstock & Getty Images



FLOW COLOURS BALANCED SPACES

Colours: These fluid, natural tones bring a calming reminder of the ebb and flow of waves on a seashore.

Relevance: Connecting children with nature has many psychological, intellectual and social benefits¹, and building an emotional connection with the wider world can lead to the development of sustainable attitudes².

Result: Bringing an echo of the seashore to educational spaces, these tones help students feel connected with the world around them and create a balanced feel in all kinds of learning settings.

Images: Bottom right: Unsplash, Left and Top right: Getty
 1. Mozaffar, Farhang & Mirmoradi, Seyedeh Somayeh, (2012). Effective Use of Nature in Educational Spaces Design. organization, technology and management in construction - an international journal. 4. 381. 10.5592/otmci.2012.1.3.
 2. Education for sustainability: Connecting learners with nature. David Cudworth, De Montfort University, 2021

EDUCATIONAL SPACES

As well as creating a calm and steady environment that is perfect for learning, these colours can also help students feel in touch with nature – something that has been shown to improve wellbeing and encourage sustainable thinking.

T0.11.31
21BB 12/077

S9.06.72
10BB 55/065

S0.10.50
87BG 27/077

COLOUR OF THE YEAR
G0.16.68
50YY 49/191



S0.10.50
87BG 27/077

COLOUR OF THE YEAR
G0.16.68
50YY 49/191

ON.00.78
17GY 68/005

F4.04.73
30YY 56/060



Images: Left: Getty, right: Unsplash



OFFICE SPACES

As a result of hybrid working, employees are demanding a new kind of work environment that won't compromise wellbeing. They need inspiring, sustainable and supportive spaces that feel connected with the outside world.

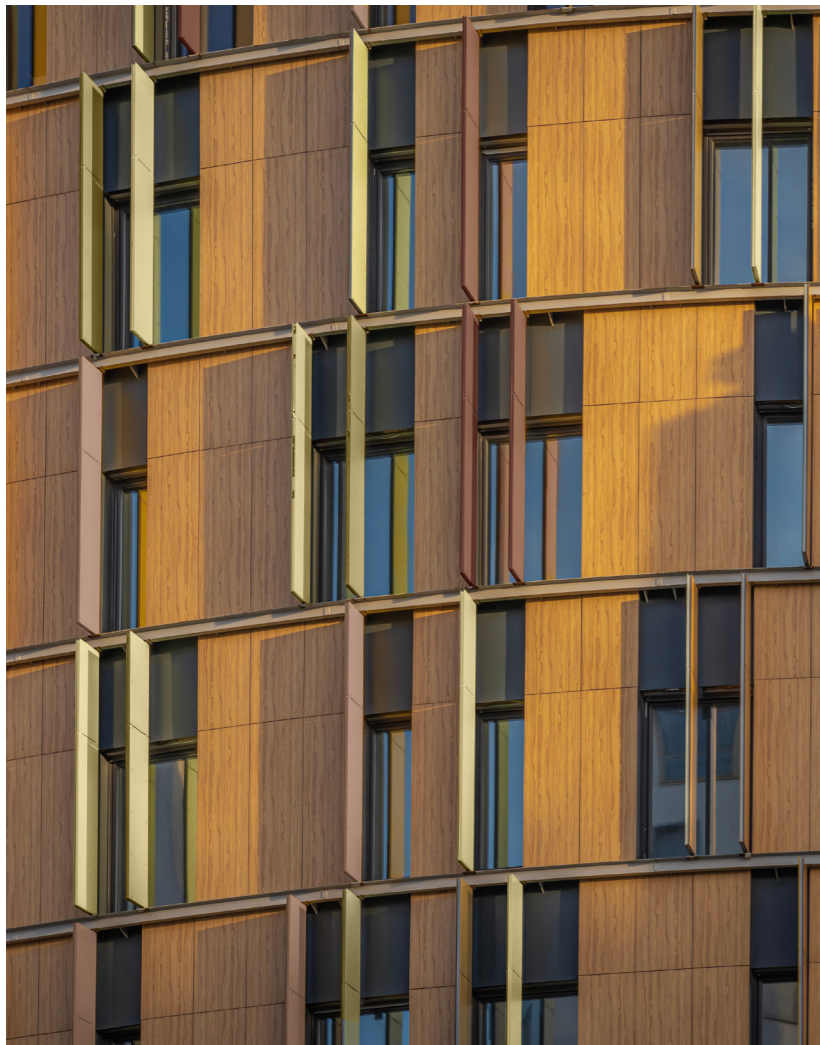
Images: Right: Shutterstock. Left: Unsplash. 1. GWI, 2021. 34.6% somewhat agree and 28.1% strongly agree with the statement "I'm more conscious about looking after my mental health now than before the pandemic". 2. Pouso, S., Borja, A., Fleming, L., Gómez-Baggethun, E., White, M. and Uyarra, M., 2021. Contact with blue-green spaces during the COVID-19 pandemic lockdown beneficial for mental health. Science of The Total Environment, 756, p. 143984.

LUSH COLOURS SUPPORTIVE SPACES

Colours: Taken from the tones of trees and plants, these natural greens, greys and lilacs bring freshness and familiarity.

Relevance: Today, people are more conscious about looking after their mental health¹. Building a connection with nature can help alleviate mental health issues, and increase wellbeing².

Result: This soothing palette works both practically and emotionally in an office setting. It can act as a counterpoint to a sterile, tech-heavy environment and, by creating a connection with nature, it can help employees feel less stressed and boost wellbeing.



RAW COLOURS

ENRICHING SPACES

Colours: Echoing the shades of nature's raw materials – straw, wheat, wood, this palette brings the rich hues of the earth's resources centre stage.

Relevance: Designers are becoming increasingly aware of the potential of biophilic design to improve office spaces¹; and of the benefits of mimicking nature's designs (biomimicry) in human innovation².

Result: Putting nature at the heart of the office, this palette is perfect for creating a new kind of workspace. Building a warm, enriching backdrop, these tones can help create a springboard for creativity and innovation.

Images: Left: Shutterstock. Right: Unsplash. 1. Biophilic design acknowledges that we are genetically connected to nature and that a human-centred approach can improve many of the spaces where we live and work... In an office environment, this is shown as quantified improvements in productivity, wellness and a reduction in days absent due to illness. The Biophilic Office, BRE Group. 2. Biomimicry... has a great potential to benefit structural engineering and the design process. Biomimicry and the Built Environment, Learning from Nature's solutions, Elmira Jamei and Zora Vrceelj, 2021



COLOUR OF THE YEAR
G0.16.68
50YY 49/191

GN.00.85
81YY 81/016

F4.06.78
30YY 67/084

D6.13.24
70YR 09/086

C3.16.38
30YR 16/162

E2.17.58
90YR 36/203



RESIDENTIAL SPACES

Recent events have made us reassess what we want from our homes. As well as making sure they are functional and adaptable spaces, we also need them to feel positive, grounded and connected with the natural world.

COLOUR OF THE YEAR
G0.16.68
50YY 49/191

D9.19.42
80YR 19/177

E7.10.53
10YY 30/106



'Connecting people with nature in the built environment through implementing Biophilic Design not only improves the health and wellbeing of individuals and communities, but also the health of the planet. By increasing biodiversity and our appreciation for nature, we are more motivated to act in a sustainable way.' Biophilia and Design for Wellbeing, Oliver Heath. 2. The Shaping of Us: How Everyday Spaces Structure our Lives, Behaviour and Well-Being, Lily Bernheimer.

RAW COLOURS ENRICHING SPACES

Colours: The earth has been providing building materials since man first created home. This palette of rich raw-material colours can help us feel part of the natural world.

Relevance: Biophilic design can help us achieve a connection with nature¹ and also inspire us to innovate: 'Natural settings can intimately impact our ability to think, heal and create².'

Result: This palette of rich, organic shades connects us with nature's original building blocks. This is a galvanizing and enriching palette that can create a bolstering, inspiring space.



BUZZ COLOURS

HARMONIOUS SPACES

Colours: Upbeat shades of pinks, ochres and oranges, this palette can bring a sense of vitality and connection.

Relevance: Feelings of loneliness have grown across the globe¹ and people are increasingly seeking ways to foster feelings of togetherness and a sense of belonging within with the wider world².

Result: These bright, upbeat tones are ideal for creating an interior that looks good and that feels comfortable; an inviting space where people will want to socialise. Buzz colours can also add warmth and personality to any building exterior.

Images: Left: Unsplash. 1. Globally, two in five people (41%) report becoming lonelier over the last 6 months, while one in five (19%) have become less lonely. Ipsos, March 2021. 2. Around 9/10 people surveyed by Natural England in May 2020 agreed that natural spaces are good for mental health and wellbeing. Office for National Statistics, April 2021.



C2.06.68
30YR 49/097

D6.38.51
70YR 27/404

COLOUR OF THE YEAR
G0.16.68
50YY 49/191



HEALTHCARE SPACES

In buildings where the focus is on health and wellbeing, people need a soothing setting that feels in tune with nature. They need calm, restorative spaces that allow them to relax and recover.



Images: Shutterstock

G8.03.79
82YY 67/046

N1.06.61
50GG 40/064

COLOUR OF THE YEAR
G0.16.68
50YY 49/191

K0.05.47
52GY 24/050



Subtle and soothing, Lush colours, used with Wild Wonder™, can help make sterile and impersonal healthcare spaces feel more approachable, helping reduce stress for patients and staff.



LUSH COLOURS

SUPPORTIVE SPACES

Colours: Inspired by the tones of plants and trees, this soothing natural palette gives a comforting, familiar feel.

Relevance: Studies have shown that patients exposed to nature scenes had less anxiety, fewer pain medication requests and a quicker post-operative recovery. Even three to five minutes of time in nature or viewing nature-themed elements can ease unpleasant emotions¹.

Result: Subtle and soothing, this restorative palette echoes the colours of nature, helping patients, visitors and staff feel anchored and comfortable, reducing stress.

Images: Shutterstock
 1. Informing Healing Spaces through Environmental Design: Thirteen Tips, US Dept of Veterans Affairs, Updated 2020. <https://www.va.gov/WHOLEHEALTHLIBRARY/tools/healing-spaces-environmental/design.asp>



HOSPITALITY SPACES

Hospitality businesses are looking for engaging ways to welcome people in. They need to create warm, inviting spaces where people want to come together, feel positive and relax.



BUZZ COLOURS HARMONIOUS SPACES

Colours: Upbeat shades of pink, ochre, orange... this palette can add warmth and impact in hospitality spaces.

Relevance: People have started to realise how important it is to work together instead of competing with one another¹, and hospitality spaces can offer the perfect setting for connection and collaboration.

Result: This joyful palette can add warmth and visual interest in both the private and public areas of a hospitality space, creating areas where people will want to come together and connect.



Images: Top left and bottom right: Unsplash.
1. Ruangrupa - cited by Sem Devilliant, CF Trend Forecast, 2021

COLOUR OF THE YEAR
G0.16.68
50YY 49/191

C2.06.68
30YR 49/097

B1.18.51
90RR 28/245



FLOW COLOURS

BALANCED SPACES

Colours: Made up of seashore tones, this palette of blues and neutrals taps into the rhythms of nature – the tides, the waves, the seasons – for a comfortable, fluid feel.

Relevance: Hospitality businesses are looking to attract customers in innovative, engaging and sustainable ways. Creating a connection with nature can help enhance relaxation and enjoyment.¹

Result: Reflecting the rhythms of nature, these calm, natural colours create a feeling of equilibrium that can help people switch off and relax.

Images: Top left: Shutterstock
1: Why the Hospitality Industry needs Biophilic Design, Journal of Biophilic Design, 2021



COLOUR OF THE YEAR
G0.16.68
50YY 49/191

F0.03.66
30YY 46/036

F4.04.73
30YY 56/060

PRODUCT INFORMATION

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PRODUCT	Loren Ipsum (per litre)	Loren Ipsum	Loren Ipsum	Loren Ipsum	Loren Ipsum
Vatudac telabus Erbem	Up to 16m2/L	2-4	X	Low	Durable, washable, silver bactericide
Vatudac telabus Erbem	Up to 17m2/L	2-4	X	Low	Durable, washable, silver bactericide
Vatudac telabus Erbem	Up to 16m2/L	4-6	X	Low	10x tougher
Vatudac telabus Erbem	Up to 16m2/L	4-6	X	Low	10x more stain resistant
Vatudac telabus Erbem	Up to 18m2/L	16-24	X	High	Tough, durable
Vatudac telabus Erbem	Up to 17m2/L	16-24	X	High	Tough, durable finish
Vatudac telabus Erbem	Up to 12m2/L	2-4	X	Minimal (white) Low (colour)	Flame resistant, durable up to 100°C

NOTE TO MARKETS

This spread is a template. The elements here are illustrative only: please adapt them for your market, product and sector needs, while maintaining font, table and graph styles (if those elements are all required) so the design remains in keeping with the rest of the brochure.

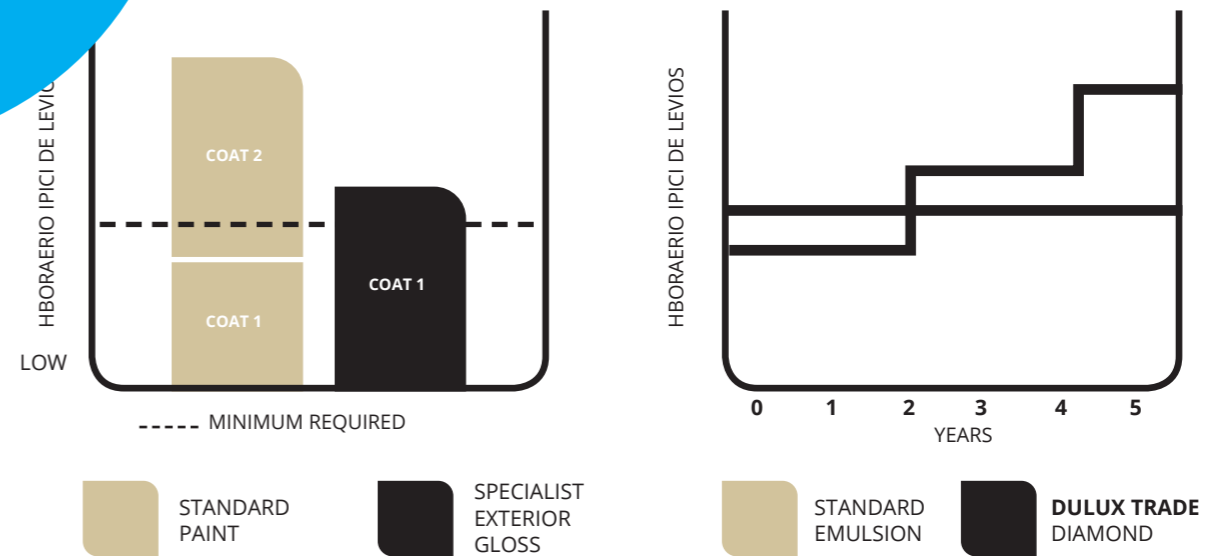


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Colin Campbell
Trust manager Am ium nus vellute mporem

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Feature your Hero product(s) here and highlight its/their key benefits

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