



COLOURFUTURES™ 2018 INTERNATIONAL COLOUR TRENDS

# CF18



# COLOUR TRENDS 2018

A WELCOME HOME



**AkzoNobel**



AKZONOBEL  
DECORATIVE  
PAINTS

GLOBAL  
AESTHETIC CENTRE  
PRESENTS

COLOURFUTURES™ 2018



# CONTENTS

RESEARCH 08-31

GLOBAL INSIGHTS  
**SOCIETAL TRENDS**  
HOW CONSUMERS REACT  
THE MOOD OF THE MOMENT

COLOURFUTURES™ 2018, 32-35

**2018 PALETTE**  
**COLOUR OF THE YEAR 2018**

PALETTES 36-95

THE HEART WOOD HOME  
THE COMFORTING HOME  
**THE INVITING HOME**  
THE PLAYFUL HOME

RESOURCES 96-106

THE TRANSFORMATIVE POWER OF PAINT  
IMAGE LIBRARY

INSERT

**COLOUR PALETTE GUIDE**

# WELCOME

**“We are proud to present the 15th edition of ColourFutures. For 15 years we have been telling the story of how global trends research translates into paint colours for the home. The story begins at our Global Aesthetic Centre – the heart of our research process. Here, you will see the vital role this creative team plays in understanding the mood of the moment, especially when they are joined by a panel of world-class industry experts. You’ll also see the detail we go into to understand what consumers will want from paint colour in their home, how this changes from room to room, and how we nominate the Colour of the Year to meet these needs. In this book we share our four ColourFutures 2018 palettes and a beautiful range of imagery ready for you to use. We hope you enjoy them as much as we do.”**

FOREWORD BY  
**HELEEN VAN GENT**  
CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTRE,  
AKZONOBEL









**THE GLOBAL  
AESTHETIC CENTRE  
IN NUMBERS:**  
FOUNDED 25 YEARS  
AGO IN 1992  
SUPPORTS 80  
GLOBAL MARKETS  
WITH COLOUR  
FORECASTING,  
ANALYSIS, DESIGN  
AND CONTENT



## Behind the scenes

# THE GLOBAL AESTHETIC CENTRE

**Based in the Netherlands, the AkzoNobel Global Aesthetic Centre leads the company's Decorative Paint's trend analysis, colour research and design, and art direction. This creative team – led by Creative Director Heleen van Gent – is now in its 25th year and supports 80 markets around the world in empowering consumers to make paint colour choices for their homes with confidence.**

Colour design and forecasting is the primary role of the Global Aesthetic Centre and to ensure the team remains one step ahead of consumers' needs, it continuously monitors global social, design and consumer trends as they emerge. By rooting the insights in the everyday world, the team provides credible and informed direction for its markets, and designs colour palettes that are perfectly suited to consumers' needs.

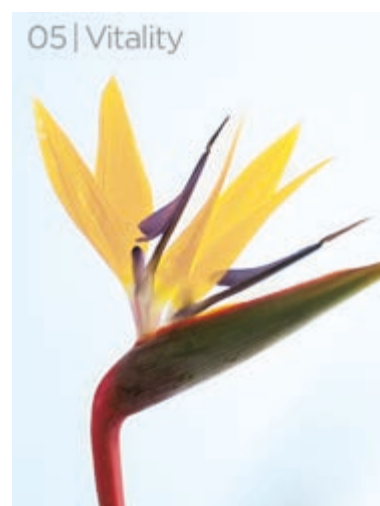
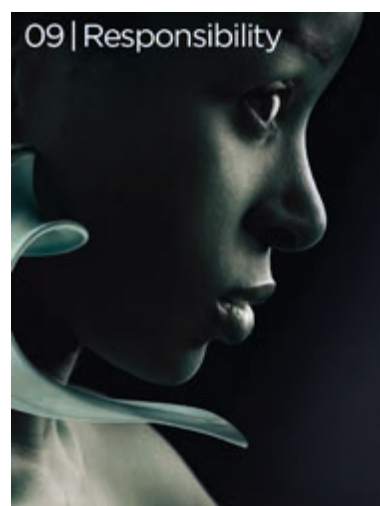
ColourFutures is at the heart of the team's work, which involves identifying the Colour of the Year and four supporting palettes included in this ColourFutures book. This is how the Global Aesthetic Centre transforms global trend insights into the paint colours that will inspire consumers all over the world. Alongside trend forecasting, the Global Aesthetic Centre creates a suite of visual assets – including hundreds of stunning room images that show how these colours translate into consumers' homes.

**Celebrating ColourFutures™ 2018**

15

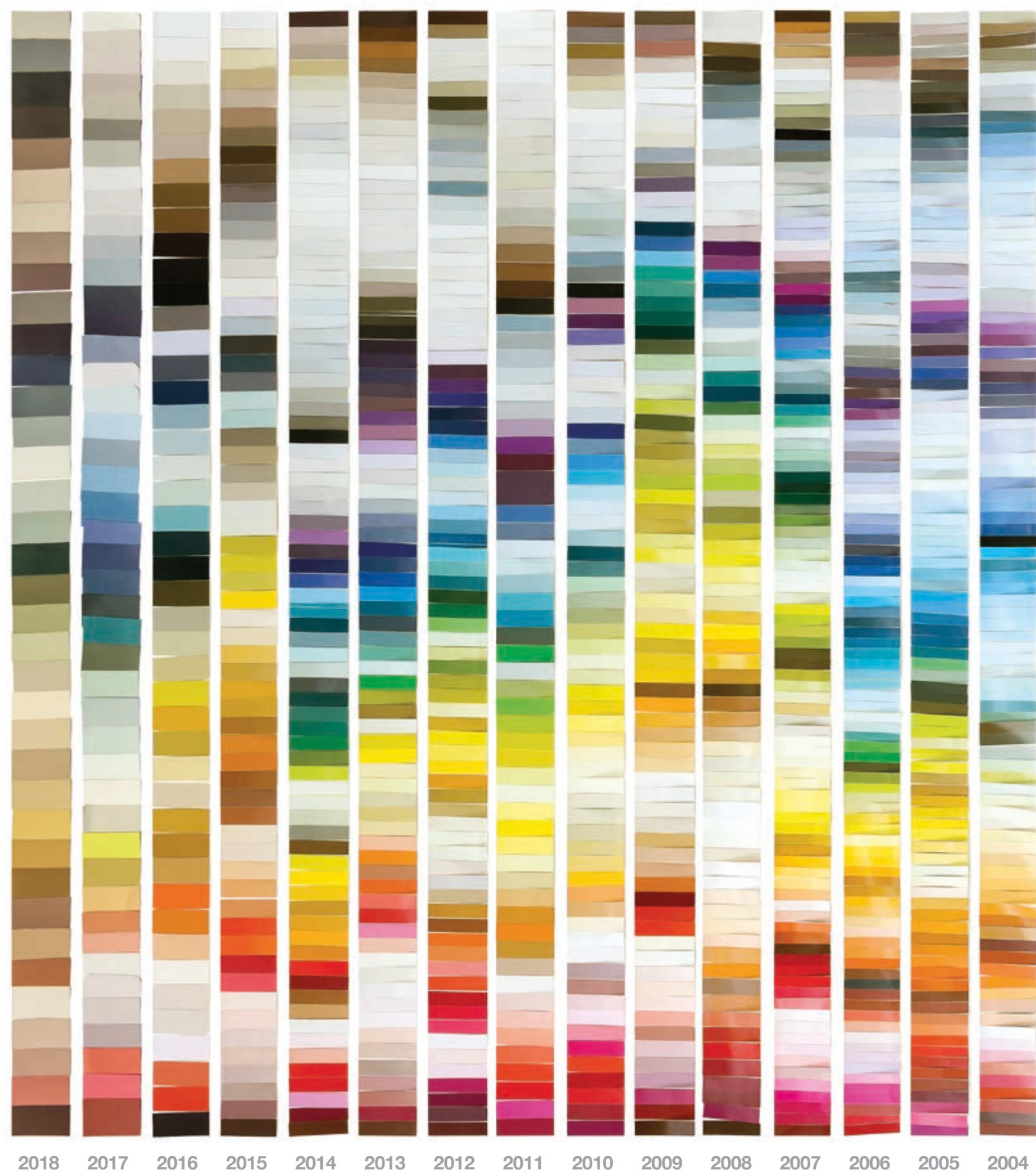
**YEARS OF  
TRENDS  
RESEARCH**

This year marks 15 years of ColourFutures. That is 15 years dedicated to the expert analysis of social, economic and design trends in order to understand what people will need from paint colours in their homes. Each year our aim is to build a picture of what home life will be like for consumers and to create colour palettes that will transform their interiors into living spaces that respond to their needs. The world is a very different place than it was in 2004 when ColourFutures began, and there is growing consideration for how rapid technological advancements impact our inner and outer sense of wellbeing. By understanding how the continuous shifts in the global landscape filter into consumers' lives, we ensure that ColourFutures not only evolves with, but also anticipates the changing needs of the home. Today, we continue to invest in our research – proof of our commitment to deliver the global colour expertise for which we have become known.





# The history of ColourFutures™

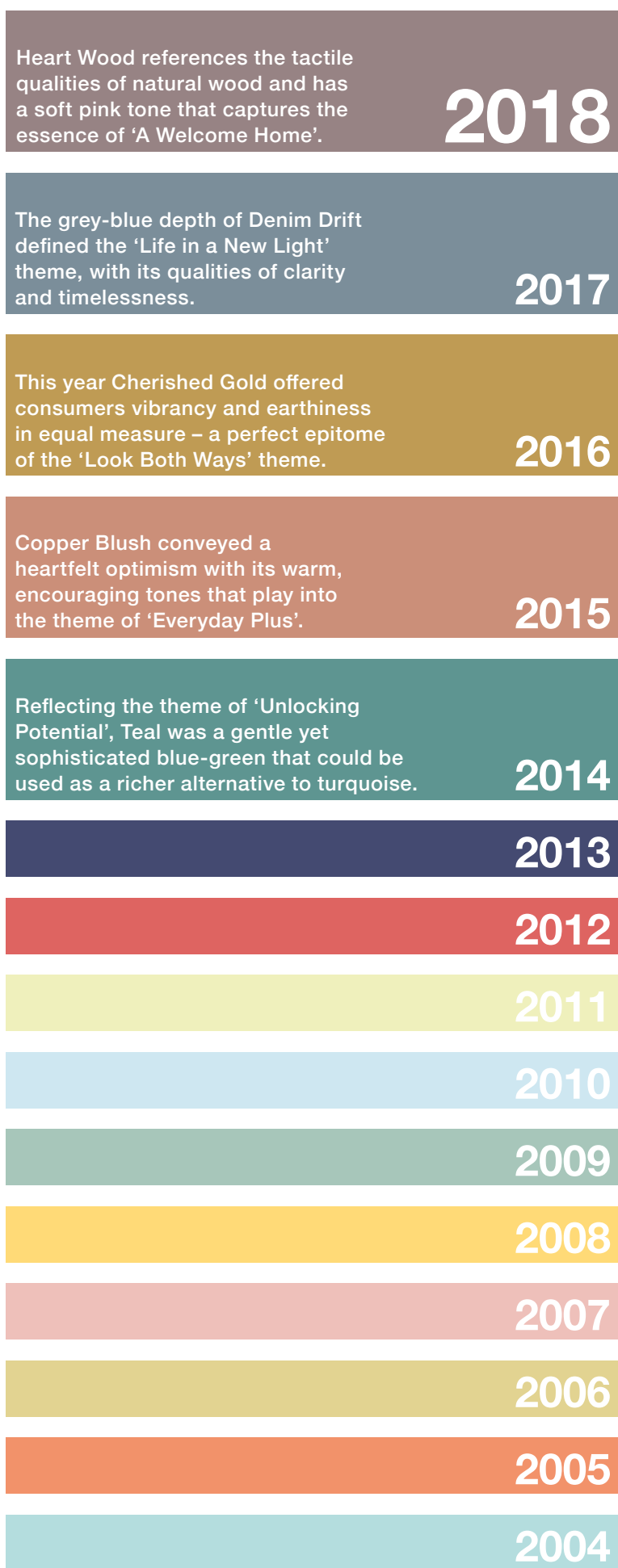


**COLOURS ANALYSIS 2004-2018**  
The evolution of colour trends over the past 15 years



**“From looking at how the palettes have evolved over the years, you can see how consumers’ needs for certain colours ebb and flow with how they feel about the world around them. In years such as 2015, an abundance of warm, upbeat oranges, corals and reds suggests a positive outlook that sees the wonderful in the ordinary. Alternatively, during years such as 2017, when there is strong representation of cooler shades of blue, grey and off-whites, this speaks to consumers’ need for balance and calm. What some people may not realise is that the colours we nominate as Colours of the Year feature in the palette for every year – we hero a single shade as the definitive colour that captures the mood of the moment.”**

Heleen van Gent,  
Creative Director, Global Aesthetic Centre, AkzoNobel



**COLOUR OF THE YEAR 2004-2018**

**"WE MISS THE OPPORTUNITY TO  
CONNECT TO NATURE IN OUR  
HOMES. WE CAN USE NATURAL  
COLOURS, TEXTURES AND  
PATTERNS TO DO THAT"**

Oliver Heath



**OLIVER HEATH,  
UK**  
Biophilic and  
architectural  
designer

## Recruiting world-class insight

# MEET THE EXPERTS

As part of our industry-leading colour research, each year we select 11 independent experts to join us in Amsterdam, where we forecast the emerging global design trends for the next 12 months. The expertise of this collective is extensive and for 2018 ranged from architecture and biophilic design, to technology and innovation.

By harnessing this quality of research, the Global Aesthetic Centre builds an immersive understanding of the world around us. This prepares us for the next step of synthesising insight into a picture of what consumers will need from the paint colours in their homes.



**CARLOTA  
GASPARIAN,  
LATIN AMERICA**  
Colour designer



**ADRIANA  
PEDROSA,  
LATIN AMERICA**  
Colour designer



**SAM DEVILLART,  
AMERICAS**  
Trendwatcher



**CHRISTIANE  
MULLER,  
EUROPE**  
Industrial designer



**WILLEKE  
JONGEJAN**  
Designer, Global  
Aesthetic Centre



**ZUZANNA SKALSKA,  
EASTERN EUROPE**  
Head of Polish Design Academy



**HELEEN VAN GENT,  
NETHERLANDS**

Creative Director,  
Global Aesthetic Centre,  
AkzoNobel

**“PEOPLE NEED TO  
CREATE NESTS –  
HOMES IN WHICH TO  
ENJOY AND RELAX AND  
SHELTER FROM THE  
WORLD OUTSIDE”**

Heleen van Gent

Heleen joined the Global Aesthetic Centre 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 more than 10 books on interior and colour design.



**MARIJN SCHENK  
EUROPE/CHINA**  
Architect



**LATIKA KHOSLA,  
INDIA/ASIA**  
Designer Director,  
Freedom Tree



**BARBARA MARSHALL,  
ASIA**  
Designer, trend analyst



**CLAUDIA LIESHOUT,  
GLOBAL**  
Creative Director,  
Lifestyle Trends,  
Philips

**“WE HAVE SEEN  
A MOVEMENT  
TOWARDS MORE  
ISOLATION AND  
URBANISATION,  
WHICH MEANS WE  
HAVE LOST OUR  
CONNECTION  
TO NATURE”**

Claudia Lieshout



**CAMERON WOO,  
SOUTH EAST ASIA**  
Interior designer

**“PEOPLE ARE  
LOOKING FOR  
CONVENIENCE AND  
TO STREAMLINE  
THEIR LIVES –  
TAKING AN AUDIT  
OF WHAT WE NEED  
AND WHAT WE  
DON'T NEED”**

Cameron Woo



## Refining the research

SOCIAL  
TRENDS

ECONOMIC  
TRENDS

DESIGN  
TRENDS

GLOBAL  
DESIGN  
TRENDS

GLOBAL  
COLOUR  
TRENDS

# TRANSFORMING TRENDS INTO COLOUR FOR 2018

Bringing together 11 designers and trendwatchers from all over the world with AkzoNobel's own colour experts from the Global Aesthetic Centre, gives us a unique mix of perspectives from a broad range of disciplines and cultures. This ensures that when we nominate the key trends and overarching theme for each year, we are confident that they will have universal relevance and truly capture the mood of the moment.

The next step of the process is for the Global Aesthetic Centre to identify a leading paint colour that will bring the overarching theme to life in consumers' homes, and a range of complementary colour palettes that offer consumers versatility in how they use that paint colour. Our internal colour experts also develop a library of ColourFutures content that communicates the trends to both professional interior designers and architects, as well as passionate colour enthusiasts around the world.





