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COLOURFUTURES™ 2024

INTERNATIONAL PAINT COLOUR TRENDS

A PLACE WHERE YOU BELONG

AkzoNobel



# CF24

COLOURFUTURES™ 2024 INTERNATIONAL COLOUR TRENDS

## A place where you belong

PAINT COLOUR TRENDS 2024





AKZONOBEL DECORATIVE PAINTS  
GLOBAL AESTHETIC CENTER PRESENTS  
**COLOURFUTURES™ 2024**





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## INSERT

COLOUR COLLECTION GUIDE



# Welcome

We're delighted to present the 2024 edition of ColourFutures™. As always, our colour stories have been inspired by our Trend Forecast brainstorm, when international experts join us to share their insights about where the world is heading. What came out of our discussions this time was the sense that, although we're better informed than ever before, we're still searching for something – for peace of mind, for clarity, for moments of joy. When the world feels fragile and complicated, we need a space where we can find ourselves, regroup and face the future – a place where we belong.

Changing *the* world may not feel possible but changing *our* world is. With our Colour of the Year and three new palettes, we want to empower our customers to transform their living and working spaces into just the places they need. In the following pages, you'll find the stories and the insights behind our 2024 colour collection, plus ideas and inspiration for using them. You can also find useful information and practical advice on our website.

#YourSpecialSomewhere

**HELEEN VAN GENT**

CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTER, AKZONOBEL





TREND ANALYSIS

INTRODUCING

# The Global Aesthetic Center



**Heleen van Gent,**  
Head of GAC and  
Creative Director



**Willeke Jongejan,**  
Colour Designer for  
Consumer Brands



**Suzanne Poort,**  
Colour Digital Designer



**Marieke van der Bruggen,**  
Colour Content Designer

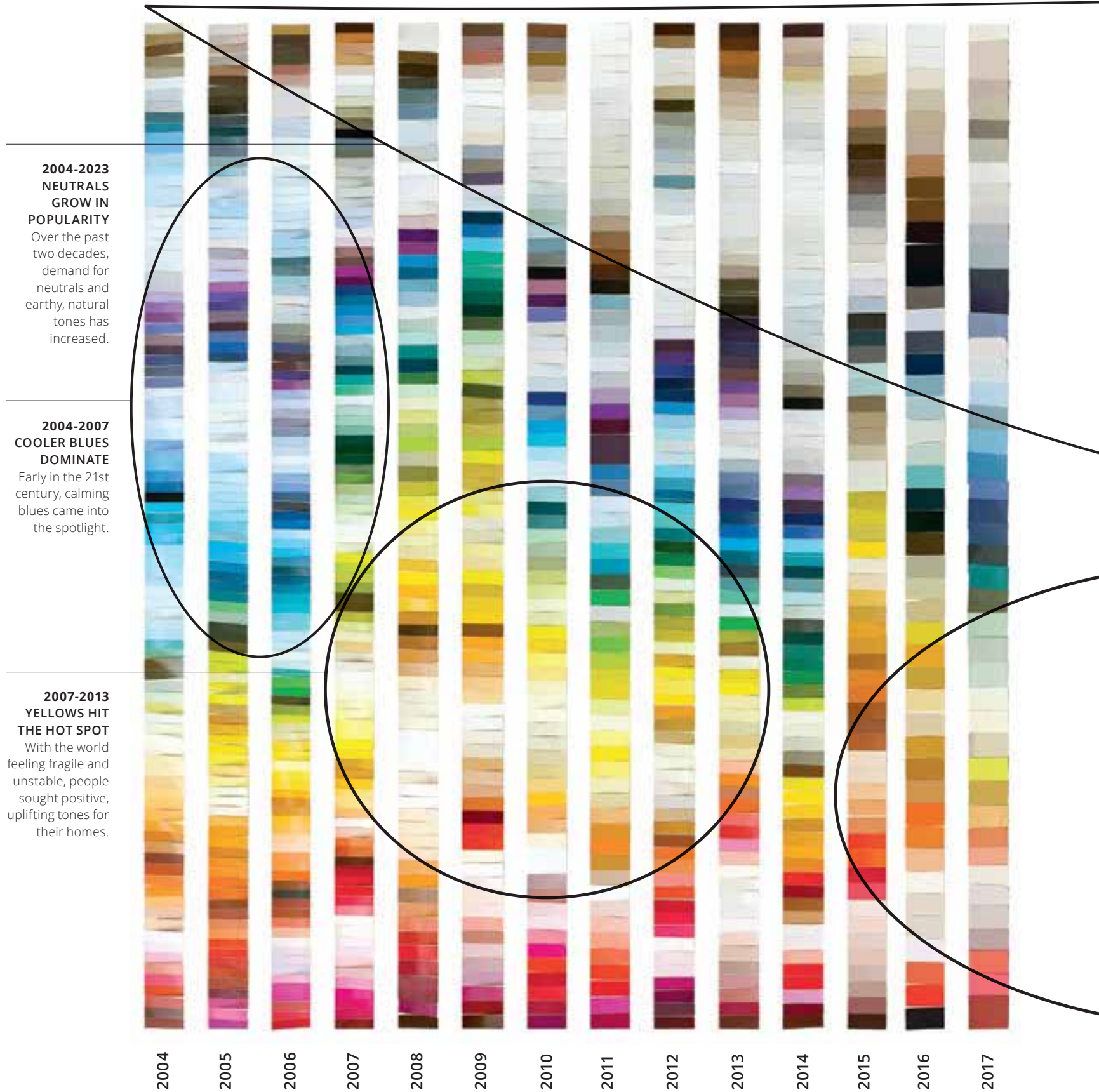


**Marieke Wielinga,**  
Colour Designer for  
Professional, Wood, Metal  
& ColourFutures™

This is where our colour stories start: at AkzoNobel's hub of colour and design expertise. Every year, our team of expert colour designers, led by creative director Heleen van Gent, take the insights from our Trend Forecast brainstorm and translate them into colours that respond to the mood of the times. By understanding the transformative and emotive power of colour, we identify the shades that people are going to need in their homes over the coming years; colours that will feel right in living and commercial spaces across the world. As well as selecting one signature Colour of the Year, we also create accompanying palettes and inspirational content to make it easy for our customers to transform their lives with colour.

## COMPLETE COLOUR PALETTES 2004-2024

The evolution of colour trends leading up to 2024



We started out working with over 100 colours; now we select 28 to make colour choice easier for our consumers. Less is more.

THE HISTORY OF COLOURFUTURES™  
20 YEARS OF COLOUR RESEARCH

# Colour through time

A snapshot of two decades captured in colour gives a unique insight into people's changing tastes and priorities over the past 20 years. These are colours that respond to real-world events and that give the context of an era. As times have changed, we've seen a shift from brighter tones to neutrals and naturals. This year, warmer, softer tones are leading the way.

To make colour choice and colour combination easier for our customers, we have focused on three trends this year and refined our collection down to 28 tones. These are colours that can work together in countless ways to allow people to create a look that feels just right for them.



#### 2013-2024 GREYISH TONES INCREASE

Over the past 10 years, neutrals have been the top favourite, with greyish tones becoming particularly popular.

#### 2015-2024 SATURATED, EARTHY, WARM TONES COME OUT ON TOP

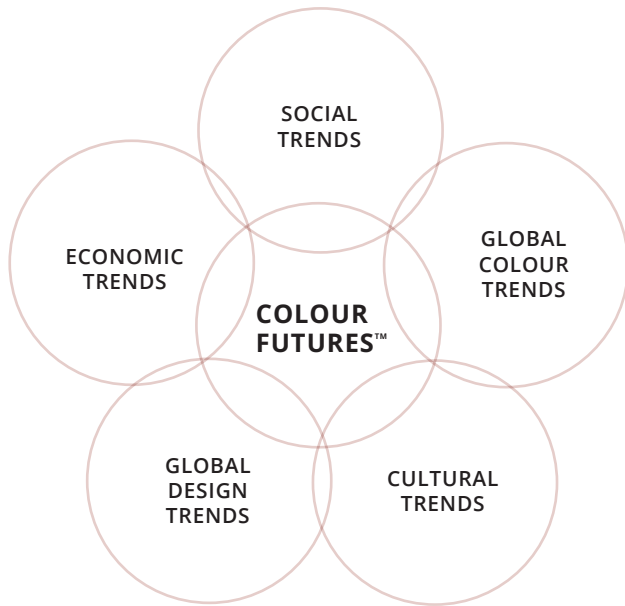
Over the past nine years, we've seen a growing preference for tones with a warm, positive and earthy feel.

OUR OBJECTIVE

Providing you with  
colours  
that  
work  
for the  
**future**



## HOW IT HAPPENS



# Our global Trend Forecast

Every year, ColourFutures™ begins with a Trend Forecast brainstorm. Over the past two decades, we've invited a range of design experts from every corner of the globe to help us understand where the world is heading and what will be influencing the way we live. In a series of personal presentations, they take us on a journey of discovery, so we can see what patterns are emerging. From economic shifts to cultural and political events, every aspect of life is considered as we identify the global trends that will inform our colour stories.



All images not from the Trend Forecast: Unsplash



## THE TEAM

Global  
expertise

We invite experts from all around the world to share their insights with us at our annual Trend Forecast. The result? Colour stories that emerge from a truly a global perspective...


**HELEEN VAN GENT, GLOBAL**

Creative Director,  
Global Aesthetic  
Center, AkzoNobel

Heleen joined the Global Aesthetic Center 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. She has edited many books on interior and colour design and she travels the world offering inspiration and guidance on colour and design to the AkzoNobel markets.



**SUGAR LI, CHINA**  
Deputy Editorial Director,  
*Elle Decoration China*



**STEPHIE SIJSSENS, GLOBAL**  
Colour Design Manager,  
Automotive and Specialty  
Coatings, AkzoNobel



**CHRISTIANE MÜLLER, EUROPE**  
Creative Director Industrial  
Material Design,  
Müller Van Tol



**SEM DEVILLART, NORTH AMERICA**  
Professor for  
Cultural Analysis,  
School of Visual Arts NYC



"Maybe we can learn to switch off our mobile phones...To find the darkness without the screen. Go exactly to the wood. Because this is the new luxury."

**ZUZANNA SKALSKA, EUROPE**  
Founding Partner, 360Inspiration



"We're very interested in how we can make spaces that invite an interaction, and how that interaction creates connection and memory. These are the things that make people feel like they are the owner of a space."

**DUZAN DOEPEL, EUROPE**  
Founding Partner, DoepelStrijkers Architecture

**Our Trend Forecast contributors come from a broad range of disciplines – design, architecture, journalism, technology – and bring us a unique and valuable perspective on life in their industry and part of the world.**

**This year, our discussions covered everything from Milan Design week to the Metaverse, from the simplicity of Confucius to the maximal decoration trend, Cluttercore. The overriding feeling that emerged from our brainstorm? That people everywhere are seeking a sense of belonging, peace of mind and moments of joy.**



**CARLOTA GASPARIAN, SOUTH AMERICA**  
Surface and Colour Designer,  
Atelier de Pinturas



**ADRIANA PEDROSA, SOUTH AMERICA**  
Surface and Colour Designer,  
Atelier de Pinturas



**LAURA PERRYMAN, EUROPE**  
Colour, Material, Finish  
Designer, Editor and Author



**CLAUDIA LIESHOUT, GLOBAL**  
Principal Design Research,  
Philips Experience Design



**MARIJN SCHENK, EUROPE & CHINA**  
Founding Partner,  
Next Architects



**BARBARA MARSHALL, SOUTH EAST ASIA**  
Director,  
Marshall Design



**NIKKI HUNT, SOUTH EAST ASIA**  
Founder,  
Design Intervention

## TREND #1: QUEST FOR BELONGING

# Be here, be you, belong

A sense of belonging anchors us. It gives us the comforting feeling that we're part of **something bigger than ourselves**, whether that's our family, our community or the wider world. In times of change and instability, it's more important than ever to create a space that tells our own story; **somewhere we feel completely at home.**

'In 2024, a family will truly be what you create and not what you were born into,' declares the Future Consumer report by trend analyst WGSN. This insight came out of the fact that society seems to be in a state of flux. The way we live and work is being impacted both by the knock-on effects of the pandemic and by rapid technological change, and people are reassessing how they fit into a new world order that feels fragile and complicated. It might seem daunting to create a new way forward, but it's also empowering. And where better to start than at home? Here, we can create a space that gives us context. It's a place we can fill with meaningful memories and treasures that define us to help us tell our own story. It's somewhere we can merge ancient wisdom and future promise, old artefacts and new technology. It's a timeful space where we can feel rooted and part of the family of things.







TREND #2: QUEST FOR CALM

# Embrace the oh so quiet

When life is complex and we're experiencing information overload, we need **space to clear our minds**, decompress and understand the things we really need – light, air, nature, love. At home we can create our own sanctuary by **focusing on these simple treasures**. We can pause, pare back, and rediscover clarity and calm.

When we're bombarded with information 24/7; when augmented reality and virtual worlds are offering us increasingly sophisticated, multi-layered digital experiences; when we've got into the habit of using multiple devices at every hour of the day and, often, simultaneously... it's not surprising we can succumb to sensory overload. Digital detoxing will become increasingly important in 2024 as we seek ways of stepping back from all this complexity to find moments of quiet and calm, and home is the perfect place for us to unravel the tangle. It should be somewhere we can find clarity and simplicity in complicated times. By paring back our possessions, by reappreciating the value of things we often take for granted (everyday treasures like light, fresh air, a sense of space), and by focusing on things that are reachable and relatable, we can bring ourselves a little peace of mind.



TREND #3: QUEST FOR JOY

# Seize moments of happiness

In a stressful world, we need all the joy we can get, and research has shown that even microdoses of happiness can train the brain to **think and feel positive**. Our homes can be somewhere to celebrate the **everyday moments that give us pleasure**; uplifting spaces we can fill with joy, fantasy and flowers.

How can we find contentment when we're not quite sure where the world is going? By embracing moments of joy. Whether it's by losing ourselves in a treasured artwork or making something by hand; capturing the fleeting beauty of a blossom or marvelling at the imagination of a child – focusing on the things that make us happy, however small or insignificant they seem, will make us feel uplifted. After seeing the research around the benefits of fostering short moments of happiness, National Public Radio in the US has created a Joy Generator microsite offering soothing sounds and visuals to help people reframe their thinking. In our homes, too, we can do something similar. With colour, we can make a living space feel friendly. We can turn it into somewhere we can be creative, feel open to new and exciting possibilities, and have a bit of fun.

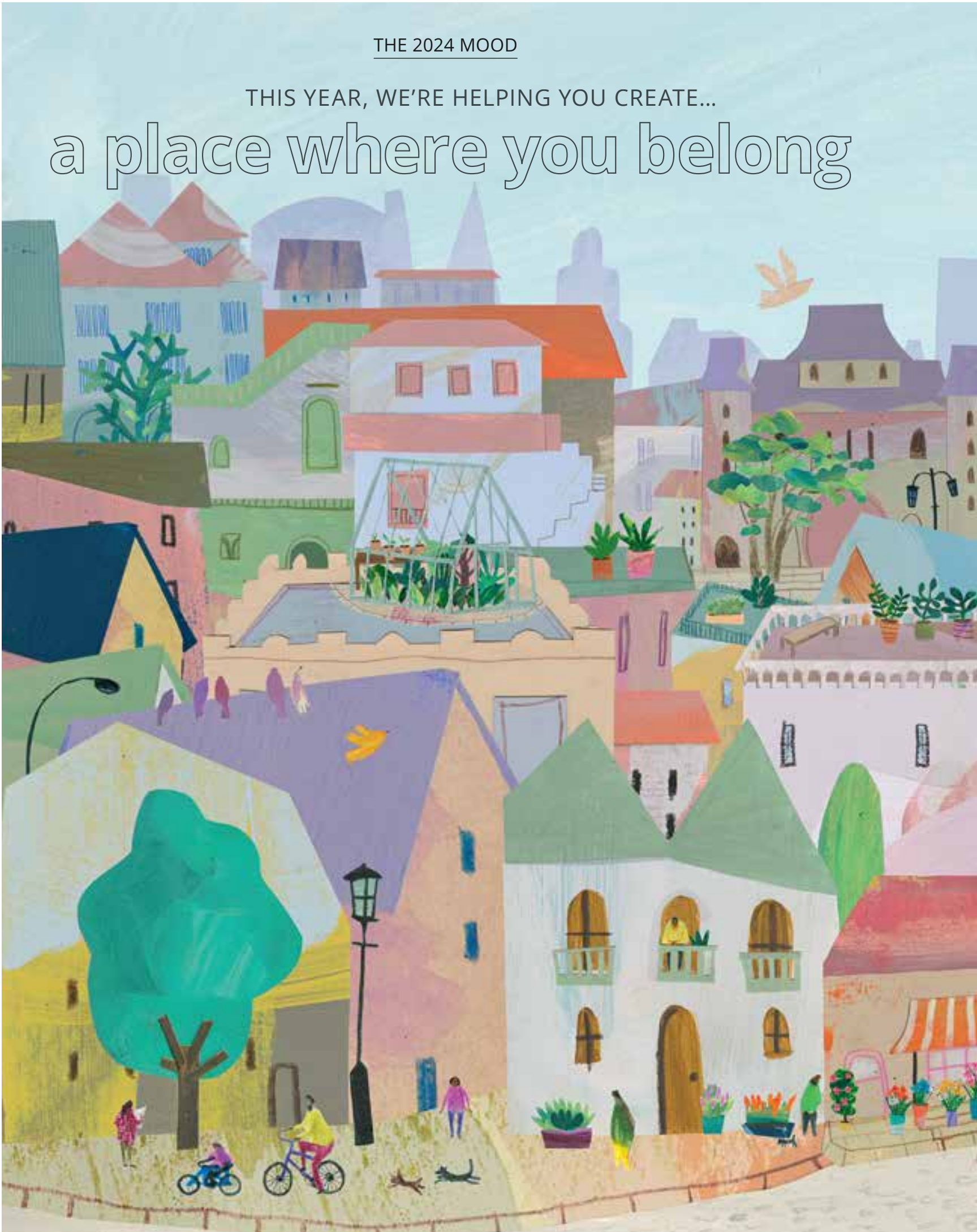




THE 2024 MOOD

THIS YEAR, WE'RE HELPING YOU CREATE...

a place where you belong



When the world around us feels fragile, it's more important than ever to carve out our own special place – a space where we can step back, regroup and face the future. While it may be challenging to find our place in the wider world, home is where we really belong. And with colour, we can make it truly ours.



THE PROCESS

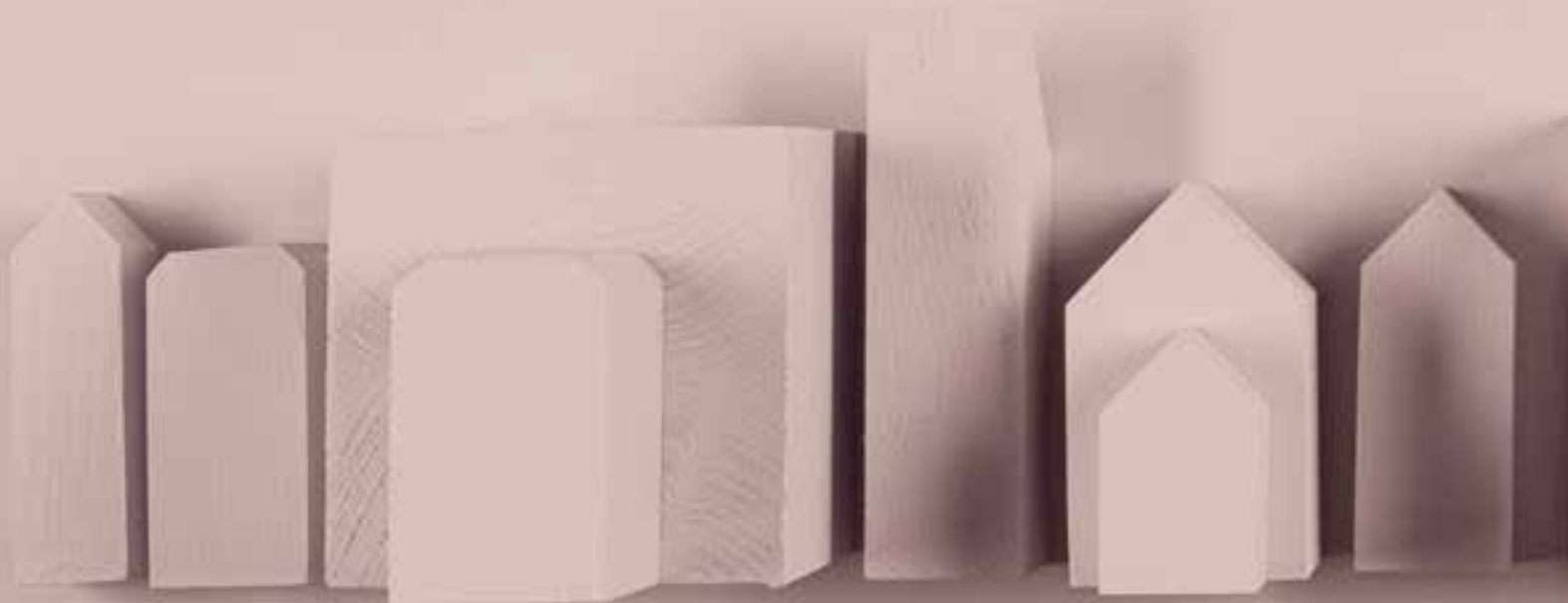
# How we transform trends into colours

Taking 'a place where you belong' as our inspiration, our colour experts at the Global Aesthetic Center set about finding a Colour of the Year that would bring to life that warm and comfortable feeling of belonging. We sought a soft and approachable colour that would help to make a home feel like a personal sanctuary from the challenges of life outside. We wanted a positive and delicate foundation colour that would work beautifully on its own for a simple decorative scheme, but that would also set off an array of other colours. The result? A cohesive collection of colours that make it easy for you to create just the feel you need.





Proudly  
introducing  
our  
**Colour**  
of the Year  
2024



# SWEET EMBRACE™

Sweet Embrace 70RR 64/034

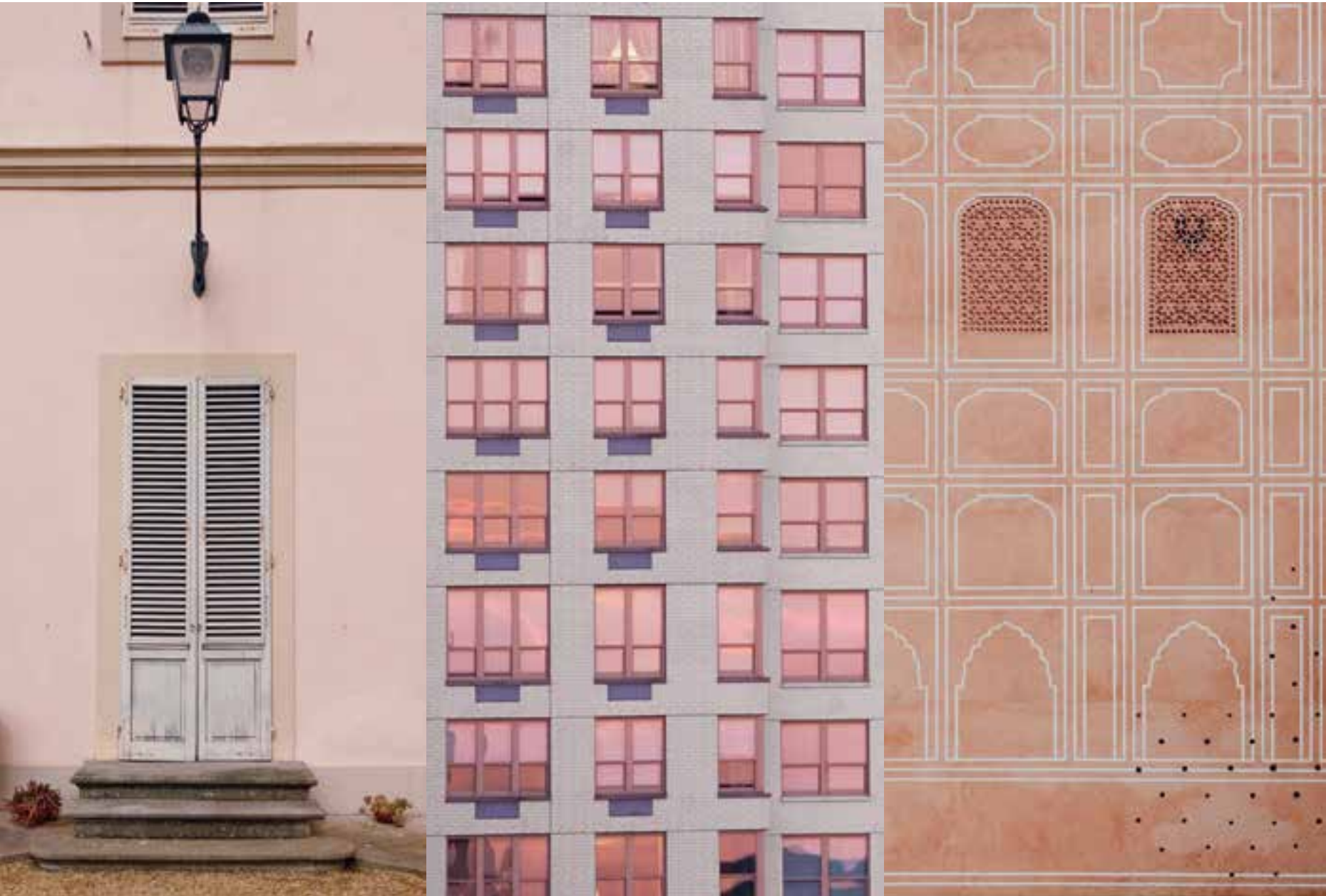




# Offering a **Sweet Embrace** with colour

Inspired by the softness of feathers and the subtlety of evening clouds, our Colour of the Year can bring a sense of stability, calm and friendliness to our living and working spaces. It's a delicate shade that changes tone with the light but that always brings warmth to a space. As well as being a subtle and sophisticated stand-alone shade, our Colour of the Year also provides a solid foundation for a wealth of other shades. We've built each of our three very different palettes around it and it brings a different personality to each of them.

It's all about creating your **special somewhere...**



...by transforming your home **with colour**



If any colour could give a home a hug, it's this one. Warm and delicate, it adds sweetness to a decorative scheme without being saccharine and makes any space feel comfortable and welcoming. Used on its own or in combination with a host of other shades, it perfectly encapsulates that timeless truism, home sweet home.

# Behavioural Trends

## QUEST FOR BELONGING

We're redefining our place in the world and searching for who we are



Our hero theme is...

# a place where you belong

How do we respond to the trends of the times? With three distinct colour stories that can transform your home into just the place you need...

### A PERSONAL SPACE

## A warm colour story

For a meaningful, nest-like space where we can redefine ourselves, feel snug and find comfort.



GLOBAL EARTH TONES

**QUEST FOR CALM**

We're experiencing information overload and seeking peace of mind

**QUEST FOR JOY**

We're looking for light relief and celebrating moments of happiness

## Our colour stories help consumers build...

**A SIMPLIFIED SPACE**

### A calm colour story

For a quiet space where we can clear our minds, feel peaceful and understand the value of the simpler things.

**FLUID NATURALS****A FRIENDLY SPACE**

### An uplifting colour story

For a positive space where we can discover new possibilities and feel moments of light-hearted joy.

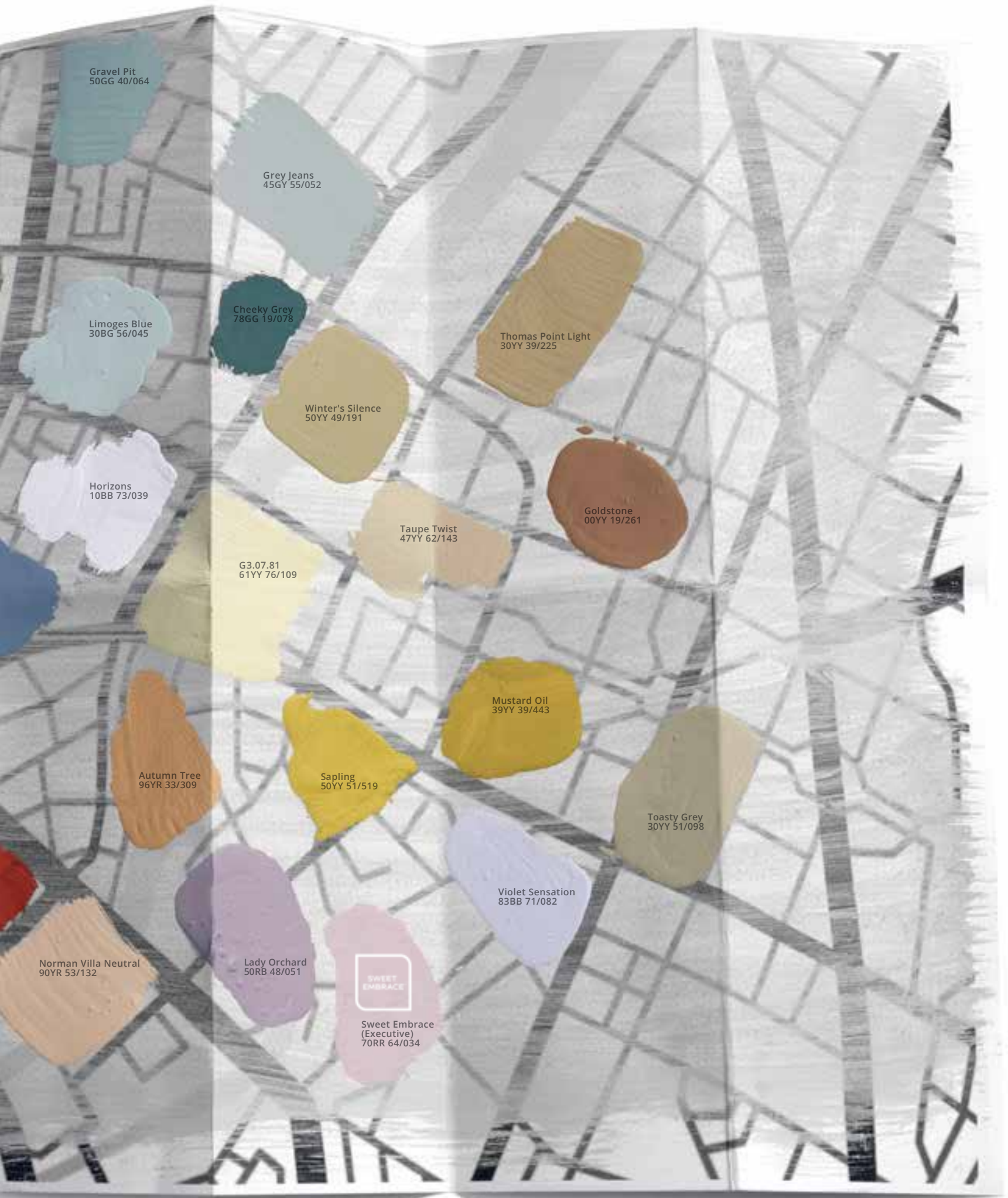
**MODERN PASTELS**

# Finding your way home with colours that can create a place where you belong

## The ColourFutures™ 2024 colour collection

Built around our Colour of the Year, Sweet Embrace™, these colours create a cohesive, transformative and flexible collection. They offer our consumers scope to create a huge variety of different and effective colour combinations, ranging from easy and simple schemes to something more adventurous. Over the following pages, we've included ideas and inspiration for using these colours, helping our consumers create their own 'special somewhere'.





Gravel Pit  
50GG 40/064

Grey Jeans  
45GY 55/052

Limoges Blue  
30BG 56/045

Cheeky Grey  
78GG 19/078

Thomas Point Light  
30YY 39/225

Winter's Silence  
50YY 49/191

Horizons  
10BB 73/039

Taupe Twist  
47YY 62/143

Goldstone  
00YY 19/261

G3.07.81  
61YY 76/109

Mustard Oil  
39YY 39/443

Autumn Tree  
96YR 33/309

Sapling  
50YY 51/519

Toasty Grey  
30YY 51/098

Norman Villa Neutral  
90YR 53/132

Lady Orchard  
50RB 48/051

Violet Sensation  
83BB 71/082

SWEET  
EMBRACE

Sweet Embrace  
(Executive)  
70RR 64/034





# The **warm** colour story

Global, earthy tones to bring a sense of  
belonging and a big dose of comfort



Mild Mocha  
66YR 33/286

Toasty Grey  
30YY 51/098

Sweet Embrace (Executive)  
70RR 64/034



Warm shades of natural stone, soil and clay, this family of global earth tones can make a room feel familiar and inviting. Because these colours share the same mellow quality, they are perfect for layering to create a look that feels cosy and considered. Here, a colour-flow created in paint moves from soft pink to lilac, like an evening sky – an effect that works brilliantly with the natural light, adding warmth to this spacious living area.





A warm colour story can make every part of your home feel inviting



Norman Villa Neutral  
90YR 53/132

White Rabbit  
50RR 72/010

Autumn Walks  
48YR 26/519

Toasty Grey  
30YY 51/098

Mild Mocha  
66YR 33/286

Sweet Embrace (Executive)  
70RR 64/034

These global earth tones make the perfect backdrop for natural materials, such as clay, terracotta and wood. Colours borrowed from nature, they also create a welcome connection with the world outside.



Continental Tile  
54YR 22/344

Norman Villa Neutral  
90YR 53/132

Sweet Embrace (Executive)  
70RR 64/034

Layers of  
knocked-back  
earth tones  
create a soft and  
subtle setting  
for treasures  
old and new





Set against warm terracotta, these soft pinks feel subtle,  
sophisticated and not too sweet







Photo: Unsplash

Made up of shades of sand, soil, terracotta –  
our warm colour story makes any home feel  
part of the natural landscape



White Rabbit  
50RR 72/010

Sweet Embrace  
(Expective)  
70RR 64/034

Autumn Tree  
96YR 33/309





Sweet Embrace  
70RR 64/034

Used on its own or combined with the deeper pink in our warm colour story, Sweet Embrace™ can create a beautifully modern and unexpected backdrop



## Our **warm** colours

“From Mediterranean clay to African sands, these global earth tones feel familiar and comforting”

**Heleen van Gent**

#1: A WARM COLOUR STORY

COLOUR  
OF THE YEAR  
Executive  
70RR 64/034

White Rabbit  
50RR 72/010

Toasty Grey  
30YY 51/098

Norman Villa Neutral  
90YR 53/132

Mild Mocha  
66YR 33/286

African Glow  
12YR 40/146

Autumn Tree  
96YR 33/309

Continental Tile  
54YR 22/344

Autumn Walks  
48YR 26/519

Wright Stone  
10YY 30/106





# The **calm** colour story

Soft greens and blues to bring you  
clarity and peace of mind



Grey Jeans  
45GY 55/052

Sweet Embrace (Executive)  
70RR 64/034



In today's busy world, we need somewhere we can switch off and clear our minds. Decorating our homes with a simplified, pared back décor can help, and a calm colour story provides the perfect ingredients. Inspired by the tones of woodlands and seascapes, fluid blues and greens can bring a calm, clarifying feel. They also work perfectly with natural materials – wood, cork, wool: the simple, understated treasures of nature that can bring beauty and authenticity to the home.

The colours  
of nature work  
together  
naturally and  
help us feel  
in touch with  
the world  
around us



Sweet Embrace (Executive)  
70RR 64/034

Grey Jeans  
45GY 55/052

Ludlow Falls  
90YY 15/279



Sweet Embrace  
70RR 64/034

Photo: iStock

Mixing sage green with Sweet Embrace™ can create a look that's modern with a soft edge – perfect for helping a contemporary space feel inviting



Sweet Embrace (Executive)  
70RR 64/034



Limoges Blue  
30BG 56/045

Lunenburg  
90BG 42/106

Limoges Blue  
308G 56/045

Gravel Pit  
50GG 40/064

Sweet Embrace (Executive)  
70RR 64/034





The colours of an evening landscape – a mix of soft green and Sweet Embrace™ brings a subtle, calming feel to a room





Sweet Embrace (Executive)  
70RR 64/034

Horizons  
10BB 73/039

Grey Jeans  
45GY 55/052

The soft colours in our calm colour story work beautifully with the light,  
bringing warmth even in a north-facing room









A calm colour story can bring a tranquil and restful feel to any room in your home



## Our **calm** colours

“From sage green to sea blue,  
these fluid tones can help us  
unwind and feel at ease”

**Heleen van Gent**

#2: A CALM COLOUR STORY

COLOUR  
OF THE YEAR  
Executive  
70RR 64/034

Grey Jeans  
45GY 55/052

Horizons  
10BB 73/039

Limoges Blue  
30BG 56/045

Lunenburg  
90BG 42/106

Pale Clover  
30GY 41/173

Gravel Pit  
50GG 40/064

Rich Navy  
50BB 08/171

Ludlow Falls  
90YY 15/279

Cheeky Grey  
78GG 19/078



A collection of wooden blocks of various heights and colors (brown, yellow, grey, blue) arranged in a row, set against a light blue background. The blocks are positioned on the left side of the frame, with the tallest ones at the back and shorter ones in front.

# The uplifting colour story

Dreamy lilacs and modern yellows  
to help you feel joyful

Winter's Silence  
50YY 49/191

Violet Sensation  
83BB 71/082

Winter's Silence  
50YY 49/191

Sweet Embrace  
(Exclusive)  
70RR 64/034

Saoling  
50YY 51/519

Taupe Twist  
47YY 62/143


Lady Orchard  
50RB 48/051

Winter's Silence  
50YY 49/191

Sweet Embrace  
(Exclusive)  
70RR 64/034

Mustard Oil  
37YY 39/443

Sweet Embrace  
(Exclusive)  
70RR 64/034



When times are challenging, we want our homes to be happy, friendly spaces that can help us feel positive. Our uplifting colour story is made for having fun with. A modern combination of soft lilacs and yellows, it is perfect for creating playful combinations that can add impact to any room without feeling brash or intrusive. These are colours that work beautifully with natural materials and set off any collection of furnishings. All you need to add: an array of flowers.



Subtle and complementary, these soft pastel tones make ideal ingredients for a striking paint effect – whether a split wall or a colour flow





Lady Orchard  
50RB 48/051

Sweet Embrace (Executive)  
70RR 64/034

Goldstone  
00YY 19/261

Soft lilac, pale  
primrose, rose pink...  
we've taken the tones of  
wildflowers and translated  
them into paint







Sweet Embrace (Executive)  
70RR 64/034

Lady Orchard  
50RB 48/051



A splash of yellow or a touch of pink can boost the mood of any space

#3: AN UPLIFTING COLOUR STORY



Sweet Embrace (Executive)  
70RR 64/034

Taupe Twist  
47YY 62/143

Mustard Oil  
37YY 39/443

Sweet Embrace (Executive)  
70RR 64/034

City Morning  
61YY 76/109

Thomas Point Light  
30YY 39/225

Sapling  
50YY 51/519

Violet Sensation  
83BB 71/082

Taupe Twist  
47YY 62/143

Lady Orchard  
50RB 48/051

Mustard Oil  
37YY 39/443



These are colours that dial up the fun factor wherever they're used. They provide a positive, energetic backdrop to any mix of objects.





Colour is transformative. A combination of vibrant yellow and soft pink on the walls will make a room feel uplifting. In a bright space, such as this high-rise bedroom, these sweet pastel tones accentuate the light and soften the hard edges of the windows; in a cooler space, they can add a welcome dose of warmth.



## Our **uplifting** colours

“From sunshine yellow to feather pink, these soft pastels bring a bright, modern, playful feel to any room”

**Heleen van Gent**

#3: AN UPLIFTING COLOUR STORY

Violet Sensation  
83BB 71/082

**COLOUR  
OF THE YEAR**  
Executive  
70RR 64/034

Taupe Twist  
47YY 62/143



City Morning  
61YY 76/109

Lady Orchard  
50RB 48/051

Winter's Silence  
50YY 49/191

Sapling  
50YY 51/519

Mustard Oil  
37YY 39/443

Goldstone  
00YY 19/261

Thomas Point Light  
30YY 39/225





Illustration: Caroline Pedler

## THE MAKING OF A CAMPAIGN

# CF24 – the hidden story

Here's a quick glimpse into just what goes on behind the scenes of our Colour of the Year campaign. Over a series of shoots – both on location and in the studio – our teams of painters, photographers, stylists and art directors get hands on when it comes to creating beautiful images to inspire you. It's hard work but also a lot of fun, and so rewarding to see our Colour of the Year and new palettes coming to life.





# THE TRANSFORMATIVE POWER OF PAINT



Making us think of everything soft – a bird's feather, a pink marshmallow, evening clouds – Sweet Embrace™ can instantly change the mood of a space. Warm-toned and delicate, it brings a sense of cosiness and calm.

#YourSpecialSomewhere

# START YOUR OWN COLOUR STORY WITH OUR EASY-TO-USE TOOLS

Transform your space with our Colour of the Year 2024 and its palettes by making the most of our helpful consumer tools. #YourSpecialSomewhere



## Start with the Visualizer app...

Seeing is believing. Our free app with its augmented-reality technology lets you pick a colour and see it brought to life on your walls. Inspiration is just a tap away...





## Get inspiration from our website...

Discover the story behind our Colour of the Year 2024, plus videos and articles giving you lots of ideas and inspiration for using it to create the mood you need.

# ONE ROOM, FOUR WAYS

## ONE LIVING ROOM, FOUR MOODS

To help you inspire consumers with our Colour of the Year 2024 and three new palettes, we've created a library of images – all free to use for media via the AkzoNobel Brand Center. All key rooms are covered, using the most popular interior search terms – living room, bedroom, kitchen, workspace. Each room is shown painted in just the Colour of the Year, and in the shades of each palette to show what a different feel they can bring. We've also included 'before' shots for a complete 'before and after' colour story.

Today's living room is a do-it-all space. As well as a place to relax and entertain, it can also double up as a dining or working space. Consumers need this room to work in the right way for them, and that's where our individual colour stories help. Our easy-to-use palettes offer distinct combinations of colours that bring very different moods to a room. This year we've added a simplified look – a living room painted in just the Colour of the Year – to show people how effective Sweet Embrace™ can be on its own.



SIMPLY SWEET EMBRACE™



AN UPLIFTING COLOUR STORY



BEFORE



A CALM COLOUR STORY



AN UPLIFTING COLOUR STORY



A WARM COLOUR STORY

## ONE BEDROOM, FOUR MOODS

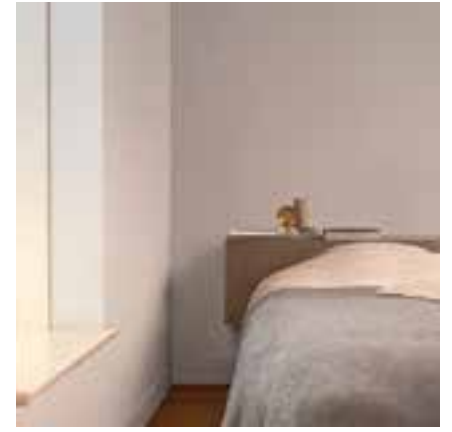
A bedroom should be a sanctuary – somewhere we can switch off and feel completely relaxed. What this looks like, however, is different for everyone, and our colour stories can help consumers create just the feel they want. As well as offering a wealth of inspiring colour combinations, we have also put together easy-to-achieve ideas for paint effects – from colour blocking to colour flows. This way, everyone can create something individual that works for them – whatever the size or layout of their room.



SIMPLY SWEET EMBRACE™



AN UPLIFTING COLOUR STORY



BEFORE



A CALM COLOUR STORY



A WARM COLOUR STORY

# ONE BEDROOM, FOUR MOODS



SIMPLY SWEET EMBRACE™



BEFORE



A CALM COLOUR STORY



AN UPLIFTING COLOUR STORY



A WARM COLOUR STORY

## ONE KITCHEN, FOUR MOODS

It can be easy for the kitchen to get taken over by functional fittings and white goods but, with a clever use of colour, it can feel just as personal and inviting as any other room in the house – a crucial factor as it is somewhere we spend so much of our time. A one-colour wraparound look with Sweet Embrace™ can work beautifully to simplify and soften a utility space. Our other colour stories, too, will help any kitchen feel unique, welcoming and very much part of the home.



SIMPLY SWEET EMBRACE™



AN UPLIFTING COLOUR STORY



BEFORE



A CALM COLOUR STORY



A WARM COLOUR STORY

# ONE KITCHEN, FOUR MOODS



SIMPLY SWEET EMBRACE™



BEFORE



A CALM COLOUR STORY



AN UPLIFTING COLOUR STORY



A WARM COLOUR STORY

## ONE WORKSPACE, FOUR MOODS

The home office has become an integral part of the home as hybrid working looks set to stay. It's often the case, however, that people don't have a dedicated room for a study or office so colour becomes even more important as a way of defining a workspace in different parts of the home. Our colour stories can help create whatever kind of environment consumers need – from a simple, one-colour scheme to colour blocks and contrasts, and each will bring with it a very different mood.



SIMPLY SWEET EMBRACE™



AN UPLIFTING COLOUR STORY



BEFORE



A CALM COLOUR STORY



A WARM COLOUR STORY

# ONE WORKSPACE, FOUR MOODS



SIMPLY SWEET EMBRACE™



BEFORE



A CALM COLOUR STORY



AN UPLIFTING COLOUR STORY



A WARM COLOUR STORY

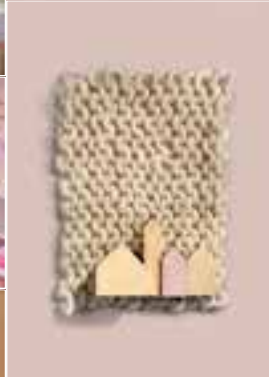
# IMAGE LIBRARY

A selection of images from the AkzoNobel Brand Center, where all videos and other related CF24 assets are also available

COVER



P26-37



P38-55







## THANK YOU from AkzoNobel and the Global Aesthetic Center

We hope you have enjoyed this book and find it a valuable resource for inspiring your audiences around our Colour of the Year 2024, Sweet Embrace™. Its creation would not have been possible without the support and dedication of so many people and, as always, we would like to say a big thank you to everyone involved. We are indebted to the design experts from around the world who kick off the process with their inspirational presentations at the Trend Forecast; to the editorial team with whom we write the story and design these pages; to the photographers, decorators and stylists who bring our colours to life through remarkable photography; to the homeowners who kindly allow us to shoot in their living spaces; to the illustrator whose creativity encapsulated our theme so well; and to all the supporters in the background. Please enjoy sharing our 2024 colour stories and creating a place for you with our Colour of the Year, Sweet Embrace™.

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COLOURFUTURES™ 2024

INTERNATIONAL PAINT COLOUR TRENDS

A PLACE WHERE YOU BELONG

AkzoNobel



# CF24

COLOURFUTURES™ 2024 INTERNATIONAL COLOUR TRENDS

## A place where you belong

PAINT COLOUR TRENDS 2024

