



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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ABOUT

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.

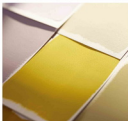
Changing the world may not feel possible but changing our world is. With our Colour of the Year and three new palettes, we want to empower our customers to transform their living and working spaces into just the places they need. In the following pages, you'll find the stories and the insights behind 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

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.



Heleen van Gent,
Head of TFC and
Creative Director



Willem Jongen,
Colour Designer for
Consumer Brands



Suzanne Peers,
Colour Digital Designer



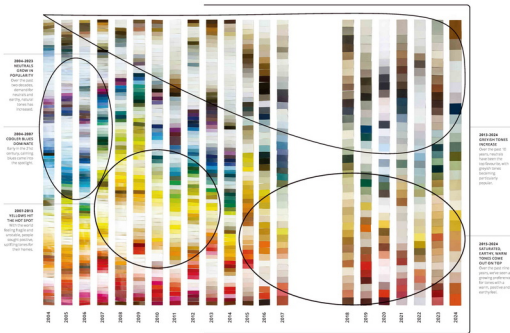
Mariska van der Bruggen,
Colour Content Designer



Mariska de Waard,
Colour Designer for
Professional, Road, Naval
& ColourTones®

COMPLETE COLOUR PALETTES 2004-2024

The evolution of colour trends leading up to 2024



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.

OUR OBJECTIVE

Providing you with

colours
that
work
for the
future



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.

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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 Arnhem 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.



SUSAN LI, CHINA
Deputy Editorial Director,
the Decoration China



SOPHIE QUANA, GLOBAL
Colour Design Manager,
Automotive and Specialty
Coatings, AkzoNobel



CHRISTIANE WILLE, EUROPE
Creative Director Industrial
Material Design,
Möller van Tol



SAM BEVILACQUA, 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."

IUDANNA MALDA, EUROPE
Founding Partner, 300magazine



"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."

SUSAN DOPPEL, EUROPE
Founding Partner, Doppelgiers Architecture



CHARLEEN 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, Materials, Finish
Designer, Editor and Author



EKATERINA LIKHACHEVA, GLOBAL
Principal Design Researcher,
Philips Experience Design



MARJOLEIN LOOIJEN, EUROPE & CHINA
Founding Partner,
Ness Architects



BARBARA WARGALLA, SOUTH EAST ASIA
Director,
Marshall Design



NIKKI HUNT, SOUTH EAST ASIA
Founder,
Design Intervention

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.

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.



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.

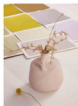


THE PROCESS

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.

Illustration: Lillian Taylor



Proudly
introducing
our
Colour
of the Year
2024

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**



Image: Instagram, @m...

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



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 hero theme is...

a place where you belong

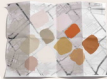
Our colour stories help consumers build...

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.

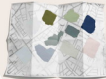


GLOBAL EARTH TONES

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.

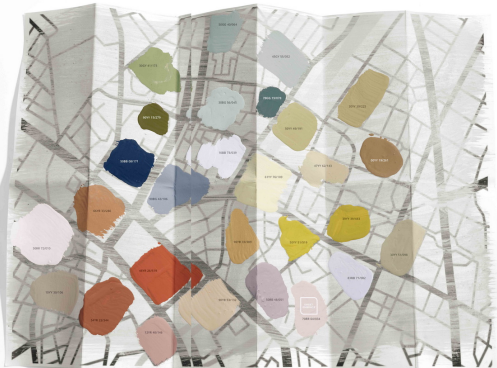


MODERN PASTELS

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'.





The **warm** colour story

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



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.

WARM STONE

SOFT PINK

WARM SOIL

WARM CLAY



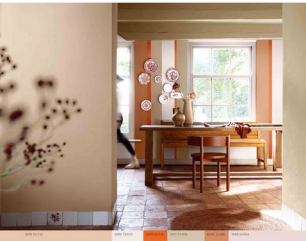
100% 2019

100% 2019

21 A WARM COLOUR STORY



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



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.



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



1001 - BEDROOM

1001 - BEDROOM

1001 - BED ROOM



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





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



The **calm** colour story

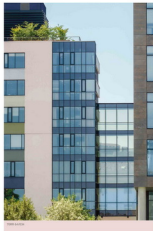
Soft greens and blues to bring you
clarity and peace of mind



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





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





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



TONE 0001

TONE 0002

TONE 0003

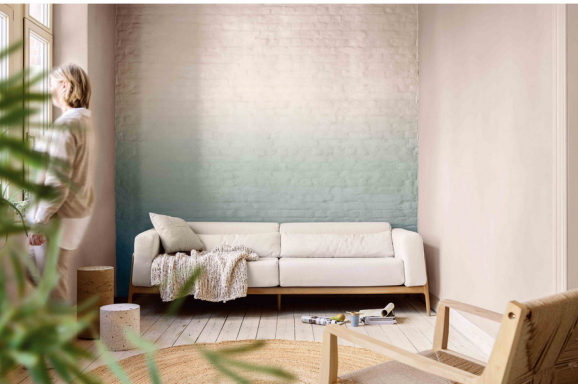


TONE 0004

TONE 0005

TONE 0006

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

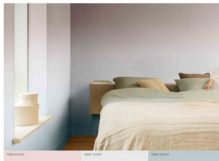




7000 LANTANA

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7000 LANTANA

7000 LANTANA

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"

Helen van Gent





The uplifting colour story

Dreamy lilacs and modern yellows
to help you feel joyful



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 (find instructions at dulux.com)



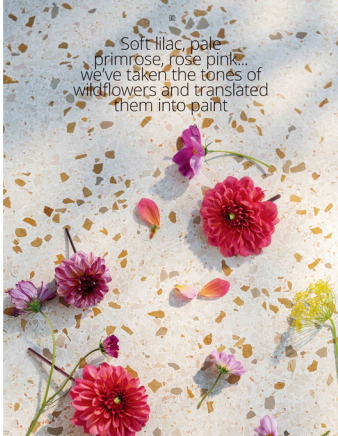


PINK 10001

PINK 10001

PINK 10001

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







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





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



SWISS 100/100

SWISS 100/100

SWISS 100/100

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"

Helen van Gent





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

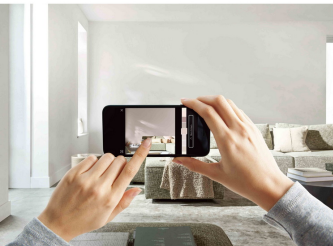


Making us think of everything soft – a bird's feather, a pink marshmallow, evening clouds – Sweet Embrace[™] can instantly change the mood of a space. Warm-toned and delicate, it brings a sense of cosiness and calm.

#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.



Fine-tune with the wet tester

It's the easy and smart way to try out our colours in your own living space. Simply pick the shades you'd like to trial and order testers from the website.

ONE ROOM, FOUR WAYS

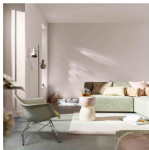
ONE LIVING ROOM, FOUR MOODS

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 AlkoNobel 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.



BEFORE



SIMPLY SWEET EMBRACE™



AN UPLIFTING COLOUR STORY

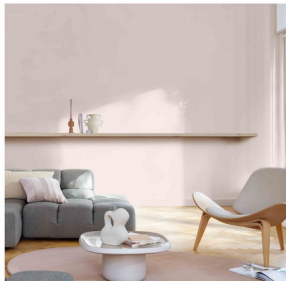


A CALM COLOUR STORY



A WARM COLOUR STORY

ONE LIVING ROOM, FOUR MOODS



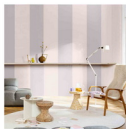
SIMPLY SWEET EMBRACE™



BEFORE



A CALM COLOUR STORY



AN UPLIFTING COLOUR STORY



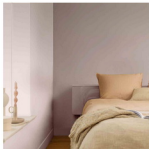
A WARM COLOUR STORY

ONE BEDROOM, FOUR MOODS

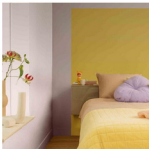
A bedroom should be a sanctuary – somewhere we can switch off and feel completely relaxed. What this looks like, however, is different for everyone, and our colour stories can help consumers create just the feel they want. As well as offering a wealth of inspiring colour combinations, we have also put 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.



BEFORE



SIMPLY SWEET EMBRACE™



AN UPLIFTING COLOUR STORY



A CALM COLOUR STORY



A WARM COLOUR STORY

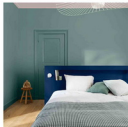
ONE BEDROOM, FOUR MOODS



SIMPLY SWEET EMBRACE™



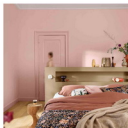
BEFORE



A CALM COLOUR STORY



AN UPLIFTING COLOUR STORY



A WARM COLOUR STORY

ONE KITCHEN, FOUR MOODS

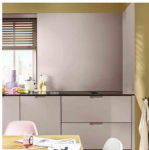
It can be easy for the kitchen to get taken over by functional fittings and white goods but, with a clever use of colour, it can feel just as personal and inviting as any other room in the house - a crucial factor as it is somewhere we spend so much of our time. A one-colour wraparound look with Sweet 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.



BEFORE



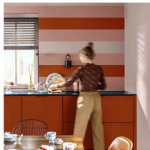
SIMPLY SWEET EMBRACE™



AN UPLIFTING COLOUR STORY



A CALM COLOUR STORY



A WARM COLOUR STORY

ONE KITCHEN, FOUR MOODS



SIMPLY SWEET EMBRACE™



BEFORE



A CALM COLOUR STORY



AN UPLIFTING COLOUR STORY



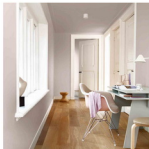
A WARM COLOUR STORY

ONE WORKSPACE, FOUR MOODS

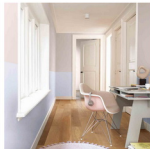
The home office has become an integral part of the home as hybrid working looks set to stay. It's often the case, however, that people don't have a dedicated room for a study or office so colour becomes even more important as a way of defining a workspace in different parts of the home. Our colour stories 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.



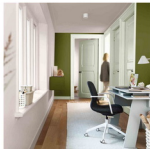
BEFORE



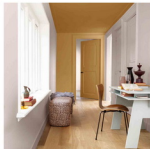
SIMPLY SWEET EMBRACE™



AN UPLIFTING COLOUR STORY



A CALM COLOUR STORY



A WARM COLOUR STORY

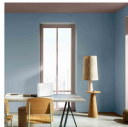
ONE WORKSPACE, FOUR MOODS



SIMPLY SWEET EMBRACE™



BEFORE



A CALM COLOUR STORY



AN UPLIFTING COLOUR STORY

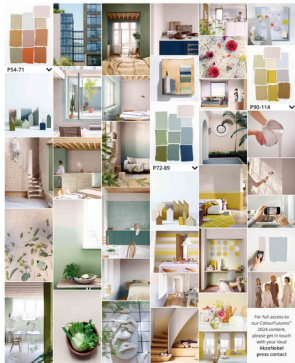


A WARM COLOUR STORY

IMAGE LIBRARY

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

COVER



For full access to our ColourFutures™ 2024 content, please get in touch with your local AkzoNobel press contact

CF24

COLOURFUTURES™ 2024 INTERNATIONAL COLOUR TRENDS



"OUR COLOUR OF THE YEAR SWEET EMBRACE™ PROVIDES A DELICATE AND POSITIVE FOUNDATION FOR ALL THE COLOUR PALETTES"

HELEEN VAN GENT, CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTER



Colours to create a space where you belong

This year we want to inspire you to turn your home into your special somewhere – a place that feels just right for you. With our three new colour stories and Sweet Embrace™, the Colour of the Year that completes them, you can create whichever mood you need.



Calm Colours

SOFT, FLUID GREENS AND BLUES BRINGING CLARITY AND PEACE OF MIND FOR A SIMPLIFIED SPACE

Warm Colours

GLOBAL, EARTHY TONES TO BRING A COMFORTING SENSE OF BELONGING FOR A PERSONAL SPACE



Uplifting Colours

DREAMY LILACS AND MODERN YELLOWS TO BRING FUN AND LIGHT-HEARTEDNESS FOR A FRIENDLY SPACE

Associated Decorative Paints

Global Aesthetic Center, Amsterdam, The Netherlands. MediaRelations@globalaesthetic.com

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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 EmbraceTM. 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 EmbraceTM.

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Photography: L. Grooten-Tekamp

Keywords: child sexual abuse; disclosure; self-blame; social support

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