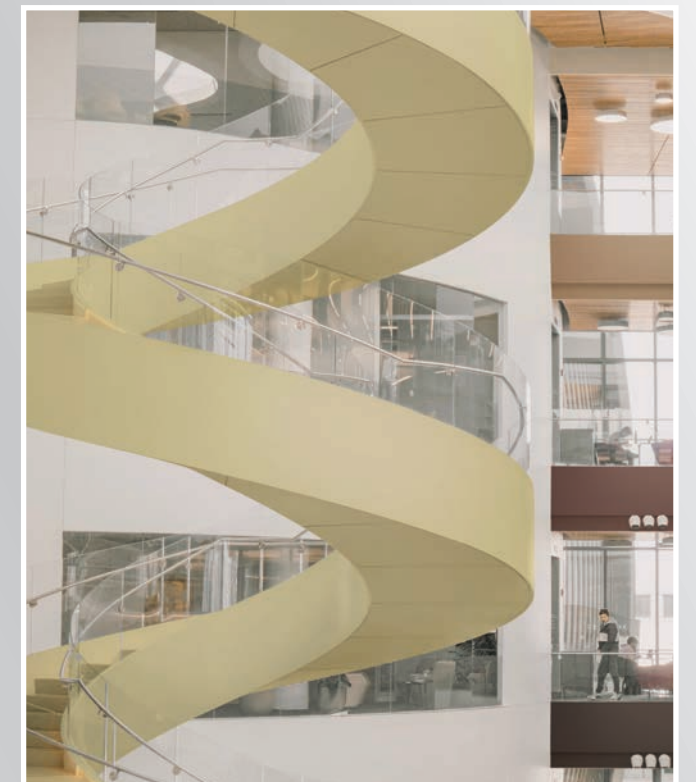
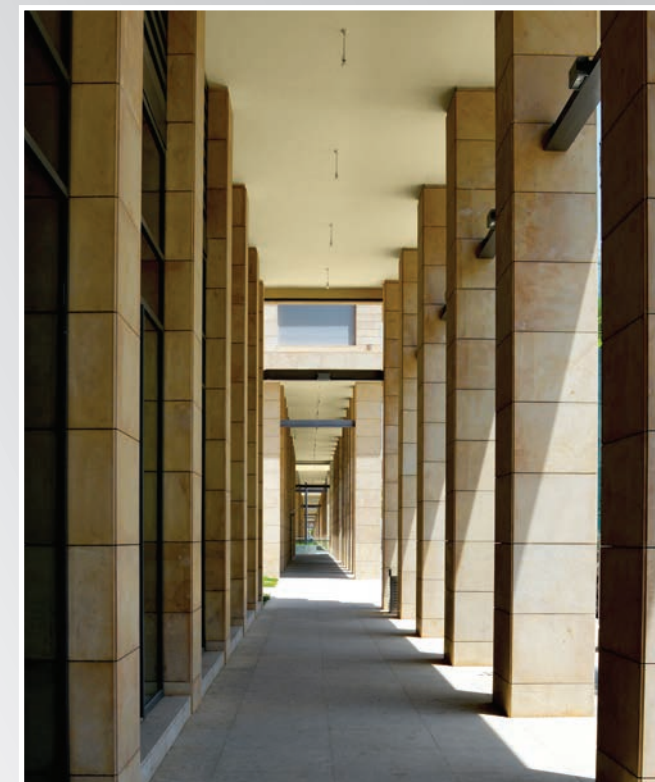
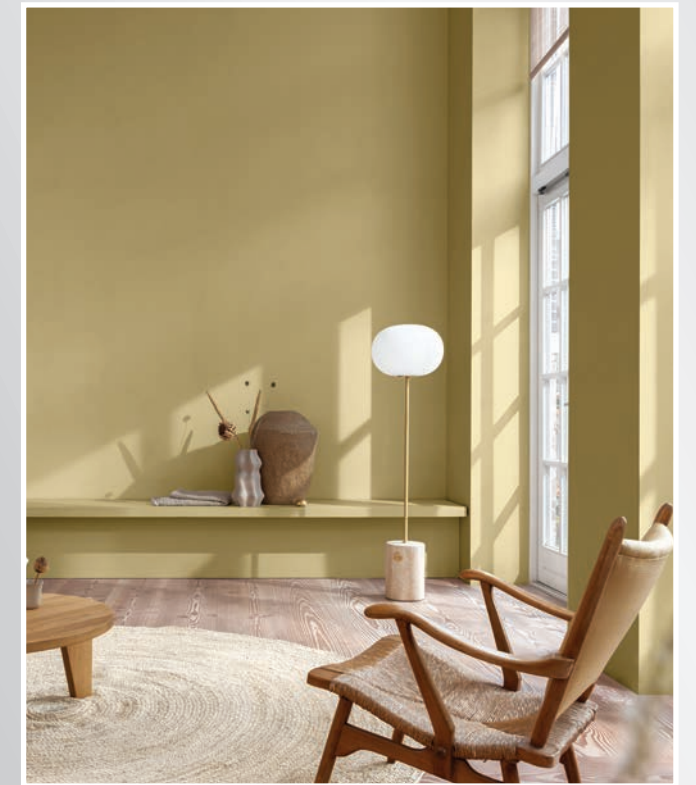




CF23

COLOURFUTURES™ 2023
INTERNATIONAL COLOUR TRENDS



The AkzoNobel Building
Wexham Road
Slough
SL2 5DS

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THE STORY BEHIND COLOUR OF THE YEAR

The AkzoNobel 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 us 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: AkzoNobel 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 Trade 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



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.

BUZZ COLOURS MEADOW BRIGHTS



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.

RAW COLOURS HARVEST SHADES



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.

FLOW COLOURS SEASHORE TONES



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.

Spun Mohair 82YY 67/046	Silver Lichen 20GY 46/067
Violet Dream 70RB 50/062	COLOUR OF THE YEAR Wild Wonder™ 50YY 49/191
Hazy Morning 10RB 47/036	Old Time Olive 60YY 33/130
Fresh Foliage 50GG 40/064	Mouse Tail 52GY 24/050
Sea Holly 30BG 10/111	Cocoa Pod 38RR 15/026

Slumber Seed 90YR 51/109	Mellow Mocha 50YR 64/045
Smooth Maple 00YY 48/171	Faded Bloom 30YR 49/097
Manuka Honeybee 70YR 27/404	Rocksalt Rose 90RR 28/245
Burnished Copper 50YR 15/377	Rich Juniper 47RR 10/045
COLOUR OF THE YEAR Wild Wonder™ 50YY 49/191	Harvest Dusk 45YY 51/365

Woven Hemp 50YR 47/057	Tranquil Mist 81YY 81/016
Warm Straw 47YY 62/143	Shifting Sands 30YY 67/084
COLOUR OF THE YEAR Wild Wonder™ 50YY 49/191	Malted Caramel 90YR 36/203
COTY 2021 Brave Ground™ 10YY 30/106	Acorn Cap 80YR 19/177
Precious Peat 70YR 09/086	Sweet Cinnamon 30YR 16/162

Glacial Flow 17GY 68/005	Shingle Steps 30GG 61/010
Arctic Pebble 30BB 53/012	Knotted Twine 30YY 56/060
Nordic Seas 10BB 55/065	Rockpool Ripple 30YY 46/036
COTY 2022 Bright Skies™ 14BB 55/113	COLOUR OF THE YEAR Wild Wonder™ 50YY 49/191
Midwinter Tide 21BB 12/077	COTY 2017 Denim Drift™ 87BG 27/077

Images: First and third from left: Shutterstock, image on the far right: Unsplash

EXTERIOR PALETTES

LUSH COLOURS

FOREST HUES

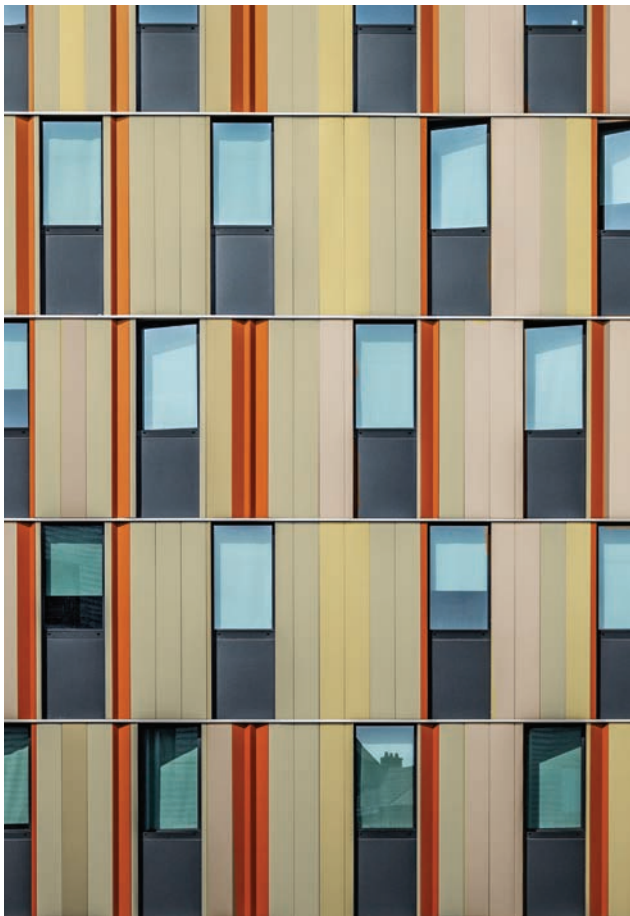


Inspired by the plant-filled habitats of gardens, forests and woodlands, this soothing palette can bring a hint of the countryside to an urban setting. It can soften the linear feel of a building and combine perfectly with greenery.

Spun Mohair 82YY 67/046	COLOUR OF THE YEAR Wild Wonder™ 50YY 49/191
Silver Lichen 20GY 46/067	Old Time Olive 60YY 33/130
Sea Holly 30BG 10/111	Mouse tail 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.

Slumber Seed 90YR 51/109	COLOUR OF THE YEAR Wild Wonder™ 50YY 49/191
Manuka Honeybee 70YR 27/404	Harvest Dusk 45YY 51/365
Burnished Copper 50YR 15/377	Rich Juniper 47RR 10/045

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

RAW COLOURS

HARVEST SHADES

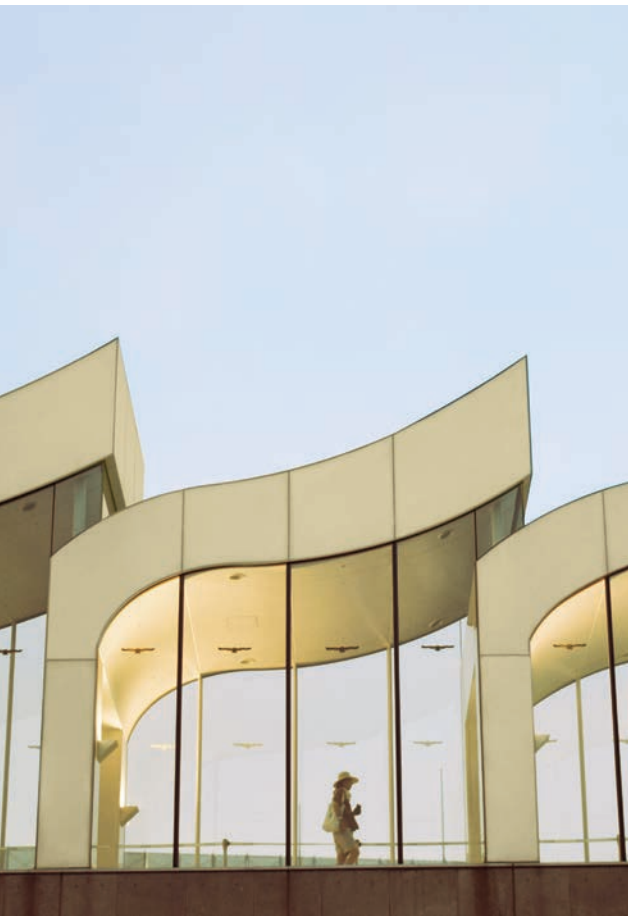


Inspired by nature's raw materials, this palette reflects the richness of the resources and natural designs around us. Bringing an echo of the natural world, it can help make a building feel grounded and inspiring.

COLOUR OF THE YEAR Wild Wonder™ 50YY 49/191	Shifting Sands 30YY 67/084
COTY 2021 Brave Ground™ 10YY 30/106	Malted Caramel 90YR 36/203
Precious Peat 70YR 09/086	Sweet Cinnamon 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.

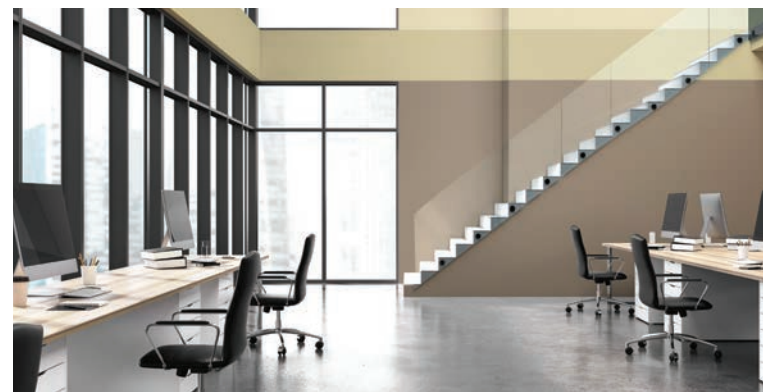
Glacial Flow 17GY 68/005	Knotted Twine 30YY 56/060
COTY 2022 Bright Skies™ 14BB 55/113	COLOUR OF THE YEAR Wild Wonder™ 50YY 49/191
Midwinter Tide 21BB 12/077	COTY 2017 Denim Drift™ 87BG 27/077

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

Dulux Trade 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

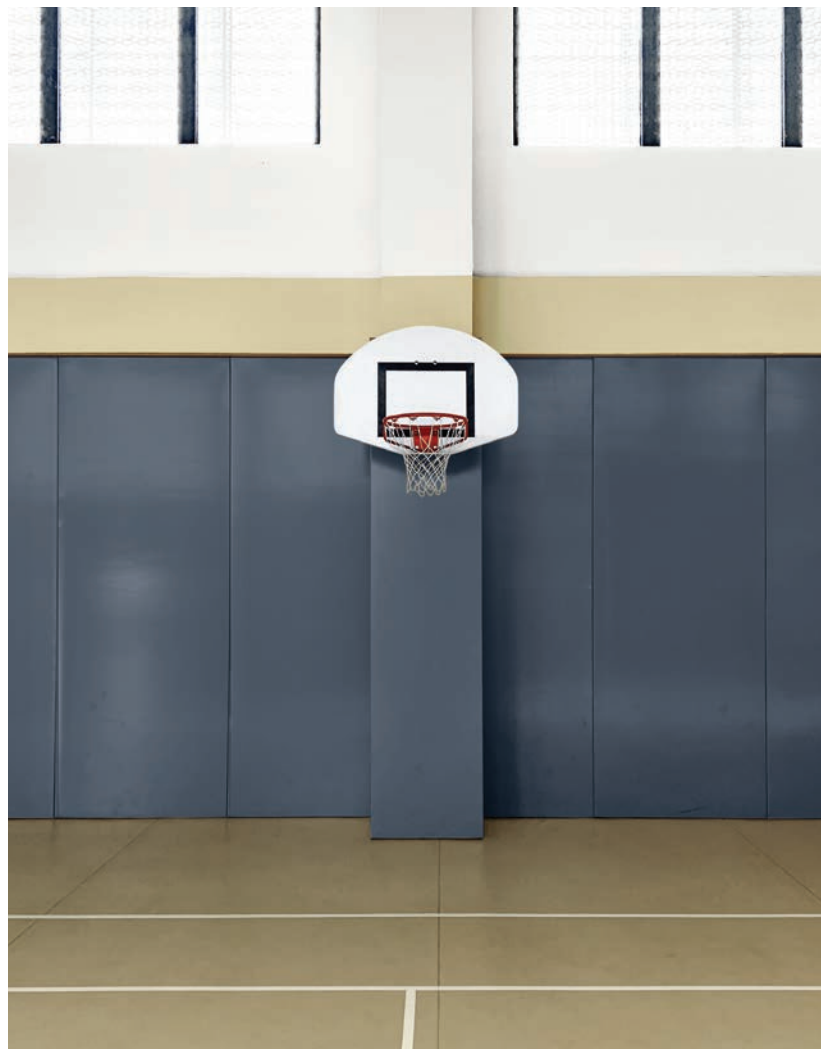


HEALTHCARE



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.

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.

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/ornci.2012.1.3.
2. Education for sustainability: Connecting learners with nature. David Cudworth, De Monfort University, 2021



Denim Drift™
87BG 27/077

COLOUR OF THE YEAR
Wild Wonder™
50YY 49/191

Glacial Flow
17GY 68/005

Knotted Twine
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.

Old Time Olive
60YY 33/130

COLOUR OF THE YEAR
Wild Wonder™
50YY 49/191

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.

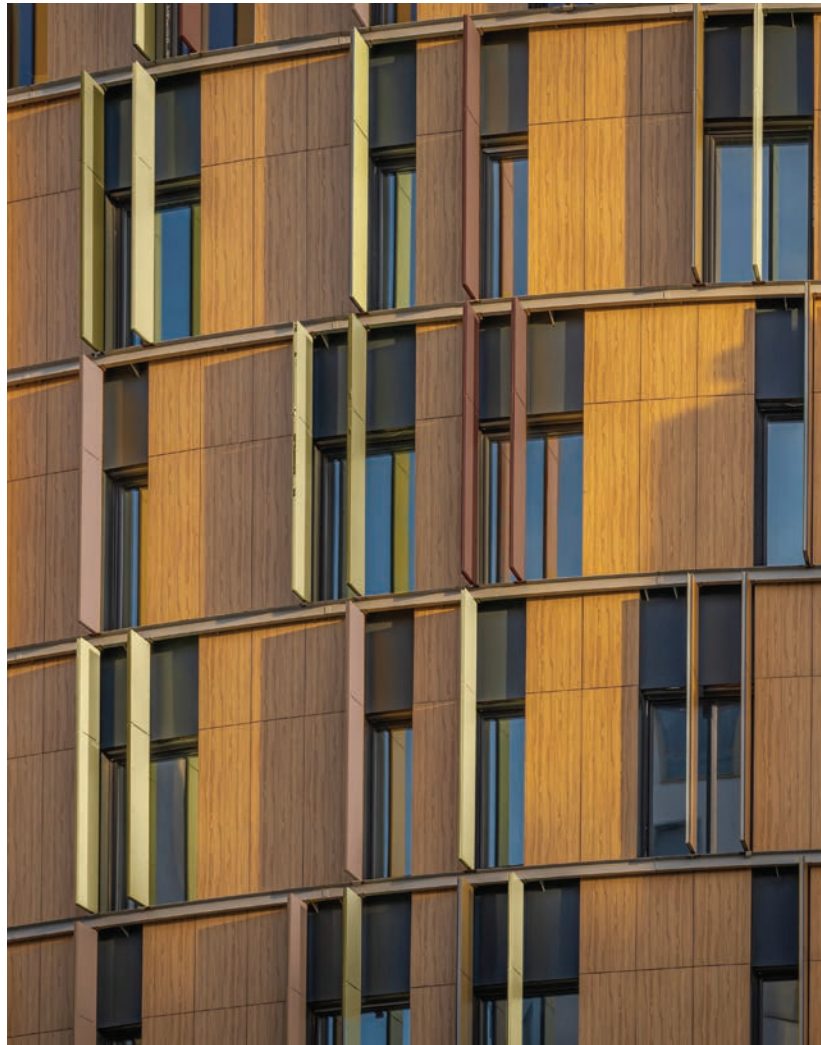


LUSH COLOURS SUPPORTIVE SPACES

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. 2. 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 Vrceji, 2021



COLOUR OF THE YEAR
Wild Wonder™
50YY 49/191

Tranquil Mist
81YY 81/016

Shifting Sands
30YY 67/084

Precious Peat
70YR 09/086

Sweet Cinnamon
30YR 16/162

Malted Caramel
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.

‘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.



Faded Bloom
30YR 49/097

Manuka Honeybee
70YR 27/404

COLOUR OF THE YEAR
Wild Wonder™
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

Spun Mohair
82YY 67/046

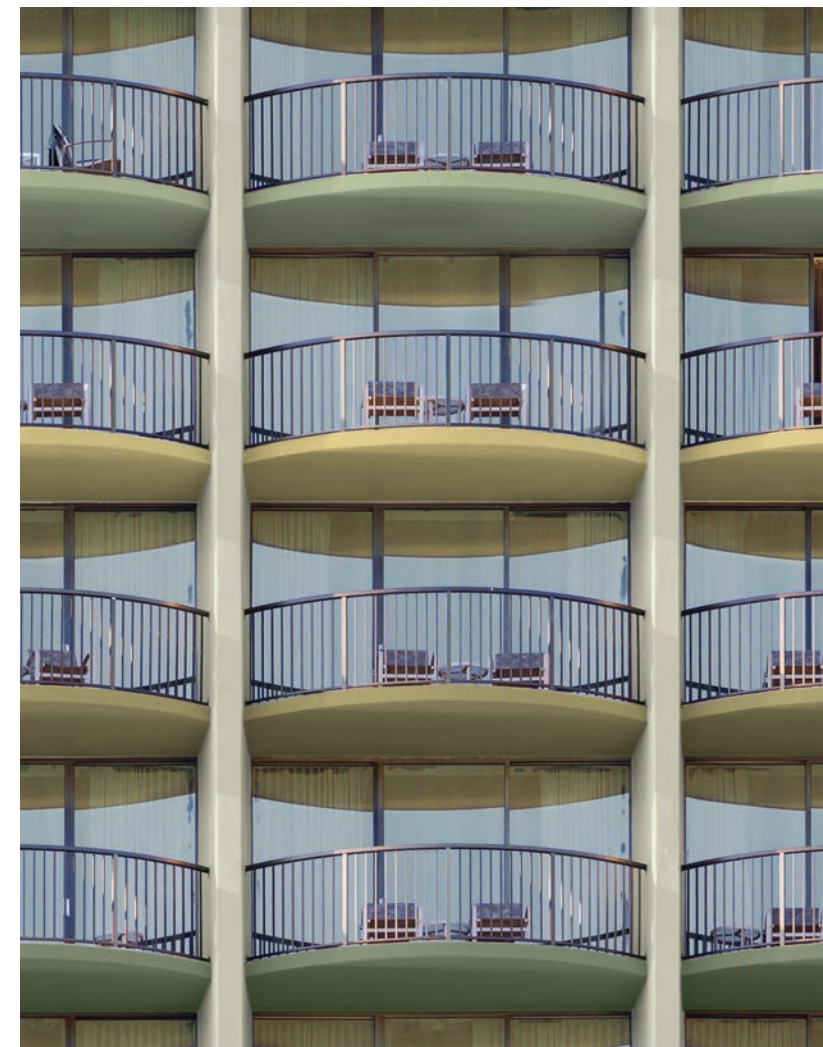
Fresh Foliage
50GG 40/064

COLOUR OF THE YEAR
Wild Wonder™
50YY 49/191

Mouse Tail
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>

Mouse tail
52GY 24/050

Cocoa Pod
38RR 15/026

Spun Mohair
82YY 67/046

COLOUR OF THE YEAR
Wild Wonder™
50YY 49/191



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 Devillart, CF Trend Forecast, 2021

COLOUR OF THE YEAR
Wild Wonder™
50YY 49/191

Faded Bloom
30YR 49/097

Rocksalt Rose
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
Wild Wonder™
50YY 49/191

Rockpool Ripple
30YY 46/036

Knotted Twine
30YY 56/060

COMMERCIAL COLOUR SERVICES

Our Commercial Colour Services team can help you create harmony between your space and the role it fulfills. From vibrant and dynamic to calm and focused, choosing the right colour scheme is key to delivering your brief's objectives.

Step 1: Brief - email & photos

Contact your Dulux Trade representative. They will gather all the necessary information about the space in question, including digital photographs if possible, and pass the information to the Dulux Trade Commercial Colour Services team.



Step 2: Design service level confirmed and process activated

The brief will then be handed over to the designers from the Commercial Colour Services team via email. Depending upon the size and scale of the project, the Commercial Colour Designer will then arrange a site visit, telephone call or video consultation if required.



Step 3: Design research & development

The Commercial Colour Services team will immerse themselves in the project, research its background, analyse its elements and use their knowledge, experience, and flair to create an original yet appropriate colour scheme.



Step 4: Design presentation

The resultant colour schemes will be presented to you in the format most appropriate for your project or client: digitally coloured imagery, printed mood boards or bespoke colour cards.



For more information about the colour support provided, contact one of our Dulux colour consultants today:
Call **0333 222 7171**, or e-mail
TAC_supportedservices@akzonobel.com
or visit **Duluxtrade.co.uk/CF23**