

CF21

COLOURFUTURES™ 2021
INTERNATIONAL COLOUR TRENDS



THE EVOLUTION OF COLOUR TRENDS

AkzoNobel's Global Aesthetic Center is committed to helping specifiers choose the right paint colours for every project. Each year, AkzoNobel invites a group of top architects, editors, designers and analysts to gather and share their global trend knowledge. Our colour experts then use these insights to identify the Colour of the Year and build four new, easy-to-use paint palettes around it.

LAST YEAR

2020 marked a new decade, a new dawn, which led AkzoNobel to develop palettes around a fluid tone, inspired by the morning sky. This evoked wonder in hospitality spaces; innovation in offices; creativity in residential settings; healing for healthcare and stimulation for educational environments.

THE WORLD TODAY

We've seen unprecedented global change. This has destabilised us, but also brought us closer together. It has focused our minds on what really matters – standing up for what we believe in; connecting with others; valuing past knowledge and working to find smart and sustainable solutions for the future. Adapting to new circumstances is daunting, but being brave enough to take one small step can set us on the right path. All we need is the courage to embrace change.

WHAT DOES THIS MEAN FOR COLOUR?

People want to understand how they can protect the things they care about and make a difference. They want to restore the natural balance, repair the world and ensure a sustainable legacy for their children. This leads us to the natural tone of Colour of the Year 2021, evoking stability, growth and potential.

A bolstering, balancing shade, it also provides a connection back to the earth and offers us a firm foundation.



Above: our experts consider the trends that will influence the Dulux Trade colours for 2021



Cover top left image: Palace of Justice, Córdoba, Spain
Architects: Mecanoo and Ayessa
Photographer: Fernando Aida

COLOUR OF THE YEAR 2021 BRAVE GROUND™

Dulux Trade Colour of the Year 2021 is Brave Ground™. It is a warm, natural neutral that connects back to the earth, offering a sense of stability and rootedness that perfectly reflects the mood of the moment. It's a versatile colour that lets other shades shine, so it's perfect for incorporating into a wide range of colour schemes.

PALETTES

We have created four distinct paint colour palettes to support the Dulux Trade Colour of the Year. There are on-trend looks to elevate spaces in every sector, from hotels to healthcare. These easy-to-use palettes provide a comprehensive set of complementary colours that will help specifiers around the world deliver inspiring results that will boost their reputation, impress their clients and surpass users' expectations.

INTERIOR PALETTES

EXPRESSIVE COLOURS BOLD AND INDIVIDUAL



STAND-OUT SPACES

Use this palette to add verve and vitality to a space. Bold reds and softer pinks bring warmth and personality, giving scope for creativity and zoning. It's a palette that energises and surprises with pops of colour, held together by grounded neutrals. Perfect for adding a personal stamp to a project, this bold palette can help people think differently and spark new ideas.



TRUST COLOURS WARM AND UNIFYING



UNIFYING SPACES

With its warm, harmonious tones, this palette can help create a sense of unity and community. The soft, neutral greys and browns work in combination to create a supportive space where people can feel connected and be open. It's a unifying scheme; perfect for places where people want to collaborate, communicate and make new connections.

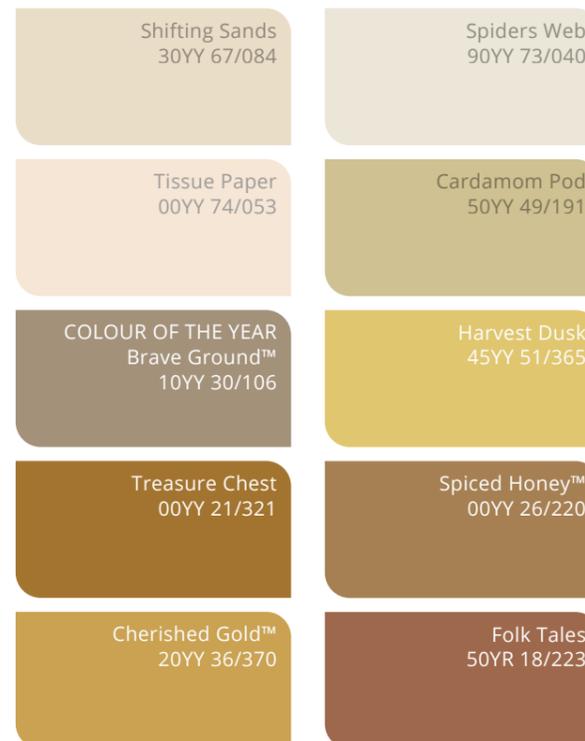


TIMELESS COLOURS CLASSIC AND MODERN



BALANCED SPACES

A combination of soft yellows and browns, this palette mixes classic colours with contemporary neutrals to create a calm, balanced feel. Made up of warm tones that would work in a modern or traditional setting. Energising without being overpowering, it can help create a positive and inspiring backdrop to set any space up for the future.



EARTH COLOURS SIMPLE AND NATURAL



RESTORATIVE SPACES

Blues, greens and browns... this palette is made up of muted earth tones that work naturally together. Echoing the shades of the outside world, these are authentic and grounding colours that provide a connection back to the earth and remind us of the need to protect it. Bringing a sense of the outside in, this palette is a natural choice for creating restful and calming spaces in a range of environments.



Image top left: Unsplash

EXTERIOR PALETTES

EXPRESSIVE COLOURS

BOLD AND INDIVIDUAL



This palette is perfect for bringing energy and personality to a project with the opportunity to use bold pops of colour against warm neutrals.

*Lost Coral is only available in Dulux Trade Weathershield Exterior High gloss, all other colours can also be mixed in our Dulux Trade Weathershield Smooth Masonry range.



TRUST COLOURS

WARM AND UNIFYING



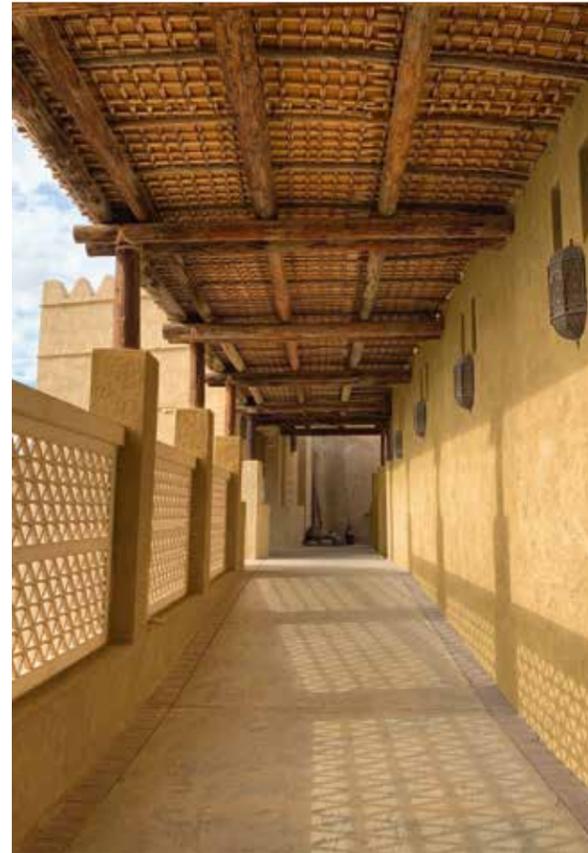
A selection of global earth tones that work together naturally, this palette can effectively unify different architectural elements and create a harmonised feel.



Images this page – left: Unsplash; right: Palace of Justice, Córdoba, Spain; architects: Mecanoo and Ayesa Photographer: Fernando Ala Images right: Unsplash

TIMELESS COLOURS

CLASSIC AND MODERN

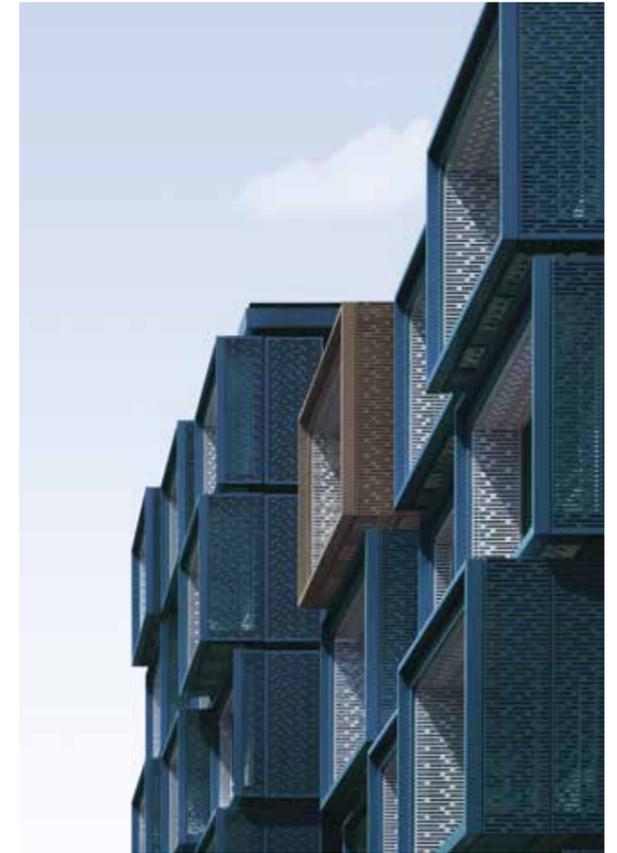


Classic tones of ochres, yellows and neutrals, this palette can create a balanced and positive backdrop, creating spaces that are energising but not overpowering.



EARTH COLOURS

SIMPLE AND NATURAL



Echoing the blues, greens and browns of the world around us, this palette can bring a natural, organic feel to the most contemporary buildings. Authentic and calming, these tones enable the built environment to meld harmoniously with their surroundings.



HOW BRAVE GROUND™ AND ITS PALETTES CAN TRANSFORM EVERY SECTOR

Dulux Trade Brave Ground™ is an enabling and versatile colour that lets other shades shine. Used with its four supporting palettes, it can transform a building in a variety of ways – creating atmospheres that range from dynamic and energising to calm and restorative.



EDUCATION



OFFICES



RESIDENTIAL



HEALTHCARE



HOSPITALITY



EXPRESSIVE COLOURS

STAND-OUT SPACES

Colours: An empowering palette that provides scope for creativity and individuality. Warm naturals and Brave Ground™ give balance and allow vibrant and subtle shades of pink and red to shine.

Result: A dynamic, inspirational and upbeat palette that can bring energy, positivity and personality, helping to elevate spaces in residential projects – inside and out.

EXPRESSIVE COLOURS

These hues each have bags of personality, so any given combination will make a space feel unique and individual, but at the same time warm and inviting. The pops of colour charge the space with a positive energy, generating free thinking and boosting creativity.

Cosmos Flower
70RB 54/110

Caramel Fudge
70YR 45/133

Soda Pink
30YR 73/034

COLOUR OF THE YEAR
Brave Ground™
10YY 30/106

Image Bottom right: Unsplash



Images: Bottom right: Unsplash

COLOUR OF THE YEAR
Brave Ground™
10YY 30/106

Pink Sandstone
12YR 40/146

Soda Pink
30YR 73/034

Terracotta Army
30YR 14/365



TRUST COLOURS

With its warm, harmonious tones, this palette can help create a sense of unity and community. The soft, neutral greys and browns work in combination to create a supportive space where people can feel connected and be open.

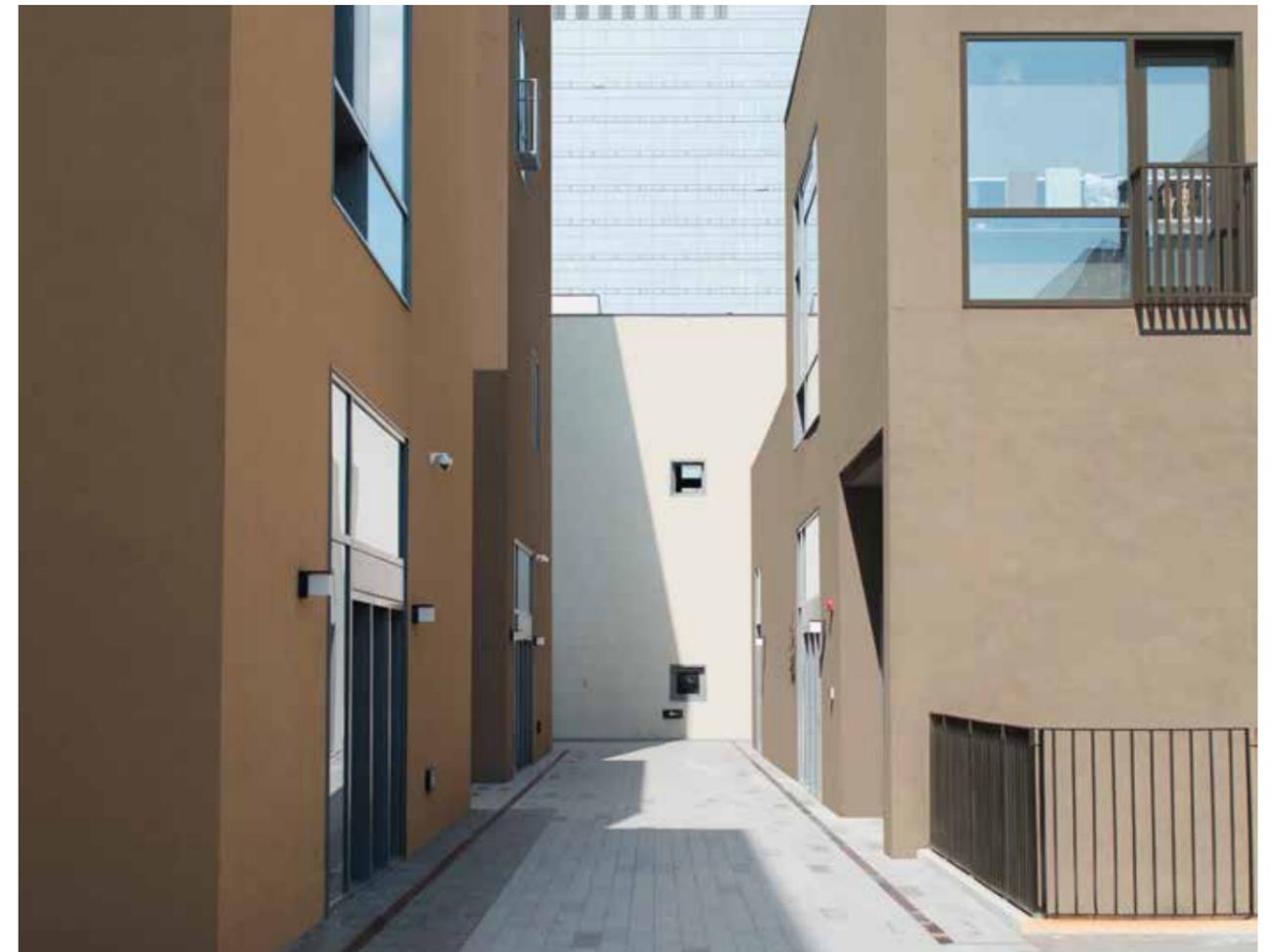
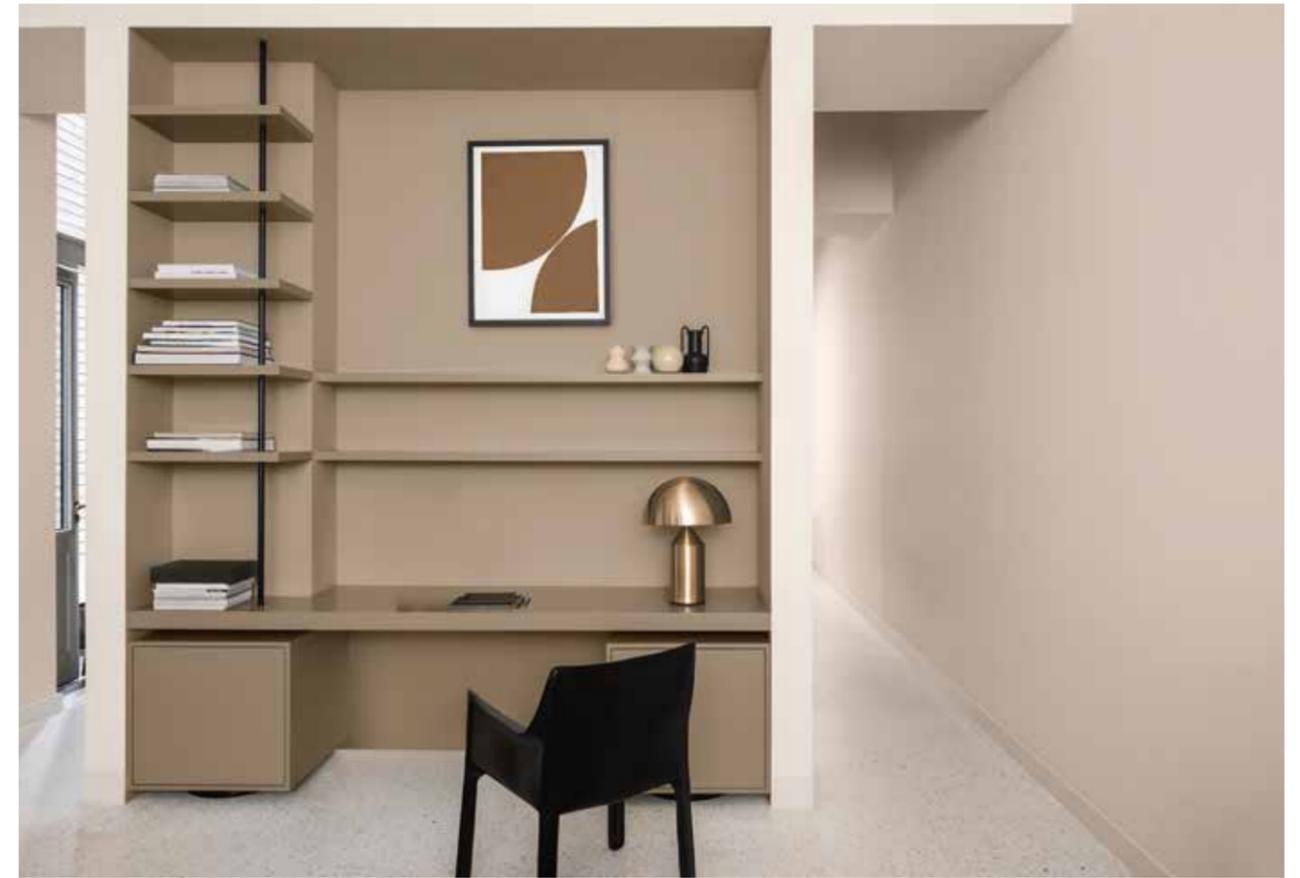
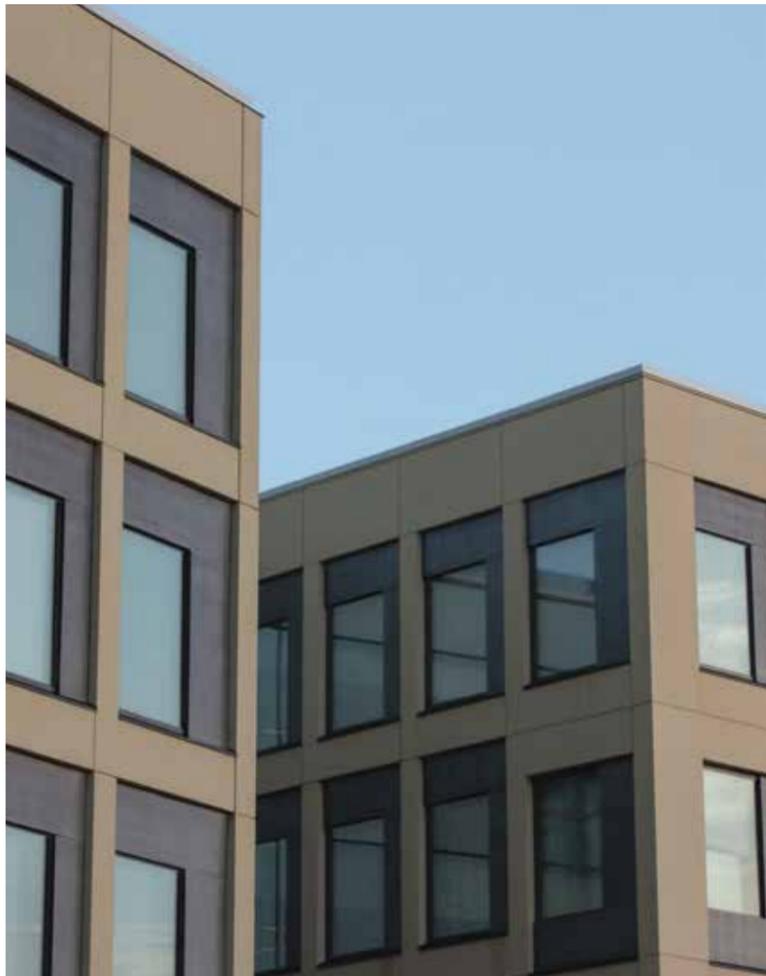
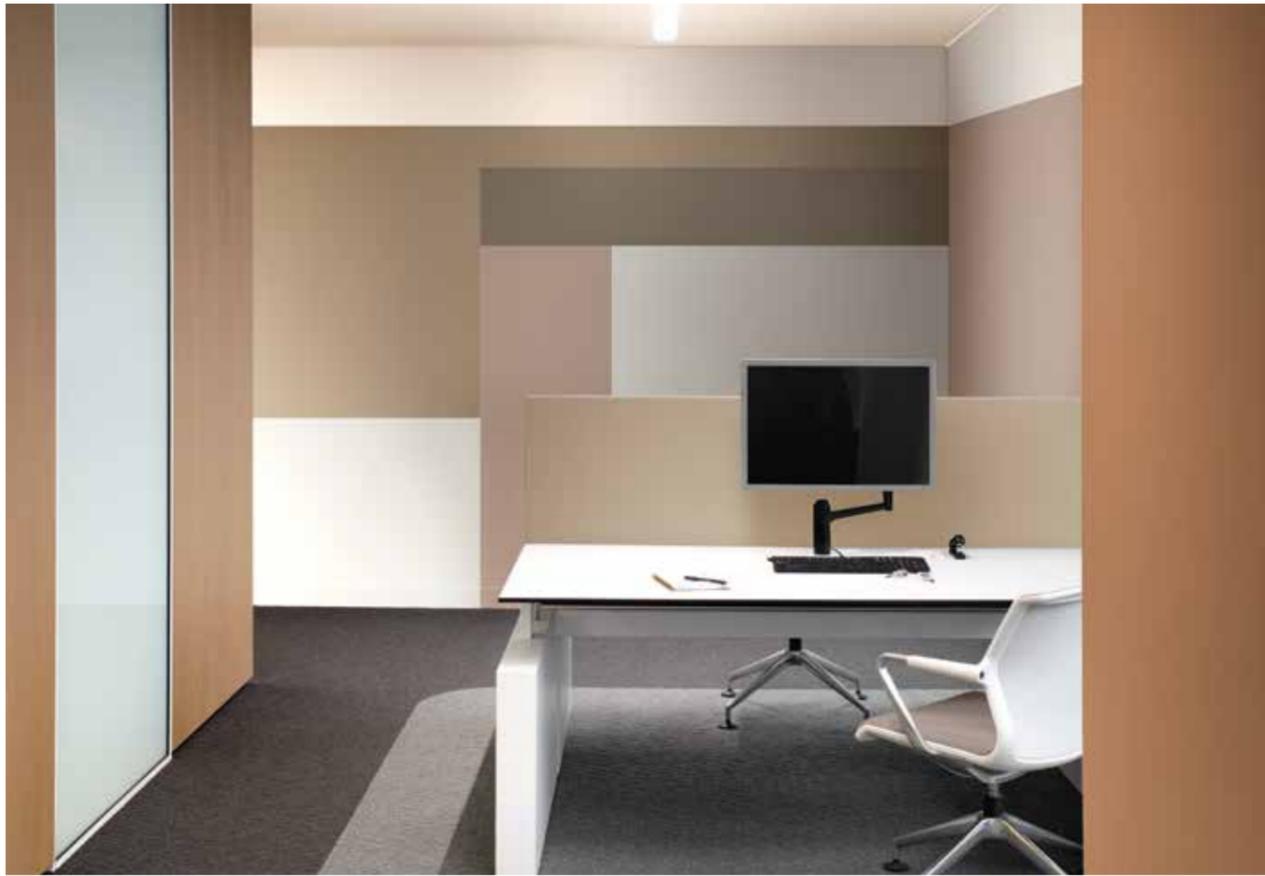


Image Bottom left: Unsplash
5. <https://www.ricob.in/mn.in.gov/pmc/articles/PMC6603716/>



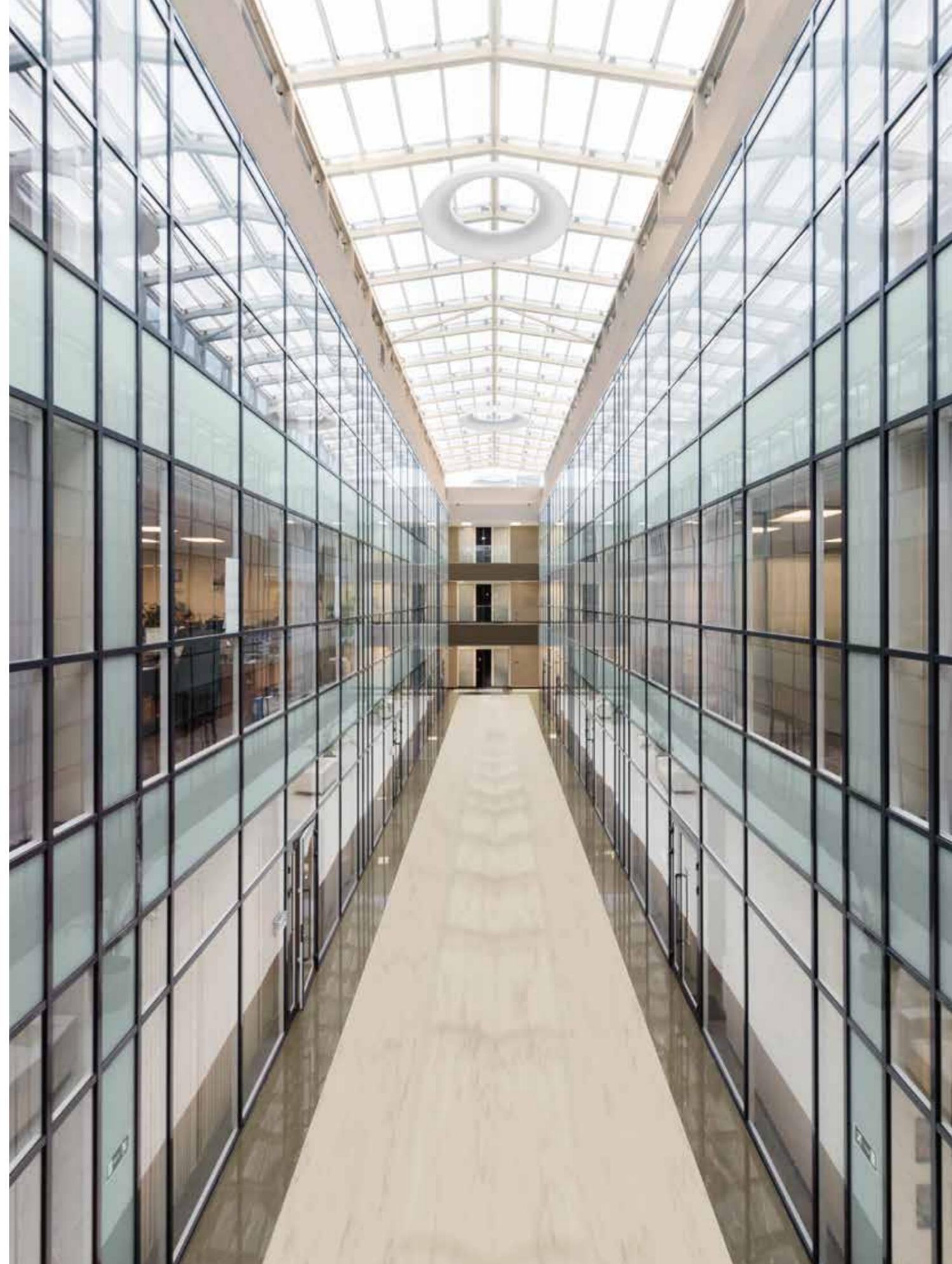
TRUST COLOURS

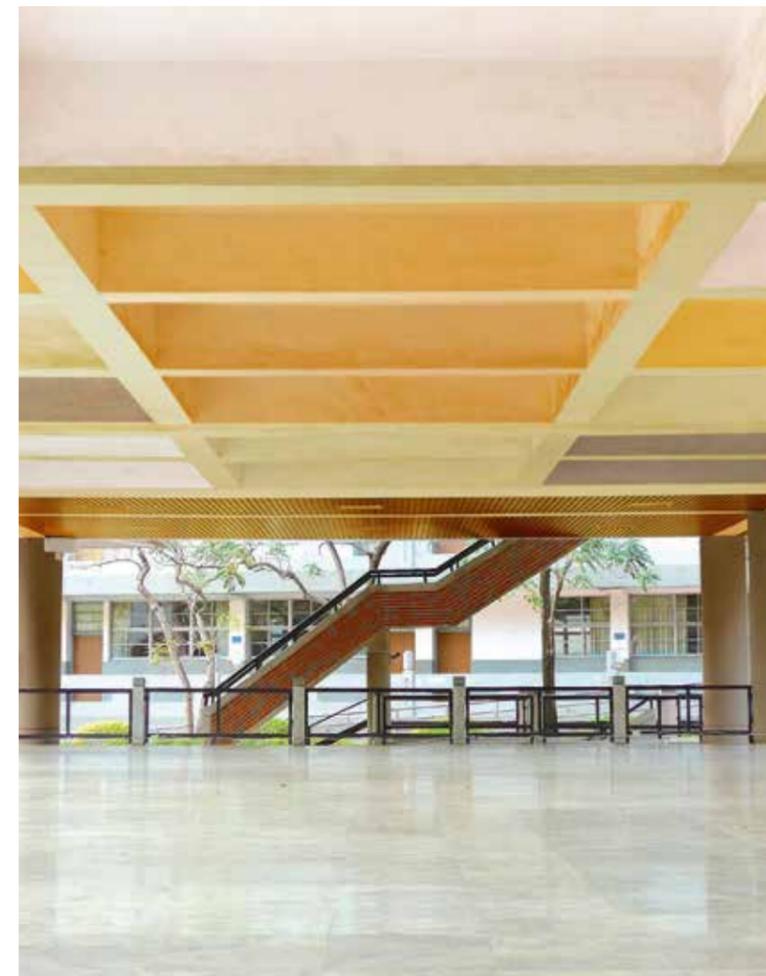
UNIFYING SPACES

Colours: Earth tones from all over the world, these colours harmonise with Dulux Trade Colour of the Year 2021 and bring unity.

Result: A unifying palette that can bring together disparate elements of a building. Its warm tones work well in communal areas – meeting and conference rooms, reception areas, lounges and cafeterias; anywhere people want to encourage connection and ideas-sharing.

Images Right & Bottom left Unsplash





TIMELESS COLOURS

BALANCED SPACES

Colours: A collection of soft naturals and yellows, these tones work with Dulux Trade Colour of the Year 2021 to create an inspiring, neutral scheme, offering balance, positivity and a firm foundation for learning.

Result: An adaptable palette that elevates modern and traditional buildings, providing a warm and energising backdrop.

TIMELESS COLOURS

This palette fires the imagination and is inspiring without being overpowering, and so creates the perfect backdrop for concentration and fresh thinking.

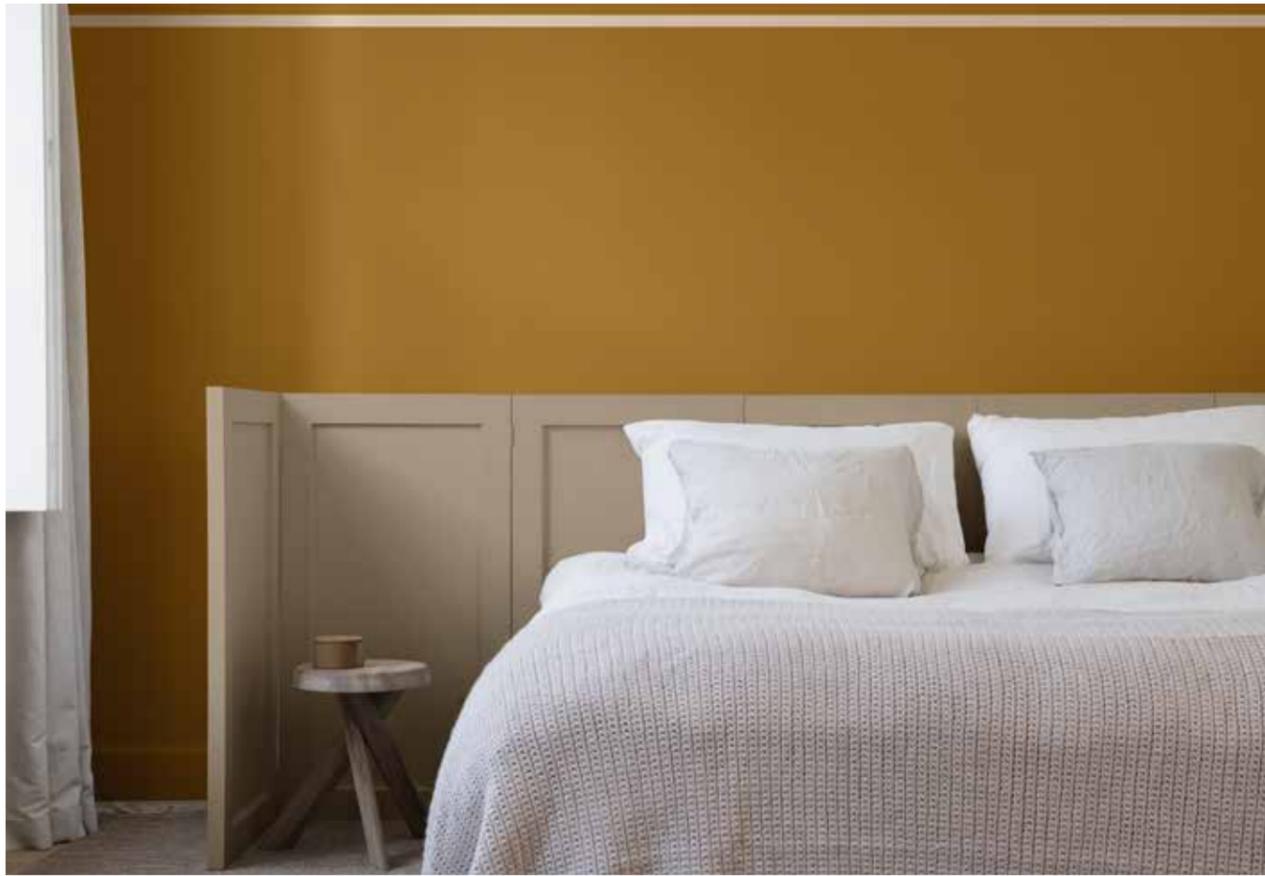


Images: Shutterstock

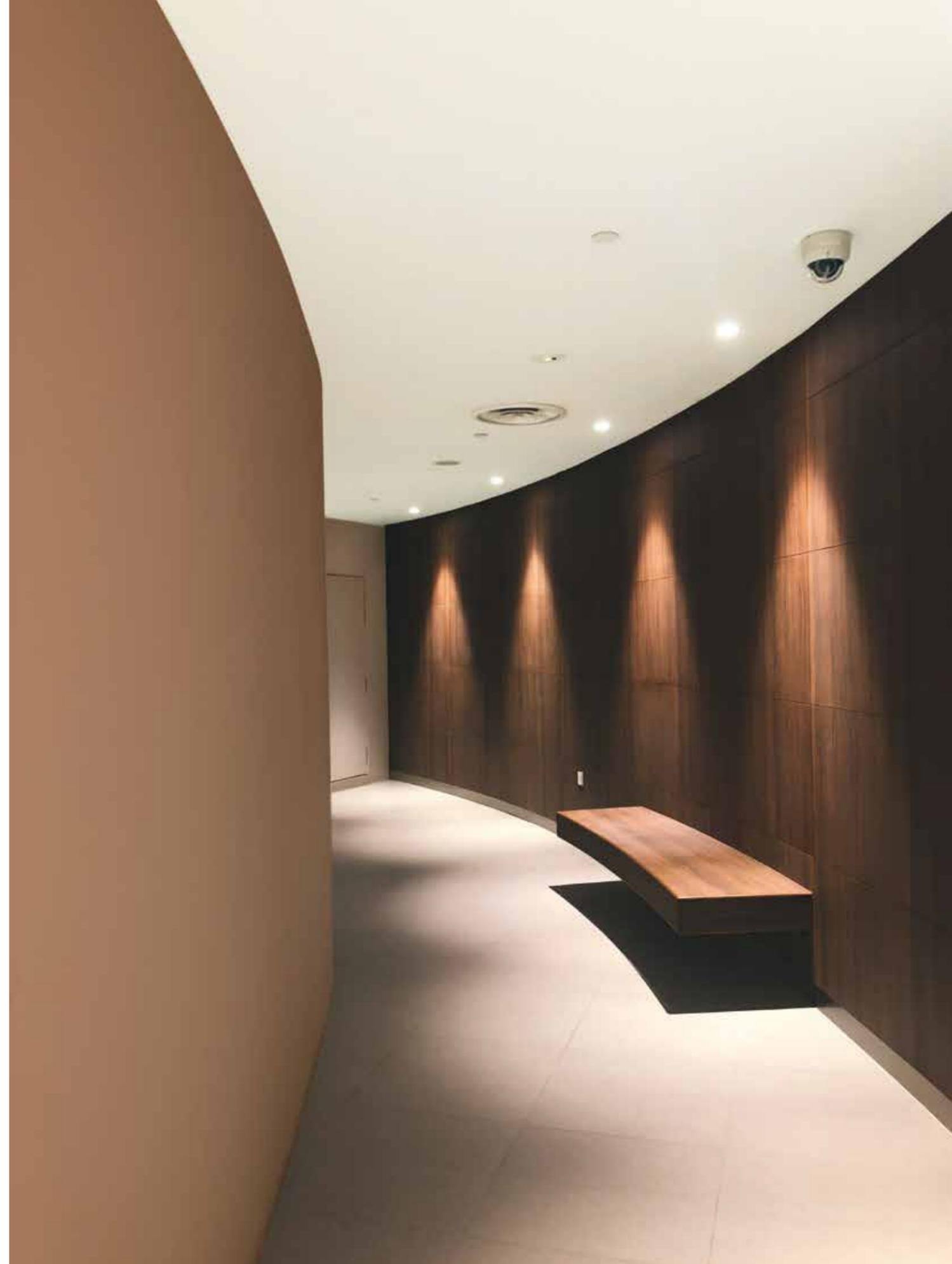
Spiders Web
90YY 73/040

COLOUR OF THE YEAR
Brave Ground™
10YY 30/106

Harvest Dusk
45YY 51/365



Images Bottom left and right: Unsplash





EARTH COLOURS

In our increasingly digitised world, we need spaces that can help us unwind and feel calm; places that encourage us to renew our connection with nature, or indeed, with others in order to spark new ideas

Mysterious Teal
90BG 11/101

Restful Slumber
30BB 45/049

COLOUR OF THE YEAR
Brave Ground™
10YY 30/106

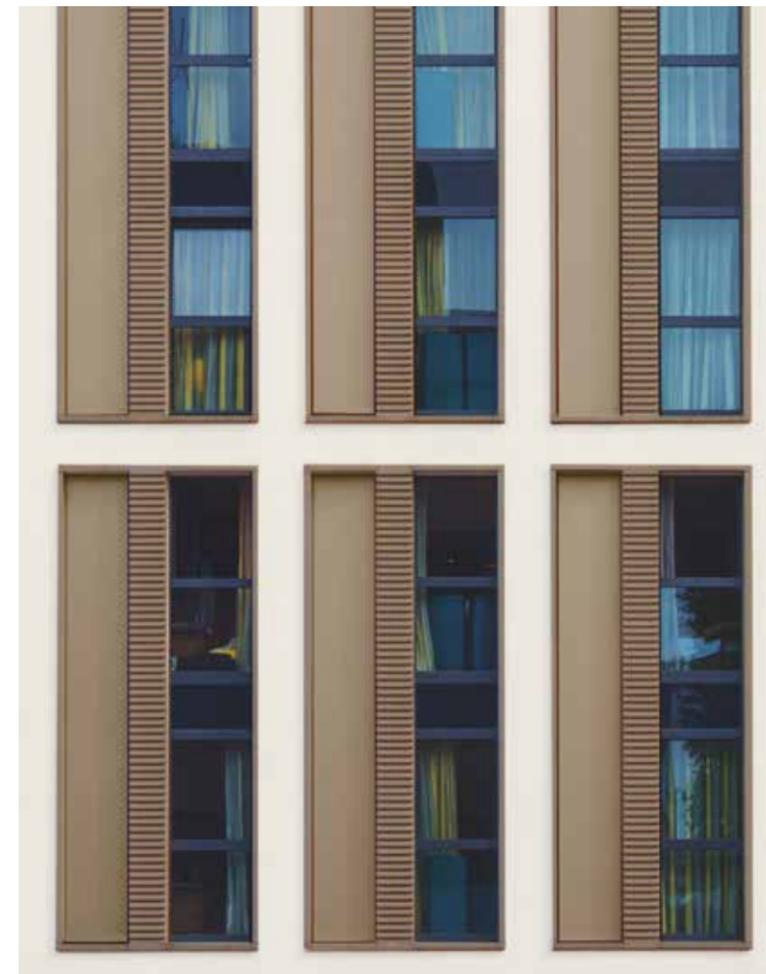
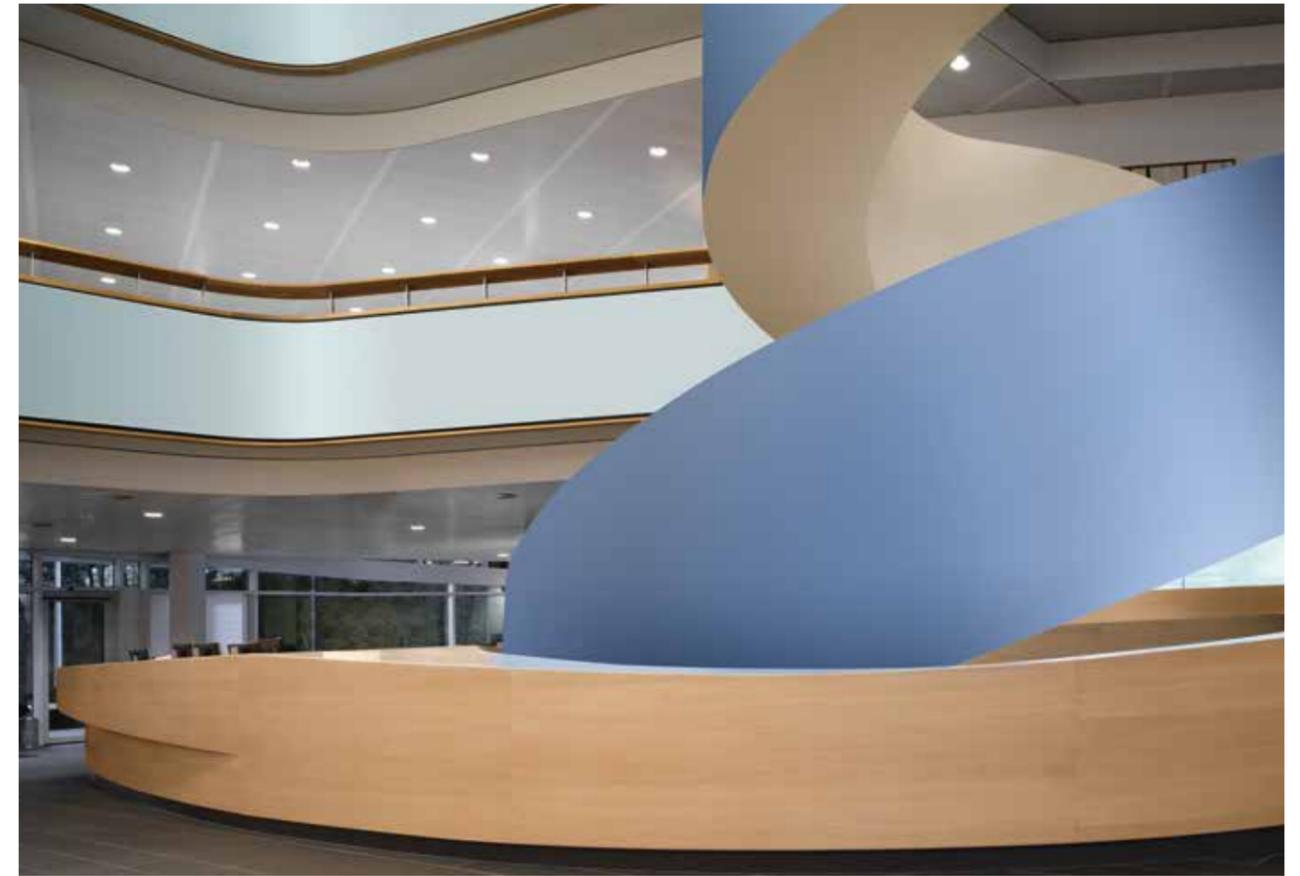


Image Bottom right: Unsplash

EARTH COLOURS RESTORATIVE SPACES

Colours: Blues and greens set against Brave Ground™, this natural palette connects us back to the earth, making us feel rooted and calm.

Result: Calming colours that can help reduce stress and bring the feel of nature into increasingly tech-driven spaces.



Restful Slumber
30BB 45/049

COLOUR OF THE YEAR
Brave Ground™
10YY 30/106



Images Left & Top right: Shutterstock
Image Bottom right: Shutterstock

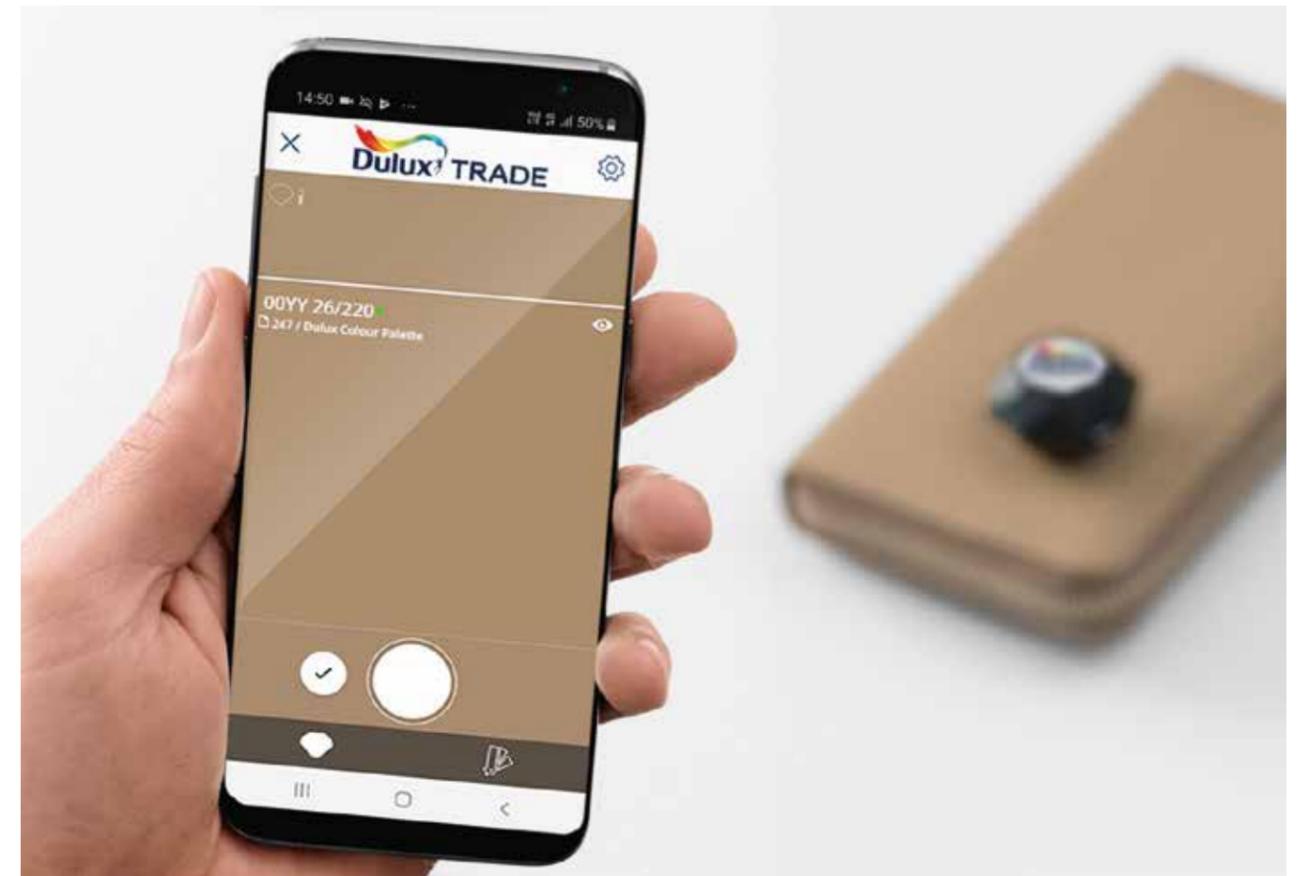


Images: Left & top right: Shutterstock Image Bottom right: Unsplash

Tranquil Dawn™
45GY 55/052

Restful Slumber
30BB 45/049

COLOUR OF THE YEAR
Brave Ground™
10YY 30/106



INSTANT COLOUR MATCHING WITH DULUX TRADE COLOUR SENSOR

Recognising the need to make paint colour specification more efficient at every stage of the design process, Dulux Trade have launched their new digitised colour tool providing highly accurate colour matches on demand.

This cutting-edge device, approximately the size of a 50 pence piece and weighing only 17 grams is able to tackle even the most bespoke colour quests, whether the task is to identify an existing wall colour, to colour match an item from a cutting in a magazine, right through to picking up on themes in a client's brand logo, the app will deliver the closest Dulux Trade paint colour.

Applicable for use in commercial spaces, from hotels to care homes and offices to hospitals, this time saving instrument offers additional functionality; as part of the tool's colour assessment process, the technology automatically identifies the Dulux paint colour's light reflectance value.

This provides designers with a reliable guide for delivery of appropriate colour contrast on critical surfaces, coupling the requirement for beautiful and inclusive environments.

The Dulux Trade Colour Sensor is available to purchase in store and online at Dulux Decorator Centre and other participating decorating merchants across the UK, with a recommended retail price of £150.

The perfect match for professionals.

With the Dulux Trade Colour Sensor, scan a colour and get a Dulux colour match in seconds. Visit [Duluxtrade.co.uk/sensor](https://duluxtrade.co.uk/sensor) for more information.





AkzoNobel Decorative Paints

Wexham Road,
Slough, Berkshire,
SL2 5DS

AkzoNobel, the AkzoNobel logo, the flourish, Dulux Trade, ColourFutures, and all distinctive colour names are the trade marks of the AkzoNobel group©. AkzoNobel 2020.

This ColourFutures™ reference manual is and remains the property of AkzoNobel N.V. and is loaned on condition that it is used solely to specify products manufactured/or supplied by AkzoNobel N.V. (and other companies in the AkzoNobel Group) and on condition that it shall be returned to AkzoNobel N.V. on demand. The contents of this reference manual are for information only.

No representation or warranty is given, nor liability accepted, regarding the information given. We have reproduced paint colours as faithfully as printing will allow. However, the shape, size and lighting of a surface can influence the appearance of the final colour.