



# CF23

COLOURFUTURES™ 2023 INTERNATIONAL COLOUR TRENDS



## seeds of wonder

PAINT COLOUR TRENDS 2023

AkzoNobel





AKZONOBEL DECORATIVE PAINTS  
GLOBAL AESTHETIC CENTER PRESENTS  
**COLOURFUTURES™ 2023**



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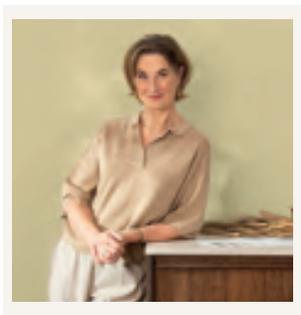
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## INSERT

COLOUR COLLECTION GUIDE



# Welcome

We're proud to present the 2023 edition of ColourFutures™. The seeds of inspiration for this year's colour story were planted at our Trend Forecast at the end of September 2021. International design experts joined us in person and online to share their insights about where the world was heading so we could respond with colours that would feel relevant and resonant in 2023.

With the natural world at the top of the global agenda, we decided to put nature right at the heart of our story this time. Not only did we choose a Colour of the Year inspired by nature – Wild Wonder™ – we selected four new palettes reflecting the different ways that nature teaches and nurtures us. The earth is the source of everything, bringing us solace, inspiration and a myriad of blueprints for living. ColourFutures™ 23 is all about capturing the wonder of nature and helping our consumers bring that magic into their living and working spaces.

In the following pages, you'll find the stories and the insights behind our Colour of the Year 2023 and its accompanying palettes, plus ideas and inspiration for using them.

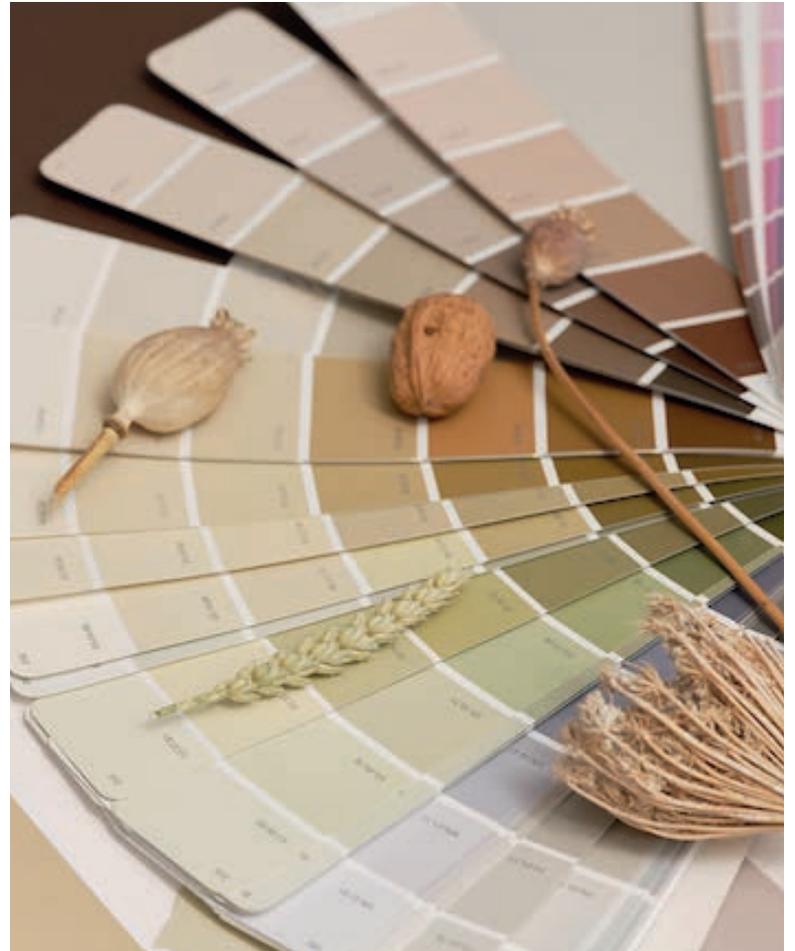
You can also find lots of useful information and practical advice on our website.

#colourstartshere

**HELEEN VAN GENT**

CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTER, AKZONOBEL





TREND ANALYSIS

INTRODUCING

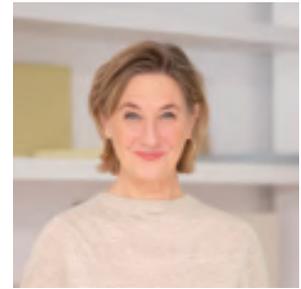
# The Global Aesthetic Center

Our colour experts at the Global Aesthetic Center in Amsterdam lead AkzoNobel's colour trend analysis, colour research and art direction, and this year we're celebrating 30 years of colour design.

We're also marking a special occasion – the 20th anniversary of our Colour of the Year campaign.

For the past two decades, we have made sure that our consumers and customers around the world have the inspiration and information they need to make the best and easiest colour choices in their living and working spaces. And, to keep one step ahead, we work with a panel of international trend experts, ensuring that we choose colours that encapsulate the mood of the times.

We also create a wealth of supporting content – from videos to images and articles – that provide people with all the tools they need to transform their lives with colour.



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



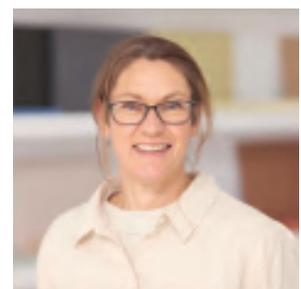
**Willeke Jongejan,**  
Colour Designer for  
Consumer Brands



**Suzanne Poort,**  
Colour Digital Designer



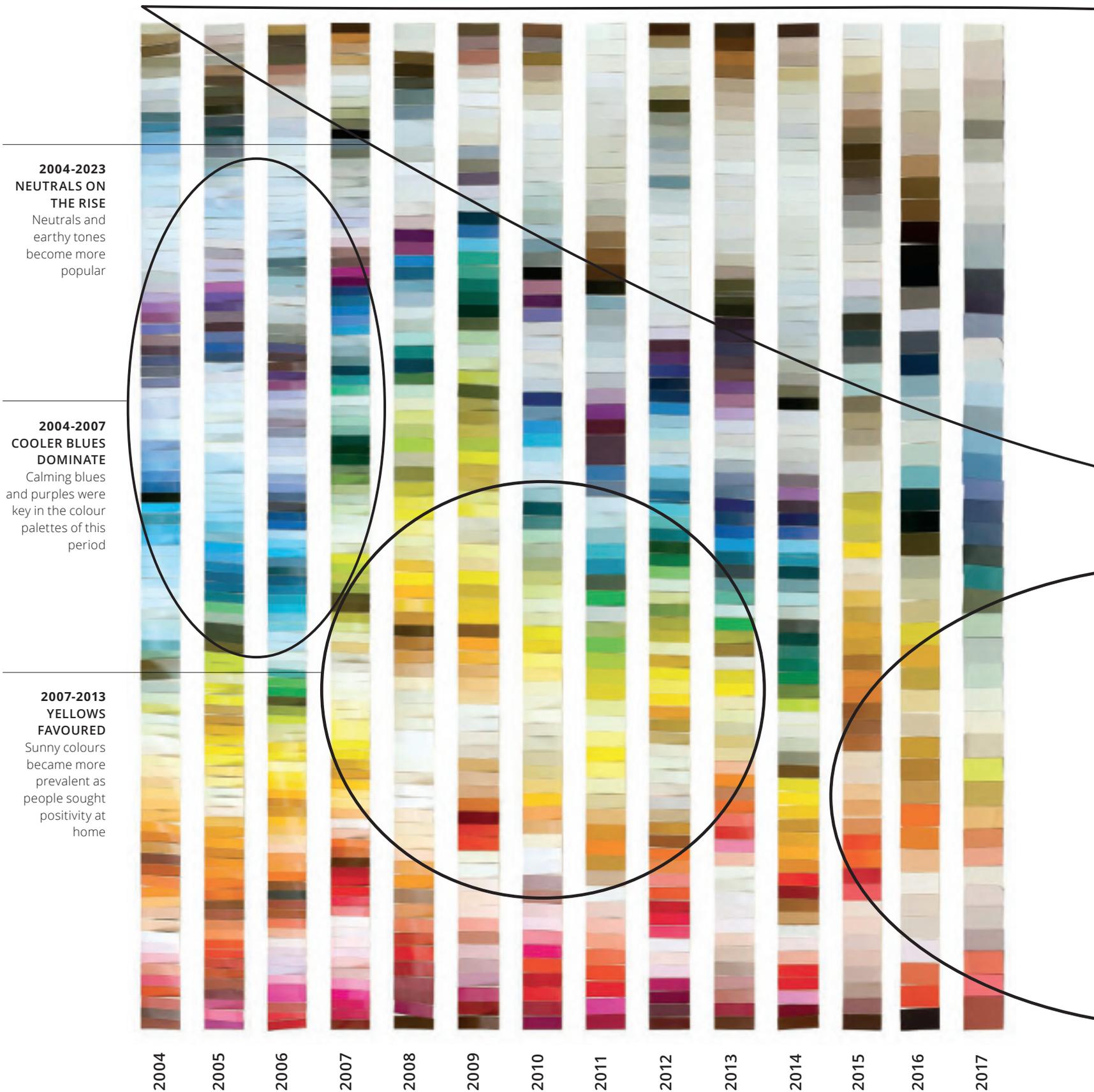
**Marieke van der Bruggen,**  
Colour Content Designer



**Marieke Wielinga,**  
Colour Designer for  
Professional, Wood, Metal  
& Colour Futures

## COMPLETE COLOUR PALETTES 2004-2023

The evolution of colour trends leading up to 2023



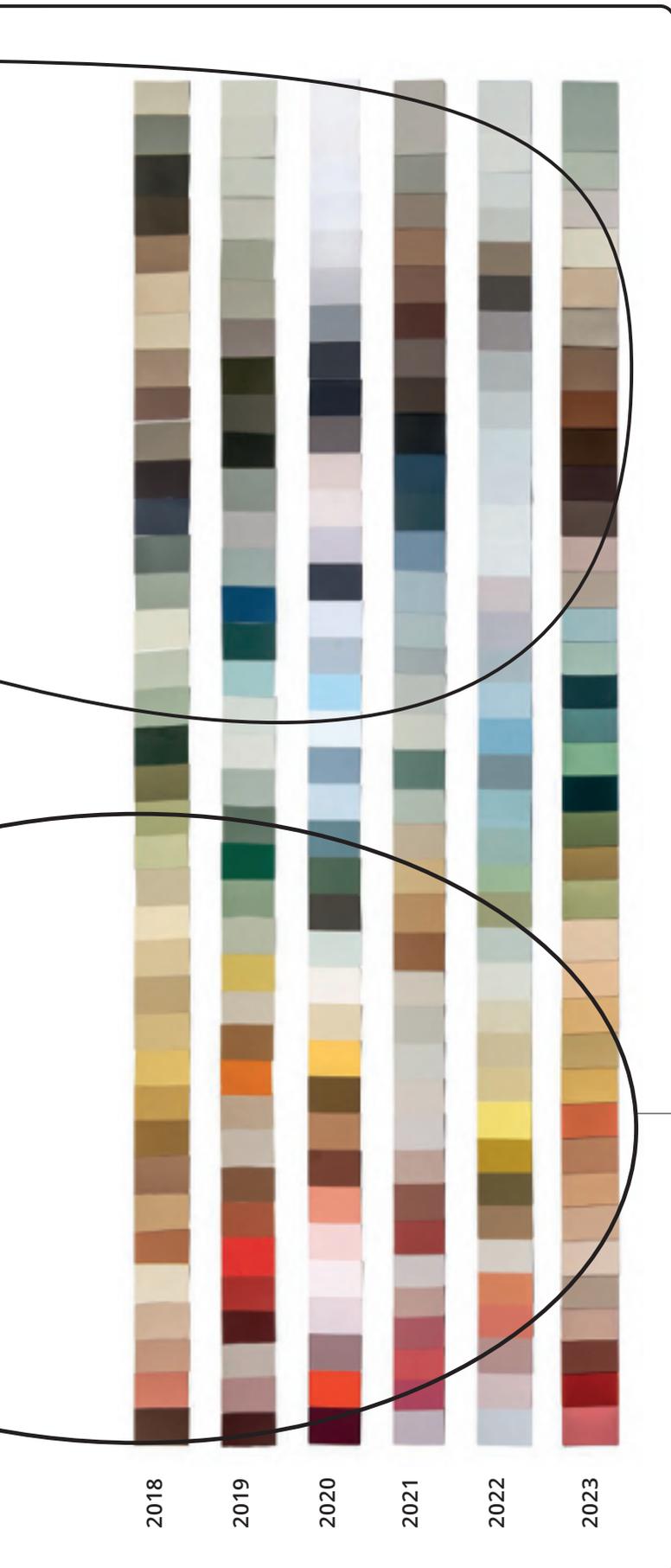
We started out working with over 100 colours; now we select 37 to make colour choice easier for our consumers

THE HISTORY OF COLOURFUTURES™  
20 YEARS OF COLOUR RESEARCH

# Colour through time

Our ColourFutures™ story offers a visual snapshot showing how the tastes and priorities of our consumers have changed over the past 20 years. We've seen a shift from brighter tones to an emphasis on neutrals and naturals, and this year our colours consciously echo the tones we find in nature – from mushroom greys to woody browns to floral pinks.

All the colours in our ColourFutures™ palettes are made to work together, so our curated collection of 37 shades offers our customers an easy way to create a colour combination that's inspiring, on trend and right for them.



#### 2013-2023 NEUTRAL TONES INCREASE

In the past few years we've seen a growing trend for more neutral shades, with greyish tones gaining in popularity. This year, we're seeing lighter, warmer colours coming through

#### 2015-2023 SATURATED, EARTHY, WARM TONES

Over the past eight years, we've seen an increasing preference for tones with a positive, warm and earthy feel

CELEBRATING  
**20 YEARS**  
OF  
**COLOUR  
FUTURES**

2004



2005



2010



2011



2012



2013



2018



2019



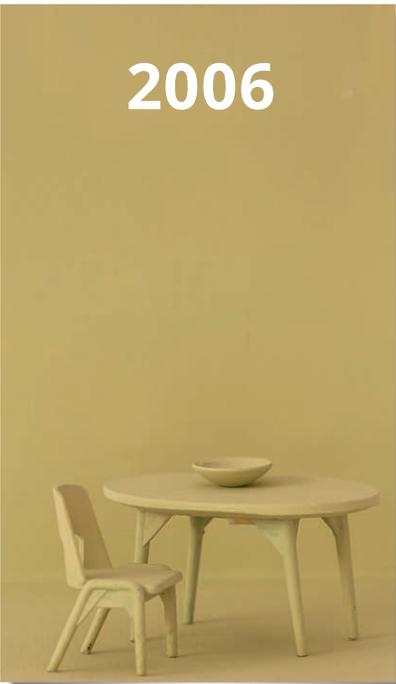
2020



2021



2006



2007



2008



2009



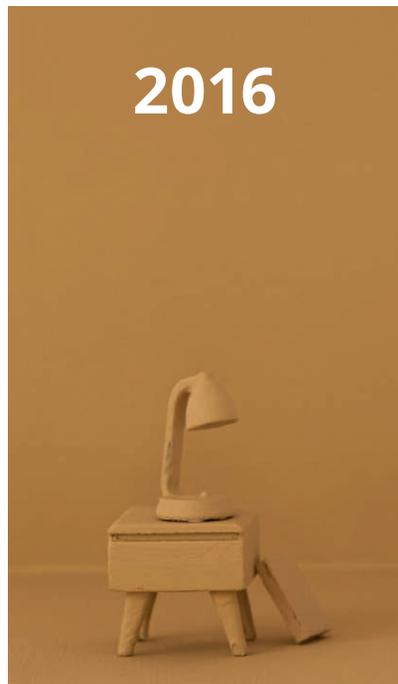
2014



2015



2016



2017



2022

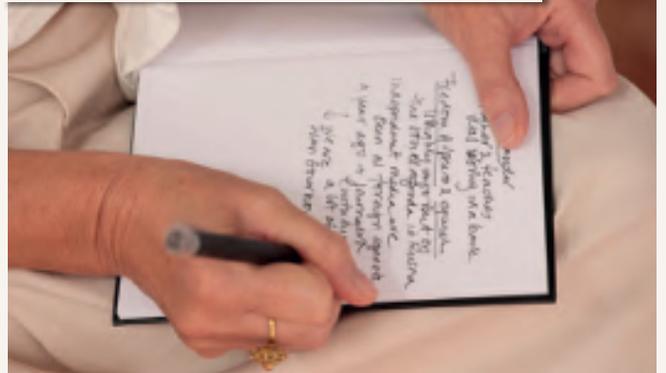
COLOUR OF  
THE YEAR  
2023

Each of our Colours of the Year from the past two decades tells the story of a moment in time. Carefully selected using global insights and the expertise of our colour team at the Global Aesthetic Center, they offer us a window into the changing sentiment of the age. Over 20 years, we've seen a dramatic shift towards neutral, natural colours – a trend that reaches a pinnacle this year with a ColourFutures™ story that is inspired wholly by nature.

OUR OBJECTIVE

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



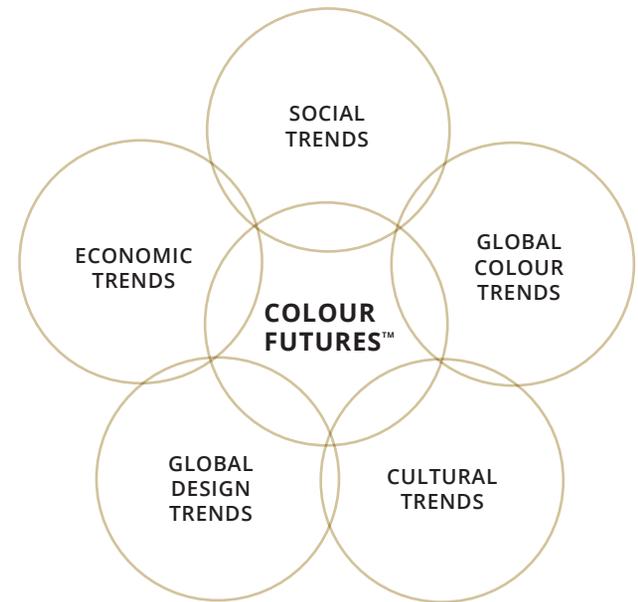


“What came out of our Trend Forecast? A sense of nature at the heart of everything”

Heleen van Gent

All images not from the Trend Forecast: Unsplash

## HOW IT HAPPENS



# Our global Trend Forecast

When it comes to selecting our Colour of the Year, how do we make sure we are choosing a shade that will meet the needs of our consumers? Through rigorous global research. Every year, we host a three-day trend-forecast brainstorm and invite international design experts from a range of disciplines to share their thoughts and insights with us. Each expert begins by presenting their observations; we then open up the discussion so we can consider together how these ideas will develop over the next few years and how they will influence our way of living.

THE TEAM

# MEET THE EXPERTS

Architects, authors, cultural analysts, editors, design and technology innovators – these acclaimed trend experts bring insights from across the globe to help us understand what will be influencing our way of living over the next few years. This time, we discussed everything from horticulture therapy to futuristic fabric, from the Wood Wide Web to the circular economy. The result? The magic seeds of inspiration for our colour story.



**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.



**AKZONOBEL  
GLOBAL AESTHETIC CENTER TEAM**

From left: Willeke Jongejan, Colour Designer for Consumer Brands; Marieke van der Bruggen, Colour Content Designer; Heleen van Gent, Head of GAC and Creative Director; Marieke Wielinga, Colour Designer for Professional, Wood, Metal & Colour Futures; Suzanne Poort, Colour Digital Designer



**JIM BIDDULPH, EUROPE**

Materials, Colour and Interiors Consultant

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

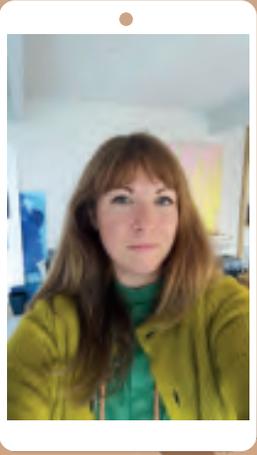


**CARLOTA GASPARIAN, SOUTH AMERICA**  
Surface and Colour Designer, Atelier de Pinturas



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





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



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



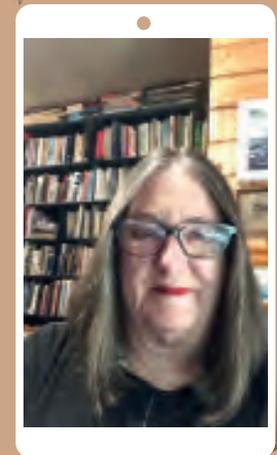
**CLAUDIA LIESHOUT,  
GLOBAL**  
Principal Design Research,  
Philips Experience Design



**MARIJN SCHENK,  
EUROPE & CHINA**  
Architect,  
Next Architects



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



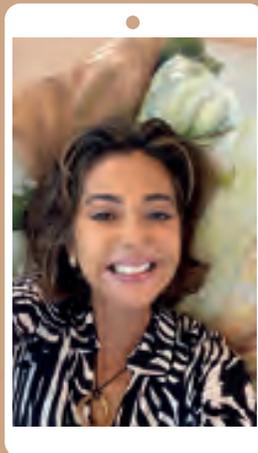
**BARBARA MARSHALL,  
SOUTH EAST ASIA**  
Director,  
Marshall Design



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



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



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



## TREND #1: MENTAL HEALTH FOCUS

# Let nature nurture

"I took a walk in the woods and came out **taller than the trees**," said American essayist Henry David Thoreau, putting into words something we know instinctively: **nature makes us feel better**. As concerns about mental health increase around the world, creating a home that feels in touch with the natural world couldn't be more timely.

For centuries, artists, poets and philosophers have found solace and inspiration in nature, and science is now coming up with hard evidence that they were on to something. Having access to green space has been shown to have profound and positive effects on both our physical and mental wellbeing – so much so that doctors have begun prescribing nature-based therapies, such as gardening or 'forest bathing', to treat a range of mental health conditions\*. As our lives have shifted dramatically indoors over recent decades, the key question is how we can maintain that connection with nature – particularly in the city. Planners and architects are discussing ingenious solutions, such as ring-shaped parks and urban agriculture, but what should our homes feel like? We need a space that can give us support in challenging times; somewhere that brings a hint of the outdoors, the echo of a landscape and a sense of belonging.

\*<https://www.newscientist.com/article/mg24933270-800-green-spaces-arent-just-for-nature-they-boost-our-mental-health-too/> New Scientist, 24 March 2021

## TREND #2: COLLECTIVE THINKING

# Together we bloom

In an age of increasing globalisation, understanding our place in the **family of things** is more important than ever. To create a world that **benefits everyone**, we need to pool our ideas, **share our resources** and work together like plants in a flower field. We need to **celebrate diversity** and promote harmony. It's all about a little **give and take**.

"No one can whistle a symphony; it takes a whole orchestra to play it."  
So said American minister Halford E Luccock, neatly summing up the power of the collective. We might be schooled to be self-reliant and individualistic, but wonderful things can happen when we work together towards a common goal. And nature gives us a wealth of inspiring blueprints to follow with its extraordinary and thriving ecosystems. Think of the symbiotic relationship of bees and flowers or the fact that trees have been found to have 'underground conversations' with neighbouring plants and fungi to exchange essential nutrients (a network known as the Wood Wide Web). In order to sustain ourselves, our communities and our planet in challenging times, collaboration is key; and diversity, a strength. At home we need a space where we can cultivate connections, somewhere we can bring different elements together into one joyous and harmonious whole.





TREND #3: BIO-INSPIRATION

# Tap into nature's raw genius

While the developed world has been learning *about* nature for centuries, it's only now we're starting to realise the importance of learning *from* it. **Adaptable, creative and always inspirational** – designs in the natural world can teach us how to find smart and sustainable solutions for the future...

The natural world is full of examples of effective and beautiful design, refined over millions of years of evolution. Think of the complex efficiency of a tree or a cobweb; or the intricate wonder of a seed pod. Nature inspires us with its creativity and, increasingly, we are seeing the value in borrowing designs from the world around us to solve our own challenges<sup>1</sup> – copying the shape of a bird's beak to create aerodynamic trains or planes<sup>2</sup>, for example, or using bio-based materials to create functional fabrics. In the design of our homes, too, we are looking to nature for inspiration. We need spaces that connect us with the natural world and that work with it: harnessing its energy and using its raw materials responsibly. By learning from nature, we can find smart and sustainable solutions to help us build comfortable, workable and beautiful homes for tomorrow.

1. Biomimicry and the Built Environment, Learning from Nature's Solutions, Elmira Jamei and Zora Vrcelj, 2021  
<https://www.mdpi.com/2076-3417/11/16/7514/htm>

2. <https://www.bbc.co.uk/news/av/science-environment-47673287>

## TREND #4: CYCLES OF LIFE

# Go with the ebb & flow

In today's **high-tech, high-stress** world, it can be challenging to do what we know is best for our wellbeing: to get enough sleep, to **turn off our screens**, to eat well and exercise. By increasing our awareness of the **rhythms of the natural world** and working with them, we can start to find a better balance.

Whether it's the movement of the tides, the changing of the seasons or the journey from seed to plant to soil, the perpetual cycles of life bring energy, hope and positivity. We are part of nature, so by tapping into the natural momentum around us, we can feel in tune with the world and optimise our ability to function effectively. We can reboot our own circadian rhythms by limiting our exposure to blue light at nighttime or by spending time outdoors and, in our homes, we can make mindful choices that promote continuity and regeneration. We can recycle and reuse; we can grow and compost; we can adapt our furnishings to work with the seasons. By becoming more conscious of nature's biorhythms, we can create a balanced and sustainable space that feels fit for the future and in touch with the wider world.



THE 2023 MOOD

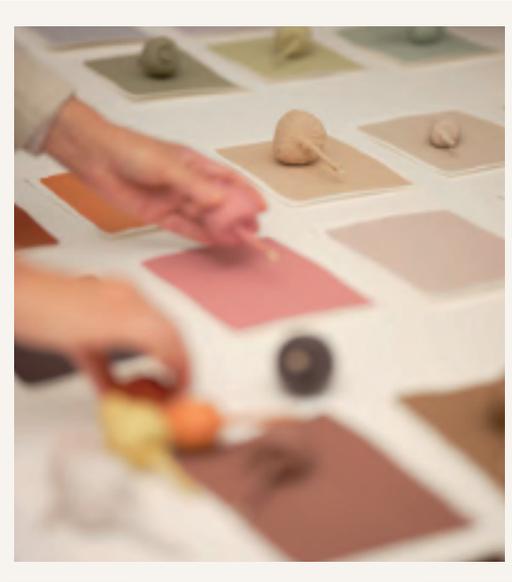
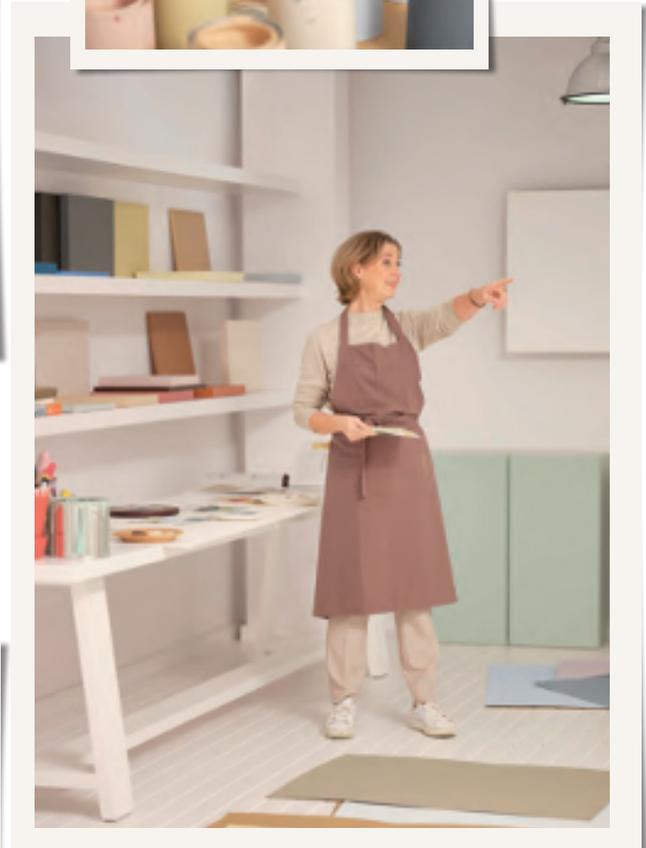
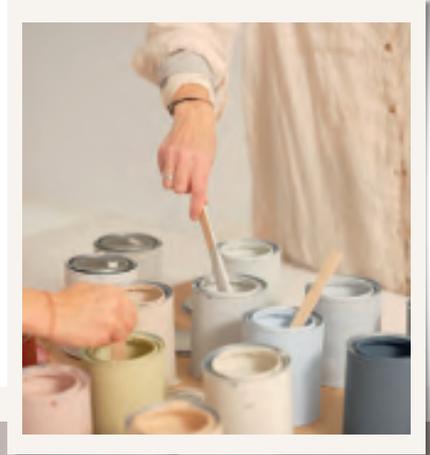
THIS YEAR, WE'RE CELEBRATING...

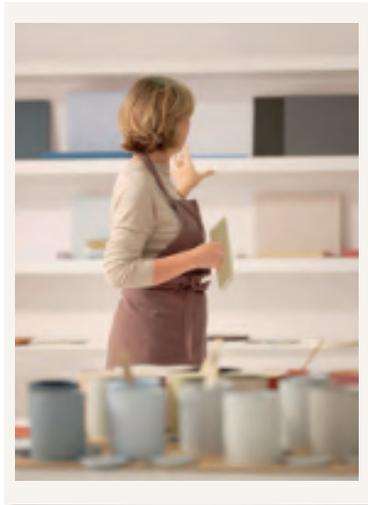
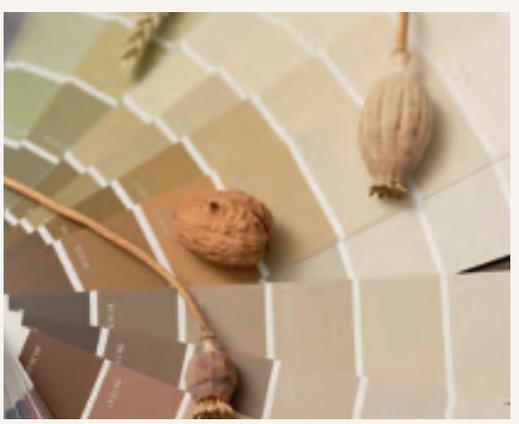
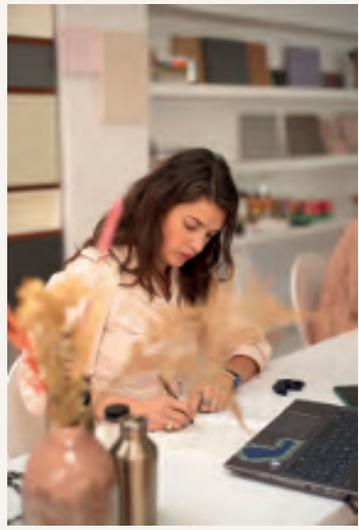
# seeds of

The humble seed is the magician of the natural world. Designed to fly with the wind, to grow with the rain, to feed the little plant it contains, it's a mighty resource in a tiny skin; a transformation waiting to happen. We've taken Seeds of Wonder as our theme this year to inspire you to capture the magic of nature and bring it into your home. Just as one tiny seed turns into a towering tree, so the kernel of a decorating idea can become something wondrous, and change the way you feel.



wonder





## THE PROCESS

# How we transform trends into colours

With the magic of nature at the heart of our story this year, our team of colour experts at AkzoNobel set about identifying a Colour of the Year that would encapsulate that magic and bring to life our theme: Seeds of Wonder. We surrounded ourselves with natural inspiration and considered how each of our four new palettes could reflect the different ways that nature inspires us. Taken from the tones of the natural world, all the colours in our ColourFutures™ palettes work together, giving consumers ready-made colour combinations that feel just right for this moment in time.

Proudly introducing our

# Colour

of the year

# 2023

# WILD WONDER™



G0.16.68 50YY 49/191

**It's all about feeling the magic of nature...**



## ...and bringing it into our homes



To encapsulate the inspiration behind our Colour of the Year, we chose the name Wild Wonder™ – ‘Wild’ to conjure up the freedom of nature and ‘Wonder’ to convey the natural magic we see all around us. Wild Wonder™ is a positive, natural tone that, by connecting us with the natural world, can help us feel better in our homes.

## BEHAVIOURAL TRENDS

**MENTAL HEALTH FOCUS**

Connecting with nature protects our wellbeing

**COLLECTIVE THINKING**

Collaborating helps us thrive

Our hero theme is...

**Seeds of wonder**

Our colour stories help consumers build...

**A SUPPORTIVE SPACE**

Nature heals

**The Lush  
colour story**

Inspired by the plant-filled habitats of gardens, forests and woodlands, this soothing palette gives a comforting and familiar feel to a space.



FOREST HUES

**A SPACE FOR HARMONY**

Nature connects

**The Buzz  
colour story**

Inspired by the bustling biodiversity of a wildflower field or grassland, this upbeat palette celebrates diversity and adds joy, unity and connectivity.



MEADOW BRIGHTS

**BIO-INSPIRATION**

Learning from nature inspires creativity

**CYCLES OF LIFE**

Living in tune with nature brings us balance

**AN ENRICHING SPACE**

Nature teaches

**The Raw  
colour story**

Inspired by nature's raw materials, this palette reflects the richness of the resources and designs all around us. It offers a sense of potential and creativity.

**HARVEST SHADES****A SPACE FOR BALANCE**

Nature regenerates

**The Flow  
colour story**

Inspired by the rhythms and tides of nature, this subtle and timeless palette brings a feeling of fluidity, freshness and equilibrium.

**SEASHORE TONES**

# The ColourFutures™ 2023 colour collection



F4.06.78  
30YY 67/084



F4.04.73  
30YY 56/060



G8.03.79  
82YY 67/046



GN.00.85  
81YY 81/016



E1.08.69  
90YR 51/109



CN.03.77  
50YR 64/045



E2.17.58  
90YR 36/203



C2.06.68  
30YR 49/097



COTY  
2021

E7.10.53  
10YY 30/106



F8.31.69  
45YY 51/365



E4.14.68  
00YY 48/171



D6.38.51  
70YR 27/404



C3.16.38  
30YR 16/162



D9.19.42  
80YR 19/177



WILD  
WONDER™

G0.16.68  
50YY 49/191



B1.18.51  
90RR 28/245



D1.43.36  
50YR 15/377



A0.05.25  
47RR 10/045



D6.13.24  
70YR 09/086

Built around our Colour of the Year Wild Wonder™, these colours are all inspired by nature. And because they work naturally together, they give our consumers scope to create a wealth of different and effective colour combinations.



G0.10.75  
47YY 62/143



ON.00.78  
17GY 68/005



NN.00.76  
30GG 61/010



S9.06.72  
10BB 55/065



VN.02.67  
10RB 47/036



J0.05.65  
20GY 46/067



TN.01.71  
30BB 53/012



COTY  
2022

T0.10.70  
14BB 55/113



C8.04.67  
50YR 47/057



G3.12.56  
60YY 33/130



N1.06.61  
50GG 40/064



COTY  
2017

S0.10.50  
87BG 27/077



X5.04.69  
70RB 50/062



AN.02.35  
88RR 15/026



K0.05.47  
52GY 24/050



Q3.21.27  
30BG 10/111



T0.11.31  
21BB 12/077



F0.03.66  
30YY 46/036

Over the following pages, we've included ideas and inspiration for using these colours, helping our consumers to bring freshness, warmth and magic into their living and working spaces.



TREND #1: MENTAL HEALTH FOCUS

The  
**Lush**  
colour  
story

We feel healed and uplifted by nature, so bring in  
greens and lilacs for calm and comfort



AN.02.35  
38RR 15/026

G0.16.68  
50YY 49/191

Q3.21.27  
30BG 10/111



Made up of tones inspired by gardens, forests and woodlands, the Lush palette creates an instant connection with nature. Greens, browns and soft lilacs – these are colours that make us feel calm and uplifted, reminding us of our place in the family of things. They are also tones that work perfectly with natural materials and indoor plants. Here, Lush colours and lots of greenery reflect the landscape outside, and create a fresh and grounded backdrop for a contemporary dining area.





Bringing an echo of the landscape, Lush colours create a warm, fresh feel



G0.16.68  
50YY 49/191

G3.12.56  
60YY 33/130

It's easy to combine colours with our ColourFutures™ palettes because the tones work perfectly together. A mix of Lush colours and Wild Wonder™ creates a striking feature wall in any space



K0.05.47  
52GY 24/050

G0.16.68  
50YY 49/191

J0.05.65  
20GY 46/067



G0.16.68  
50YY 49/191

G3.12.56  
60YY 33/130



Photo: Unsplash

Even an office space can feel connected with nature when it's painted in Lush colours and finished with greenery







Peaty brown combined with tones of soft green and Wild Wonder™ creates a smart, soothing scheme



10.05.65  
20GY 46/067

G0.16.68  
50YY 49/191

AN.02.35  
38RR 15/026



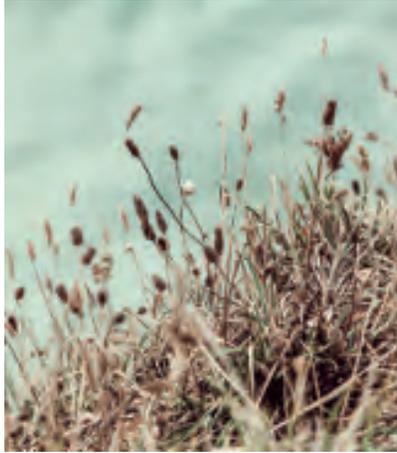


J0.05.65  
20GY 46/067

X5.04.69  
70RB 50/062

G0.16.68  
50YY 49/191

Whether you go for a bold geometric effect or keep things simple,  
Lush colours work naturally with wooden furniture and greenery

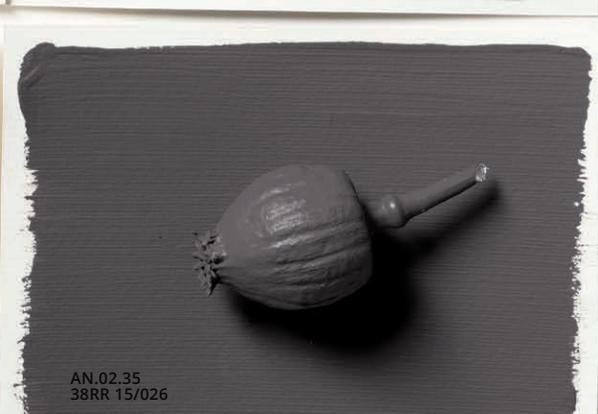


# The story of Lush colours

“Telling the story of woodlands  
and forest floors, Lush colours feel  
calming and uplifting”

**Heleen van Gent**

#1: LUSH COLOURS





## TREND #2: COLLECTIVE THINKING

The  
**Buzz**  
colour  
story

Picked from a wildflower field, these harmonious  
upbeat tones bring joy and energy to a space



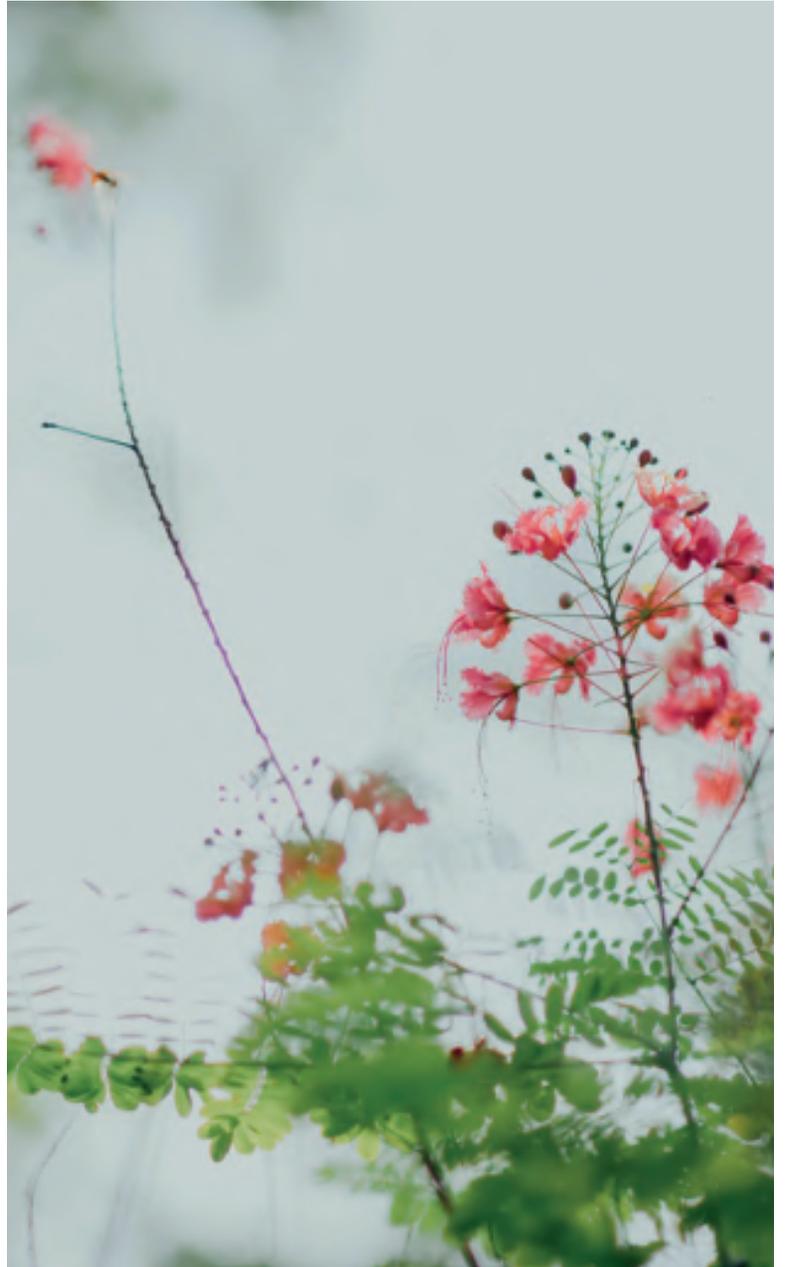
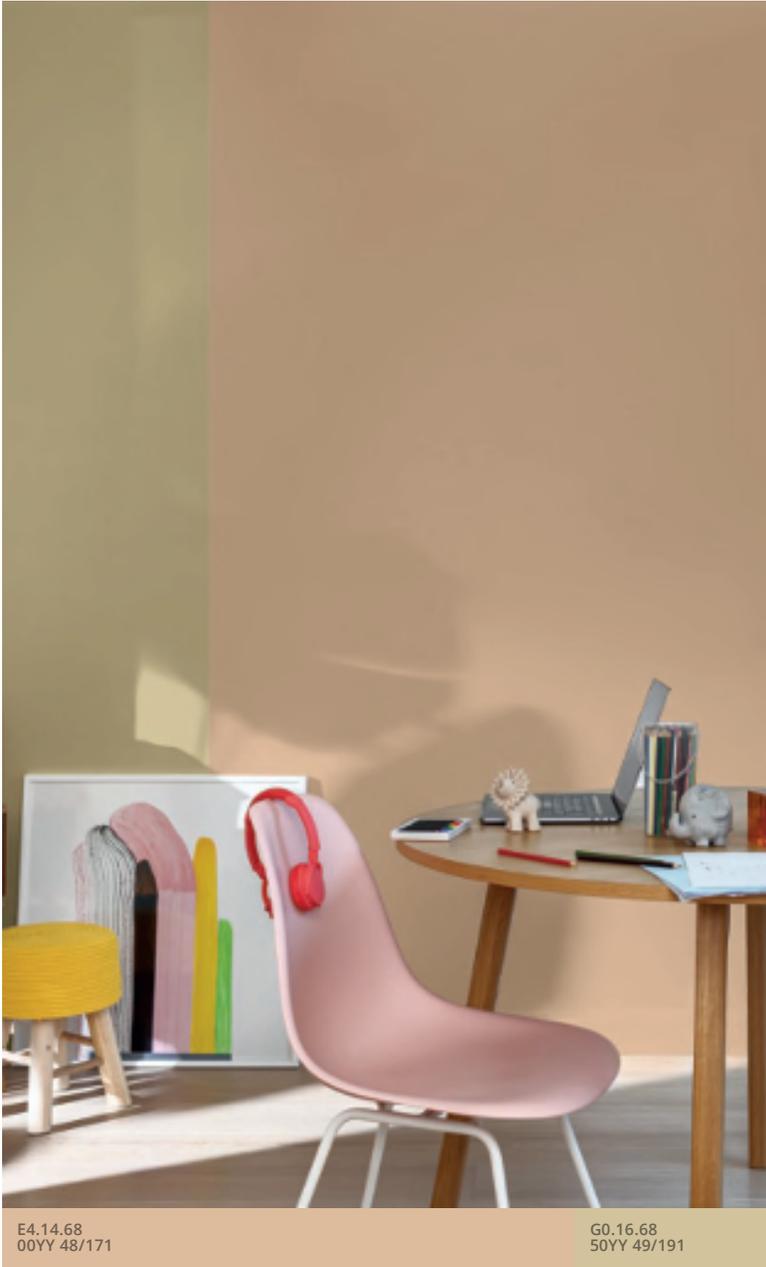
G0.16.68  
50YY 49/191

D6.38.51  
70YR 27/404

E4.14.68  
00YY 48/171



Inspired by the natural buzz and biodiversity of meadows, prairies and grasslands, Buzz colours bring a sense of vitality and connectivity to a space. Upbeat tones of pinks and ochres, these joyful colours work brilliantly in spaces where people come together. Here, a large living room is made to feel warm and intimate, with a soft orange wall topped with Wild Wonder™. A zingy orange stripe, picked up in the furnishings, adds a splash of contrast and personality



Based on the vibrant tones of nature, Buzz colours work brilliantly on their own or in colourful combination

#2: BUZZ COLOURS



CN.03.77  
50YR 64/045

G0.16.68  
50YY 49/191

C2.06.68  
30YR 49/097



G0.16.68  
50YR 49/191

E1.08.69  
90YR 51/109

C2.06.68  
30YR 49/097

CN.03.77  
50YR 64/045

F8.31.69  
45YR 51/365

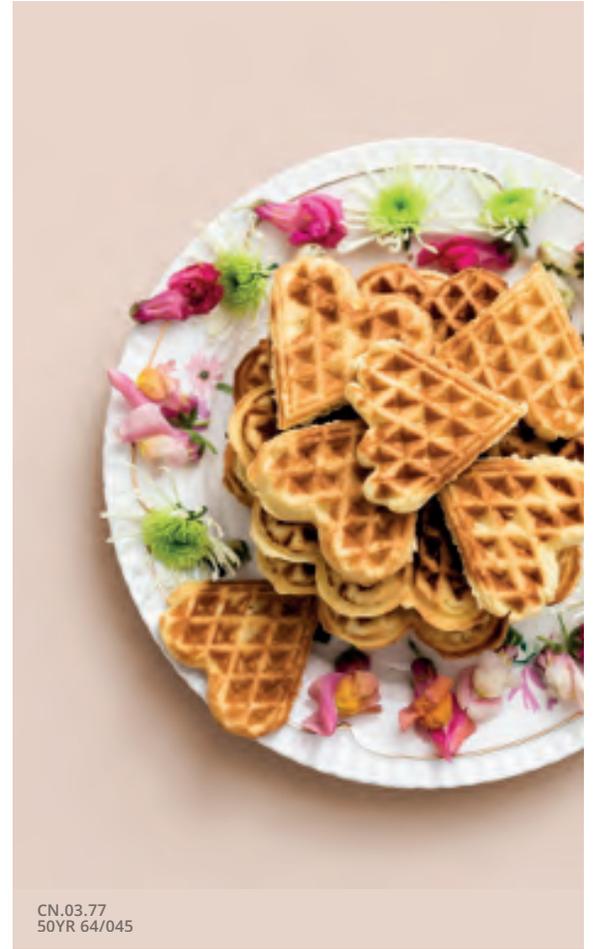
B1.18.51  
90RR 28/245

D1.43.36  
50YR 15/377

D6.38.51  
70YR 27/404



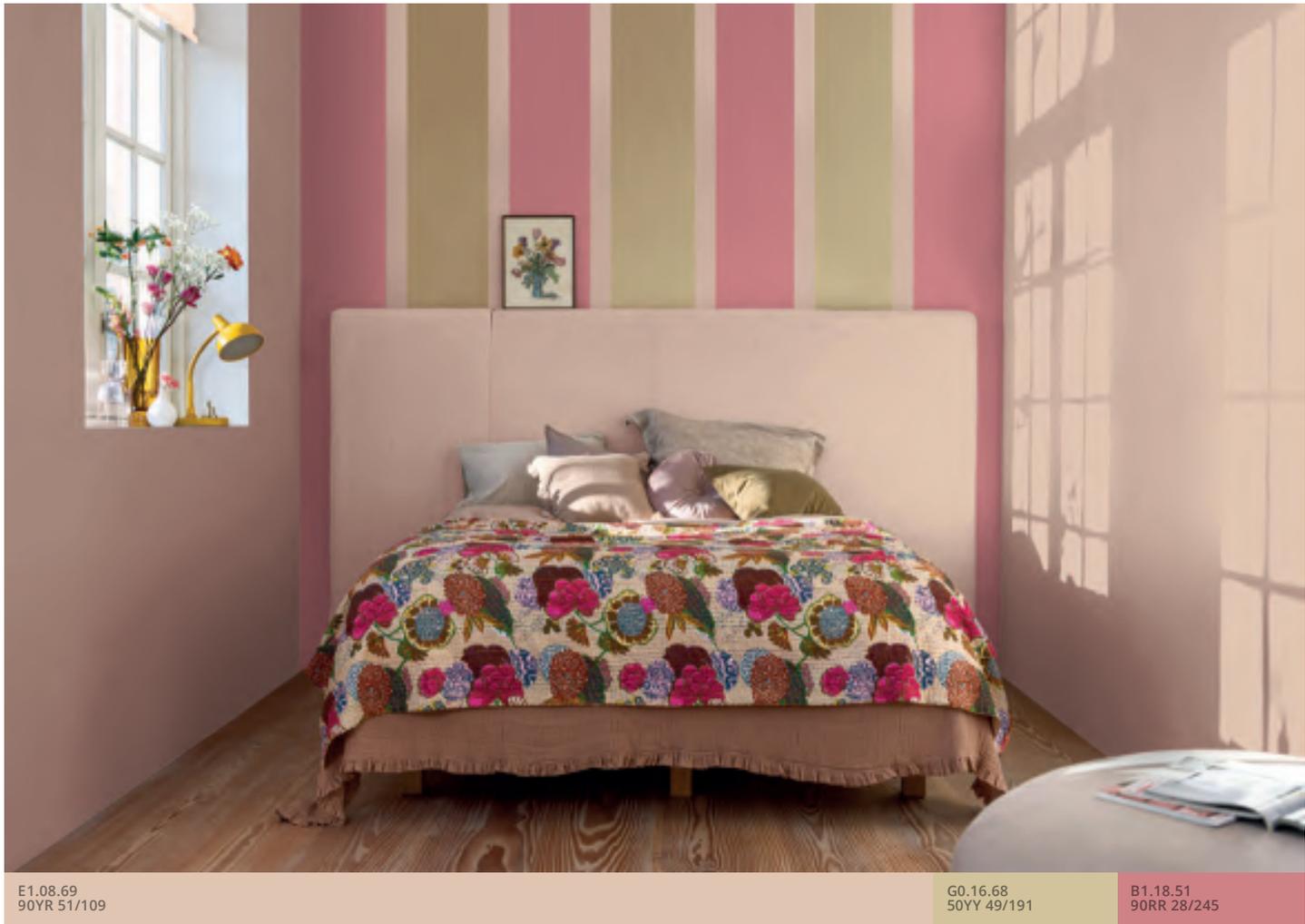
Photo: David Hofffield on Unsplash



CN.03.77  
50YR 64/045

Buzz colours are begging to be used together. Experiment with stripes for a fun and harmonious backdrop





Nature isn't timid when it comes to colour. Follow the lead of the natural world with bold and joyful shades





CF  
23



E1.08.69  
90YR 51/109

A0.05.25  
47RR 10/045

G0.16.68  
50YY 49/191

#2: BUZZ COLOURS



Soft petal pink, used with Wild Wonder™, brings warmth and energy to a room without overpowering it



# The story of Buzz colours

“Fizzing with energy and  
positivity, Buzz colours feel  
harmonious and joyful”

**Heleen van Gent**

#2: BUZZ COLOURS





TREND #3: BIO-INSPIRATION

The  
**Raw**  
colour  
story

Inspired by nature's raw materials, choose these  
warm, earthy colours to enrich your space



G0.10.75  
47YY 62/143

F4.06.78  
30YY 67/084

G0.16.68  
50YY 49/191



Raw colours reflect the richness and creative potential of the natural resources and designs we see all around us. Shades of straw, mushroom, ochre and woody browns, they offer rich natural colour without overpowering a decorative scheme. Our Colour of the Year Wild Wonder™ is inspired by the warm tones of dried grasses and harvested crops, and has the same everlasting appeal. Here, it adds a glowing, positive backdrop to an open-plan living area, while furniture and furnishings made out of natural materials deepen the connection with nature



C3.16.38  
30YR 16/162

G0.16.68  
50YY 49/191

E2.17.58  
90YR 36/203



D9.19.42  
80YR 19/177



G0.16.68  
50YY 49/191

Rich but not flashy or loud, Raw colours offer you the opportunity to experiment with bolder tones to add depth, personality and a sense of rootedness to your home





#3: RAW COLOURS



A palette of rich natural tones adds instant warmth to a space and makes the most of the natural light

G0.10.75  
47YY 62/143





D6 13.24  
70YR 09/086

G0 16.68  
50Y 49/191

E7 10.53  
10Y 30/106



Photo: Unsplash

Reflecting the natural landscape around us, Raw colours offer an instant connection with nature

#3: RAW COLOURS



E2.17.58  
90YR 36/203

G0.16.68  
50YY 49/191

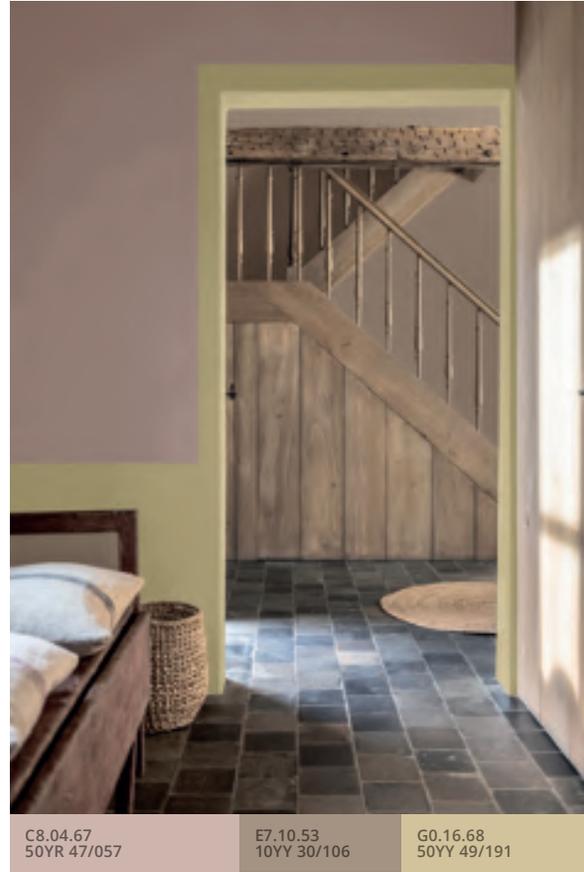
D6.13.24  
70YR 09/086

C3.16.38  
50YR 16/162

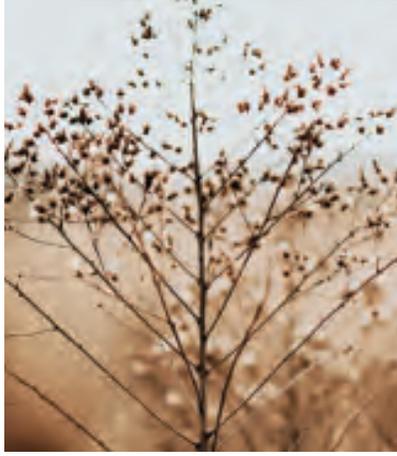
G0.16.68  
50Y 49/191

C8.04.67  
50YR 47/057





Raw colours make the perfect backdrop for fittings and furnishings in natural materials – stone, wood, rattan, linen



# The story of Raw colours

“Reflecting nature’s raw materials, these colours feel warm and enriching”

**Heleen van Gent**

#3: RAW COLOURS





## TREND #4: CYCLES OF LIFE

The  
**Flow**  
colour  
story

Reminding us of the rhythms and tides of life, these  
subtle seashore tones bring balance to a space



TN.01.71  
30BB 53/012

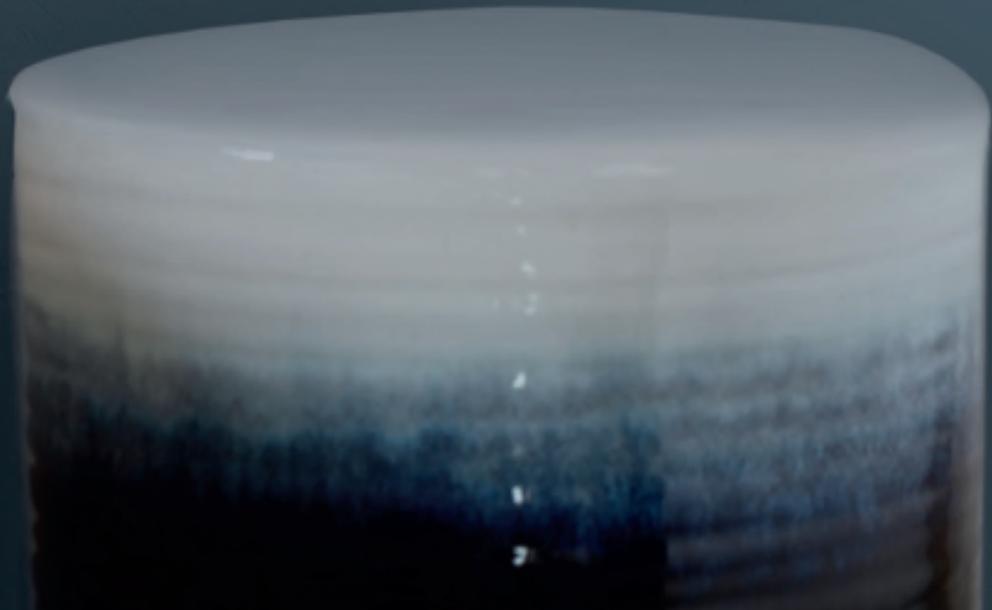
ON.00.78  
17GY 68/005



Inspired by tides, waves and the natural rhythms of the earth, the Flow palette helps create a feeling of continuity and balance in the home. Tones of shell, shingle, sand – these are warm neutrals that feel fresh and timeless, bringing us a sense of being in tune with nature. Here, Flow colours provide a subtle backdrop for a contemporary dining area that combines natural furniture and furnishings with accents of black to create a balanced and comfortable modern look



TO.11.31  
21BB 12/077



SO.10.50  
87BG 27/077



Photo: Unsplash

The tones of the sea give us ready-made colour combinations.  
Here, two shades of blue create an impactful display area

F0.03.66  
30YY 46/036

G0.16.68  
50YY 49/191

TN.01.71  
30BB 53/012







T0.11.31  
21BB 12/077

S0.10.50  
87BG 27/077

G0.16.68  
50YY 49/191

F4.04.73  
30YY 56/060



T0.11.31  
21BB 12/077

G0.16.68  
50YY 49/191

Flow colours are perfect for creating a calm atmosphere in any room, bringing a sense of natural balance to a bedroom or workspace





TN.01.71  
3088 53/012

G0.16.68  
50YY 49/191

ON.00.78  
17GY 68/005



With its range of warm neutrals and deeper seashore tones, the Flow palette makes it easy to create a scheme that's right for you – whether that's all-over colour or subtle-toned walls with colourful highlights



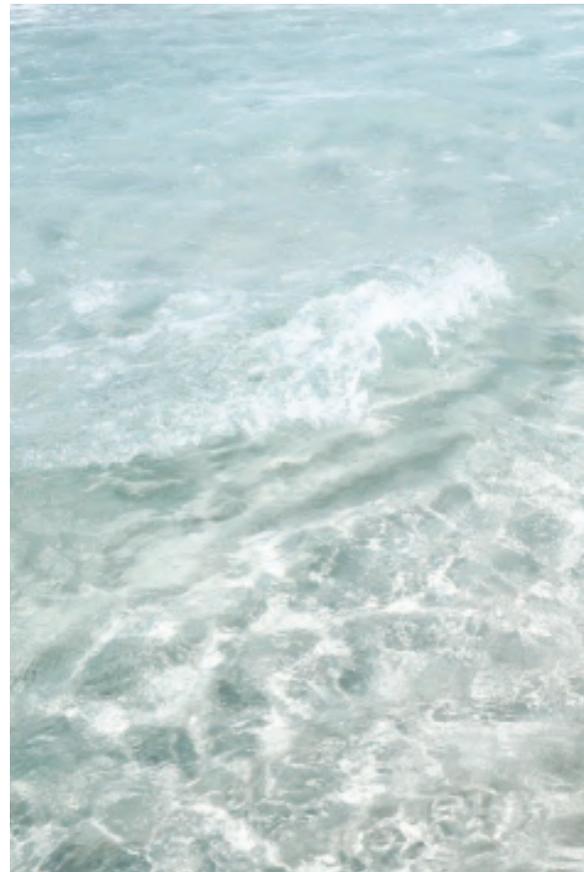
E4.04.73  
50YY 56/060

G0.16.68  
50YY 49/191

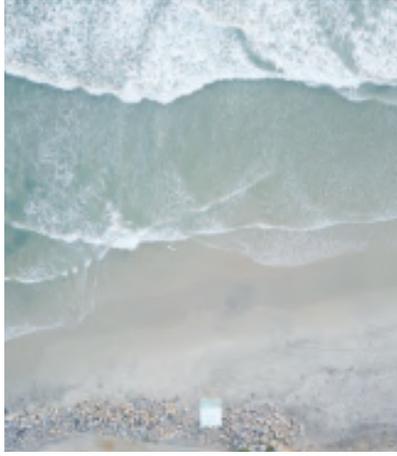
F0.03.66  
30YY 46/036



#4: FLOW COLOURS



Making us think of drifts of sand and rippling waves, Flow colours bring a sense of fluidity and momentum to a space



# The story of Flow colours

“Soft and fluid, these  
seashore tones help us feel  
calm and balanced”

**Heleen van Gent**

#4: FLOW COLOURS







## THE TRANSFORMATIVE POWER OF PAINT

With nature as the starting point, Colour of the Year 2023 and its palettes can help our consumers feel inspired by the wonders of the world and ready to bring some natural magic into their homes.

#changestartshere

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

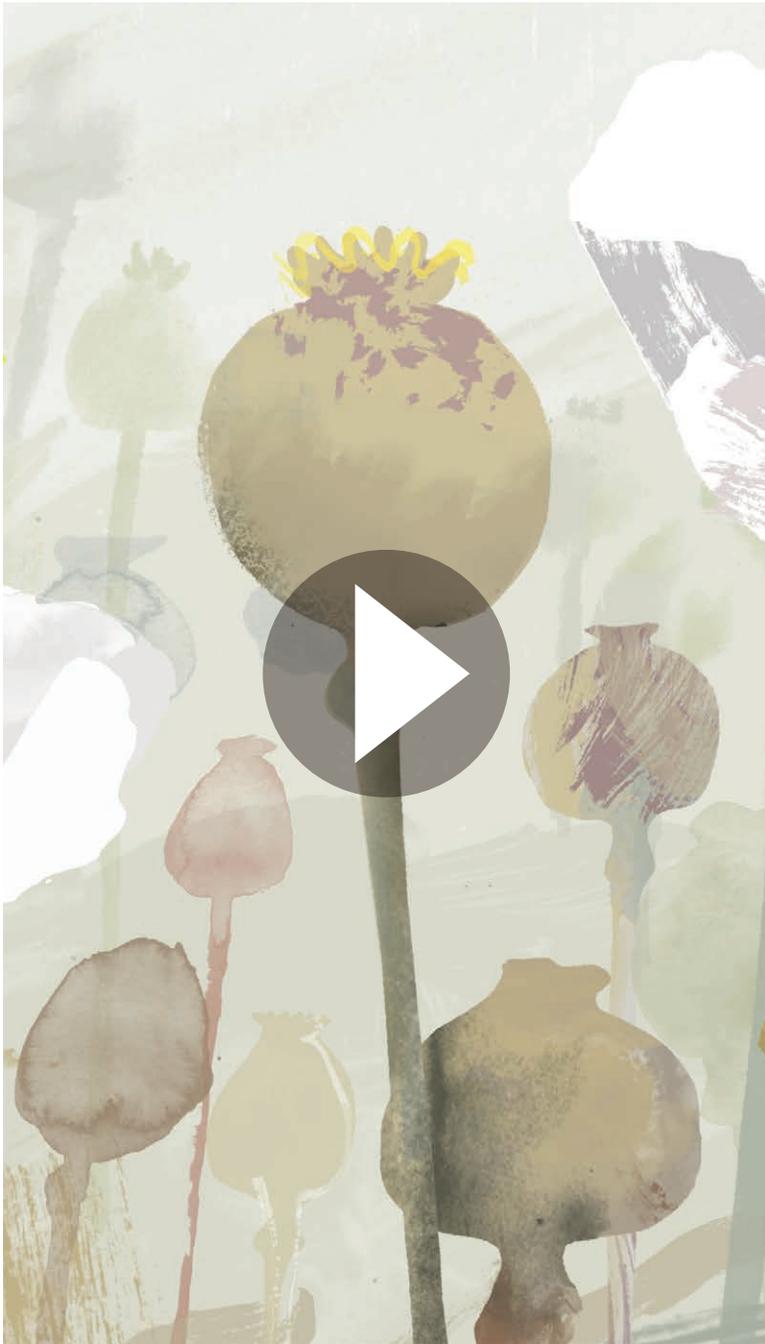
Bring our ColourFutures™ 2023 Colour of the Year and its palettes to life in your own living space with our dedicated consumer tools. #colourstartshere



## Start with the Visualizer app...

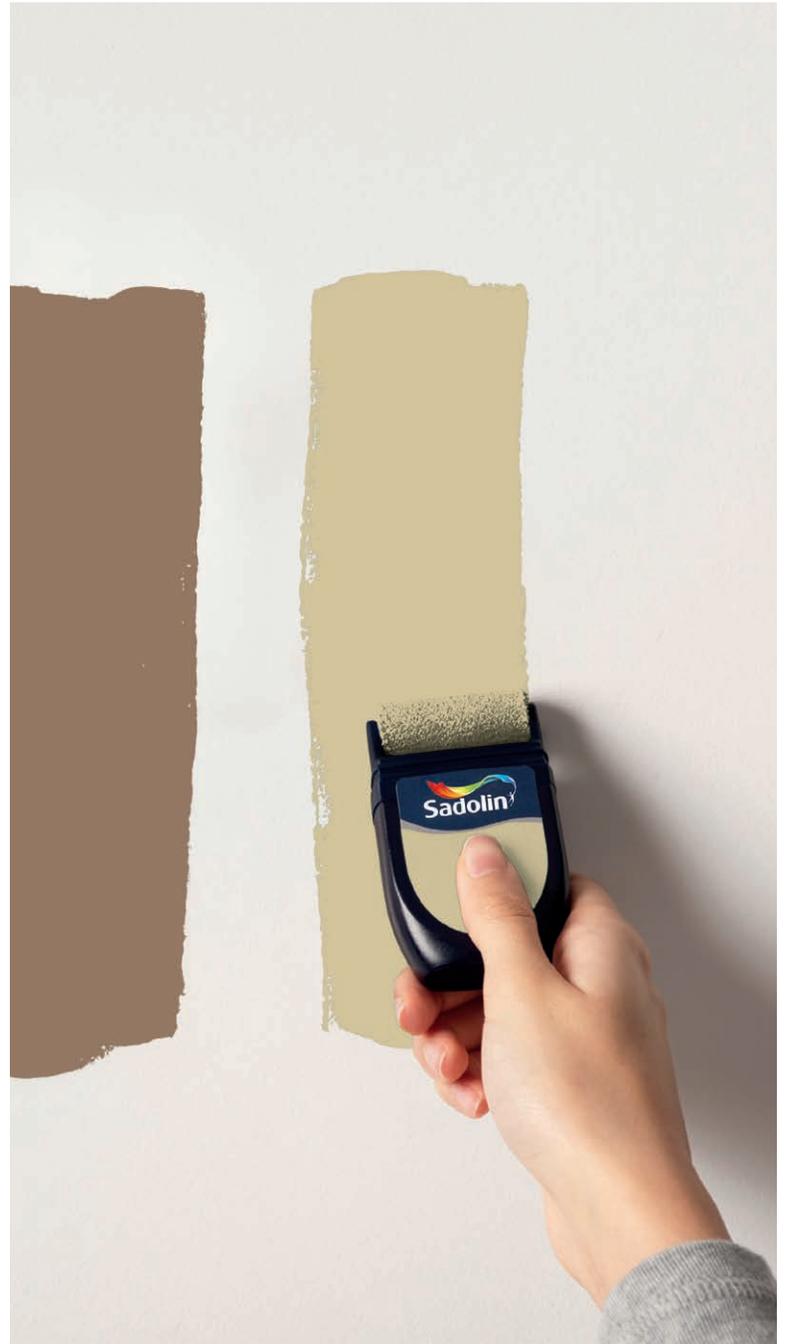
Here's our own little bit of magic: with its augmented-reality technology, our free app lets you pick a colour and see it come to life in your living space.





### Get inspiration from our website...

Discover the story behind our Colour of the Year 2023, plus videos and articles giving you countless ideas and inspiration for using it in your home.



### 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 PALETTES

To help you inspire consumers to bring some magic into their homes with our Colour of the Year 2023 and its four accompanying palettes, we've created a library of images – all free to use for media via the AkzoNobel Brand Center. We've covered the key rooms, using the most popular interior search terms – living room, bedroom, kitchen, workspace. As well as showing every room in the colours of each palette, we've also included 'before' shots so you can tell a complete 'before and after' colour story.

As a public and a private space, the living room needs to look good and to feel comfortable. This year's palettes offer a range of new and impactful colour schemes for consumers to choose from – all reflecting our special Colour of the Year 2023 colour story. Inspired by the natural world, these palettes are all about helping consumers improve their surroundings. Our images show what different results can be achieved with each, and can help people feel confident about transforming their homes with colour.



THE LUSH SPACE



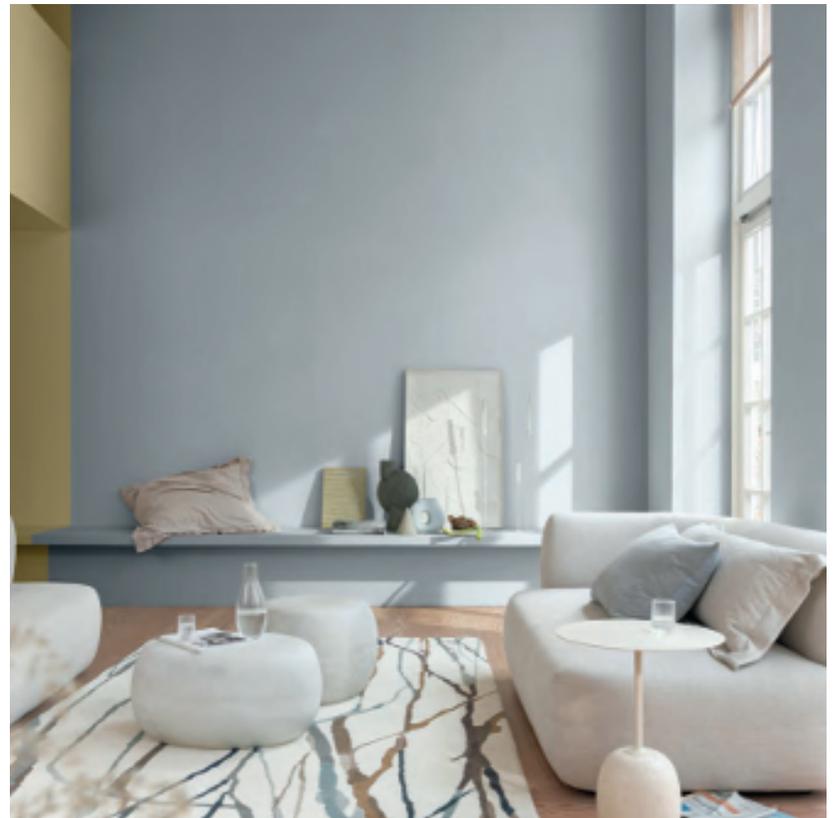
THE BUZZ SPACE



BEFORE



THE RAW SPACE



THE FLOW SPACE

# ONE LIVING ROOM, FOUR PALETTES



BEFORE



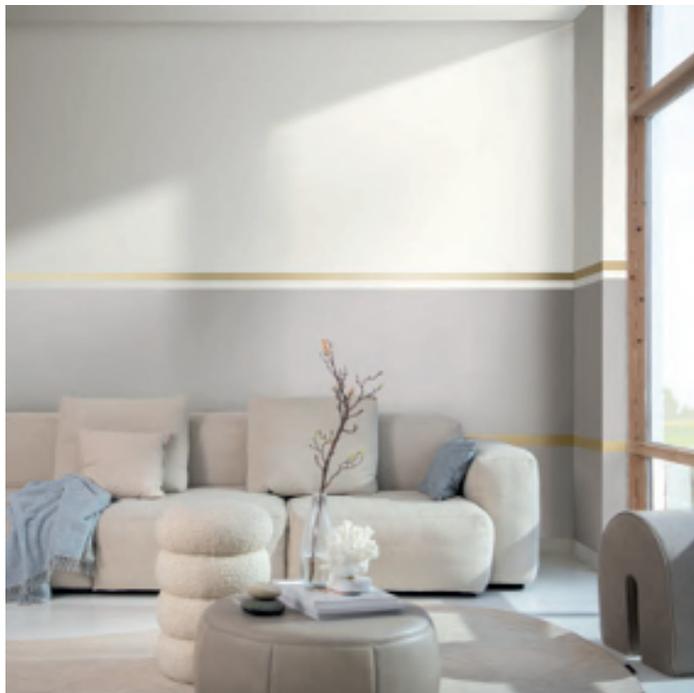
THE LUSH SPACE



THE BUZZ SPACE



THE RAW SPACE



THE FLOW SPACE



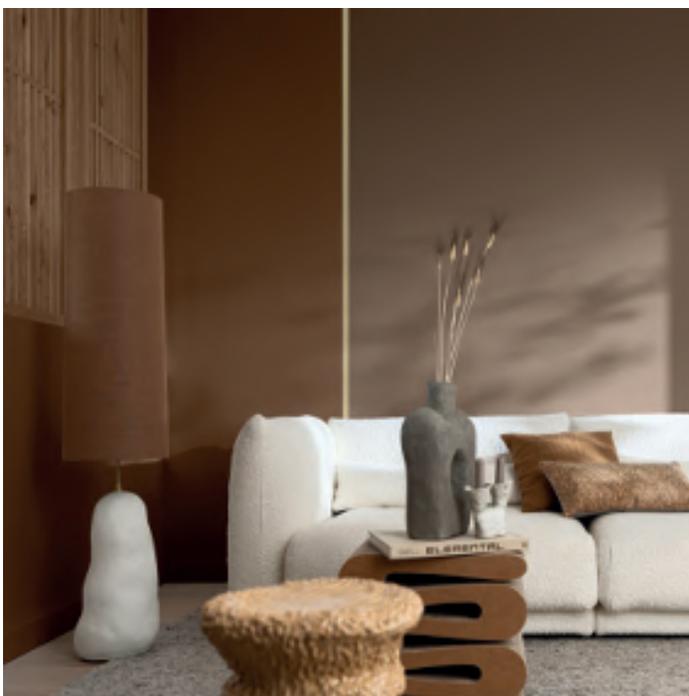
BEFORE



THE LUSH SPACE



THE BUZZ SPACE



THE RAW SPACE



THE FLOW SPACE

## ONE BEDROOM, FOUR PALETTES

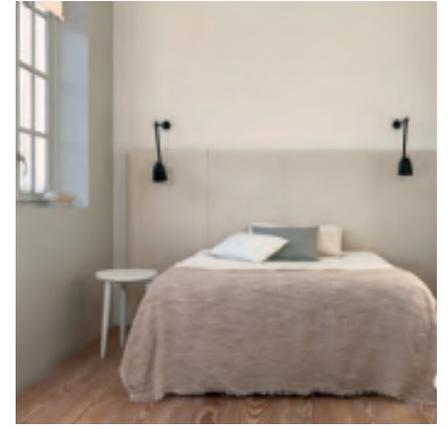
Whatever its shape or size, the bedroom should feel calm and comfortable – somewhere you want to retreat to at the end of a busy day. We can help consumers by giving them ideas for colours that will conjure up the right atmosphere, and work with different locations and layouts. Our images include a range of inspiring and flexible ideas for updating a bedroom using the Colour of the Year and its palettes, from subtle toning schemes to easy colour combinations and graphic paint effects.



THE LUSH SPACE



THE BUZZ SPACE



BEFORE

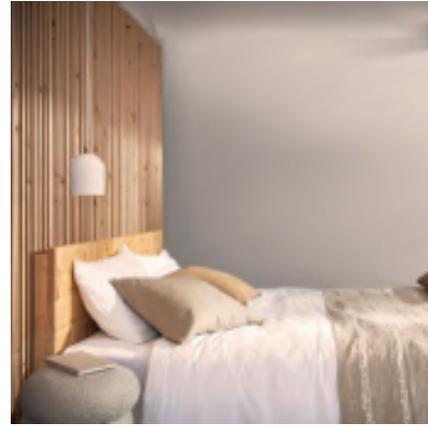


THE RAW SPACE



THE FLOW SPACE

# ONE BEDROOM, FOUR PALETTES



BEFORE



THE LUSH SPACE



THE BUZZ SPACE



THE RAW SPACE



THE FLOW SPACE



BEFORE



THE LUSH SPACE



THE BUZZ SPACE



THE RAW SPACE



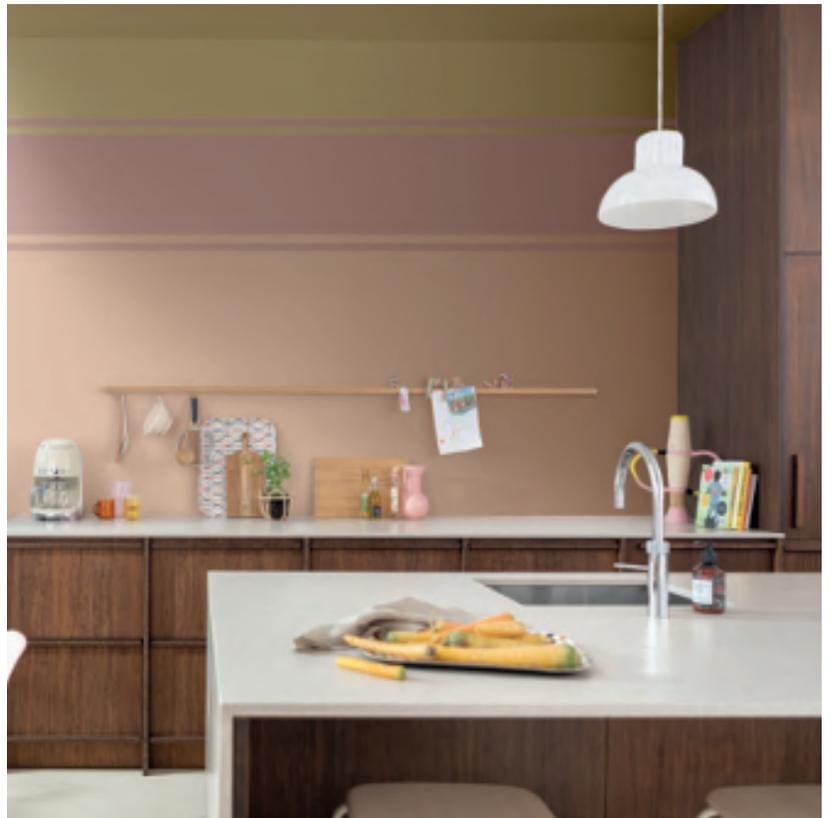
THE FLOW SPACE

## ONE KITCHEN, FOUR PALETTES

Today's kitchen plays multiple roles. It's where we cook but it can also be where we eat, work and entertain; so it needs to be functional, to feel comfortable and to look good. Our images include ideas for painting three different kitchen spaces in our four new palettes to create a range of inspiring looks and colour combinations. Flexible, fresh and providing a connection with nature, these are colour schemes that are easy to achieve and that will inspire consumers to transform their kitchens.



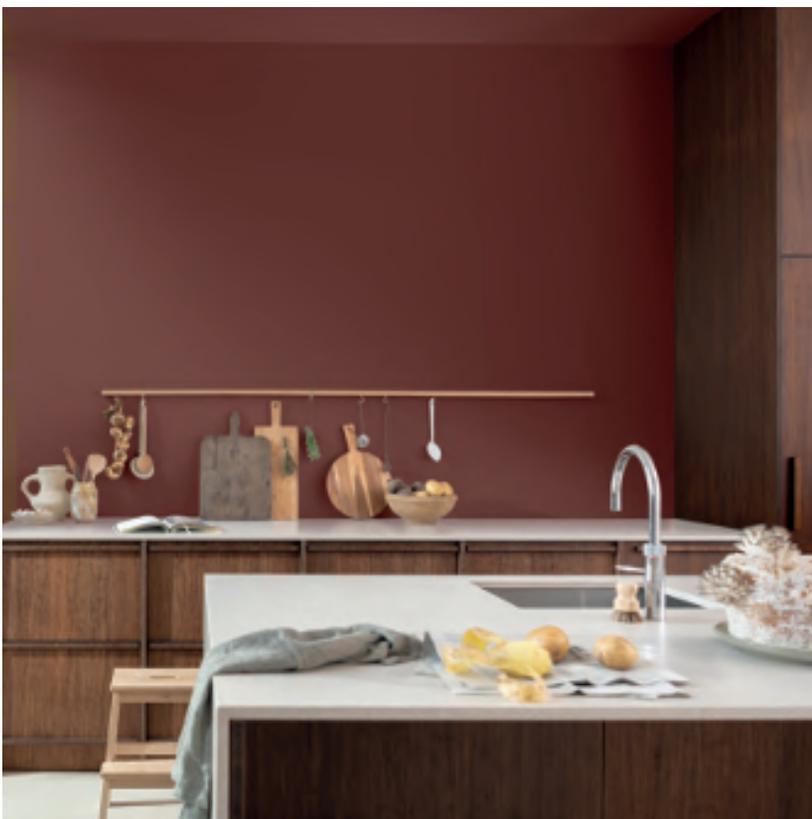
THE LUSH SPACE



THE BUZZ SPACE



BEFORE



THE RAW SPACE



THE FLOW SPACE

# ONE KITCHEN, FOUR PAlettes



BEFORE



THE LUSH SPACE



THE BUZZ SPACE



THE RAW SPACE



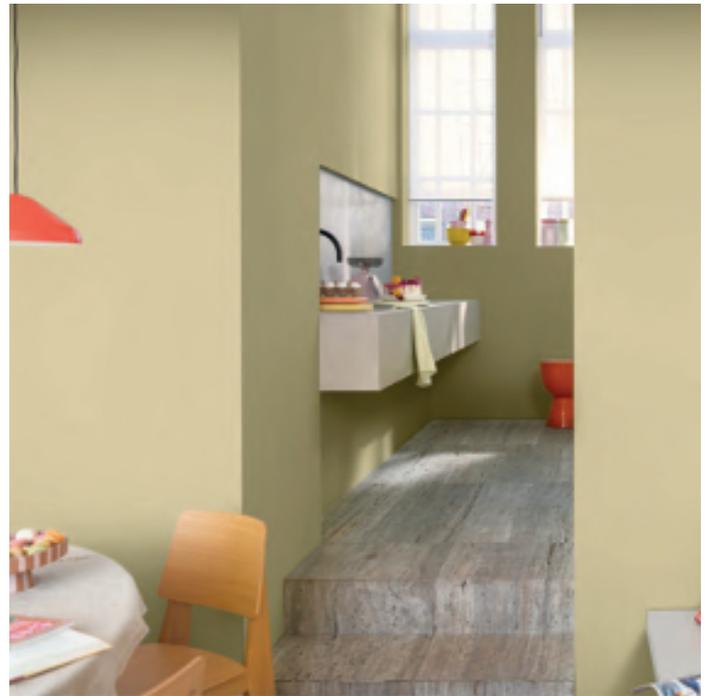
THE FLOW SPACE



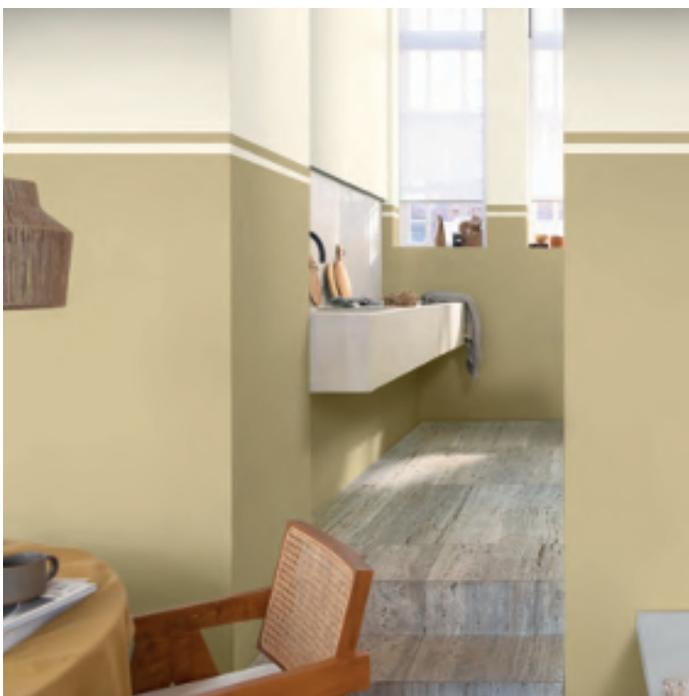
BEFORE



THE LUSH SPACE



THE BUZZ SPACE



THE RAW SPACE



THE FLOW SPACE

## ONE WORKSPACE, FOUR PALETTES

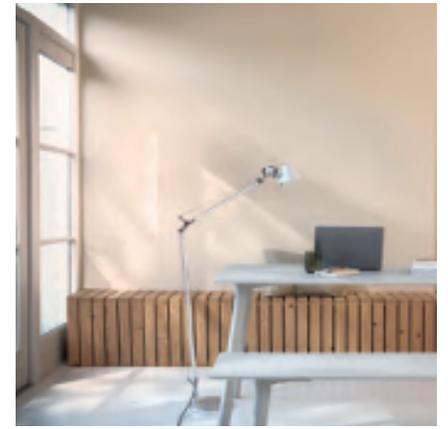
With many of us spending more time working from home than we used to, the home office can no longer be an afterthought. This is a space that needs to feel calm and inviting, somewhere we can concentrate and feel creative. Our images include colour ideas for three different kinds of workspaces, decorated using our ColourFutures™ 23 palettes. From soft pinks to warm neutrals, all-over colour to graphic combinations, these are spaces that feel fresh, functional and contemporary.



THE LUSH SPACE



THE BUZZ SPACE



BEFORE



THE RAW SPACE



THE FLOW SPACE

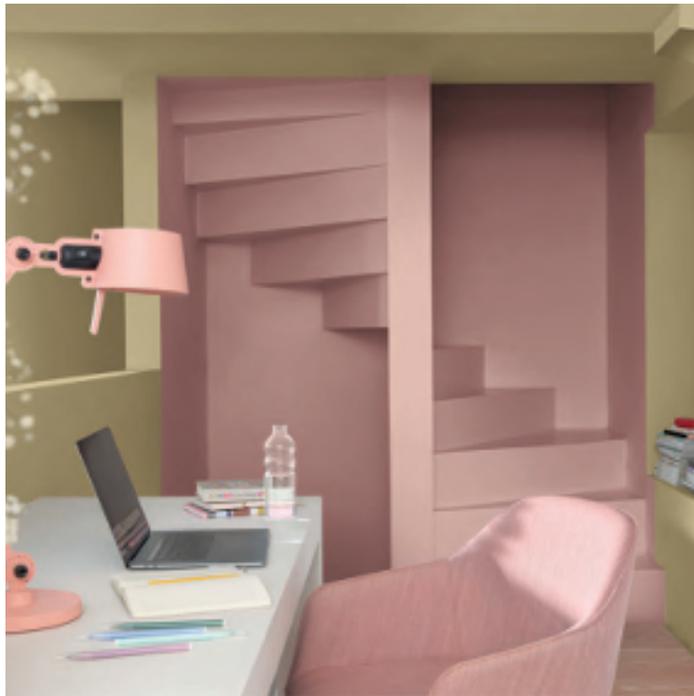
# ONE WORKSPACE, FOUR PALETTES



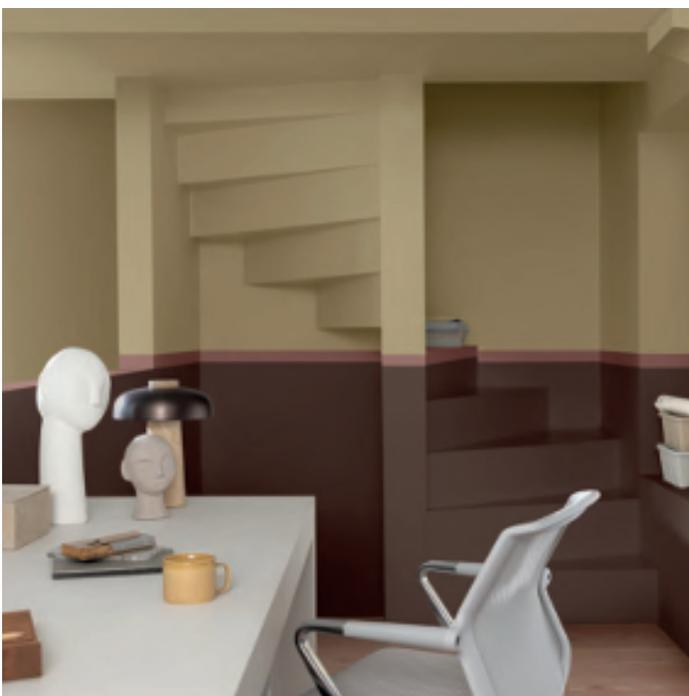
BEFORE



THE LUSH SPACE



THE BUZZ SPACE



THE RAW SPACE



THE FLOW SPACE



BEFORE



THE LUSH SPACE



THE BUZZ SPACE



THE RAW SPACE

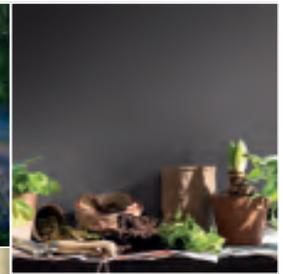


THE FLOW SPACE

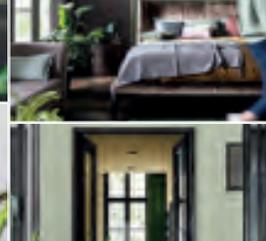
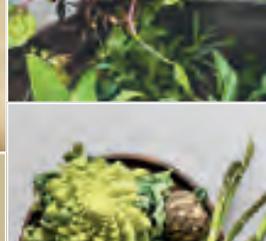
# IMAGE LIBRARY

A selection of images from the AkzoNobel Brand Center, where all videos and other related CF23 assets are also available

## COVER



## P30-39







## 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 2023, Wild Wonder™. So many people have helped in its creation, and we'd like to thank the following for their support and dedication. The design experts from around the world whose input is always inspiring, and whose insights helped us develop our theme for the Colour of the Year. The editorial team with whom we wrote the story and designed these pages. The photographers, decorators and stylists whose creativity brings our colours to life through remarkable photography. The homeowners who kindly allowed us to shoot in their living spaces. The illustrator who encapsulated our theme so well in his evocative paintings. And all the people in the background who supported us. We hope you enjoy sharing our 2023 colour story and using our Colour of the Year, Wild Wonder™.

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**Contact: AkzoNobel Decorative Paints,**  
Global Aesthetic Center,  
Amsterdam, The Netherlands  
[Media.Relations@akzonobel.com](mailto:Media.Relations@akzonobel.com)

# CF23

COLOURFUTURES™ 2023 INTERNATIONAL COLOUR TRENDS

## A colour collection inspired by nature

Every year, AkzoNobel's colour experts at the Global Aesthetic Center use insights from their international trend forecast meeting to select colours that match the mood of the moment. For 2023, we've taken inspiration from forests, flower meadows, seashores and rich, raw materials to create a suite of on-trend shades that bring the magic of nature into our homes.



“COMBINED WITH EACH COLOUR PALETTE, WILD WONDER™ HELPS YOU CAPTURE THE MAGIC OF NATURE”

HELEEN VAN GENT, CREATIVE DIRECTOR, GLOBAL AESTHETIC CENTER

## Lush Colours

A STORY OF WOODLANDS AND FOREST FLOORS; CALM, UPLIFTING TONES FOR A SUPPORTIVE SPACE



## Buzz Colours

A STORY OF BUSTLING FLOWER MEADOWS; JOYFUL AND ENERGETIC TONES FOR A HARMONIOUS SPACE

## Raw Colours

A STORY OF HARVESTS AND RICH RAW MATERIALS; WARM NATURAL TONES FOR AN ENRICHING SPACE



## Flow Colours

A STORY OF SEASHORES AND THE RHYTHMS OF LIFE; SOFT AND FLUID TONES FOR A BALANCED SPACE

AkzoNobel Decorative Paints

Global Aesthetic Center, Amsterdam, The Netherlands. Media.Relations@akzonobel.com

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