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Sixteen years ago, the Global Aesthetic Center began inviting experts from the design industry to help us predict the paint colour palettes that would be relevant for consumers in the future. We soon recognised that we could enrich the consumer experience further by expanding our research to cover broader social and design trends from around the globe. With this understanding, Colour Futures was born. In this Colour Futures 17 book, you will find the inspiring results of this year’s trend research; colour trends translated to paint. I hope it will provide enjoyment and inspiration in the coming year. Finally, I’d like to extend a special thanks to the professionals involved in bringing this work to life.
COLOUR FUTURES: Identifying the paint colour trends for tomorrow. Every year, our colour experts invite international trend watchers and authorities, from various fields of design, to join us at AkzoNobel's Global Aesthetic Center. Together we research and identify the social and design trends that will influence consumers in their colour and interior decoration choices in the year ahead. Through this unique mix of perspectives, we nominate a number of key trends and uncover one overarching theme that captures the mood of the moment. Next, the Global Aesthetic Center identifies the must-have paint colour and the complementary palettes that will bring this theme to life in homes, to reflect the world we live in. From there, our colour experts develop Colour Futures content that communicates these trends, inspires the use of paint in interior design and architecture, and engages our consumers. By collaborating with future-focused thought leaders, from architects through to artists and interior designers, we are ensuring our forecasting is in tune with cutting-edge global trends that can be translated into the homes of tomorrow.
2017’s palette is all about balance. This year, we see an interesting contrast between bolder, more striking colours and a selection of muted, lighter shades. This spectrum of light whites and neutrals acts as the perfect complementary backdrop for the bright trend-led colours, ensuring they stand out beautifully. The collection of pale, almost-whites is also a trend in itself, encouraging the subtle use of different textures to emphasise light and shade. The overall result is a truly accessible paint palette that can be easily translated into architecture and interior decorating.
Each year, we identify colours within the palettes for our trends, and nominate one Colour of the Year, which we see as the most important for the coming year. As we move into our 15th year of Colour Futures, it is important for us to explore how our colour and palette choices have evolved and understand the role global trends and shifts in taste have played in this.
LIFE IN A NEW LIGHT

RESEARCH
THE OVERRIDING TREND FOR 2017
LIFE IN A NEW LIGHT

We are increasingly looking for authentic and real experiences. Around the world, we are re-evaluating and discovering a renewed appreciation for the everyday, yet essential, elements of life. More importance is being placed on the simple things that really matter; our family and friends, work-life balance, connecting with the world around us. This sense of connection is echoed in our circles of life: how we choose to behave, who we choose as family, where we choose to work and how we shape our attitudes to consumerism. It is all connected. The new focus is shaping our environments and living spaces and is the driving influence of our theme for 2017. Our four sub-trends, New Romanticism, Shared Individualism, The Working Home and Considered Luxury, are a reflection of how this new global awareness is being expressed in the different areas of our lives.
ACROSS THE WORLD, THERE’S A NEED TO FEEL ROOTED AND A DESIRE FOR THE SIMPLE AND GENUINE THINGS IN LIFE.
WE YEARN FOR CONNECTION, SIMPLIFICATION, A SLOW PACE OF LIFE AND SHARING AND FOR RESTFUL COLOURS WE UNDERSTAND AND RECOGNIZE

COLOUR OF THE YEAR
Identified by our colour experts at the Global Aesthetic Center, the Colour of the Year for 2017 is Denim Drift. Perfectly capturing the mood of the moment, it is a timeless and versatile blue that takes on a different characteristic depending on the light, colour combination and situation. Blue is the colour of life; it is the clothes we wear, the sky we gaze at and the water that revitalises us. Blue has been, and will continue to be, a constant in every aspect of our lives. From the deepest ink blue, to the palest misty blue, this colour spans every spectrum of life; it is a royal colour, but it is also used for workers’ blue jeans. It represents the Life in a New Light theme like no other shade. To complement The Colour of the Year, we have developed a family colour palette featuring a spectrum of blues and tones – a fresh approach to combining colours. Denim Drift is the must-have colour of 2017. It is truly adaptable, fitting into all life and interior styles, making it the perfect choice for reflecting our new perspective for 2017.
BLUE IS THE COLOUR OF LIFE, OF EVERYDAY LIFE. IT IS FAMILIAR AND YET NEW.

COLOUR OF THE YEAR
WE YEARN FOR COLOUR THAT HAS HISTORY AND MEANING, THAT WORKS WITHOUT EFFORT. A COLOUR THAT IS SOOTHING AND RESTFUL.
FROM AN INKY BLUE TO A PALE MISTY BLUE, IT IS A CREATIVE, VERSATILE COLOUR
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.
A SIGN OF THE TIMES,
A COLOUR OF THE TIMES
COLOUR OF
THE YEAR
COMBINING DENIM DRIFT WITH DARKER COLOURS, MAKES A ROOM FEEL MORE DRAMATIC
THE TRENDS

NEW ROMANTICISM
SHARED INDIVIDUALISM
THE WORKING HOME
CONSIDERED LUXURY
We're seeing a re-emergence of romanticism across fashion and design. More and more, we are connecting with the world around us on a deeper level. People are increasingly aware of their impact on the planet, and we want to see the elements of the world that inspire us in the spaces that we create. The first trend explores the way we are becoming more in tune with our planet and nature, and how this is inspiring us to reconnect with our spiritual side and take responsibility for our environment and ourselves. Creating the palette was a case of bringing to life the trend colours we're seeing in the world of design, with the story of romanticism as a connecting thread. We've complimented natural, earthy greens with more spiritual lilacs and purples to produce a rich and verdant collection of shades that will create a nurturing and calming space in the home.
NEW ROMANTICISM

COLOUR OF THE YEAR
DENIM DRIFT
Enjoy a sense of perspective and peacefulness from a rooftop garden in Tokyo.
A RENEWED PASSION AND CARE FOR THE WORLD AROUND US

NEW ROMANTICISM
CARPE DIEM, NEW AWARENESS, ENJOY THE MOMENT

NEW ROMANTICISM
A new feeling of isolation has come with developments in technology and fast-paced cities. Our research showed a growing desire to be part of something bigger, while still holding onto individuality. People are realising the importance of belonging and, as a result, are developing new definitions of community. This trend focuses on exploring how we come together to create networks of like-minded people or ‘new families’, and the importance of feeling a sense of belonging as part of a group, whether that’s established online or offline. This new interpretation of community, and the associated mix of personalities, ages and experiences is reflected in the palette we have chosen. It is a family of colours – the young people are the fresh and vibrant shades and the more grounded colours, like Denim Drift, are the sophisticated adults. Here we have developed a collection of colours that are perfect for creating a shared space to enjoy together.
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.
WE FOCUS ON BELONGING, BEING PART OF A COMMUNITY, A FAMILY... BUT RETAINING OUR INDIVIDUALITY
The injection of bright colours brings this multi-storey housing complex in Klagenfurt, Austria to life.
AS SOCIAL SETTINGS CHANGE AND CITIES GROW, SO DOES THE DESIRE FOR A SENSE OF BELONGING
The student-friendly and lively outdoor public space at the Uilenstede Campus in Amsterdam.
Increasingly, our homes are becoming the centre for both our work and personal life. With the boundary between these two aspects of life constantly changing, this trend explores the need for finding balance and creating fluid environments that can accommodate both. In this digital age, we are leading 24/7 lives. The home has become our office, and offices are becoming more like homes. We need stimulating spaces to work, and new inspiration for how to do this. This colour palette is designed to help consumers create different zones, to accommodate both work and play. So, whether you take your laptop to the kitchen with a coffee, or carve out a specific area for working, you can be comfortable, relaxed and focused within your living space.
FIND BALANCE WITH FLUID ENVIRONMENTS FOR BOTH WORK AND PLAY

THE WORKING HOME
The Working Home

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WE NEED STIMULATING SPACES TO WORK IN

THE WORKING HOME
THE WORKING NOMAD...
LOOKING FOR A HEALTHY, SUSTAINABLE BALANCE FOR WORK AND PLAY
MODERN TECHNOLOGY HAS MADE WORKING FROM HOME A PRACTICAL REALITY
The BBC Broadcasting House in London has vividly colored multi-storey open-plan workspaces.
We’re seeing a new kind of consumerism, where value is placed on personal experience, rather than possessions. The fourth trend captures this new way of living. Creating priceless memories is our priority as we look at the world with fresh eyes, not adding clutter and more belongings to our lives, but experiences instead. It is the new way of consuming: buy less, choose well and make it last. You walk away with less but are infinitely more enriched. It is experience on a personal level, with the senses playing an important role; the touch of a beautiful woven fabric, the quiet calm of an early morning. It is about silent design, understated but thoughtful, with a lot of attention to detail. White and neutrals are the perfect backdrop for this trend. They’re uncomplicated and fresh, and together they emphasise light and shade to let different textures and materials take centre stage.
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.
Wood City adds innovative and natural textures to the urban landscape in Finland.

Mood City adds innovative and natural textures to the urban landscape in Finland.
LESS IS MORE AS WE CREATE OUR NEW CODES FOR LUXURY

This RMIT Academic Building in Ho Chi Minh City, Vietnam has an added layer of texture with a self-weathering façade.
IT'S ABOUT SILENT DESIGN, UNDERSTATED BUT THOUGHTFUL, WITH A LOT OF ATTENTION TO DETAIL
BEFORE & AFTER IMAGES

To reveal the dramatic effect of paint, we have a collection of before and after images.

THE COLOUR OF THE YEAR

NEW ROMANTICISM

THE WORKING HOME
BEFORE & AFTER IMAGES

To reveal the dramatic effect of paint, we have a collection of before and after images.

SHARED INDIVIDUALISM

CONSIDERED LUXURY
To reveal the dramatic effect of paint, we have a collection of before and after images.