Dulux Trade Reveal the Colour of the Year and Key Colour and Design Trend Predictions for 2016

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Dulux Trade is pleased to announce the launch of ColourFutures 16, the annual colour and design trends forecasting event. This year is the 13th edition of the Colour Futures publication with the overriding theme encouraging all to "Look Both Ways". Created by a select panel of global colour and design experts, the 2016 publication includes four separate trend stories and the Colour of the Year, each with associated palettes and all inspired by one overarching idea of 'Looking Both Ways'.

Every year AkzoNobel's Global Aesthetics Centre brings together a group of international experts and trend watchers from various disciplines of design. Experts from architecture, textiles, product design, graphics and research industries are invited to discuss what they think will be the major developments in trends in the coming years based on global social and design trends. The publication presents a selection of key colour trends inspired by one larger idea which influences what the colour of the year will be.

'LOOKING BOTH WAYS', 2016 OVERRIDING THEME:

This year, society finds itself at a unique crossroads in time. We are at a very interesting point where we can see the advantage of both tradition and modern innovation; where the importance of weighing up opposite opinions and views has never been stronger.

Louise Tod, Senior Global Colour Designer at Dulux says: *"The theme for the 13th edition of ColourFutures is 'Looking Both Ways', encouraging us to both anticipate the future and appreciate the past. Digital and modern techniques are certainly here to stay, but we look for inspiration from the past to be able to design for the future. This theme of duality is the driving influence for 2016 and opposites are seen in all of our colour and design trends this year".*

COLOUR AND DESIGN TRENDS OVERVIEW:

The 2016 palette offers a muted yet elegant approach to colour that centres on soft mid tone shades. The overall feeling continues to be warm, but with greater subtlety. Brighter colours have moved away from primary colours to an intriguing collection of subdued yet intense colours. Think coral, not orange; ochre not yellow and midnight, not blue. This is a friendly palette but with a dark, mysterious side.

- **Heritage & Future:** By looking at the past we are able to design for the future. One should take inspiration from the past to gain confidence in the next steps forward. This colour palette focuses on reds that reflect our rich heritage, but also has a bright contemporary feel that points to the future.

- **Words & Pictures:** We live in an age of visual saturation with every moment captured on social media. Words, whether spoken or written, are forever being condensed in our fast paced lives. Words are restricted and shortened on social media, whilst we increasingly communicate using pictures alone. This trend celebrates the pairing of words and pictures and the corresponding colour palette uses the blue of ink and grey of graphite in contrast to tones used in smartphone and social media graphics.

- **Dark & Light:** The mystery and beauty of night time is recreated in the Dark & Light palette. . Many of the colours in this palette blend seamlessly together, recalling the tones of both dusk and dawn during the 'golden hour'. This is also reflected in the ombré inspired paint effects featured in the trend.

- **The Grid & Letting Go:** Modern day technology has resulted in a basic human desire to go 'off grid' and distance oneself from the hustle and bustle of life. But freedom is only understandable within the context of a framework – you can't break the mould if you don't have a mould in the first place. Hence the colours in this palette are vivid and playful, yet they are still held back by the black and white of the grid. This trend also sees a number of graphical painting techniques at play to represent the grid.

COLOUR OF THE YEAR:

Dulux Trade is delighted to announce the 2016 Colour of the Year:***'Cherished Gold'***; a gold influenced ochre, which is both bright enough to attract attention and combines well with other tones. Gold and tones of gold are being used everywhere in the design world. It is a recurring colour and material at design fairs and in graphic design as well as in architecture, fashion, beauty and interior decorating. 'Cherished Gold' is a beautiful next step, a natural evolution and transition from 'Copper Blush', the Colour of the Year of 2015.

ARTISTIC INTERPRETATION OF COLOURFUTURES 2016:

At the launch event Dulux Trade commissioned Artist and designer, Jim Biddulph of Material Lab, to bring his concepts of 'Looking Both Ways'; to life. His central installation celebrating the Colour of the Year, Cherished Gold, surrounded by the four additional trends, gave life and sensory meaning to the creation of ColourFutures 16.

Jim Biddulph, Projects and Materials Manager at Material Lab comments: *"The central installation in the space was a bold and celebratory exploration of the colour of the year, Cherished Gold, and its connecting palette. When initially considering the theme 'Looking Both Ways', I was interested in arranging a cascade of colour that brings all of the colours within the palette together. It's apt to capture this through an absorbent and dispelling mirror. The colour of the year palette with Cherished Gold as a centrepiece allowed us to use colours that can be both traditional and contemporary. Optimistically luxurious – sophisticated, a regal aesthetic."*

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ColourFutures has been created by AkzoNobel's global aesthetics centre to provide ideas, inspiration and insight for interior and design professionals as well as informed customers. To find out more about the 2016 book, please visit www.colourfutures.com

For further information about the trends, imagery or expert commentary, please contact the Dulux Trade press office at Lucre PR on: 020 8741 5900 or duluxtrade@lucre.co.uk

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