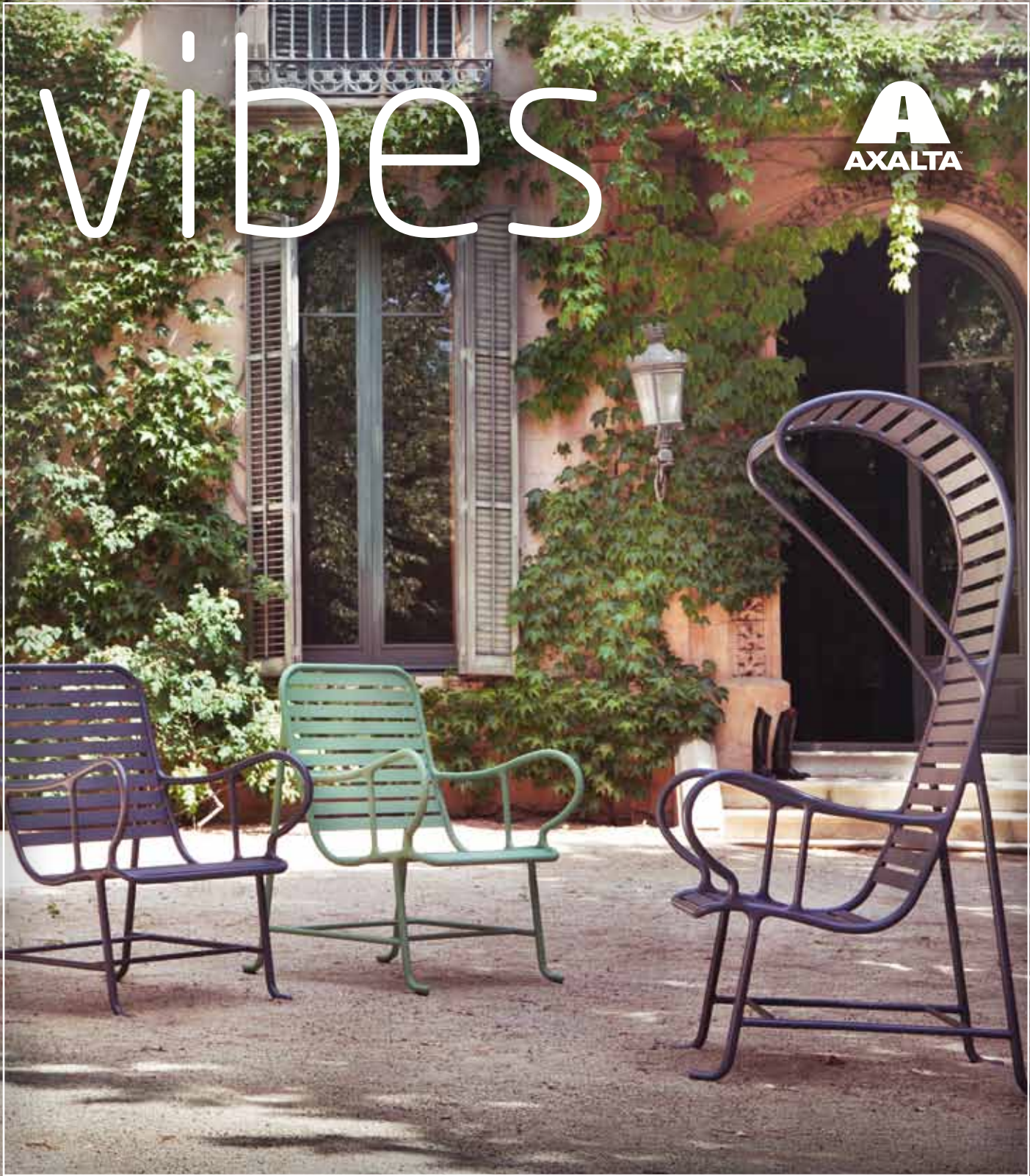


# vibes



## trendreport 2.2016

### showroom

Come and get the colour experience ...

**4-5**

### colour trends

Discover the newest trends, escapism, eco-chique, artelligence, gloom and mishmash!

**6-15**

### salone ...

... del mobile. A pure feast of design abundance.

**16-17**

### designer ...

... vibes. A powder coated "magic carpet" and futuristic lighting.

**18-19**

# creating trends

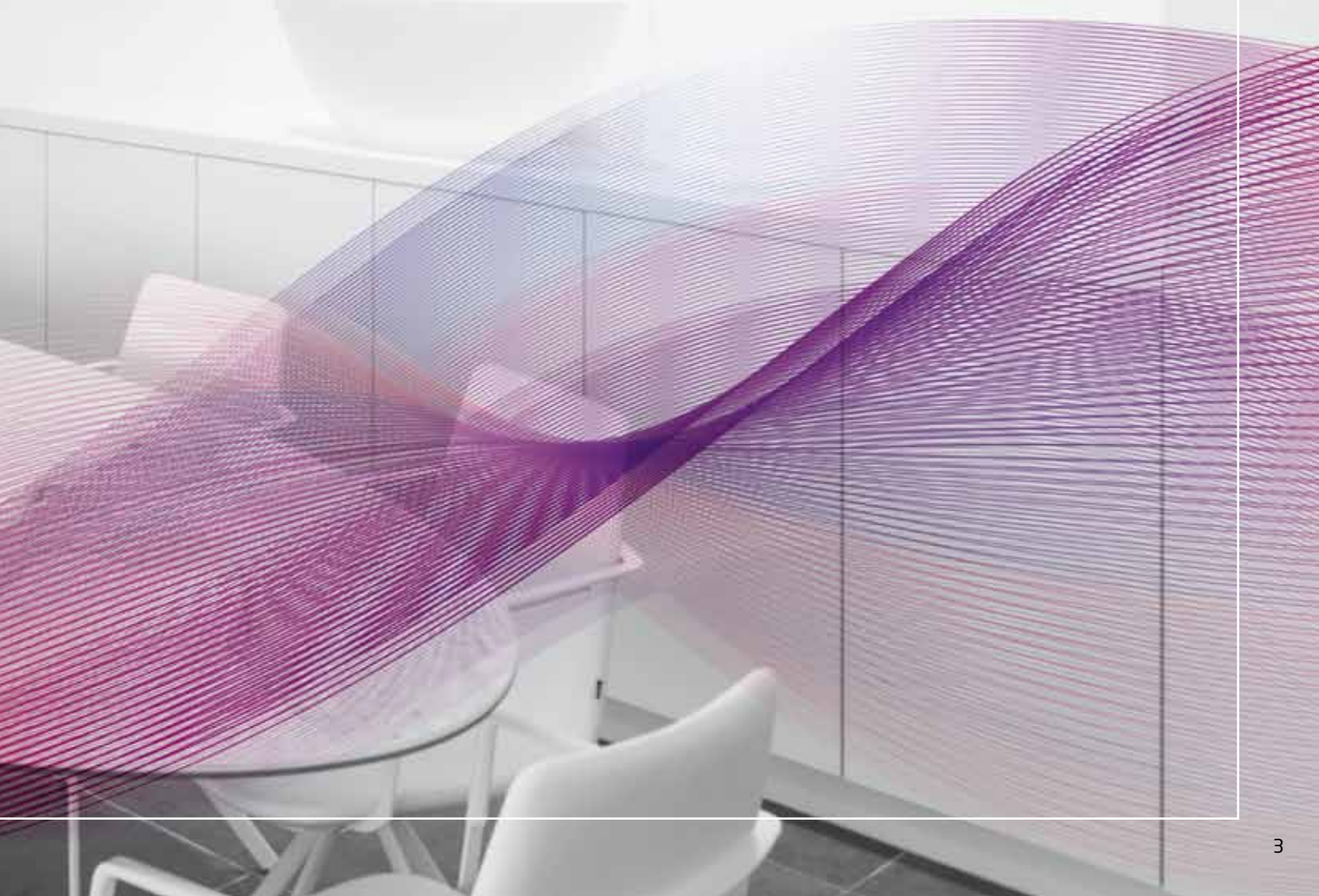
We already have experience in colour, collections and brochures ... after so many years of searching for the right colours in our brochures and creating different collections with each having each their own time spirit, we thought it was time to look at all our creations from a different perspective. To have a look with an open mind at all the Axalta colour developments over the years, ... how do they fit in the contemporary design? ... How do they fit in current and future trends in both architecture and design. New ways of thinking came to mind and we searched for the right medium to express our findings.

Colour expert Sally Put worked together with a team of professionals in trends, colour and design to select the perfect colour scheme for the **vibes** edition of tomorrow. Visiting furniture fairs like the Salone del Mobile, attending trend seminars and having face to face discussions with designers about their selections and creations give her and the team the inspiration needed to find the right combinations.

Sally Put says: "It's not only the colour that gives inspiration, it's the synthesis of colour, texture and effect together with emotions that sets the fire on a successful design, and it's up to us to release the sparks!"



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# showroom

**Come and get the colour experience ... As a manufacturer of powder coatings we are very well aware of the importance of quality. Quality should go hand in hand with the appearance of a colour, texture or effect.**

**Choosing a specific colour and look for a project or design can be a complicated exercise. It needs to compel our feelings and emotions into the right direction.**

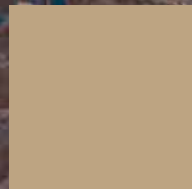
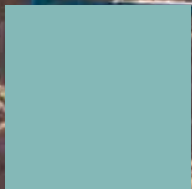
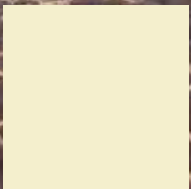
To simplify this exercise, Axalta developed a first pilot project named "The Colour Experience Room" in Lummen, Belgium. In this room we submerge creatives in our enormous world of colourful possibilities. More than 1200 colours and effects are displayed here in an inspiring scenery. Assisted by a colour expert, the designer or architect can search for the colours to match the required emotion or look.

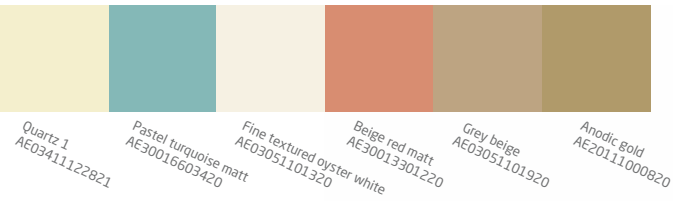
We already had the honor to be visited by several Belgian architects and designers, and also welcome those who wish to visit from abroad. Please contact +32 13 53 90 85 for your personal appointment, our colour experts are at your disposal!





# escapism





**Modern humans escape in their own safe havens, immerse themselves in complete and utter personal luxury.**

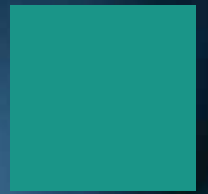
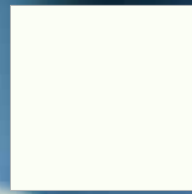
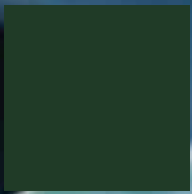


## in architecture

... people look for the perfect hide-away, a world of peace to spend their precious me-time that becomes ever more scarce. Basic beauty, embracing shapes and comfort are the keywords for their escapism.

## in design

... nice, soft materials in nude and pastel colours are chosen for their soothing characteristics. Recluses bathe in comfortable metallic luxury with a sensorial touch.



eco-chique



Bringing sub-urbanization to the cities of today. The play of rough, organic elements in sleek contemporary architecture with a refined appreciation of craftsmanship.



## in architecture

... we find natural shades of light wood uplifted by greenery in a linear play of present-day architecture result into the eco-chique look and feel.

## in design

... organic elements are the base combined with soft, sandy textured browns, enriched with the calming spirit of green and ocean blue. The importance of tinted glass is reflected in lighting fixtures.



Fine textured  
bottle green  
AE03056600720

Sable extra matt  
AE03441031921

Windy green  
SD031C6602120

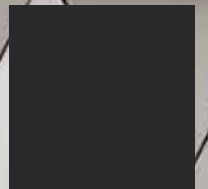
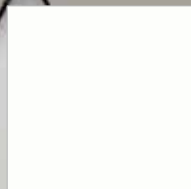
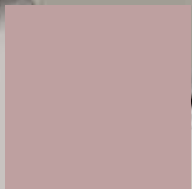
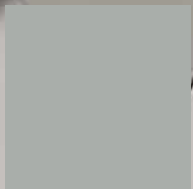
Ocean blue matt  
AE30015502020

Sunny snow  
SD031C9901020

Mint turquoise matt  
AE30016603320



# artelligence





**Artificial intelligence takes us away from the “natural” and brings us to a world of enchanted light and space.**

## in architecture

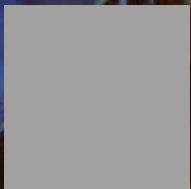
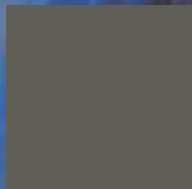
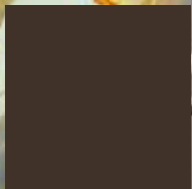
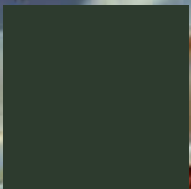
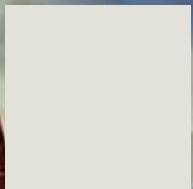
... we see an technological evolution where light is inseparably connected to the structure of buildings. Bright whites on perforated surfaces and circular shapes highlighted with black or dark blue accents.

## in design

... lighting takes us away from the natural and artificial intelligence becomes an extension of our every life. Abstract shapes in greys and whites and a touch of lilac contribute to this illusive atmosphere.



# gloom



**Gloomy atmosphere and dramatic  
contrast add to the melancholia  
we are now allowed to express.**

## in architecture

... concrete is the main material in a series of dissonant elements. Architecture breaths simplicity in a sophisticated atmosphere.

## in design

... we experience the feeling of melancholia expressed with the use of black wood, velvet, dark reds and greens. Making us realize everything is impermanent.



Fine textured papirus white  
AE03059901820

Grey oliv  
AE300C6600620

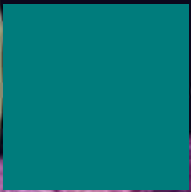
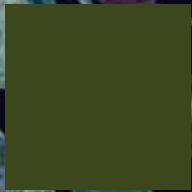
Black red  
AE03053300720

City of Antwerp  
AE03007369327

Chataigne  
AE03318107921

Platinum grey  
AE30017703620



A vibrant, artistic illustration of tropical flora. The background is a deep, dark blue. In the foreground, there are several orchids: two purple ones at the top and two white ones with dark brown centers at the bottom. Large, green monstera leaves with characteristic holes are scattered throughout. The overall style is painterly and detailed.

# mishmash

**A global fusion of cultures, influences and syles. Africa, Morocco, Cuba climb up north of our globe and bring a "mishmash" of colours to our daily lives.**

## in architecture

... this rise of colour is less evident, however ethnic styles find their way into architectonics in subtle accents like leaf structures or natural textures and mosaics.

## in design

... the bigger the mish the better the mash, everything is allowed. Wild fabric prints in a fusion of warm colours and textures come together in this ethnical blend.



Fine textured yellow olive  
AE03056601420

Antique pink matt  
AE30013301420

Fine textured water blue  
AE03055502120

Red violet matt  
AE30013400220

Honey yellow matt  
AE30011100520

Fine textured orange brown  
AE03058802320



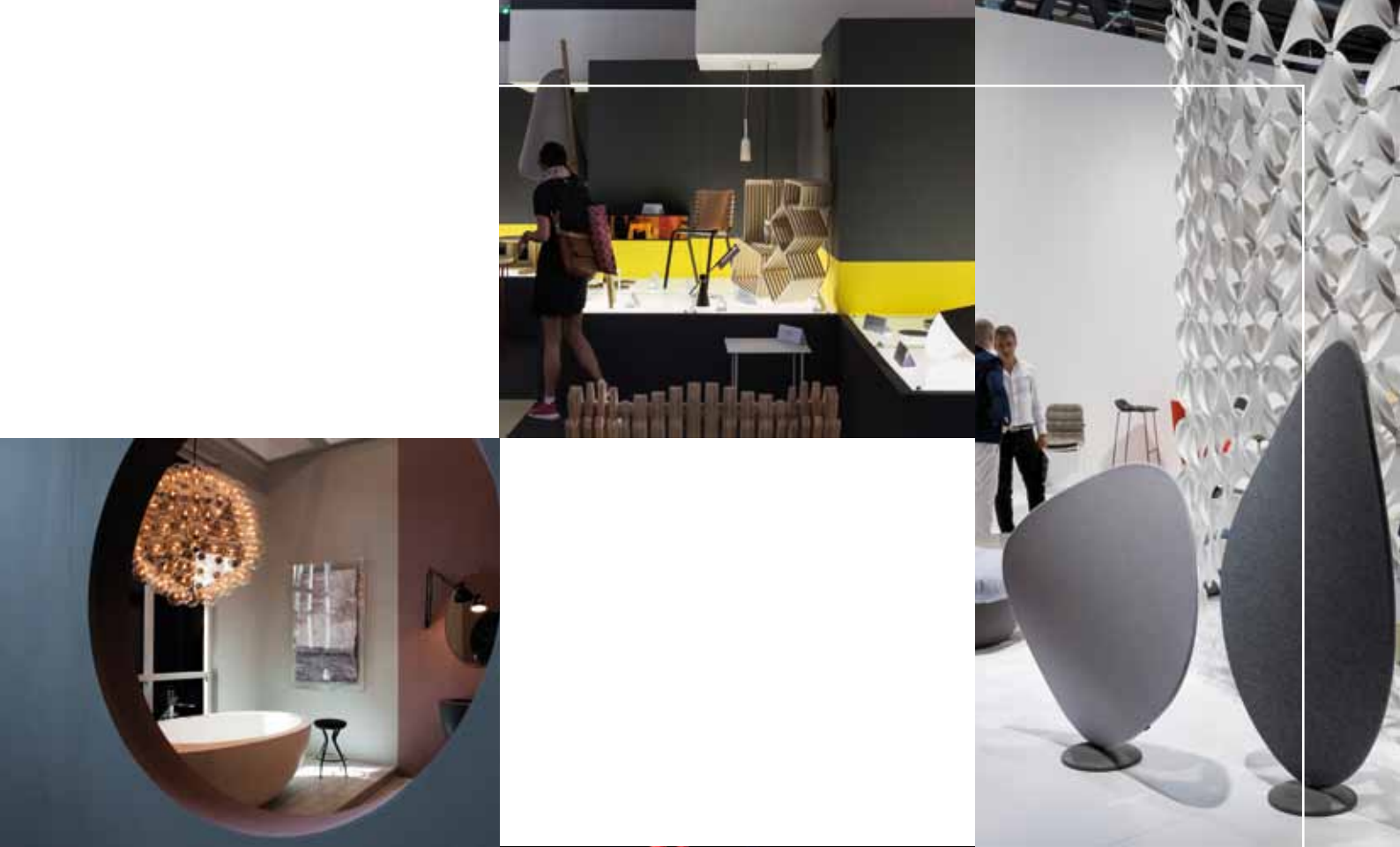


# salone

**With a lavish number of 2407 exhibitors from all over the world Salone del Mobile immersed us again in "designed abundance", a pure feast ...**

The Axalta colour experts were present to spot all novelties and compose future colour selections. Combinations with natural wood stood out the most. Raw organic elements in a play with design and architecture. Metallics like gold and bronze were still present and more as an accent rather than predominating. Organic fluid lines in contrasting "phygitalism". Texture remains present in all forms like fabrics and finishes of metal. This gives even the most sleek design a certain hint of emotion.





In terms of colour shades of blush and nude pinks add to the search for embracing shapes and sensorial touches. Deep, dark greens adding melancholia to dark interiors in combination with rich gold for a sophisticated look yet with a touch of gothic. Yellow for sure is the contrasting colour to be found in almost every style and colour combination. From the brightest sulfurs to more dirty khaki shades. Stay tuned to VIBES all year long for the latest trends, our colour experts will keep you posted:

[www.facebook.com/vibestrendreport](http://www.facebook.com/vibestrendreport)

# del mobile

# Designer vibes ...

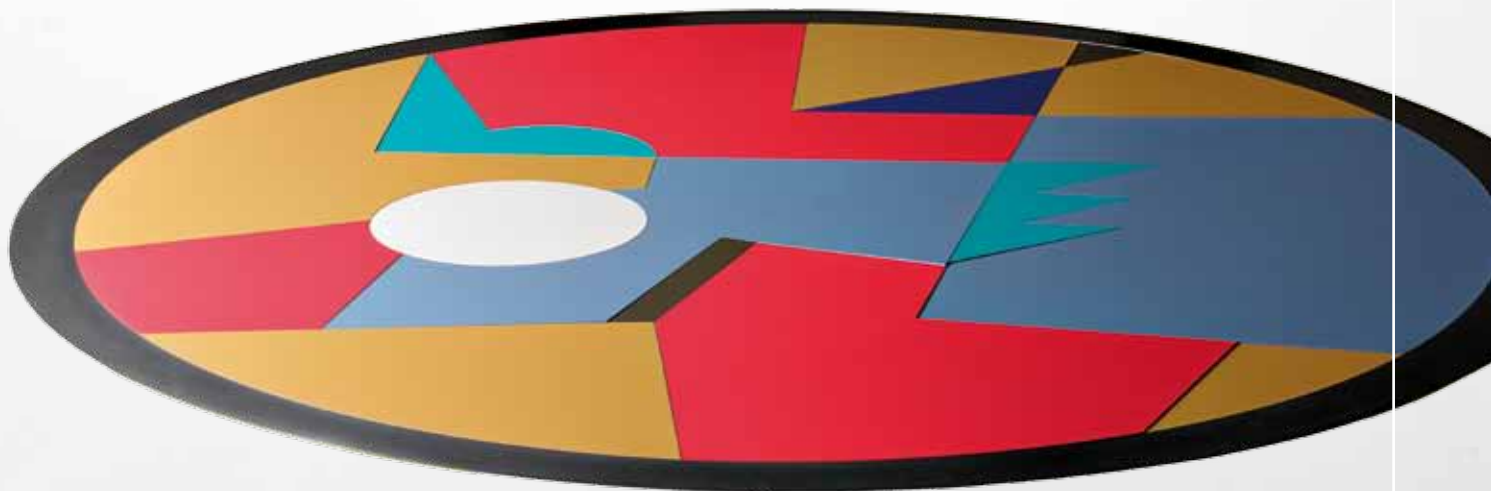


**Modular's "Marbul", the surface solution with ingenious design.**

Marbul, a futuristic and ingenious design with a body holding one or two globes, each with its own dedicated LED module. The circular shapes shed enchanted light, ideal for residential and hospitality projects. With fully integrated technology, it's also a perfect ready-made solution for renovation projects. The complete body is finished with very sleek fine textured powder coatings selected within Axalta's optimized product offering for the lighting industry.

**Officine Tamborrino presented the OCEAN carpet, designed by Alessandro Guerriero at the Salone del Mobile.**

This round metal rug with geometric shapes is part of 6 designs within the "O" Collection. Each item has been conceived from the same circular shape and the same material - steel, but then it has developed an autonomous identity, linked with its own new function which revises both outlines and architectural spaces. As Guerriero himself explains, "We're experiencing the special territory where pure art and functionality meet". Every single element forming this mosaic of small metal pieces is powder coated in an original way with different colours from the Alesta® Fine Textured Collection, to provide the pleasant effect and a high resistance to abrasion. The colour selection for this very original use of powder coating was done together with the Axalta colour experts.



### **Axalta COLOUR it - Think Colour**

The Axalta Coating Systems Team has developed a digital tool that simplifies the colour selection process in architecture and design through a virtual surface coating. The entire spectrum of colours according to RAL, in various gloss levels and textures, are able to be visualized. The application also shows a large number of Axalta developed colour shades and effects, many of which have been developed in conjunction with architects. The colour range available in the tool is regularly expanded and updated by our specialists. To ensure that colour shades, gloss levels and textures are also convincing in reality, we have integrated an innovative colour sample service, which enables you to receive your selected colour samples completely free by mail upon request.



### **Order your Vibes 2.2016 fan deck via**

<http://www.axaltacolourit.com/vibes201602.php>

### **Special thanks to:**

**Belgium:** ABCIS Architecten bvba, Architectes Associés sprl, Beaverhausen, Design is Wolf, Extremis, Joli, Modular, Pami, Straff Design  
**France:** Fermob, Oxyo – **Italy:** Officine Tamborrino – **The Netherlands:** Brabantia – **Poland:** Tabanda – **Spain:** BD Barcelona

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