

vibes



trendreport 1.2016

touchy

With the digitalizing of our world, the hunger for tactility grows.

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The hunger for tactility is answered with materials that have depth.

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Our growing need for nature is a reaction to a life filled with digitization.

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colour collage

Digitization brings along enormous possibilities.

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trends

Colour plays a vital role in the world in which we live. Colour can sway thinking, change actions, and cause reactions.

It can irritate or soothe your eyes, raise your blood pressure or suppress your appetite. Used in the right way, colour can even save on energy consumption. When adding texture to a surface, all senses get triggered. How we perceive colour in design or architecture is much influenced by the spirit of the age and prevailing trends.

At Axalta our desire is to inspire architects and designers and inform them about those trends. That's why we brought to life "vibes", to provide creatives on a regular base, with a perfume combining colour and texture to give any design the right 'vibe'.





Architectural projects are enormous investments and therefore need to be extremely sustainable. That's why architecture is less sensitive to trends than fashion and interior design, although there are trends to be detected.

Windows, doors and cladding all play a vital role in these trends. They typify architecture and the spirit of the times. Just think back to the aluminium window frames from the 60's and 70's or the brightly coloured profiles in the 80's.

In our sales volumes we can see the recurrence certain colour trends, yet with subtle differences. These are the "slow" lifestyle trends. They are a reaction to technological and sociological macro trends. Grey and white represent a massive 70 % of sales, followed by black with a volume of 9 %. The more distinct colours remain more or less at the same level as the previous years.

Matt and fine textured finishes grow to be ever more popular, with a share of respectively 31 % and 17 %, whilst high gloss volumes continue to decline.

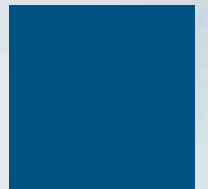
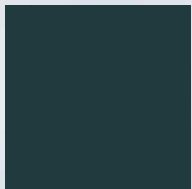
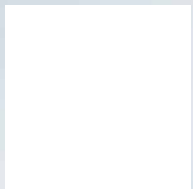
function

Every colour mood is linked to different sample colours. If you would like to receive sample panels of the featured colours please click on:

Click
to order
samples

These buttons are linked to our online order form.

touchy





**With the digitalizing of our world,
the hunger for tactility grows.
In the interior we see fabric with
texture, coarse fabrics, irregular and
3D tissues, micro and macro patterns.**

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in architecture

... rough elements and materials with interesting textures being consciously introduced, to contrast with the contemporary smooth sleek finishes. In window frames, this trend is translated into powder coatings with different textures and finishes.

in design

... we see, in addition to textured powder coatings, more and more use of matt finishes. Axalta's Matt and Fine Textured Collection are clearly responding to this trend. The development of SoftTouch is even more focused on tactility, it connects design to our emotions.



Fine Textured Signal White
AE03059900320

Fine Textured Granite Grey
AE03057702620

Fine Textured February 6
AE03217050620

Anodic Sapphire
AE20105000520

Fine Textured Azurite 2
AE03217131820

Fine Textured
Gentian Blue
AE03055501020





metallux



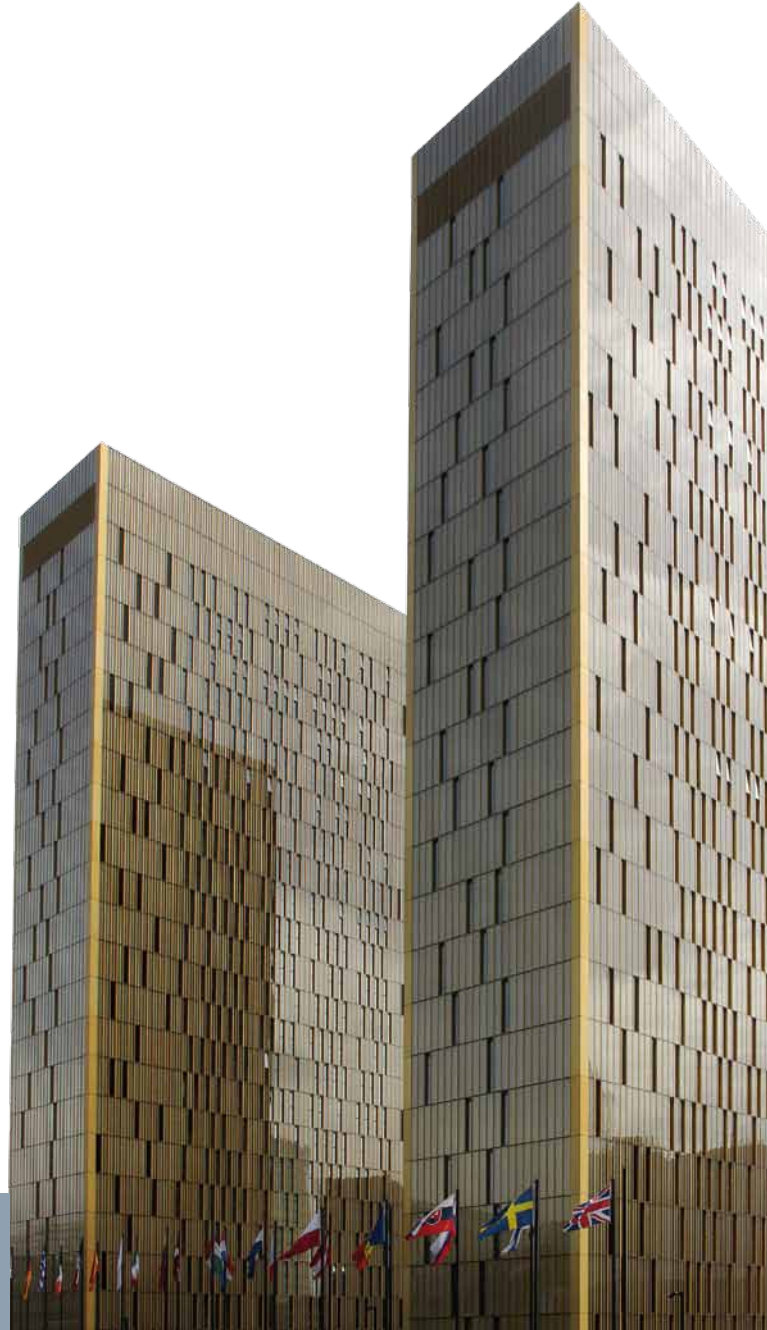


The hunger for tactility is answered with materials that have depth and patina. Copper, bronze and gold are hugely popular in the interior because as they age over time they develop a warm patina with interesting colour shades.

in architecture

... these colours are fairly new. They add a warm touch to window frames, cladding and other applications. This evolution is clearly to be seen in 2015, in the demand of sample panels in metallic, rust and the anodized look via Axalta's COLOUR it tool.

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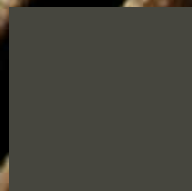
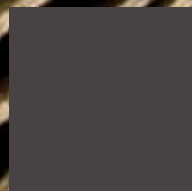


in design

... copper and gold are widely used. Recently we see an evolution to patinated steel, dark "gunmetal" steel or bronze. Powder coating with these effects and colours make many new applications possible, to add even more value and quality to a design.



naturalia





Fine Textured Pale Brown AE03038802520
 Matt Grey Beige AE30011101920
 Rusty Fine Textured January 9 AE03418017920
 Matt Grey Brown AE30009801920
 Fine Textured Oxide 3 AE03218112320
 Matt Grey Olive AE30016600920



Our growing need for nature is a reaction to a life filled with digitization. Interior and exterior will merge into one and other and warm shades gain the upper hand in homes.

in architecture

... this means that variants of blue, brown and purple and also dark greens appear. We see experiments where aluminium takes on the appearance of wood or stone.

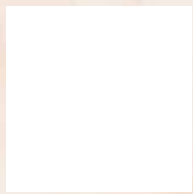
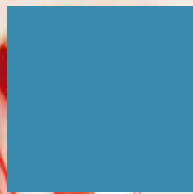
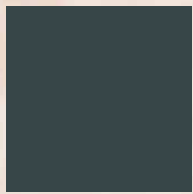
in design

... we see combinations of steel, aluminium and wood, with the metal elements having the tone that matches the colours of the natural materials.



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A photograph of several red and white striped candy canes in a clear glass bowl, set against a light beige background. The candy canes are arranged in a fan-like pattern, filling most of the frame.

colour collage



Digitization brings along enormous possibilities. More than ever we can learn things and be creative. YouTube tutorials and Pinterest boards show us the way to neat ideas and handmade stuff.

in architecture

... this trend is reflected with a kind of playfulness. Bright colours, bold combinations, distinctive materials and playful dimensions that come together in the perfect world for the creatives among us.

in design

... we see forerunners selecting bold and bright colours in combination with neutral, natural shades.



Click to order samples



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 colour samples

All colours can be ordered as a sample panel via www.alestacolourit.com/vibes201601.php

Special thanks to:

Manufacturers: Reynaers Aluminium, BD Barcelona, Extremis, Dalform, Falluce, Chaises NICOLLE, Brabantia.

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Photographers: Ivan Dupont, Aurélie Fernando, Nicolas Borel.

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