

vibes



the ICONICAL edition 1.2017

colour of 2016

Past tendencies and colour of the year ...

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our world is ...

...changing. **vibes**, the ICONICAL edition 1.2017.

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trends 2017

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manifesto - arty fusion -
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designer vibes

Zieta Prozessdesign creates exceptional objects.

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colour of 2016

A year has now passed since we launched our first edition of "vibes", we have inspired many...

We found that providing our colour guidance was highly appreciated by designers and architects - creative minds that are always searching for the optimum balance between creating something functional and simultaneously triggering the senses of their customers. That proved to be a challenge sometimes, nevertheless in close cooperation we succeeded. In addition to our colour expertise we also provide the creative professional with the best technical service, because quality always prevails at Axalta!

We keep looking for the latest trends, and not only in colour - textures and effects become ever more important. With an eye on past sales, we determine and assemble every selection of the **vibes** colours keeping also the "slow" lifestyle trends in focus! With a share of 40% grey, grey and grey was the headliner in 2016, though with only 8% more compared to 2015 not growing as fast as it did in the past. White is still on the second spot, with 30% and volume grew 10% compared to 2015. Black is also on the same place as it was last year,

however it grew exponentially with 18%. Looking at these figures we think it's safe to conclude these iconic colours are on a trendy rise!

Matt finishes grew again at the same 31% pace as they did last year and fine textured grew significantly at 21%, indicating the growing need for tactility. There was very high demand for metal effects like bronze, gold, rust and aluminium, where we have developed an extended offering. Our colour of the year for 2016 is Anodic Gold AE20111000820, it has been selected for every **vibes** edition in 2016. Fit for every combination and always breathing a sophisticated class and luxury!

Let us immerse you once more in this first edition of 2017!

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<http://www.axaltacolourit.com/vibes201701.php>



the world is changing

vibes, the ICONICAL edition 1.2017

The age of movement and motion is bringing an unprecedented energy to our world.

In the quest for new possibilities for a brighter future, new generations are adapting to the changing dynamics.

Global issues, technological evolutions and digitalization of the real world are all factors which contribute to new found aesthetics. New perspectives, augmented reality, digitalized materials and variants on classics are all taking us on a journey into new horizons of design.

That is precisely how this selection of 40 dynamic super durable powder coatings colours came to life; with a passion for architecture and design, guided by a clear vision on the changes happening in our world.



eden garden

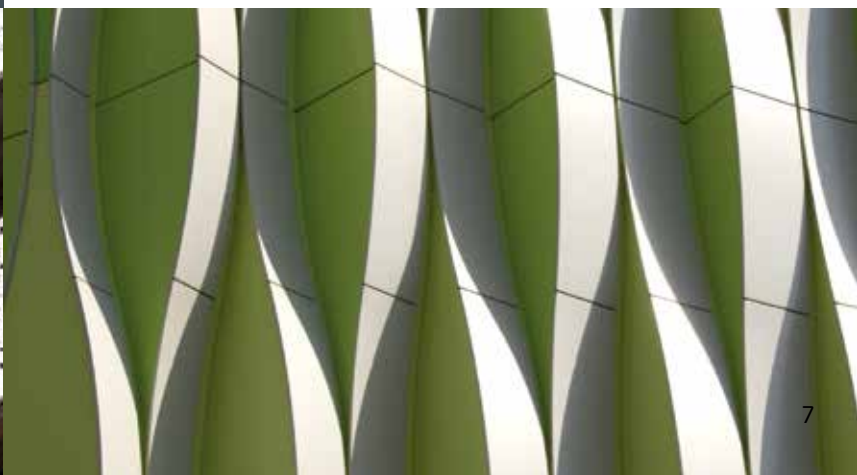




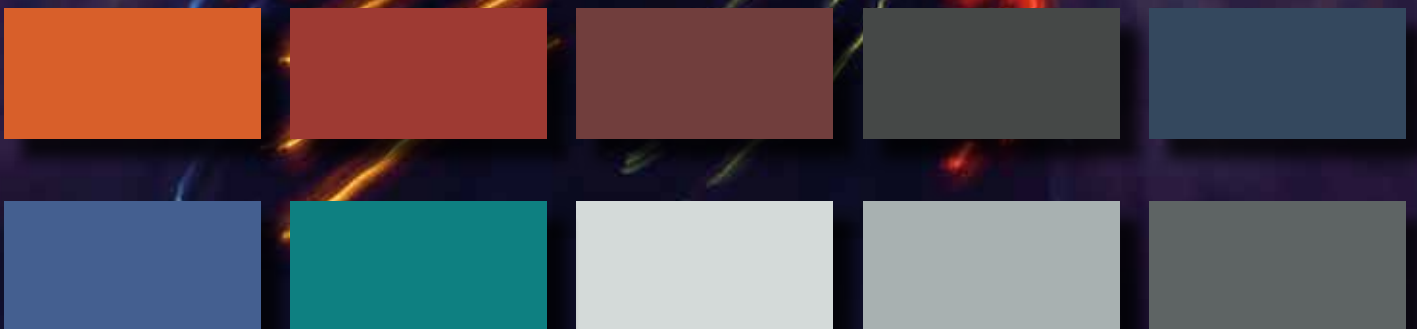
Nature is the core element in the development of a better future. Nature provides the answer to the need for balance and serenity through the use of soft whites and subtle bronzes, highlighted by fresh greens. Minimalism, bio-mimicry and randomness define the shapes.



In the lifestyle of an eco-citizen, architecture breathes nature in a minimalist architectural concept with clear open spaces and colours in which light is the core element.



energy manifesto



Digital shapes, colours and inspiration brought to life thanks to technological developments with the use of energetic shades of red, blue and orange. Shapes are well defined by colour blocks and the innovative use of surface cut outs and other volumetric anomalies.

Architects create dynamic edges and 3D effects, using a playful colour range, inspired by the digital world, contrasts are achieved by the combination of colour with neutral building shapes.



*Kinetic, Thylgerie
SD 301C2011020*

*Digital Reef
SD 301C3012020*

*Group, Red
SD 301C3013020*

*Intense Carbon
SD 301C4014020*

*Denim Effect
SD 301C5015020*

*Electric Dream
SD 301C5016020*

*Agua Splash
SD 301C5017020*

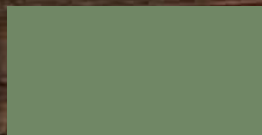
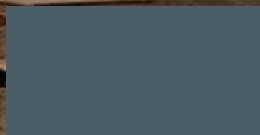
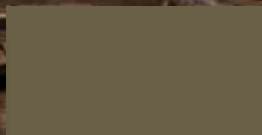
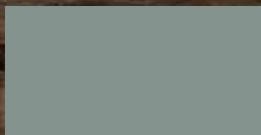
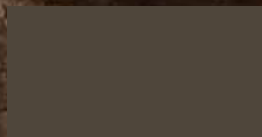
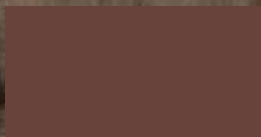
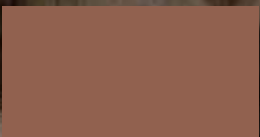
*Urban Cement
SD 301C7018020*

*Concrete Touch
SD 301C790621*

*Metallic Asphalt
SD 301C402020*



arty fusion





Citizens of the world today transcend traditional frontiers and seek new vanishing points in design and in life.

Braided and woven cladding and textures reflect the craftsmanship aspired to by all cultures. Warm oxidized greens mixed with reds and coppers.

City Terracotta
SD031C8021020

Fa'Brick
SD031C8022020

Timeless Rust
SD034C8023020

Cast Iron
SD031C4900520

Smoked Steel
SD031C8025020

Modern Khaki
SD130C6026020

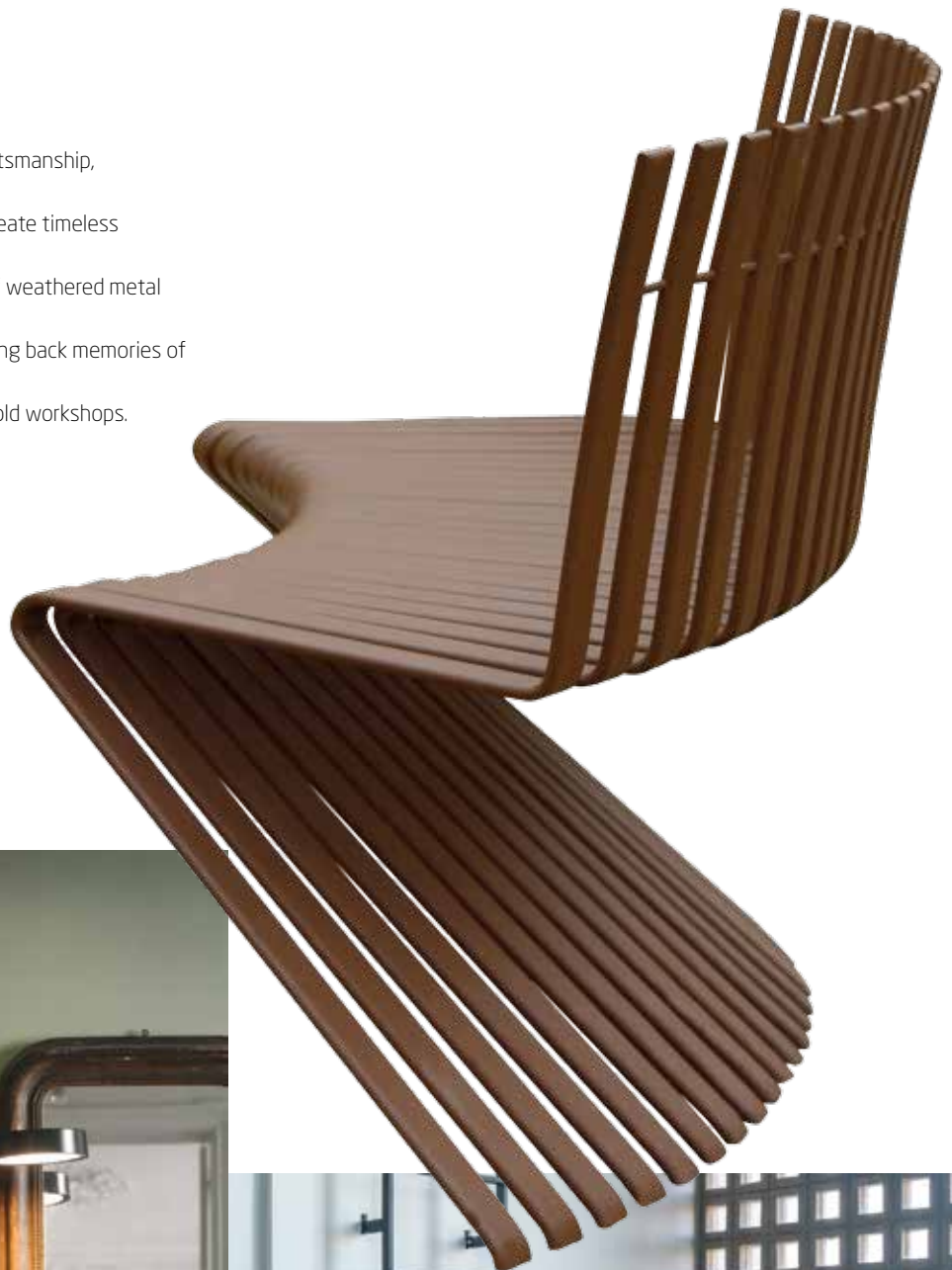
Verdigris
SD031C6027020

Vintage Red
SD031C3300520

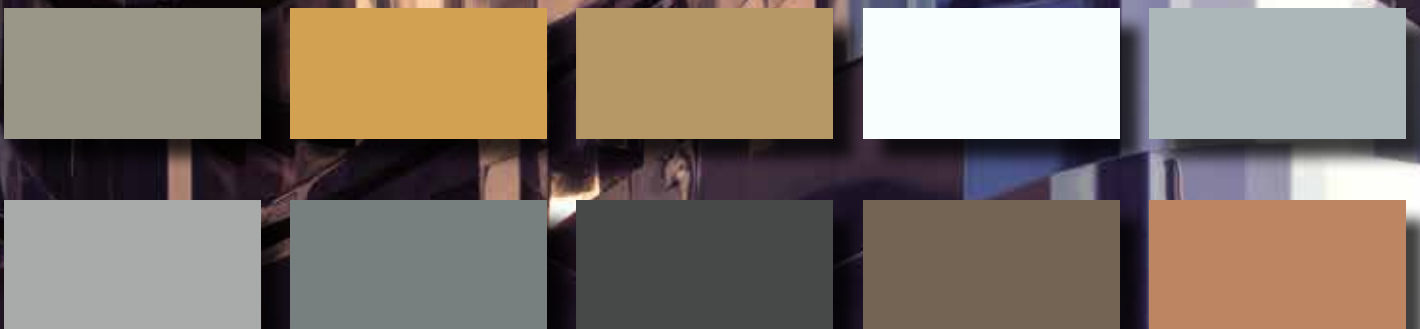
Blue Workshop
SD031C5029020

Green Factory
SD031C6030020

With a high level of craftsmanship, architecture tends to create timeless designs with accents of weathered metal and surroundings bringing back memories of museums and artisans old workshops.



techno precious





Cultivated aesthetics pay tribute to success, power and glory by staging a spectacular and sparkling display. Glamorous black, silver and gold breathe classic grandeur onto origami inspired cladding, adding a layer of precious metal for every design.

Grey Gold
SD301C7031020

Sunny Gold
SD301C1032020

Gold Supreme
SD031C1033020

Fine Pearl
SD301C9034020

Anodised Silver
SD201C7035020

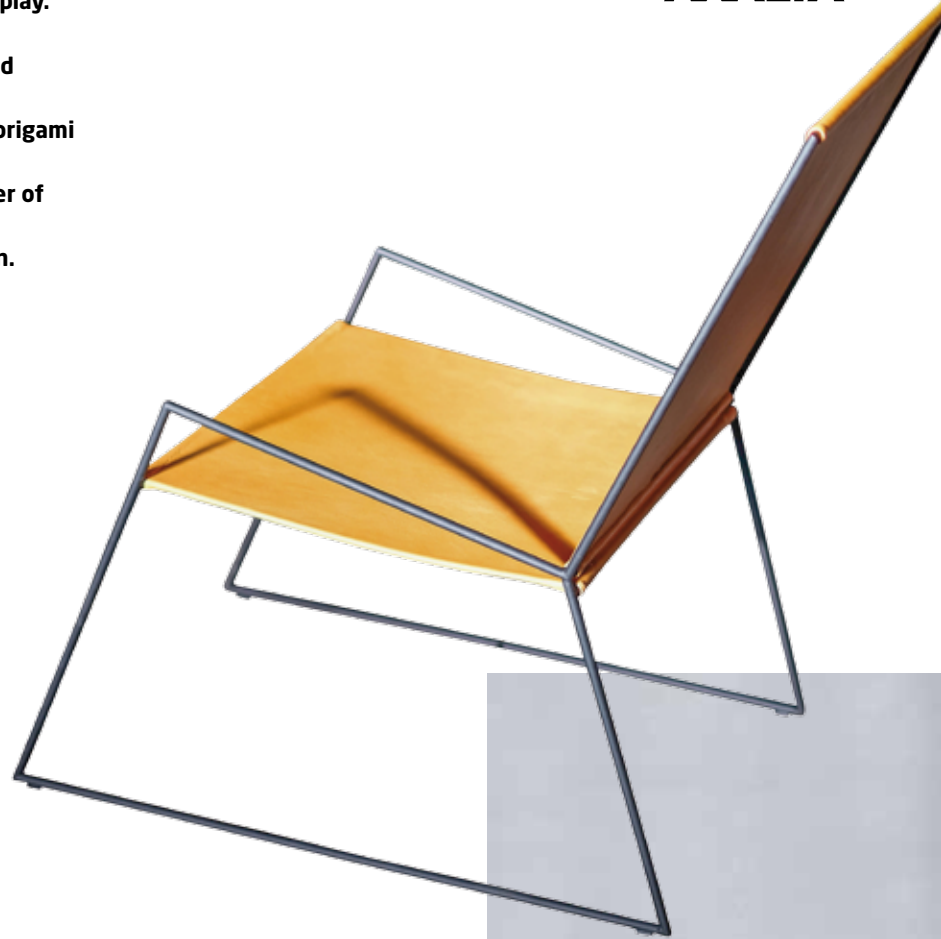
Silver Dream
SD301C7036020

Original Platinum
SD301C7037020

Techno Black
SD801C4038020

Noble Bronze
SD301C8039020

Simply Copper
SD301C2040020



Classic glamour is again adding its theatrical image to architecture. Luxurious metallics take contemporary design back to the old grandeur and create iconic landmarks with today's technology.



designer vibes...





Oskar Zięta,
Zieta Prozessdesign

Zieta Prozessdesign creates exceptional objects.

Oskar Zięta explains: our original FiDU technology that we work with at Zieta Prozessdesign along with parametric design lets us freely shape ultralight, well-fitted forms. We work with steel and copper on daily basis yet it was using aluminum in FiDU technology that fully proved phenomenal ratio of material weight to its strength. Products made of this noble metal require great skills in production process as well as experience and care in creative process. All of that constitutes extravagant character of the products. Constructions such as G-Table, fully exploiting advantages of parametric design applied to material like aluminum, become not only products but also objects of artistic value. We decided to use the very special palette of colours by Axalta Coating Systems in order to underline uniqueness and phenomenon of the most luxurious objects that we offer. Every year we will select an exceptional, limited color (Colour of the year) for objects like bionic G-table. For Zieta Collection items we selected a well-balanced color palette matching character of our technology.



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.



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Special thanks to:

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