

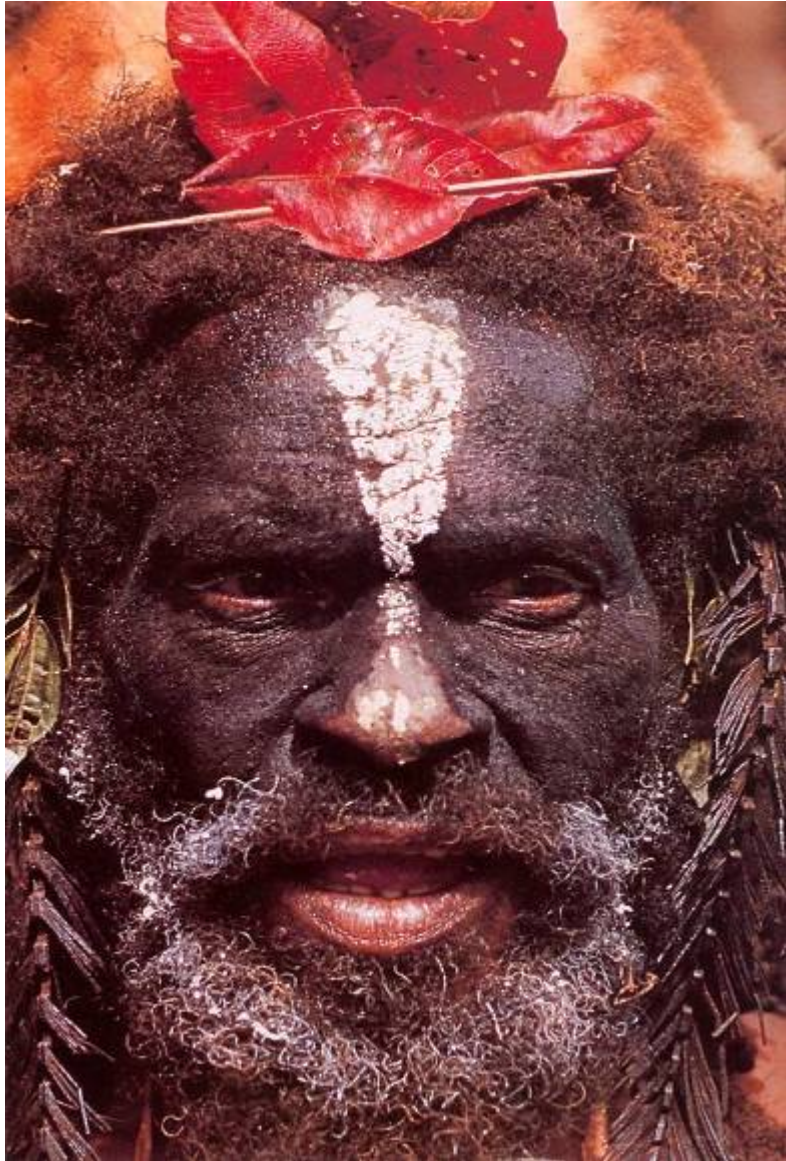


DECORATIVE COATINGS EUROPE

The Language of Color

Akzo Nobel's Coatings & Chemicals
Analysts and Investors Day
London UK, October 19th, 2006

Stephanie Kraneveld
Akzo Nobel Aesthetic Center









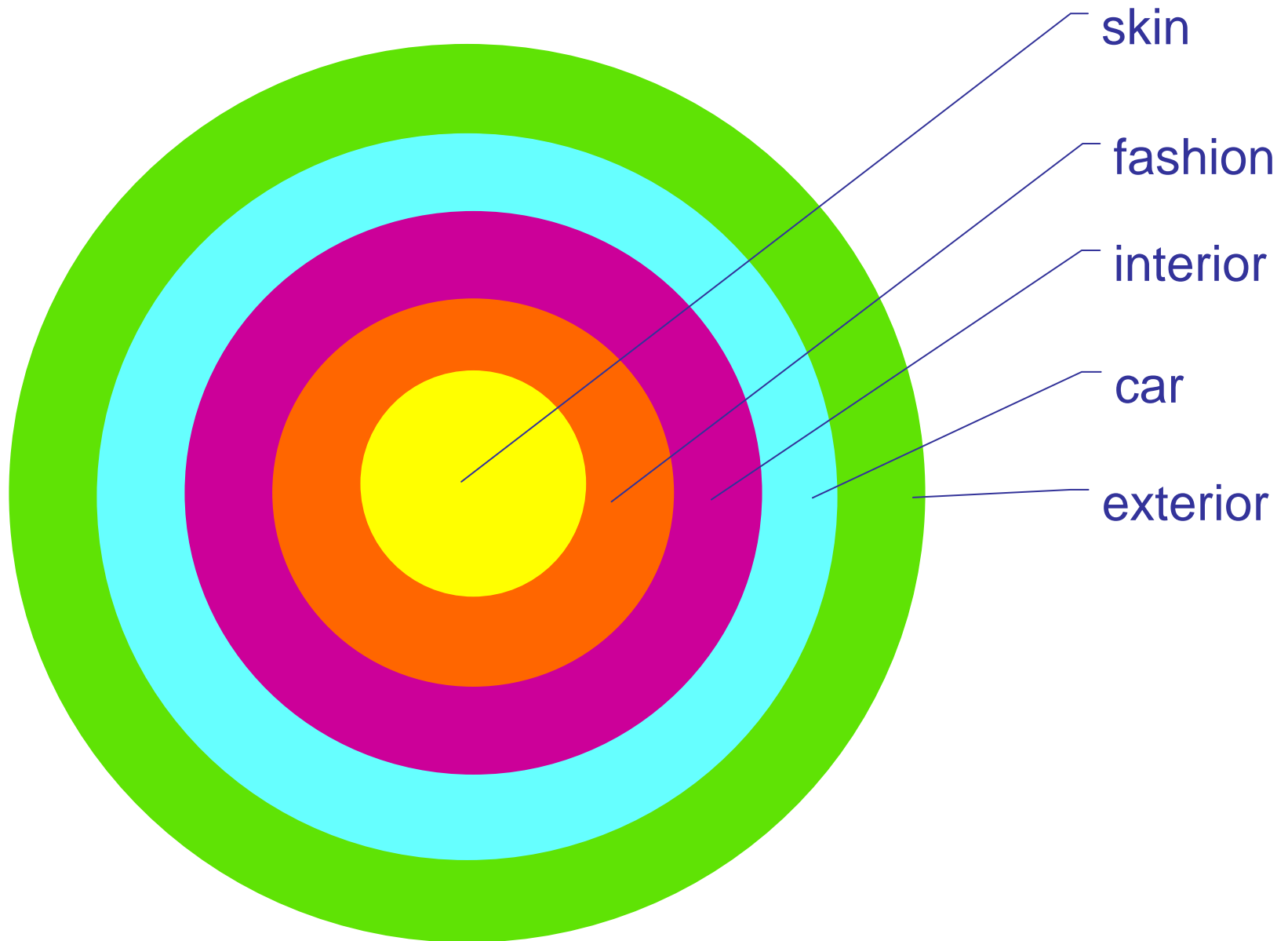
Color creates identity

There is a need to belong somewhere.

So we surround ourselves with skins to show
who we are or where we socially belong to.

And color plays a vital role there.

The extending skin theory





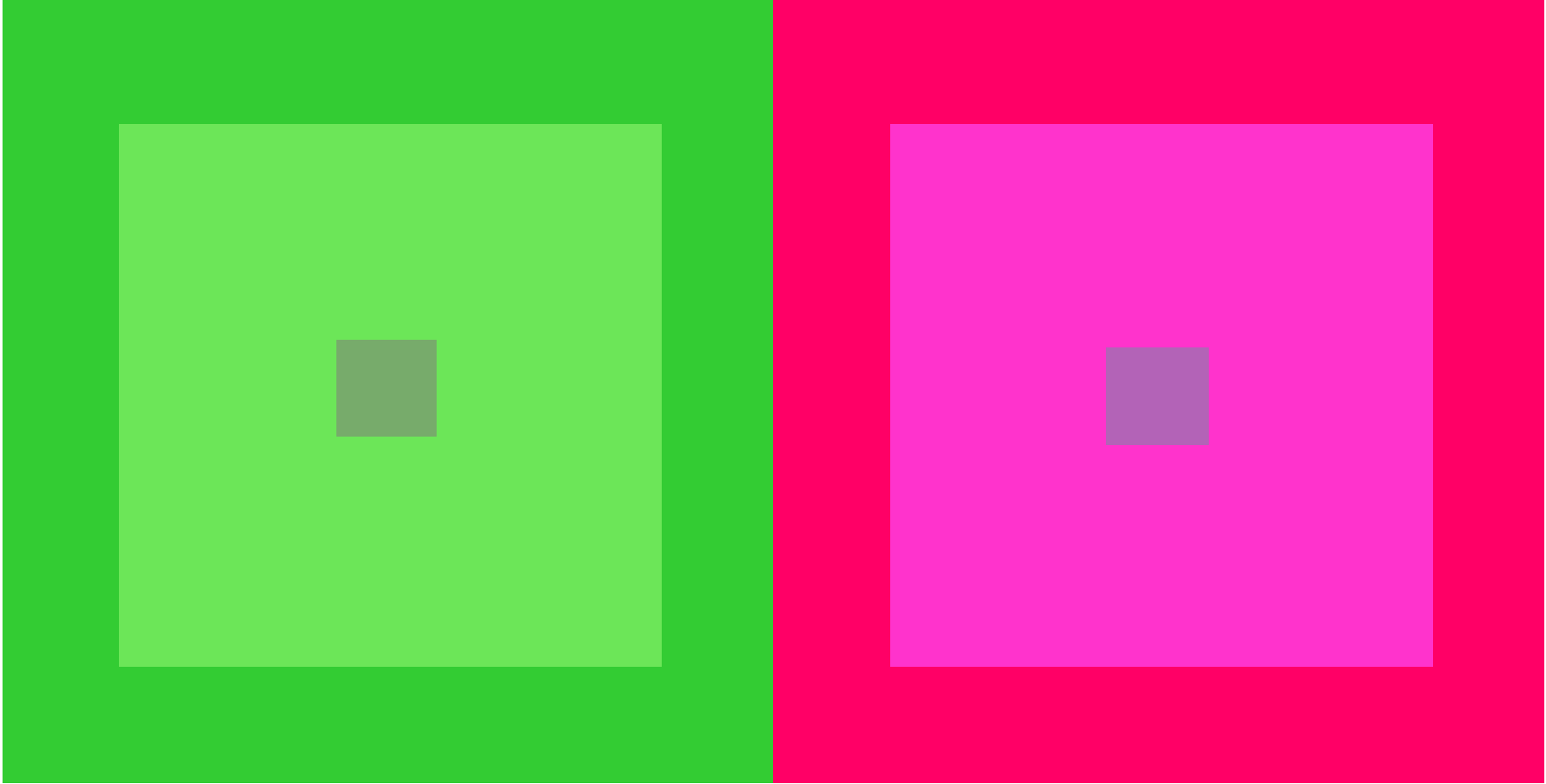


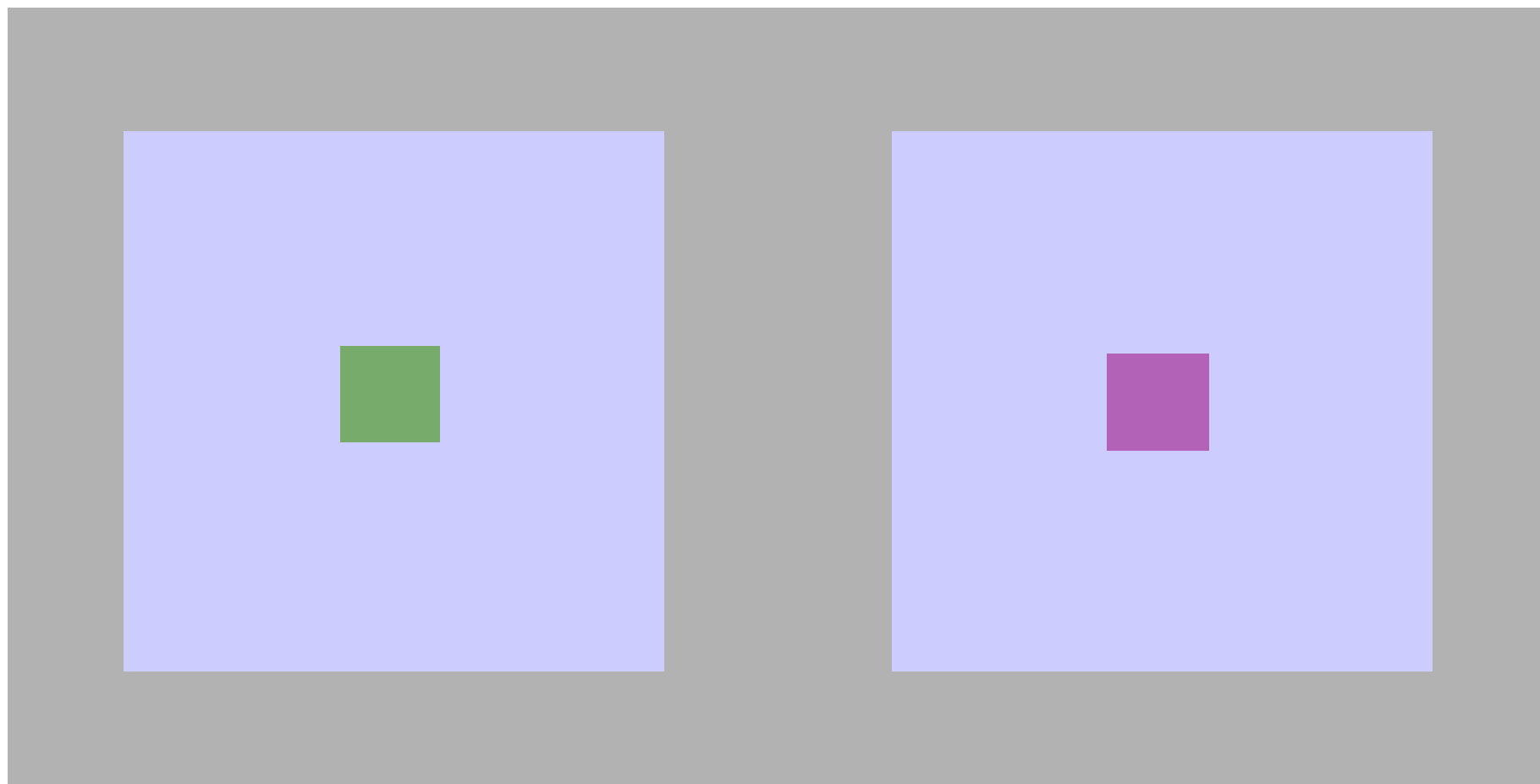


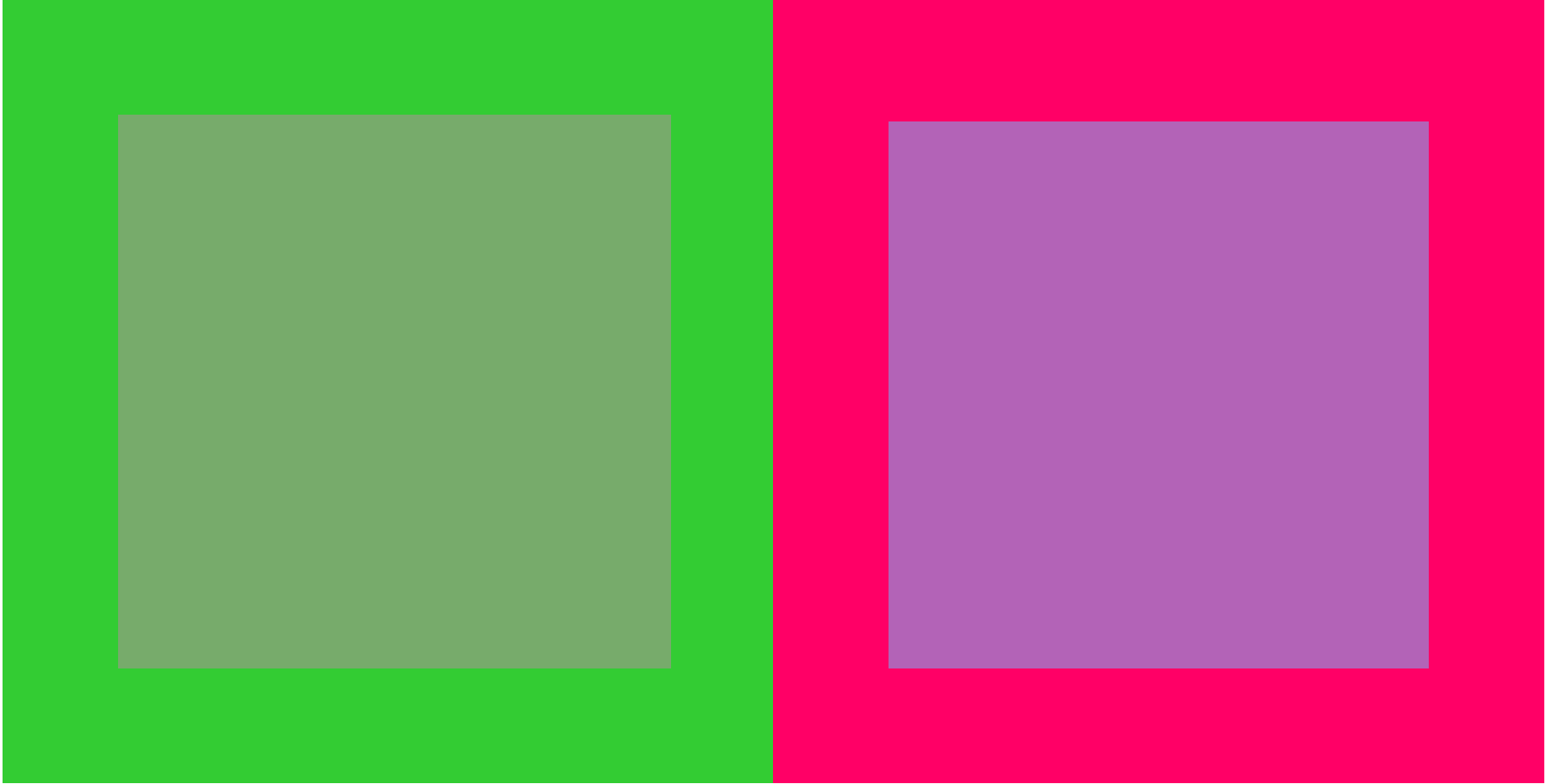


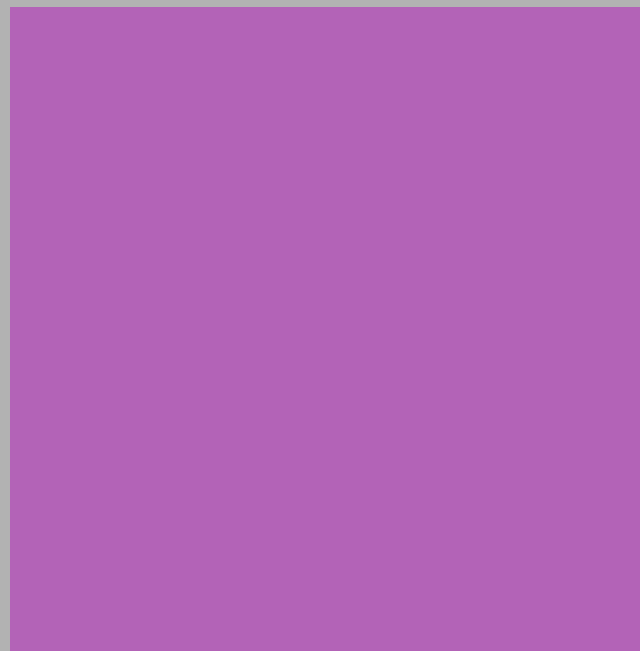
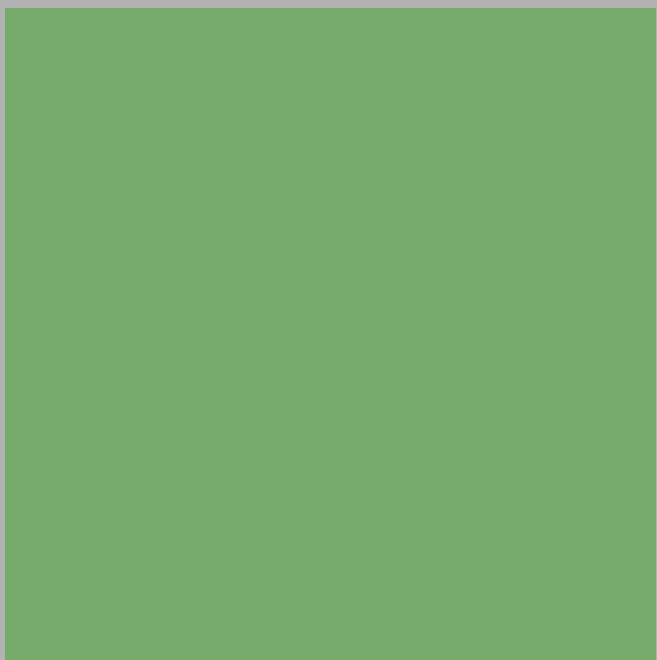


Are you sure about color ?









Color perception







Color is emotion

Like music, color can hit people, surprise people
and connect people. It is very personal.

It's the color that creates the atmosphere.

Vision on color

How to deal with this emotion?

Trend research

The colors of tomorrow: the colour envelope.

Trend research



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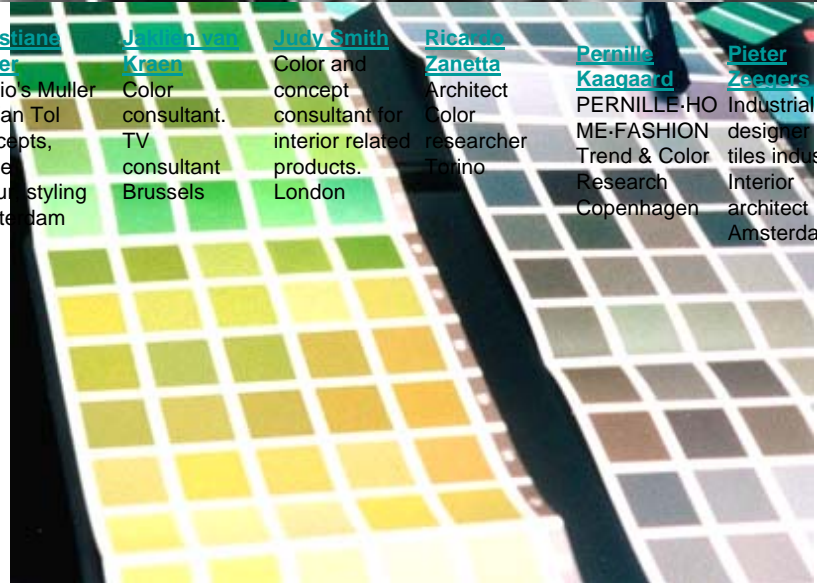
PERNILLE.HO
ME-FASHION
Trend & Color Research
Copenhagen

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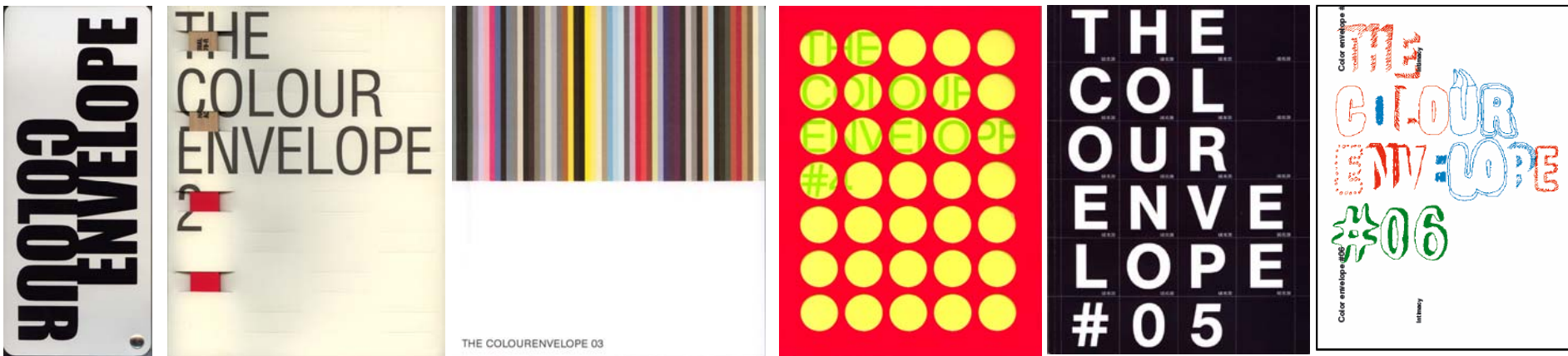
Industrial designer
tiles industry
Interior architect
Amsterdam

Analogue

the workshop for
future colors



Trend research



home

order

credits

color index

structured whites

neutral skin

natural surfaces

sparkling greys

colors on black

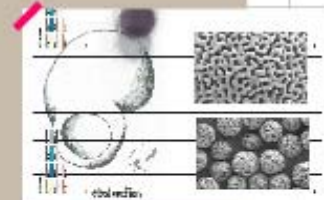
the book



The international team of Analogue, consisting of designers, architects, researchers and colourists from all over Europe, wants to share their view on colour in a book full of ideas, themes and colours, with you. Contrary to former editions in Colourenvelope #6 focus is put on one main theme that the group found most important for the coming years: Intimacy.

previous colour envelopes

- THE COLOUR ENVELOPE 01
- THE COLOUR ENVELOPE 02
- THE COLOUR ENVELOPE 03
- THE COLOUR ENVELOPE 04



Colores del mundo

The concept for easy harmonizing interior colors.

Color design



Morocco Interior



Morocco

Morocco is an exotic blend of old and new, blessed with sun-drenched beaches, ancient medinas and colourful souks. Cradled in the foothills of the Atlas Mountains, Morocco is a celebration of colour, culture and magic.

From the fabulous climate to the warmth of her people, Morocco promises an unforgettable experience.

Morocco, from Colours of the World is calming and relaxing, delivering cool colour schemes for reflection and focus.



Morocco Pale

Morocco Soft

Morocco Mid

Morocco Strong

Morocco Deep

Morocco Intense



Kenya

Kenya, the "Jewel of East Africa" promises the world's most magnificent wildlife parks, thriving coral reefs, memorable mountain ranges and ancient cities.

A beautiful land of extreme diversity - from red-hot rolling savannas, home to the many game parks, to the lush agricultural highlands, with their vast and sprawling coffee and tea plantations.

Kenya, from Colours of the World is exotic and sensuous, with rich earth tones creating a feeling of energy and vibrancy.



Kenya Pale



Kenya Pale

Kenya Soft

Kenya Mid

Kenya Strong

Kenya Deep

Kenya Intense

Color design



Color design



El Sahara vive en mi interior

Colores del Mundo



Un mundo en tu interior
El Sahara vive en tu interior.
Sus colores y texturas, sus formas y
sus sensaciones. En esta colección de
colores, encontrarás todos los colores
que componen el paisaje del Sahara.
Desde el blanco de la arena hasta el
rojo de las rocas, pasando por el
verde de las palmeras y el azul del
cielo.



La India vive en mi interior

Colores del Mundo



Un mundo en tu interior
La India vive en tu interior.
Sus colores y texturas, sus formas y
sus sensaciones. En esta colección de
colores, encontrarás todos los colores
que componen el paisaje de la India.
Desde el blanco de la arena hasta el
rojo de las rocas, pasando por el
verde de las palmeras y el azul del
cielo.



Color is emotion

Color has a tremendous effect on how well
a message is received.

Color as personal branding.



Which color of tie would you choose:

1. When attempting to impress your works colleagues?
2. When taking a woman out to dinner for the first time?
3. When first invited to meet her parents?
4. When being interviewed?

And the winner is:



Which president you trust more?



The Power dresser





Thank God there's paint!

