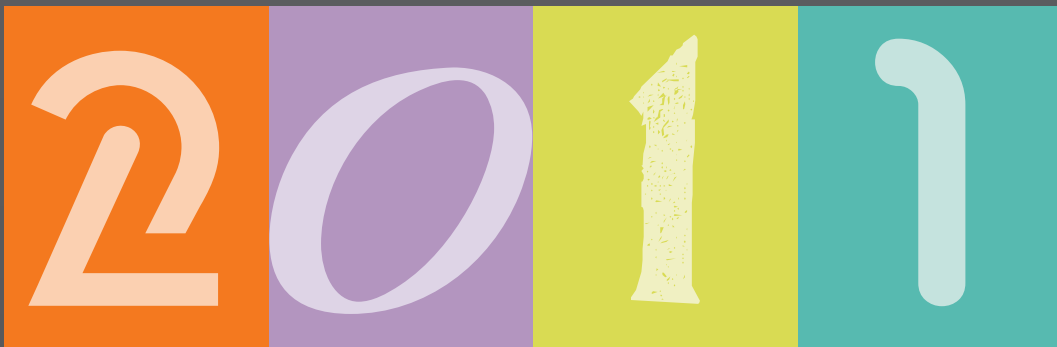
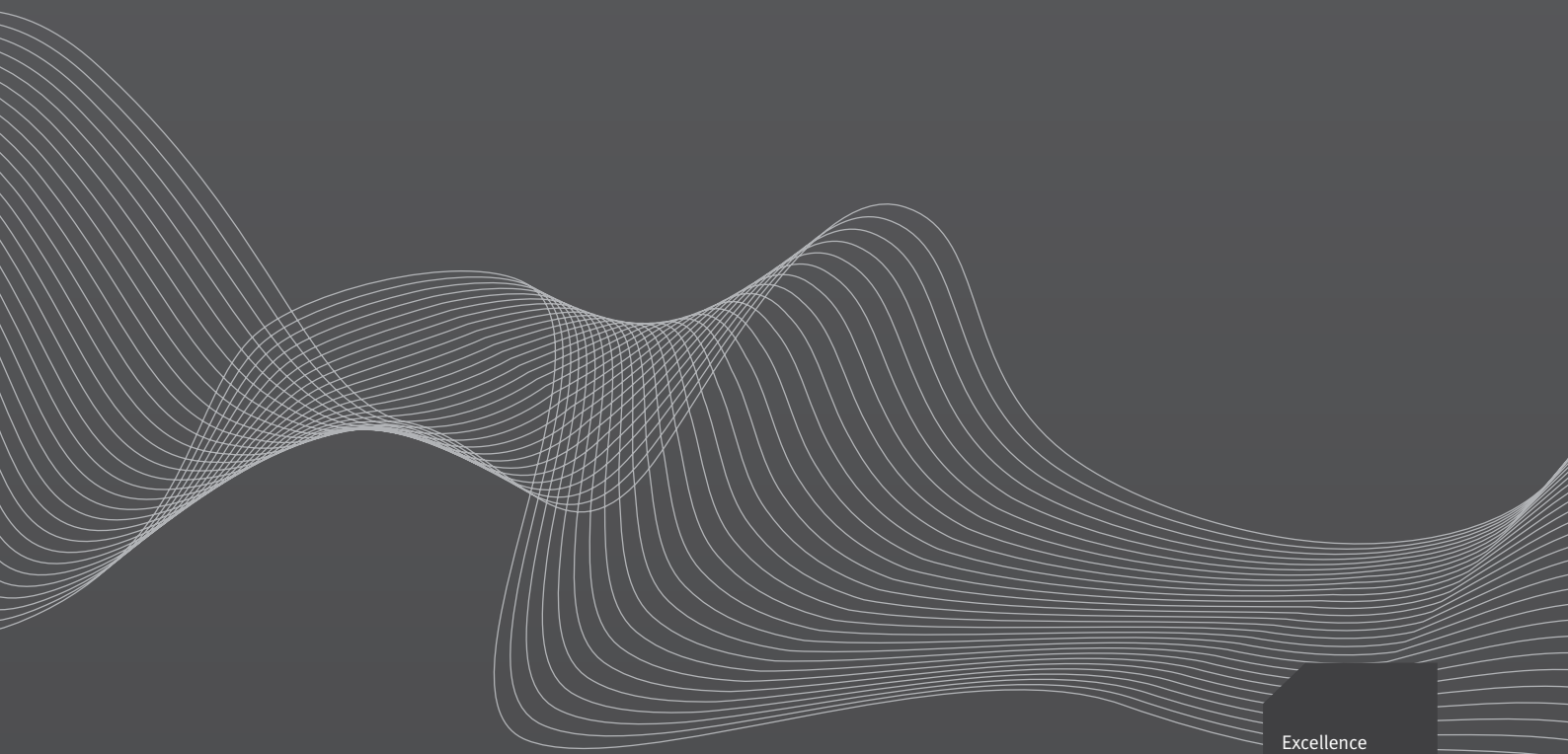


JOHNSTONE'S



colour trends forecast for spring / summer 2011



Excellence
in paint
since 1890

Overview To Our Interior Colour Trends

By looking ahead at future interior trends, we have a credible knowledge of colour within the UK paint market. Our trends are derived from in-depth specialist research utilising references from international trend services, trade fairs, books and magazines. This combined with our experience in analysing the evolution of trends provides exciting colour inspiration for any home or commercial environment.

With a holistic approach we are inspired by exciting designs and innovations in architecture, automotive, fashion, furniture and textiles. By considering social, political and economic factors we can understand why colour and design is changing and how this may impact on our decorating and lifestyle behaviours. Finding the common messages from all of these sources creates the strongest themes for each season. Shown as four trends stories in a cross section of styles, provides something for everyone!

Clare

Clare Howard

Colour Forecast Manager - PPG Architectural Coatings EMEA

Clare is a trained surface pattern designer with a creative background and experience in designing wallpaper, textiles and ceramics. Trend and colour prediction has been a specialism throughout her 10 year career in the interiors market.



Colour specification for commercial projects can be extremely complex, with different sectors requiring very different solutions, depending on lighting, room size, use and accessibility to name but a few.

Our PPG Extra colour services team is available to provide easy but informative guidance on key drivers such as the psychological effects of colour and wayfinding, as well as valuable guidance on creating designs that help meet the requirements to aid manoeuvrability of partially sighted people, as outlined in the Building Regulations Approved Document Part M.

Working from your brief and by undertaking site visits, our Colour Consultants will propose a tailored colour scheme incorporating suggestions from the Johnstone's palette of 15,000 colours. To discuss your requirements, call 01924 354103.



The four colour trend stories for spring/summer 2011 are as follows

Axiom

URCHIN

oracle

Module



colour trends forecast for spring / summer 2011

Axiom

AXIOM MOOD

After a time of reflection, introducing some soul back into the home is approached with honesty and integrity. With an eclectic yet ephemeral look, all things lost and found, reclaimed and prettified belongs here. A carefree approach to decoration means homes can be enjoyably tinkered with and added to daily.

Screen printed patterns on organic linens are introduced into the kitchen, alongside an assortment of family heirlooms and treasured bargains. The use of pretty house plants makes an indoor garden effect. Grainy wood furniture looks milky in colour yet smooth in texture.

AXIOM COLOURS

This range of shades appears veiled in morning mist. Turning the level of colour down a notch creates a homely feeling, but retains a depth of character. Calm yellows contrast with heather and peat, a happy combination. Celadon and truthful blue are restful cools with a modest white being a common thread throughout.

S 3030-Y70R

S 3050-Y90R

S 4030-R20B

S 7020-R10B

S 6010-Y70R

S 0510-Y

S 0540-G90Y

S 2020-G

S 4020-B70G

S 2010-B

S 3030-R70B

S 5010-R70B



Although every effort is made to ensure accurate colour representation due to the limitations of the printing process and the variation in screen resolution, the colours shown above may not be true representations of the actual colours and are meant as a guide only.



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URCHIN

URCHIN MOOD

Nature reveals its darker side in this weird and wonderful trend, inspired by all things lurking deep under the ocean or down in the woods. To reflect the mood, interior spaces use an interesting play on scale and are filled with a mix of peculiar objects.

Skulls and coral make curious ornaments, whilst lighting hangs above you like a jellyfish; eerily beautiful! Spikes and spines, ruffles and studs are fashion-led details on home accessories. For a touch of the exotic, use bold floral prints which grow wildly across bedding and cushions.

URCHIN COLOURS

Walk through wonderland with this palette of saturated colours. Spontaneous and surprising combinations in deep woodland shades of bark, tendril green and oceanic blue off set a myriad of tropical brights such as kiwi, Daiquiri and firefly. What an exciting mix!



S 1050-G80Y	S 3050-G50Y
S 7020-G	S 0530-B
S 2555-B20G	S 4050-B40G
S 6010-Y10R	S 8005-Y80R
S 0570-Y90R	S 1070-R10B
S 3050-R70B	S 4050-R60B

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oracle

ORACLE MOOD

Our vision of the future has a delicate feeling with touch sensitive technologies, memory materials and intelligent products integrating into our lives. These innovations entertain us and improve our levels of communication and comfort, in the home and on the go.

Sleek high gloss cabinets and mirror shine floors create an illusion of rooms with no boundaries. Include coloured glassware and contemporary LED lighting to provide splashes of colour. Metallic gold adds a luxurious highlight and completes this uber cool look. Living in a new decade has really begun!

ORACLE COLOURS

Colours in this palette have an appearance of being under a cold light. Neutral greys are brought to life by co-ordinating them with visionary shades of neon pink, hot orange and dazzling turquoise. For balance use deeper levels of petrol, stainless steel and cosmos black.

S 2030-B50G

S 1015-B80G

S 7020-B10G

S 2002-Y50R

S 5502-R

S 2040-Y10R

S 0510-Y50R

S 0560-Y80R

S 0515-R10B

S 1060-R10B

S 4050-R10B

S 6020-Y80R



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Module

MODULE MOOD

Life can be oh so serious, so introducing some humour into our interiors brightens up our day. Childhood references of retro toys are universally recognisable, with joyful memories attached. This influence can be utilised best in zones for family recreation, painted in blocks of bright colour.

Graphic transfers bring an element of novelty to surfaces. Dogs, cats and ponies are new imagery for wallpaper. Align dollies, robots and cute monsters on shelving as a quirky display. Construction sets of Lego and Meccano inspire a new generation of tables, lamps and gadgets.

MODULE COLOURS

Radiant shades are courageously put together, but always bring a smile to your face. Used with caution or as a bombardment of colour, your rooms will never be dull again! Hues of carrot, playing field green and vivid violet are brave companions to primary red, yellow and blue.



S 0580-Y40R

S 2005-Y90R

S 0570-Y

S 1080-R

S 0804-R70B

S 9000-N

S 3050-G20Y

S 3560-G10Y

S 1030-B10G

S 3050-R90B

S 3060-R90B

S 5040-R60B

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For more information on Johnstone's products and services...



Click:

www.johnstonetrade.com



Call:

0800 023 2170



Consult:

Arrange a meeting with your local Specification Development Manager by calling 0800 023 2170 or emailing specifiers.acuk@ppg.com



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