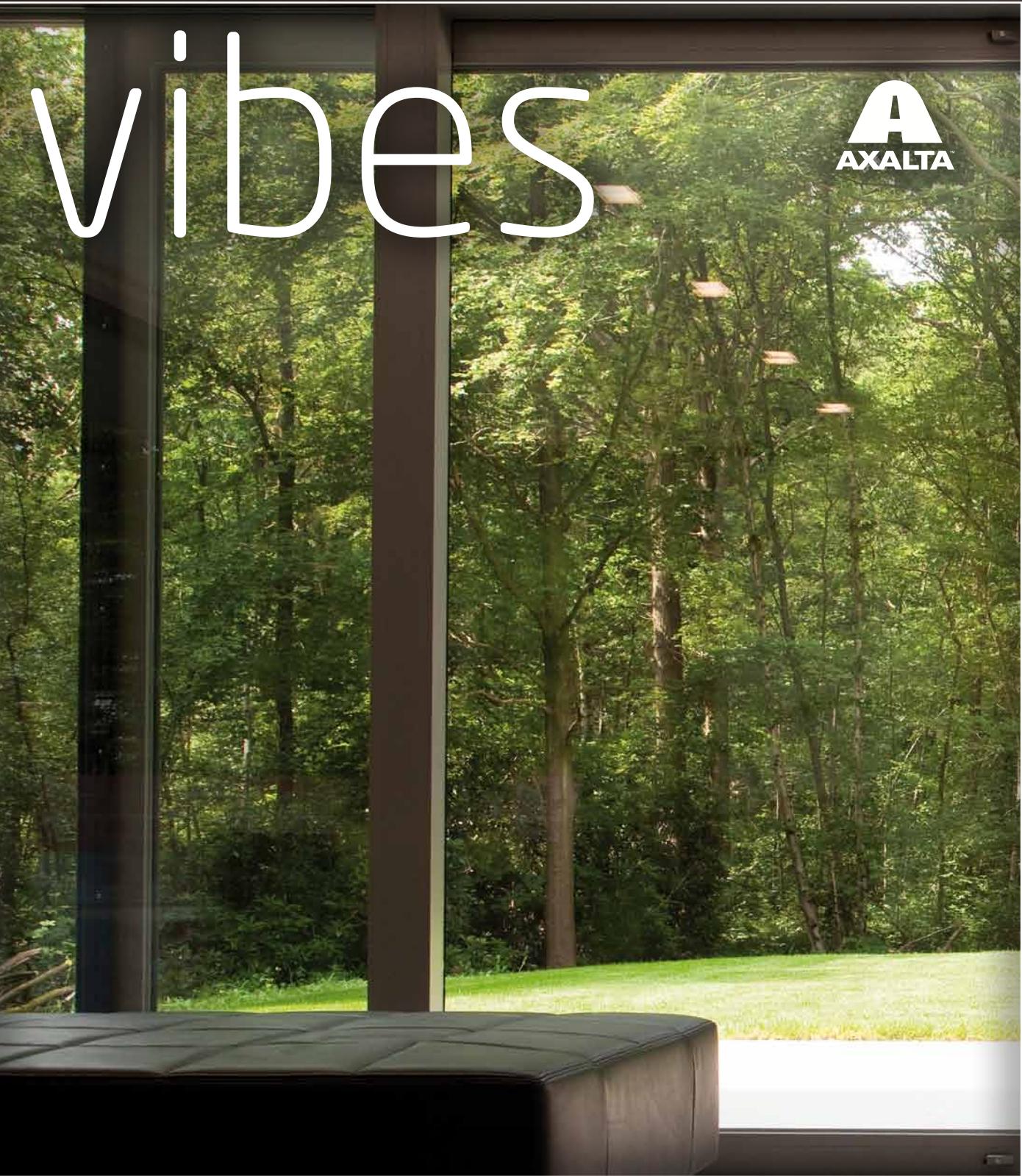


# vibes



## trendreport 1.2016

### touchy

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

### metallux

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

### naturalia

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

### colour collage

Digitization brings along enormous possibilities.

[read more](#)

[read more](#)

[read more](#)

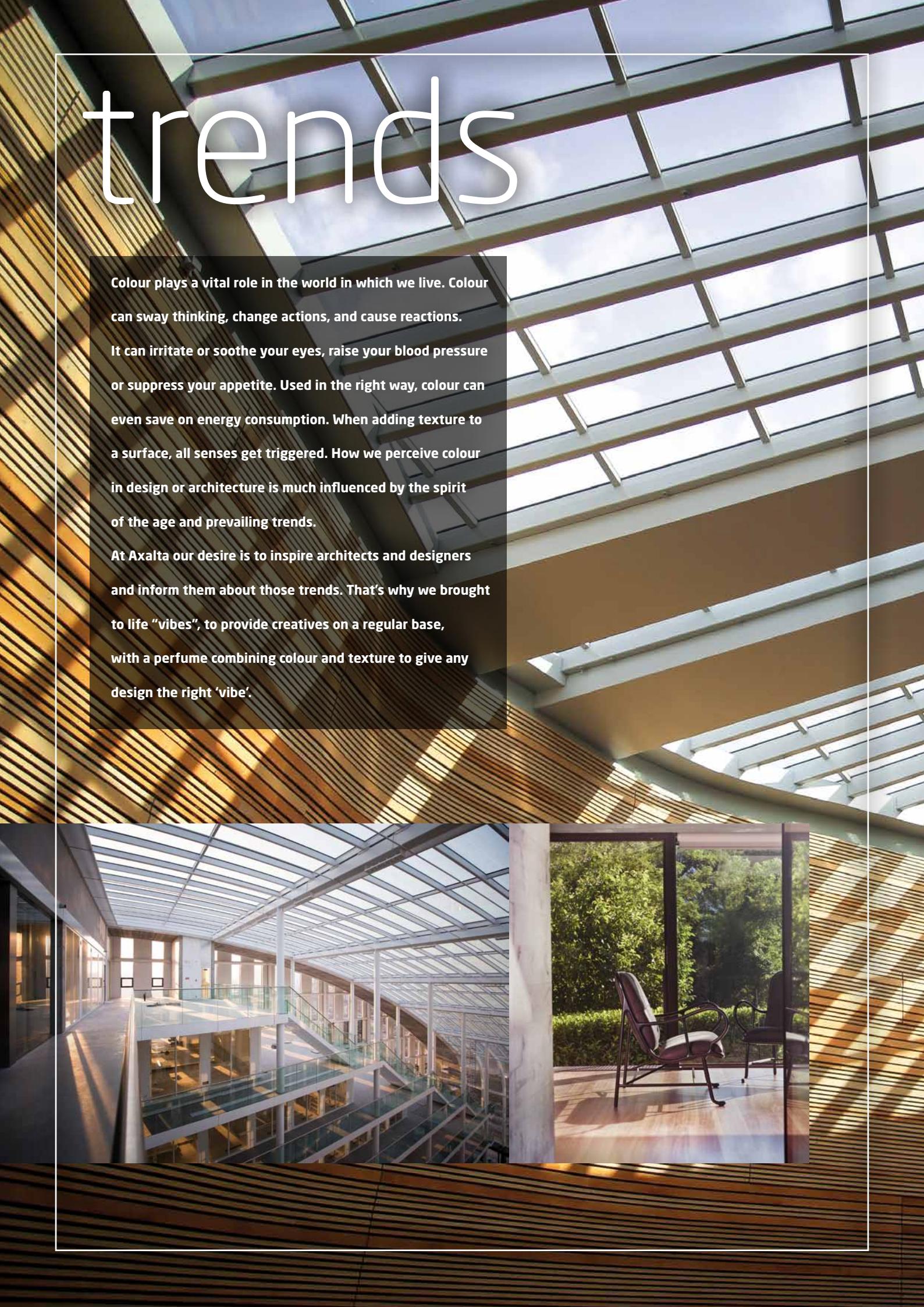
[read more](#)

# 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.

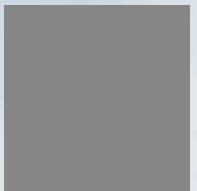
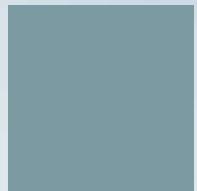
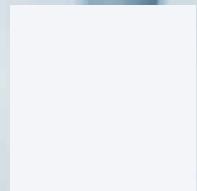
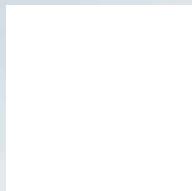
## function

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.**



Click  
to order  
samples

## 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

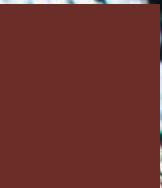
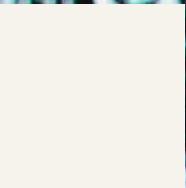
... we see, in addition to textured powder coatings, more and more use of matt finishes. Axalta's Matt and Fine Textured Collection are clearly responding to this trend. The development of SoftTouch is even more focused on tactility, it connects design to our emotions.



Fine Textured Signal White AE03059900320  
Fine Textured Granite Grey AE03057702620  
Fine Textured February 6 AE03217050620  
Anodic Saphire 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.

Click  
to order  
samples



## 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.



Fine Textured  
Quartz 1

AE03411122820

Matt Beige Red

AE30013301220

Ocean by Night

S0031CS501420

Fine Textured Oxide 5

AE03218112620

Anodic Gold

AE3011100820

Copper

AE20218007721

# naturalia





**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.**

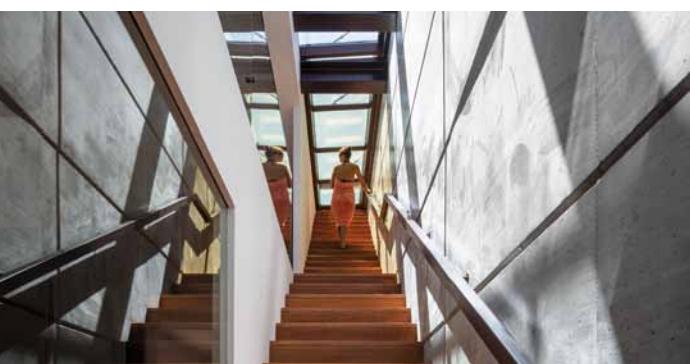
**in architecture**

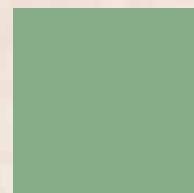
... this means that variants of blue, brown and purple and also dark greens appear. We see experiments where aluminium takes on the appearance of wood or stone.

**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.

Click  
to order  
samples





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](http://www.alestacolourit.com/vibes201601.php)

### **Special thanks to:**

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

Architects: Mark Van Acker, GROUP A Architecten, CEPEZED, Jacques Verbeke, Philip Dewit, D.Perrault-Paczowski, Fritsch-M3 Architects, JAKOB + MACFARLANE.

Photographers: Ivan Dupont, Aurélie Fernando, Nicolas Borel.

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*Menu -> Edit -> Preferences -> Trust Manager -> Edit Settings*

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