

# Color Trends

**Color trends can emerge from anywhere, Interpon has the coverage to be there**

Once a year, the Aesthetic Centre of AkzoNobel meets with an international group of creative experts from the fields of color, design, architecture and fashion. The group, with their fingers constantly on the pulse of trends and color, discusses and decides which ideas and colors will be key for the following year.

Drawing on global sources from fine art to technology, design to nature, architecture to fashion and music to popular culture, their views and insights about how trends and color palettes will develop and evolve gives you all the information you need to know.

The result is the color trend forecast *Color Futures*, also featuring the AkzoNobel Color of the Year.



## Color Trends and Powder Coatings

The resulting trends and color palettes of Color Futures influence and guide the global architecture scene. This influence reaches its way to powder coatings through the triennial *Collection Futura*.

The collection is a favourite of architects globally and is often the showcase of new technologies, color capabilities and finish innovations. In fact, the collection has been inspiration for our entire color range.

