

# vibes



't Scheep, Hasselt, Belgium by JASPERS-EYERS | ARCHITECTEN UAU | COLLECTIV SAO | ARCHITECTENBUREAU MICHEL JANSSEN

## trend report 1.2019

### sense

The feminine colour scheme with an artistic flair.

4

### lavish

The art deco revival; an extravagant and surreal evolution of colour.

6

### austere

A sober colour palette with a rural and romantic atmosphere.

8

### visionary

Space and technology will make our world a better place.

10

### designer vibes

Read the stories of architects and designers working with colour and powder coatings.

12



# introduction

As you are reading this, a new colourful edition of vibes is at your disposal!

A true journey in material, texture and colour that makes any design pop. Four trend themes, inspired by all corners of the world. Trend spotters, trend setters and early adopters set the moods and spirits of the future.

In this edition we cover 4 new trends: sense, lavish, austere and visionary. They will be your guideline for colours and effects of metal substrates in architecture and design.

Find out more about the different qualities and how to put them to good use in your projects and become overwhelmed by the possibilities of powder coatings!

Each edition of vibes comes with a handy fan deck with actual sample panels of the colours highlighted in this magazine.

You can order yours via

**[www.axalta.com/vibes-1.2019](http://www.axalta.com/vibes-1.2019)**

**[www.axalta.co.uk/vibes-1.2019](http://www.axalta.co.uk/vibes-1.2019)** (United Kingdom, Ireland)

**[www.axalta.se/en-vibes-1.2019](http://www.axalta.se/en-vibes-1.2019)** (Scandinavia)

**[www.axalta.com.tr/en-vibes-1.2019](http://www.axalta.com.tr/en-vibes-1.2019)** (Turkey)



## Explore our range of powder coatings in our new showroom, at The Building Centre in London!

Our colour experts are always on the move for the latest trends and translate this into professional advice in both colour and quality.

The Axalta Colour Experience Rooms throughout Europe are the center of inspiration for architects and all creatives designing with metallic substrates.

This spring we opened a new location in London. Our showroom will be located in The Building Centre, a development and knowledge hub for the built environment.

Plan your visit now and find the right colours for your next project. Dami Babalola, architect and colour expert for Axalta will be happy to host you with her expertise!

### Where to find the Colour Experience Room in London?

The Building Centre | Lower ground  
26 Store St | Fitzrovia | London WC1E 7BT

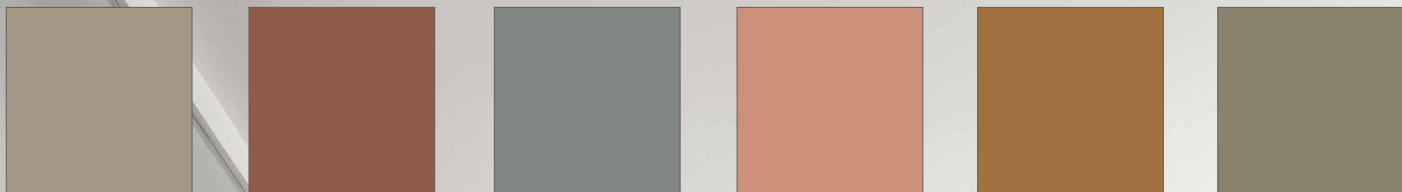
### How to get in contact for your personal colour experience?

#### **Dami Babalola**

Architecture Colour Expert  
dami.babalola@axalta.com  
Mobile: +44 7771 336800







sense

Isimar, Spain





Beaverhausen, Belgium

**The feminine colour scheme with an artistic flair.**

**Primitive and rounded shapes with a desire for natural, earthy shades.**

## in architecture

We find abstract forms melted together in an irregular composition. The texture and effect of the surfaces play an important role in soft, warm rudimentary colours. Warm tinted greys with an anodized finish are the architectural key colours for metal substrates.

## in design

Rounded shapes inspired by the female body with a focus on absolute comfort. The organic shapes lust after nude hues and tactile finishes, highlighted with a pinch of soft lilac.



Isimar, Spain



ICI Bookstire & Coutume by Studio Briand & Berthereau©, France

Belid, Sweden

PRECIOUS SAND  
Fine Textured Metallic  
SD031C8006020

CITY TERRACOTTA  
Fine Textured Metallic  
SD031C8021020

SILVER DREAM  
Matt Smooth Metallic  
SD0301C7036020

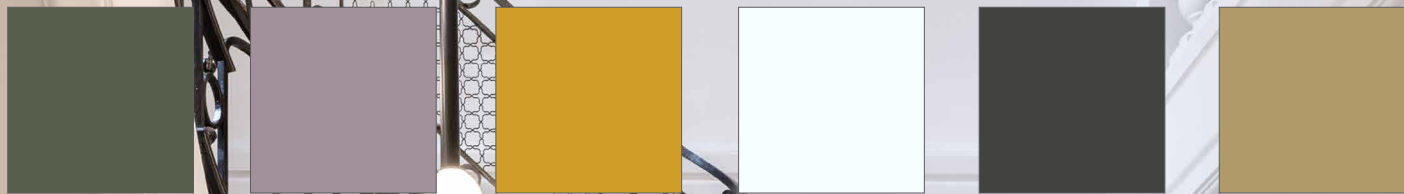
BEIGE RED  
Fine Textured  
AE03053301220

OCHRE BROWN  
Fine Textured  
AE03058800120

ELOXAL 32  
LIGHT BRONZE  
Matt Smooth Metallic  
SD201C1164121







Figaro Auditorium, France  
Studio Briand & Berthureau©





Studio Segers, Belgium

**The art deco revival, an extravagant and surreal evolution  
of colour in which decadent gold plays the key role.**





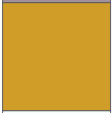



Isimar, Spain

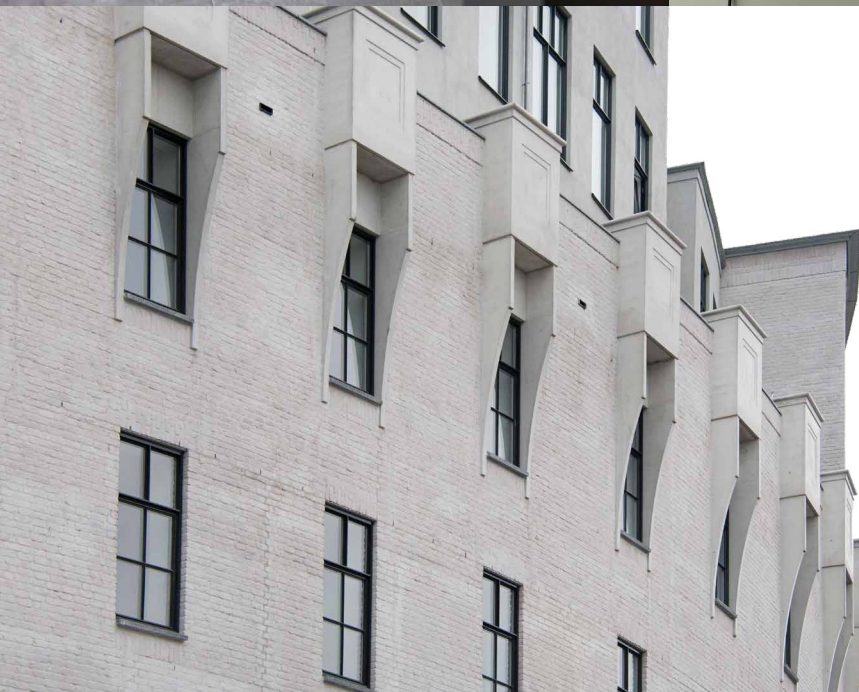
## in architecture

Architects are equally interested in the past as in the future, getting inspiration from the classic grandeur of the roaring 20's. Key colours are flamboyant gold and a rich brown black.



Belid, Sweden

	MODERN KHAKI Fine Textured SD130C6026020
	PASTEL VIOLET Smooth Matt AE300C3400920
	HONEY YELLOW Smooth Matt AE30011100520
	FINE PEARL Smooth Matt Metallic SD301C9034020
	INTENSE CARBON Smooth Matt Metallic SD301C4014020
	ANODIC GOLD Smooth Matt Metallic AE20111000820

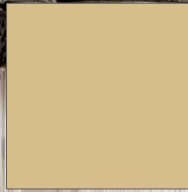
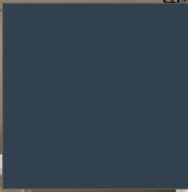
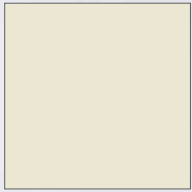


## in design

Objects do not need to have a clear function and can simply be eccentric in form and colour. Extravagant lusters are again the center of the room in an interior where retro green is the centerpiece, creating bold combinations.

Maankwartier Heerlen, The Netherlands  
Source: Reynaers Aluminium, Wauber Architects  
Photographer: Marcel van Hoof (Weller)





austere





Modular, Belgium



Magda, Brossier Saderne, France



University of Oxford, UK by Rafael Vinoly architects



**A sober colour palette that has a rural  
and romantic feel to it.**

## in architecture

Farmsteads get a conservative and timeless makeover with sober materials. Whilst contemporary architecture is given a rural, hand finished industrial look. Soft beige colours with a sandy textured finish play the key role.

## in design

We create a serene environment with brute materials, and an ecological awareness. Dark workwear blue and weathered black brown are the highlight of an interior.

BEIGE LIMESTONE  
Fine Textured Metallic  
SD031C1007020

ANODIC CHAMPAGNE  
Smooth Matt Metallic  
AE20101000220

STEEL BLUE  
Fine Textured  
AE03055501120

BEIGE  
Fine Textured  
AE03051100120

TIMELESS RUST  
Fine Textured Speckled  
SD034C8023020

GREY BEIGE  
Fine Textured  
AE03051101920

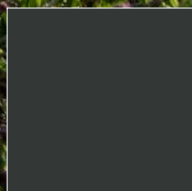
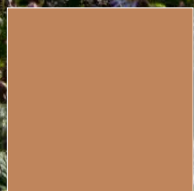




# visionary



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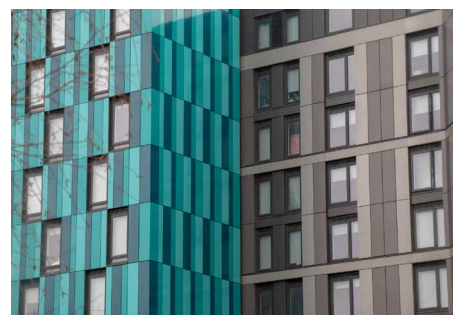


**We become empathic visionaries  
inspired by space and are convinced  
technology will make our world a  
better place.**

## in architecture

We combine marbles and innovative materials into a futuristic look. Cold metallic greys and off-black are highlighted with an aqua splash blue.

New Era, Sheffield | Sotech-Optima, UK



SIMPLY COPPER  
Smooth Matt Metallic  
SD301C2040020

GREY ALUMINIUM  
Smooth Matt Metallic  
SD301C7900721

ELOXAL 35 BLACK  
Smooth Matt Metallic  
SD201C40000720

GREEN GREY  
Fine Textured  
AE03057700920

AQUA SPLASH  
Fine Textured  
SD130C5017020

ANODISED SILVER  
Smooth Matt Metallic  
SD201C7035020

## in design

We will create interiors with a digital feel, but with a human and emotional touch. The colour palette is set up around moss green, greys and accents of an orangy bronze metal like finish.



Belid, Sweden

Figaro Auditorium, France  
Studio Briand & Berthereau©





# designer



a2o ARCHITECTS | Belgium



# vibes...

## PROJECT GROENE WAL by a2o ARCHITECTS

Project Groene Wal is located in the historic center of Maaseik at a location that is part of the former Ursuline monastery. The unique site is located in the middle of the city center, but also adjacent to the green city wall.

After drawing up a master plan for the monastery site, the choice was made for the conversion of an old primary school into a residential project consisting of 11 apartments and 5 town houses. This new vision plays an important role in the upgrading of the historic shore and will act as a catalyst for new projects, such as a new city park.

The project is based on 3 spearheads: a harmonious integration into the urban fabric; integration of garden architecture and architecture; and a refined detailing with a sober materialization.

The original image of „the house“ forms the basis of this design. This type of building connects in a contemporary way with the historical heritage and the urban landscape. Two building volumes with a steep gable roof and dormer windows closely match the adjacent, protected Ursuline monastery in terms of height and roof pitch. In the Boomgaardstraat the vertical rhythm of the cloister is continued. This ensures continuity in the street scene.

The green courtyard is also a contemporary interpretation of historic architecture. By emphasizing the garden architecture of this, we express the ambition to add an accessible green space in the city. This reinforces the sustainability of the project by contributing to air quality, residential quality and experience. The space in the concept is therefore maximally overgrown and will be taken into joint management. The unique thing about the garden is the green hill.

The third highlight lies in the detailing, materialization and depth of the facade. The visual language of the building volumes is clearly and consistently applied in all facades. The basis of the architecture consists of masonry in a „Maaslandic“ stone, braised roof tiles, wood and large aluminum windows, in a bronze tint. A few subtle elements are added to this that refer to „Maasland“ architecture, such as the skirting boards and layers in light gray concrete based on „Maasgrind“.

In the detailing of the brickwork, relief was used, creating a play of light and shadow. Typical for the project are the large windows that provide sufficient daylight in the houses and allow the residents to enjoy the unique views. The window distribution consists largely of 2 large opening wings. A principle that was also applied to the historical examples in Maaseik. To match the façade materials, a colour tone was sought that contrasts and harmonizes.

Architect: a2o - [www.a2o.be](http://www.a2o.be)

Builder: Vestio - [www.vestio.com](http://www.vestio.com)

Visuals: Nanopixel - [www.nanopixel3d.com](http://www.nanopixel3d.com)

The applied powder coating colour is  
Anodic Brown AE20108000420  
[www.axalta.com/anodic](http://www.axalta.com/anodic)







# designer



Belid is a Swedish manufacturing company with production and head office in Varberg since 1974. The company produces lighting for homes, hotels, conference areas and public environment. Product development in lighting is of high importance to Belid, especially considering the demands in the future for low energy consumption. Belid constantly challenges themselves with knowledge and experience, to exceed the expectations from their customers. It is extremely important to keep the high quality that is connected with the brand Belid. Axalta Coating Systems is the supplier of powder coatings for the exclusive lighting sculptured and designed by Belid.

**BELID** | Sweden





# vibes...

Simire is a specialist in public furniture: education, catering, corporate and accommodation. Innovative, technological, industrial and commercial power, Simire draws its strength from a stable shareholding for 70 years, and the skills of more than 150 women and men in France.

Simire pursues two major strategic choices:

The desire to innovate by creating new ranges and the development of new markets in France and abroad.

Simire developed a specific know-how that is expressed in the design, production and marketing of its range of public furniture.

Simire knows how to respond quickly to the expectations of its customers, through useful innovations and a strong design that contribute to the comfort and quality of their reception and catering areas.

Its action is part of a clear, rigorous and transparent Sustainable Development approach, and thus intends to fully assume its economic, social and environmental responsibilities.

## ECCE

Created by C + B Lefebvre for SIMIRE, the ECCE concept is a new family of headquarters for catering. Different typologies of seats adapt to many models of feet. Using 3D wood technology for the hulls, the ECCE seats combine finesse, robustness and comfort.

They benefit from an exclusive principle of „Easy Lift“ table support Principle „Easy Lift“ allowing an innovative design and 30% less effort in handling.

ECCE of SIMIRE, Design for customers and teams!

SIMIRE | France



# designer

**Umbrosa is a Belgian manufacturer with only one focus: developing parasols and shade sails that will make you happy. R&D and production are completely located in Belgium, goods go out all over the world.**

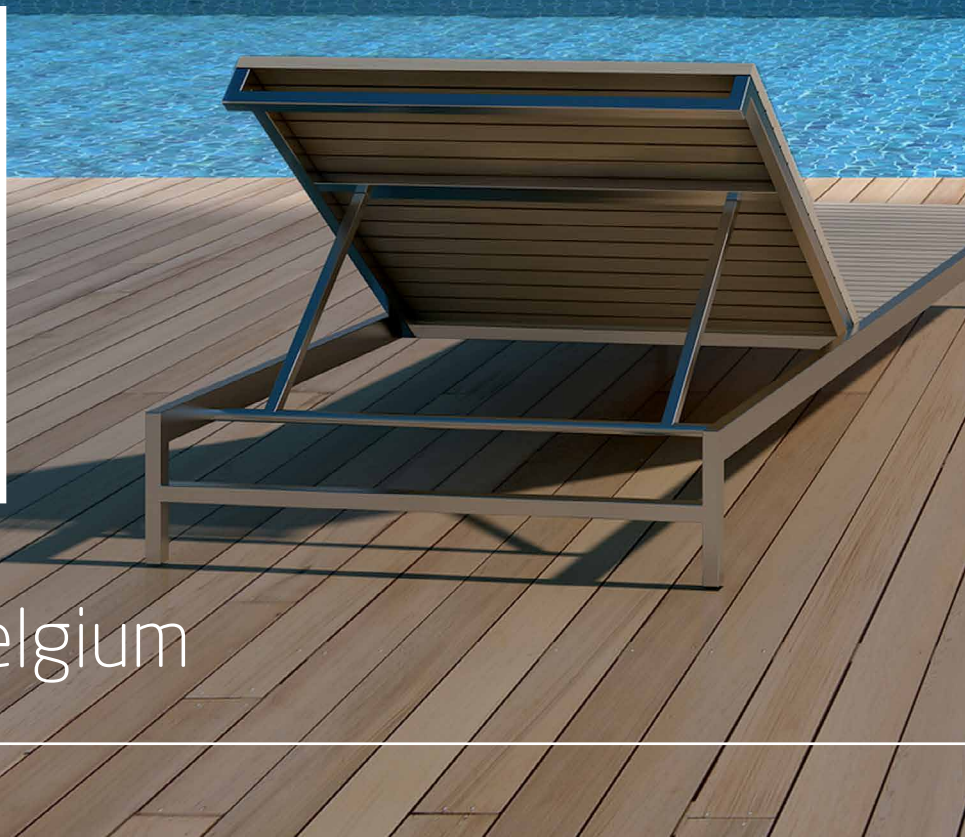
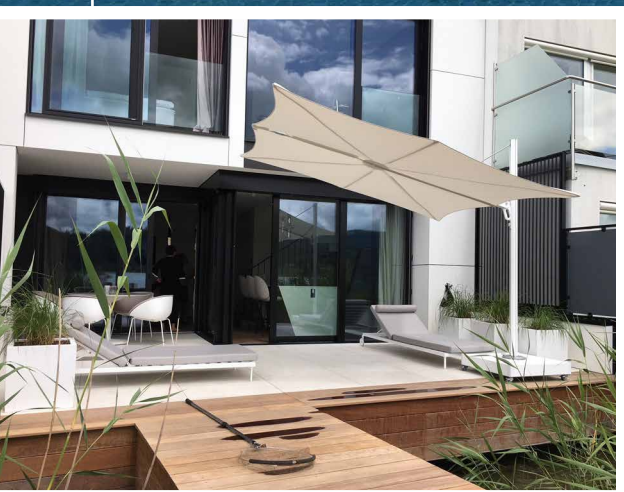
## **Umbrosa always a little different**

Today's consumer is no longer looking for ordinary, boring or everyday furniture. He is looking for objects that fit his identity or re-inforce it. He is searching for what makes him happy and what makes his surroundings more beautiful. Umbrosa parasols and shade sails are more than perfect functional shade products, they complete their environment and provide the original and creative result you have always dreamed of.

## **The innovation of 2020, launched at Salone del Mobile 2019**

Umbrosa launches the Spectra UX, the ultimate user experience umbrella. The already iconic Spectra umbrella was completely reinvented and redesigned as a unique ergonomic shade object. This intuitive umbrella can be moved up and down with just 1 finger. Opening and closing the umbrella has never been this easy. With the Spectra, Umbrosa offers a sustainable umbrella. All parts are easily replaceable which guarantees years and years of careless pleasure. The Spectra UX with its contemporary look goes hand in hand with the modern and timeless settings. During Salone del Mobile we showed and tested the first concept model. The Spectra UX will be available as from Spring 2020.

For the selection of powder coating colours, Umbrosa relies on Axalta's powder coating experts to make the best choices in terms of quality, colour and finish.



**UMBROSA** | Belgium

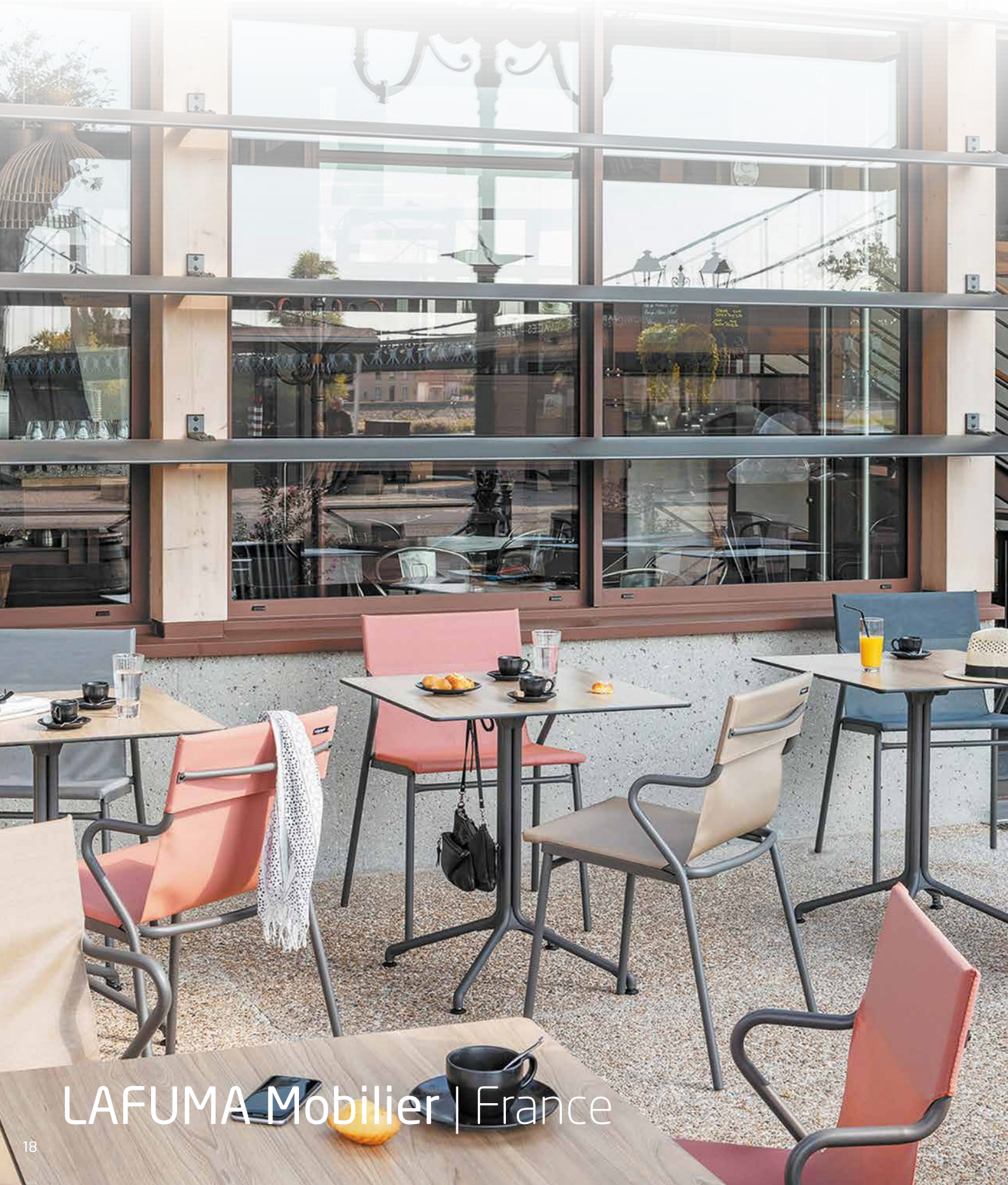


vibes...





# designer



LAFUMA Mobilier | France



# vibes...



## LAFUMA Furniture presents the HORIZON collection, signed BIG-GAME

The outdoor furniture brand has teamed up with the Swiss design studio to create its new collection dedicated to the terraces of cafés, hotels and restaurants. LAFUMA chose to collaborate with this trio of ultra-creative young designers (Tectona, Hay, Magis, Muji, Alessi, ...) to design a collection with essential lines, high quality and with a strong graphic signature.

Arnaud du Mesnil, General Manager of LAFUMA Mobilier, about this collaboration, a team of accessible designers, attentive to our industrial constraints and with whom we had great pleasure to work.'

A unique brand in the world of outdoor furniture, LAFUMA Furniture has been developing for 60 years, remaining true to its DNA and its roots 'made in France' (factories in the Drôme and Ain).

Baptiste Neltner, Collections & Marketing Director, emphasizes the brand's identity design: 'our style is at the confluence of the Bauhaus with its strong, masculine, functional lines, and the French fashion, more flexible, feminine, focused on the comfort.'

Today LAFUMA Furniture puts its know-how at the service of well-being everyday and accompanies its customers in all their moments of relaxation, sharing and conviviality with contemporary and sustainable collections.

The entire HORIZON collection is labeled Origine France Garantie, the only certification label of origin, transparent and independent.

LAFUMA Furniture follows the stylistic trends of the market and creates its colours in close collaboration with the Axalta Colour Experts.





# designer

## **BD Barcelona Design is a daredevil in colour**

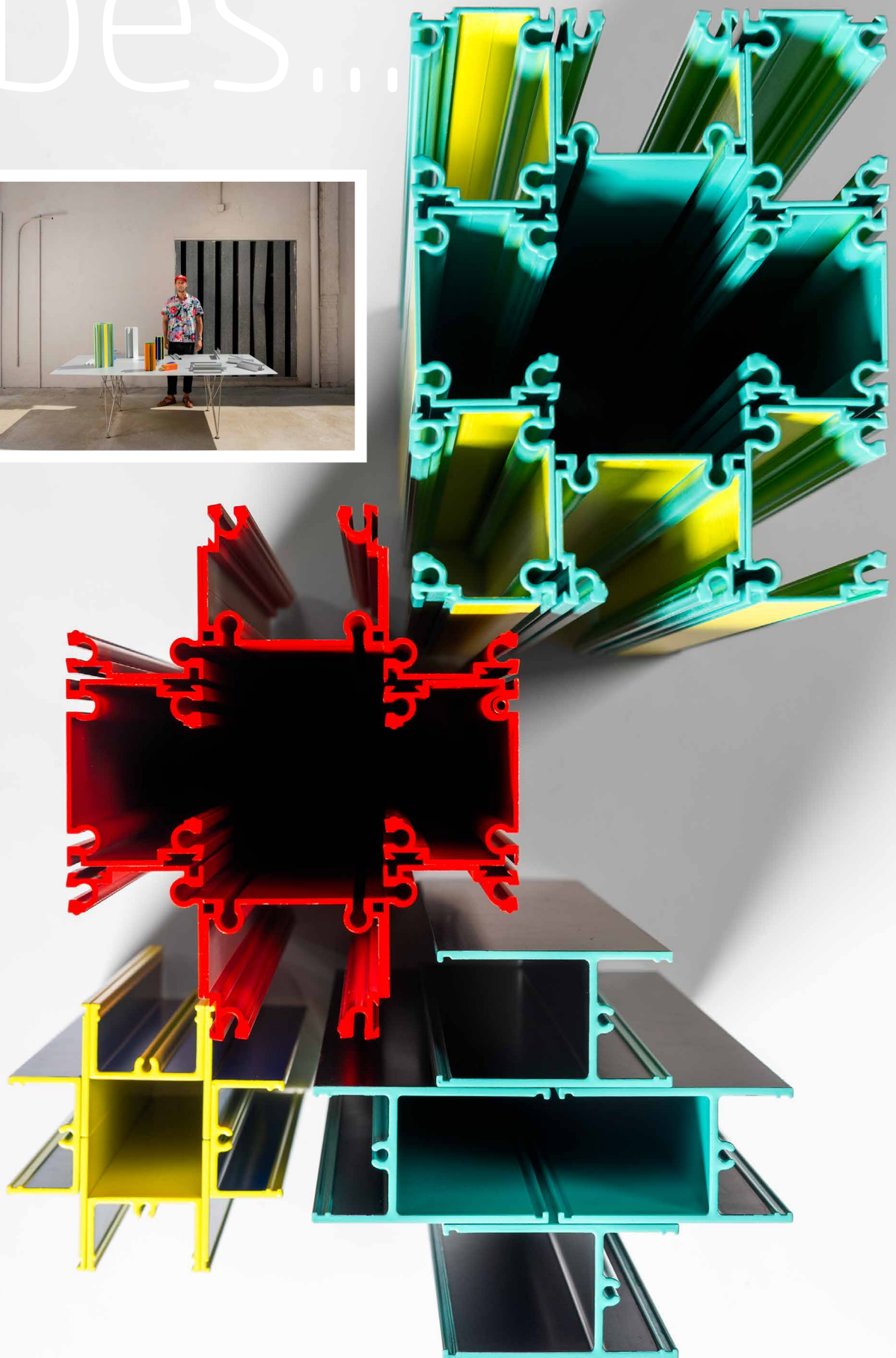
For their recent PISCIS Collection they really went all the way and with a nice recycling story behind!

What can you do with parts from discontinued products? At BD Barcelona Design we invited designers to think about new products made out of them, with an amazing success. At the Salone del Mobile in Milan we will present PISCIS, a collection of vases inspired by the colours of fishes, made out of discontinued extruded aluminum profiles, designed by Jorge Penadés Serrano. They have used Axalta powder coating colours.





# vibes...



BD Barcelona Design |Spain



# colour

## What are the most popular colours and finishes in today's architecture and design?

Searching to select the right colours for the future can be challenging. What is popular today will be no longer be so in a few years. Fashion, lifestyle, sociology, culture all influence the choices we make in materials and colours. At Axalta we keep a close eye on prevailing trends to make sure we have the right colours, effects and finishes for designers today AND in the future.

In architecture trends are moving more slowly and when looking at our sales within the segment we see grey playing still a very important role, although less than a few years ago. Black was the fastest growing colour in the last 5 years. And more specific in a sandy fine textured finish.

## Anodized looks

In assessing the popularity of colours for the future, the Axalta COLOUR it. sample panel service is a very good indicator. It shows us exactly where architects are looking for to give their projects the right identity.

After the Jet Black Fine Textured, AE03054900520 and Anthracite Grey Fine Textured AE03057701620 were not surprisingly followed by 4 anodized looks. Anodized looks in powder coating have more benefits than actual anodization, because you are not only limited to using only aluminium. Also, other metal substrates like steel or galvanized steel can be given an anodic finish, with all benefits of a powder coating.

### Top 10 COLOUR it. requests of 2018

Colour	Productcode
 RAL 9005 Fine Texture	AE03054900520
 RAL 7016 Fine Texture	AE03057701620
 ANODIC GOLD	AE20111000820
 ANODIC BRONZE	AE20108000320
 ANODIC CHAMPAGNE	AE20101000220
 ANODIC NATURA	AE20107000120
 RAL 9010 Fine Texture	AE03059901020
 ANODIC BROWN	AE20108000420
 RAL 9016 Fine Texture	AE03059901620
 RAL 9005 Matt	AE30014900520



The fastest sample panel service in the business  
[www.axaltacolourit.com](http://www.axaltacolourit.com)



# popularity

Fine textured finishes have gained an enormous popularity, smooth finishes in solid colours are fading more to the background. The tactile and sophisticated look of the sandy structure are highly appreciated in both design and architecture.

We now see an increase of interest in metallic effect finishes like the subtle anodics, but also other very sparkling metallics are being applied on façades where the sun brightens their effect even more. At Axalta you can find a wide variety of different metallic effects, vintage weathered looks or speckled surfaces mimicking oxidized surfaces. With powder coating you can do all that without having to compromise on quality.

Design follows the trends more quickly than architecture. Sometimes design even sets the trends before lifestyle or fashion picks up on it.

Batignolles, France | Architects: Charrier Dalix - Brenac & Gonzalez & Associés | ©Stefan Tuchila



Agora CHU de Poitiers, France | Architects: Brénac & Gonzalez & Associés

Group MC Belgium | Courtesy of Corswarem Group



### **COLOUR it. with spirit**

The team at Axalta Coating Systems have developed a digital tool that simplifies the colour selection process in architecture and design through a virtual surface coating. The entire spectrum of colours, in various gloss levels and textures, may be visualised. 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 on request. Make a colour selection for your next project now!

[www.axaltacolourit.com](http://www.axaltacolourit.com)



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