

vibes



Studio Segers | Todus, Belgium

trend report 2021

colour of the year

Discover the powder coating colour of the year 2021

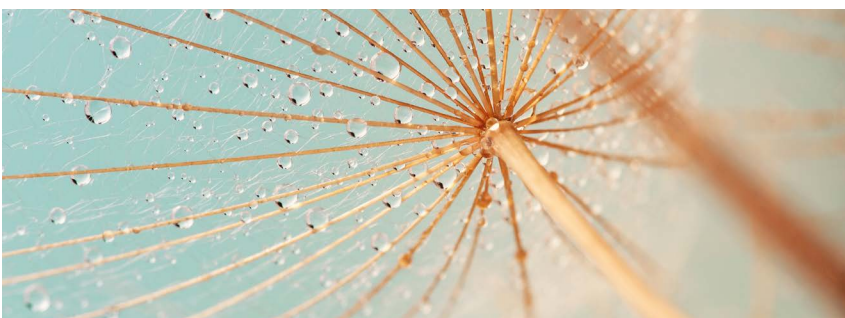
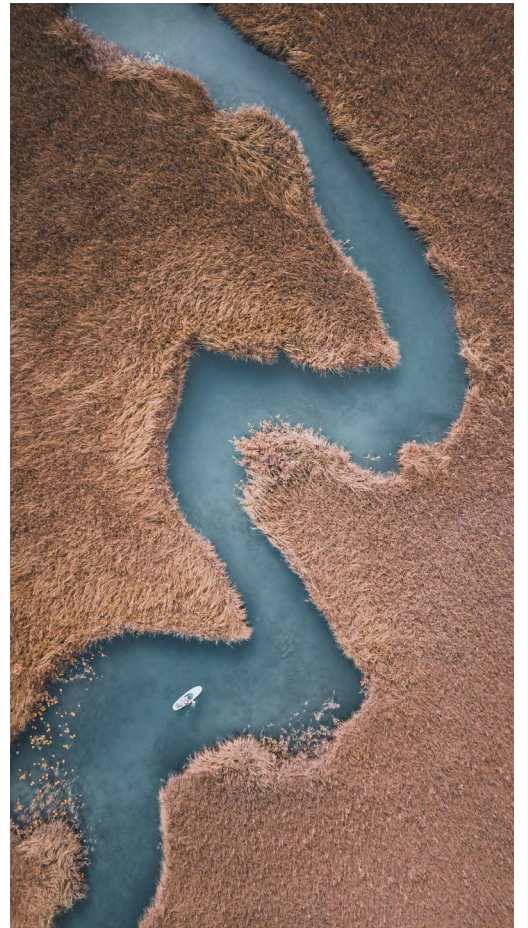
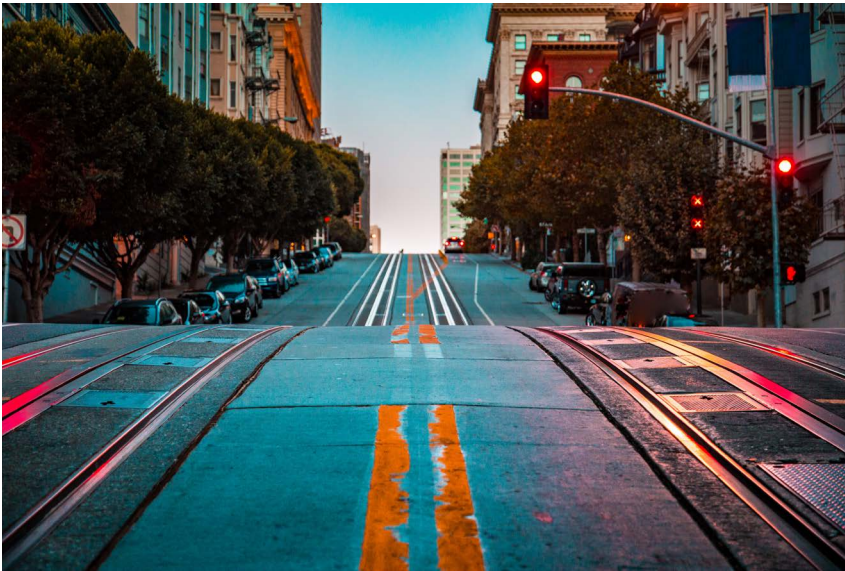
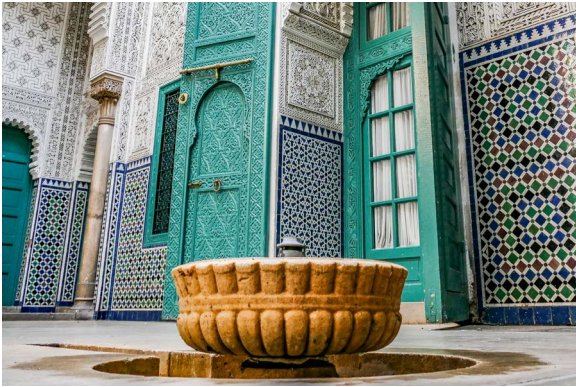
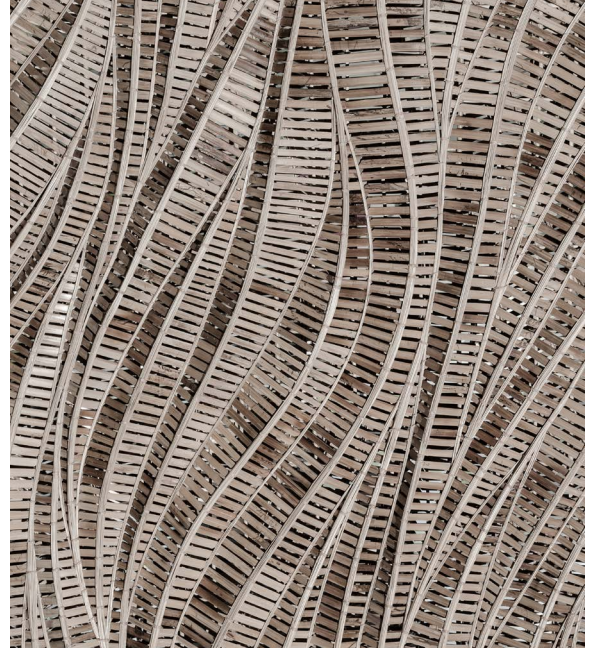
colour popularity

Read about the popular colours in our product portfolio

trend palettes

Immerse yourself in this year's trend palettes for architecture and design





meet the editor



Sally Put
ColourDesign & Communication Manager Europe
Axalta powder coatings

As the creator and editor of the vibes trend report, I would like to introduce myself. My name is Sally Put. I am a 42-year-old devoted wife and mother of two teens.

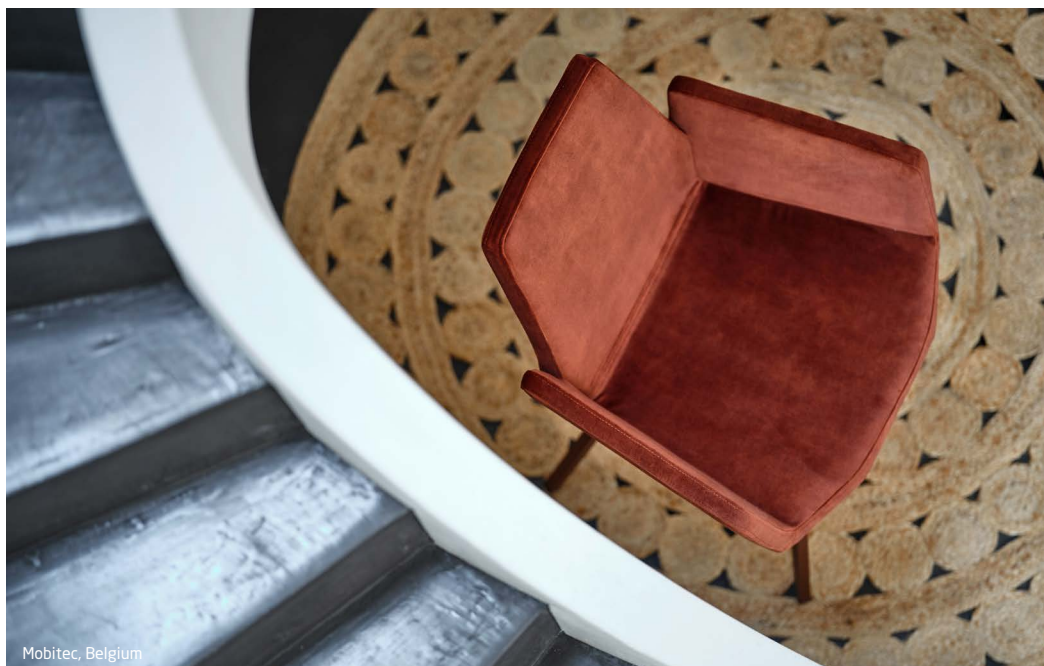
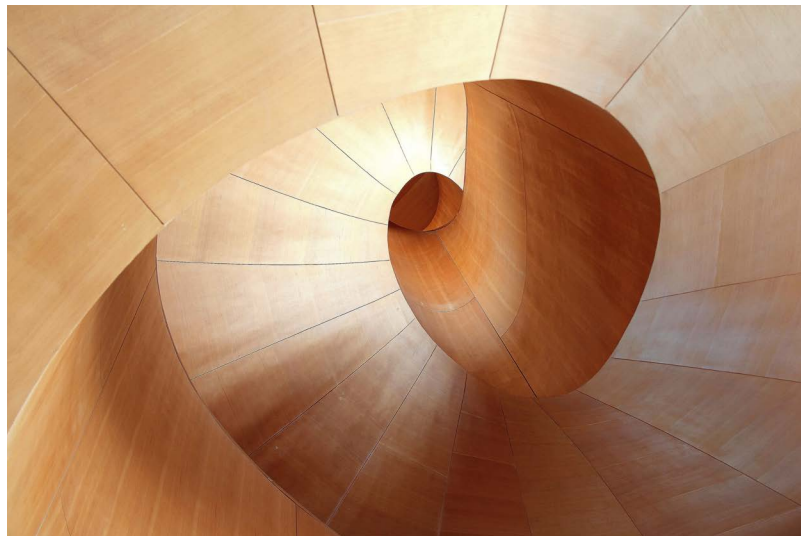
As ColourDesign & Communication Manager for Europe, I can pour all my creativity into our ColourDesign segment and its communication, focusing specifically on the Axalta powder coatings. I am part of the European team of Colour Experts and prescription leaders who work every day to advise architects and designers from all over the continent on colour and quality in the application of powder coatings for metal substrates.

Thanks to my studies in interior architecture and visual arts, I am passionate about the beauty of design and architecture, the power of selecting the right colours and the way they contribute to a design. Personally, I love eclectic and beautiful objects, styles and colours that are both diverse and contemporary.

When creating vibes, I feel very privileged to be doing exactly what makes my creative soul reach cruising speed, selecting powerful colours and combining them with the strongest images from our database of references supplemented with specific moods and materials that breathe the core of the trends.

I proudly present to you the latest edition of our vibes 2021 trend magazine on powder coatings for metallic substrates. It has been given a complete makeover this year and from now on, it will be published once a year. Our trend selections have also changed slightly. For example, we now focus on a colour palette specifically for interior design and for architecture, based on current trends and their sociology. Get ready to find out how design and architecture are also influenced by the COVID-19 era and discover the stories of architects and designers who use our products in their designs every day.

Enjoy! Sally

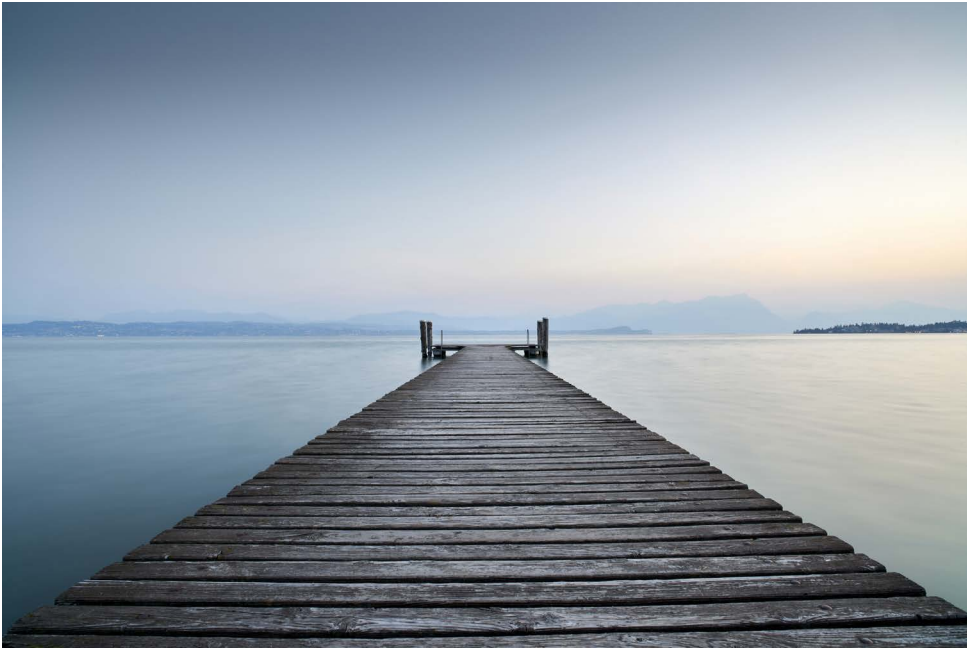


the human touch as a trend

Automation and robotisation are two trends that will have a huge impact on our lives in the years ahead. They will lead to a remarkable evolution in our society: the human touch will become a luxury.

This evolution is already visible in our current society. While the wealthy have access to personal trainers and personal bankers, the middle class only have the financial means to afford a fitness and a banking app. This contradiction will become even greater in the near future. Everything that is 'human' will become aspirational and even luxurious. As we become increasingly surrounded by robots, we will long for those typically human things: imperfections, unexpected humour, surprises and all the ideas and products that emerge from the human imagination.

No wonder then that designers will be looking for the human touch. An important source of inspiration in the coming years will be anthroposophy, the teachings of Rudolf Steiner. Particularly known from the Steiner education system, his ideas put mankind at the centre of everything. Steiner also had ideas about what makes a pleasant living environment, which resulted in a very special aesthetic, full of wood, pastels and polygonal shapes. This will inspire designers and architects in the years ahead.



silence is the new black

Scientific research shows that our environment is getting louder and louder as a direct result of the increasing urbanisation and the densification of cities. Noise pollution is therefore getting worse, and silence is becoming rare. This is bad news, because psychologists have found a link between noise pollution and stress. Too much noise can damage our physical and mental wellbeing, a problem that many scientists believe deserves more attention.

A study by Duke University shows that two hours of silence a day have a positive influence on cell growth in the hippocampus, a part of our brain that shrinks if we suffer from depression or dementia. So, we can indeed state that silence is healthy. And all that is healthy is a trend. According to trend watcher Hilde Francq, silence will therefore become a popular trend in the years to come. Silence will become 'the new black' so to speak.



colour of the year

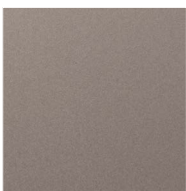
SuprAnodic Nature, colour of the year 2021

2021 is the first time Sally Put, ColourDesign & Communication Manager for Europe, chose a colour of the year in the Axalta powder coatings palette.

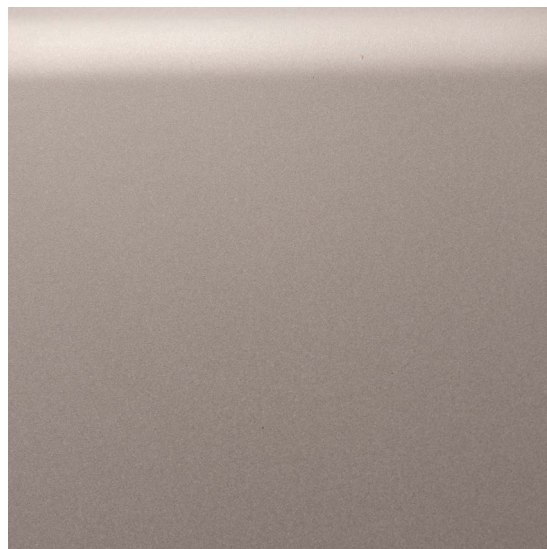
She explains, "When analysing our sales across Europe we see that black, grey and white remain the timeless bestsellers. However, when taking a closer look at the sample panel requests via our COLOURit. sample panel service used by architects, designers and other partners, we see a slightly different trend. For a few years now, anodised looks have been popular once again. And given the advantages of our anodised powder coatings compared to chemical anodisation, these finishes are becoming a bit hit.

We brought all our analytics and colour expertise together and selected SuprAnodic Nature SD201C7333721 as the colour of the year 2021. The smooth, matt, subtle metallic effect with the natural anodised look in Alestas® SuperDurable quality makes this colour the sustainable choice for finishing metallic substrates in architecture, design, lighting, façades and much more."

SuprAnodic Nature is part of The SuprAnodic Collection. For more info have a look at www.axalta.com/supranodic



SuprAnodic Nature
SD201C7333721
Smooth | Matt | Metallic





#1
JET BLACK
AE03054900520
Fine Textured



#2
ANTHRACITE GREY
AE03057701620
Fine Textured



#3
ANODIC BRONZE
AE20108000320
Smooth | Matt | Metallic



#4
ANODIC CHAMPAGNE
AE20101000220
Smooth | Matt | Metallic



#5
ANODIC GOLD
AE20111000820
Smooth | Matt | Metallic



colour popularity

Our COLOURit. sample panel service gives us a very good insight into which colours are the most popular for projects. The RAL-based colours Jet Black 9005 and 7016 remain the most popular shades. These two classics have been bestsellers for years in different finishes. Their fine textured finish and ability to hide surface defects boost their popularity year on year. The most significant shift is marked by the anodised finishes, with Anodic Bronze as the first runner-up.

The four anodic looks in this top 10 are part of The Anodic Collection in Alestas® Architectural Polyester and have been on the market for many years. However, we are now seeing a new appreciation for these subtle metallics and in early 2021 we therefore launched The SuprAnodic Collection. The tendency of wanting to extend the lifespan of architectural projects inspired us to develop this collection in Alestas® SuperDurable quality.

The timeless RAL-based whites, 9010 and 9016, have been top-ranked products for years and today they are available with a fine textured finish.

Looking for the right colour, finish or effect for your metallic substrates? Don't hesitate to order your sample panels via our COLOURit. online application.

www.axaltacolourit.com

Maybe you would like a colour expert to guide you through our sustainable, high-quality colour range? Our Colour Experience Rooms across Europe are just what you need!

Visit www.axalta.com/colourexperienceroom to find a Colour Experience Room near you and book your personal appointment online with just a few easy clicks!



#6
Jet Black
AE30014900520
Smooth | Matt



#7
PURE WHITE
AE03059901020
Fine Textured



#8
ANODIC NATURA
AE20107000120
Smooth | Matt | Metallic

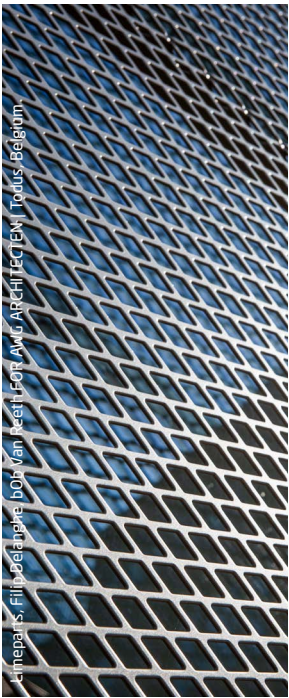
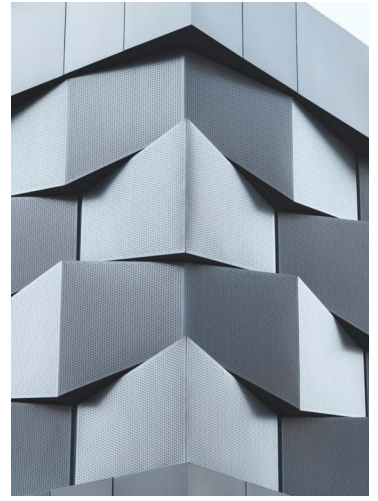


#9
TRAFFIC WHITE
AE03059901620
Fine Textured



#10
ANTHRACITE GREY
AE30017701620
Smooth | Matt

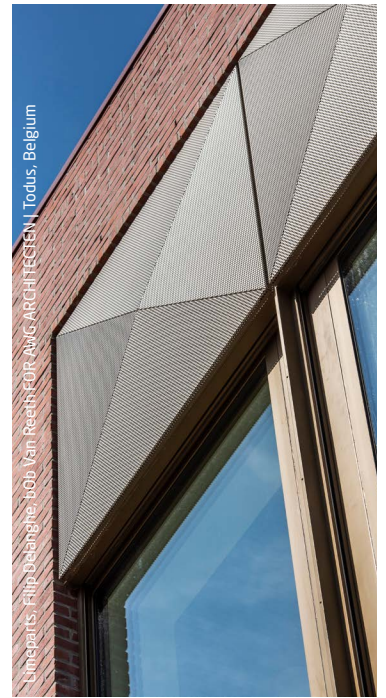
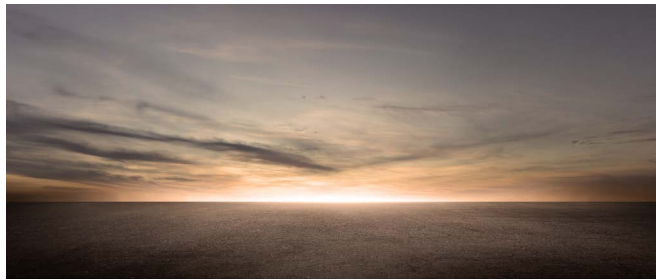




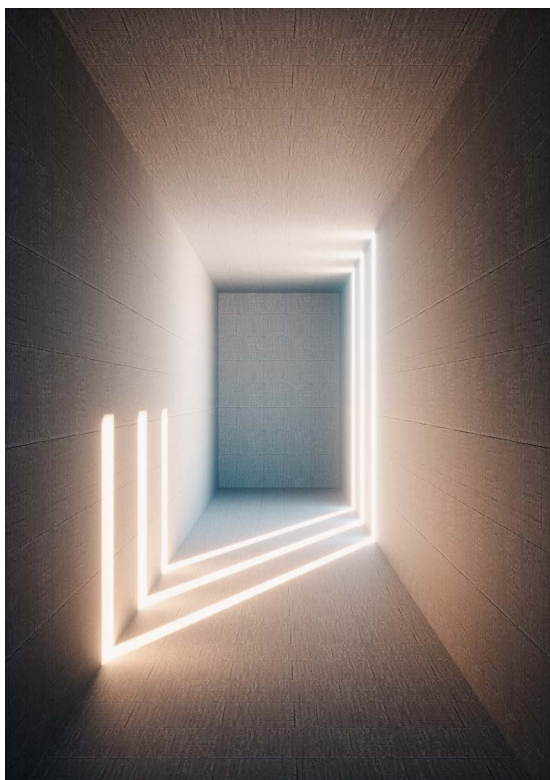
chneparis, Filip Dhahnghe, b0b Van Reeth FOR AWG ARCHITECTEN | Todus, Belgium



Architects Brenac & Gonzalez & Associés;Photographer Stefan Tuchila, France

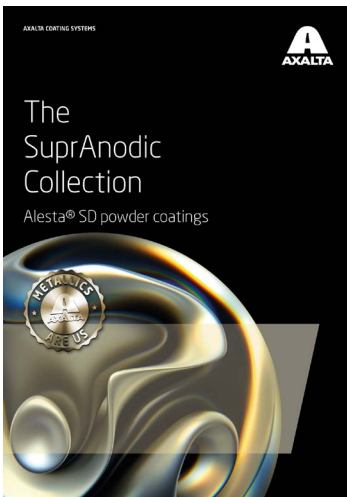


chneparis, Filip Dhahnghe, b0b Van Reeth FOR AWG ARCHITECTEN | Todus, Belgium



S Plus Architects Manchester, Adrian Lambert Photography, UK

the SuprAnodic collection



The SuprAnodic Collection: super durable and sustainable powder coatings for the architectural segment.

Architects design prestigious buildings which have to last for generations and blend in with their surroundings. This has resulted in an increasing need for reliable materials with outstanding visual and protective properties, as well as a limited environmental impact.

Long-lasting

The new SuprAnodic Collection combines the look of perfectly anodised finishes with all the benefits of super durable powder coatings. The products in The SuprAnodic Collection are part of the premium range formulated in super durable polyester quality and designed to endure the most severe weather conditions, including UV exposure and humidity. These powder coatings are based on a highly durable polyester resin system, incorporating higher-grade pigments and stabilisers with outstanding exterior durability.

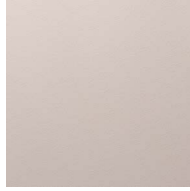
Sustainable

- The final cured coating does not emit VOCs.
- The application process is environmentally-friendly and non-hazardous.
- Powder coatings may contribute towards LEED (Leadership in Energy and Environmental Design) credits.
- The coatings do not contain any Substances of Very High Concern (SVHC) which are included in the 'Candidate List' on the ECHA (European Chemicals Agency) webpage, in an individual concentration of 0.1% by weight or more.
- They do not pose any environmental or health hazard.
- They do not contain lead (Pb), hexavalent chromium (CrVI), cadmium (Cd) or mercury (Hg) as intentionally added compounds. Nevertheless, these substances could occur as trace impurities in raw materials which are used in the manufacturing of the products.

www.axalta.com/supranodic



SUPRANODIC NATURE
SD201C7333721
Smooth | Matt | Metallic



SIGNAL WHITE
SD130C9900320
Fine Textured



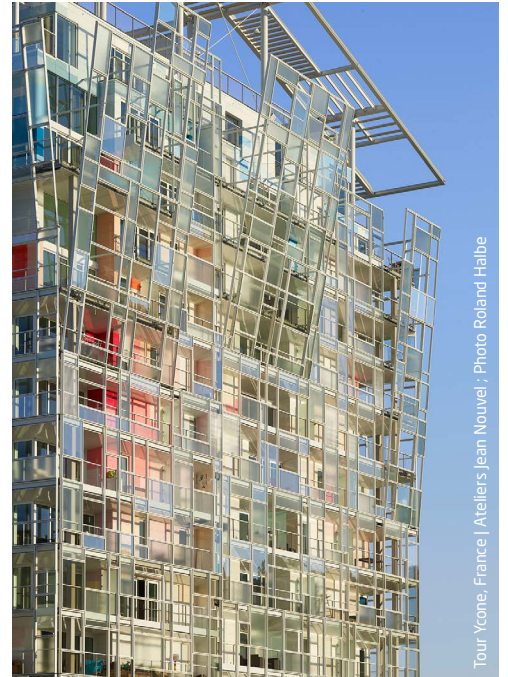
SUPRANODIC STERLING
SD201C7357220
Smooth | Matt | Metallic



AQUA SPLASH
SD130C5017020
Fine Textured



SUPRANODIC DUSK
SD201C7357120
Smooth | Matt | Metallic



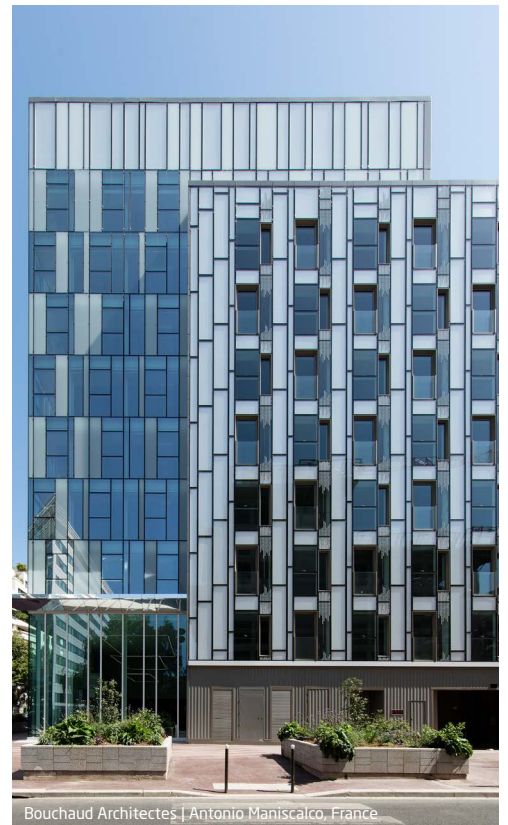
Tour Ycone, France | Atelier's Jean Nouvel | Photo Roland Halbe



Bouchaud Architectes | Antonio Maniscalco, France



Joep Debie & Filip Tack DesignOffice | Courtesy of Limeparts, Belgium



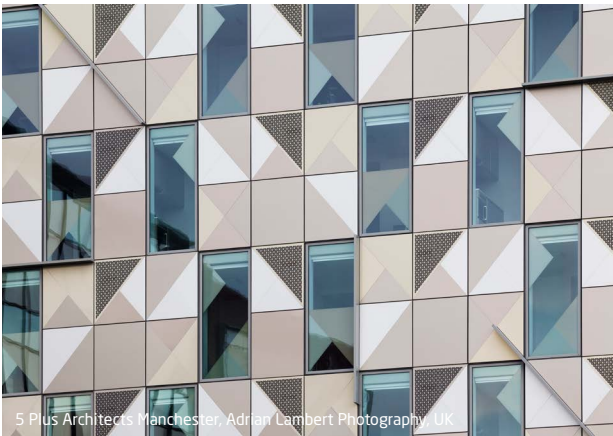
Bouchaud Architectes | Antonio Maniscalco, France

architectural trend selection 2021

In architecture we will see tension between the industrial and the crafty that represents the human touch. Sometimes industrial standard materials will be made to measure or processed in a way that turns them special again. We might also see really traditional materials, for example lime paint on walls in a cloudy finish, clay, different types of wood, rattan, ... These materials boost the human touch in architecture.

One and the same project will feature combinations of different textures and colours, making the spaces more visually interesting. As for the windows, new polygonal shapes will break up the classic rectangularity of architecture, evoking a different spatiality, but we will also see windows that almost blend into the walls, forming an organic whole with the building.

Order your sample panel fan deck of the design & architectural trend selection 2021 via www.axalta.com/vibes2021



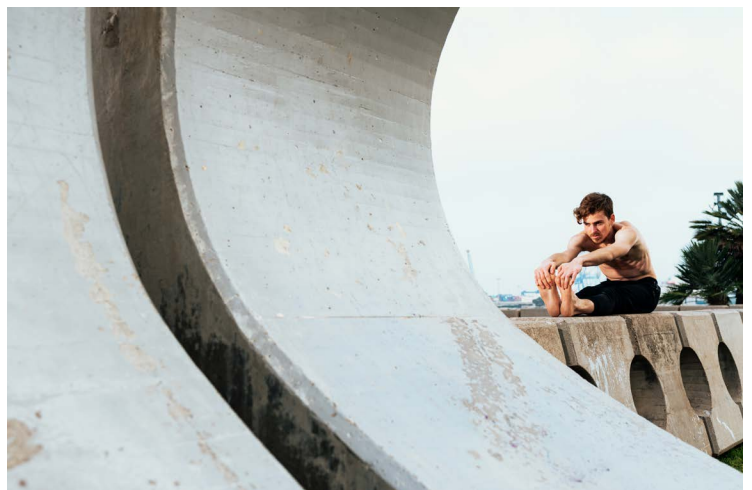
5 Plus Architects Manchester, Adrian Lambert Photography, UK

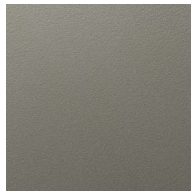


Asin & Lacy | SA Architects based in Dublin | Installation by Rooftscape Ltd | Cary Britton Photography Ltd



Cladding by Metal Design Works B.V. photography by Bart van Vlijmen





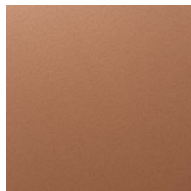
VERDIGRIS
SD031C6027020
Fine Textured | Metallic



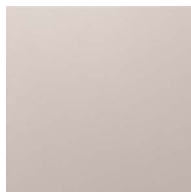
GREY WHITE
SD130C9900220
Fine Textured



BROWN SLATE
SD030C8004020
Fine Textured



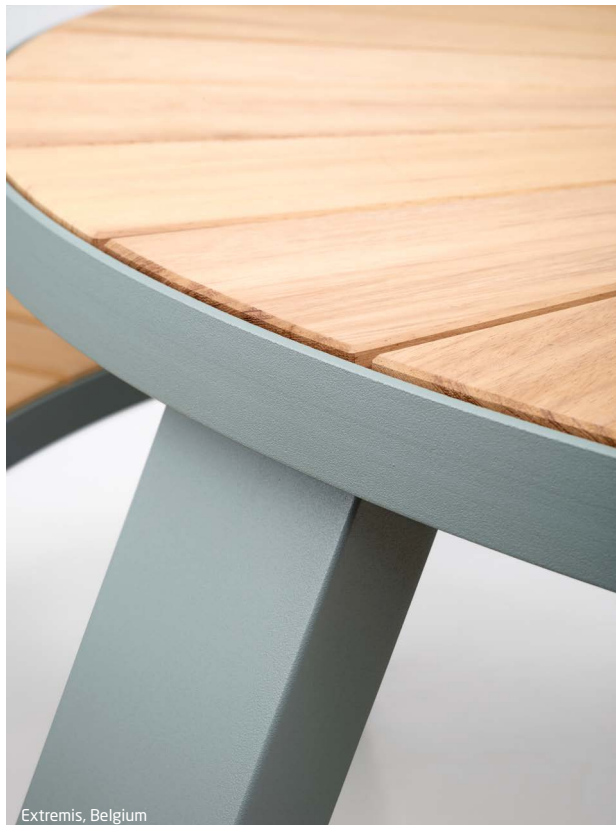
SUPRANODIC LOTUS
SD201C8214620
Smooth | Matt | Metallic



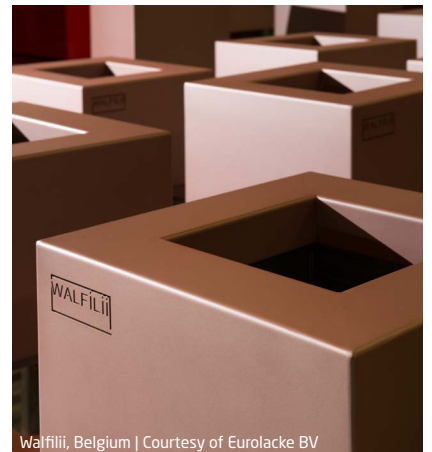
FINE PEARL
SD301C9034020
Smooth | Matt | Metallic



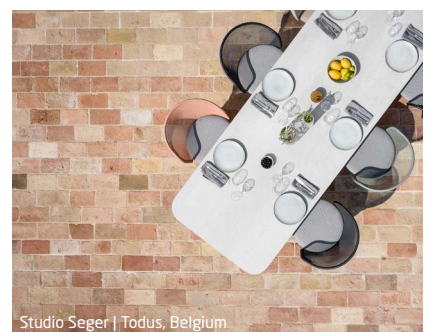
Mobitec, Belgium



Extremis, Belgium



Walfilii, Belgium | Courtesy of Eurolacke BV



Studio Seger | Todus, Belgium

design trend selection 2021

Acoustic comfort will become increasingly important in the design of houses and interiors, even more so since we are now working from home more than ever due to COVID-19. Architects will opt for sound-absorbing materials and houses with more enclosed spaces. In interior design we therefore see the emergence of a kind of 'modern chalet style', an interpretation of wooden cabin interiors, not coincidentally places that we associate with silence and nature.

Silence will also be visually translated into the design through soft colours, subtle textures, minimalistic lines and surfaces. The windows are essential in these designs: they seamlessly blend into the building or its surroundings. Strategically placed, they frame the outside world and direct our view of nature, allowing us to experience tranquillity to the full.

The colour palette for this trend consists of so-called 'neo neutrals'.

Order your sample panel fan deck of the design & architectural trend selection 2021 via www.axalta.com/vibes2021



Bujnie, Poland



Helado Design, France | Photography Vincent Boutin



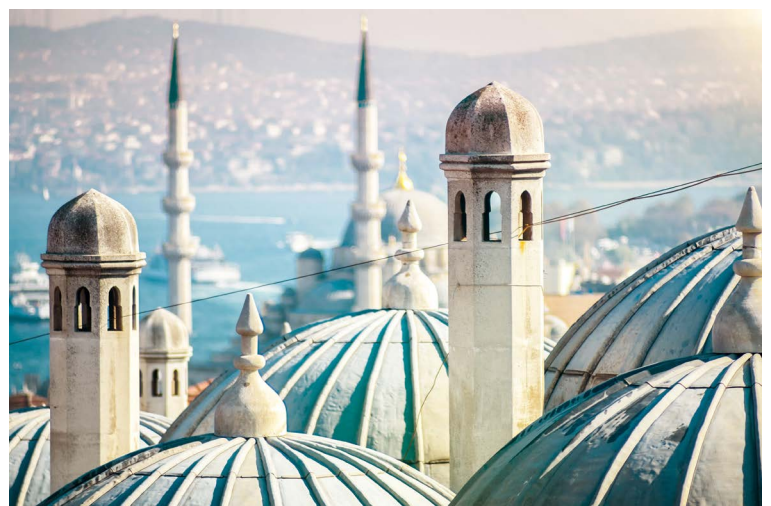
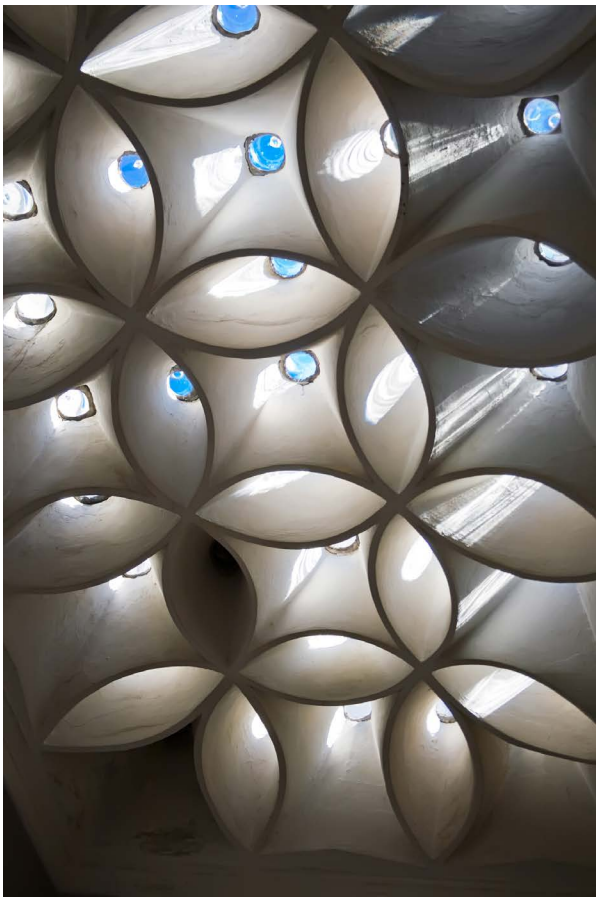
Studio Segers | Todus, Belgium



Studio Segers | Todus, Belgium



AQUA SPLASH
SD130C5017020
Fine Textured



colour of the city



Duygu Erol Taylan
MSc. Architect

Istanbul

Which colour do you feel characterises the city you live in? We asked different architects who live and work in Istanbul. It's not an easy question to answer in a city like this, which has many cultural layers. The different responses we received seemed to complete a piece of a mosaic about the city.

Umut İyigün (architect at MUUM) linked Istanbul to the livid grey of the domes, while Enis Öncüoğlu (architect at Öncüoğlu Mimarlık) feels the red ocher of the houses by the Bosphorus best defines the city. Aydan Volkan (architect at Kreatif Mimarlık) picked orange, which Orhan Pamuk finds in the nights of Istanbul and at sunset by the sea during her trips to the Prince islands on summer evenings.

The colour I want to add to this colour mosaic is turquoise. Turquoise, the greenish blue precious stone and the colour that is associated with it.

Carried over from Anatolia to Istanbul, used in jewellery or as an ornament, beautifully reworked by craftsmen, this shade is also featured in the decorated tiles in the buildings of Sinan, and it is now known the world over.

Turquoise, a combination of cobalt blue and vibrant green, is also believed to have healing powers through the peaceful effect of these two shades.

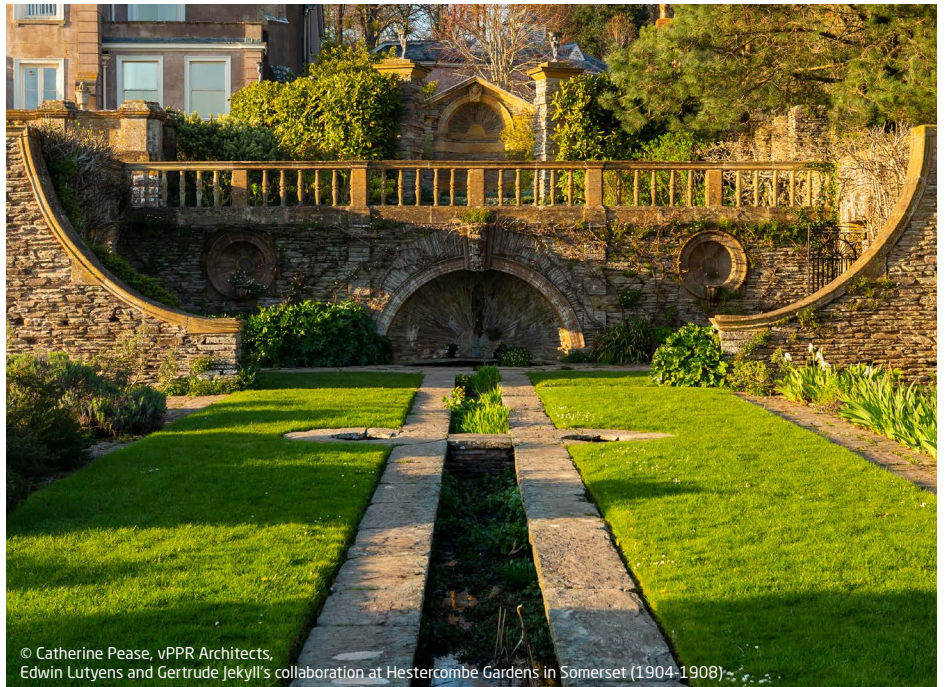
The most beautiful colour palette featuring this special hue is seen when the evening sun sets over the turquoise Bosphorus on a summer evening.



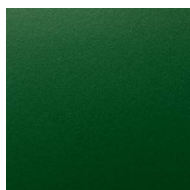
© Jonathan Hagos, Freehaus, "Opal Kadett"



SALMON ORANGE
AE70012201220
Smooth | Semi-gloss



© Catherine Pease, vPPR Architects,
Edwin Lutyens and Gertrude Jekyll's collaboration at Hestercombe Gardens in Somerset (1904-1908)



GREEN CHLOROPHYLL
SD301C6009020
Smooth | Matt | Metallic

colour memories



Melissa Woolford
Founder and Director
Museum of Architecture, London

Colour is something that helps us recall memories and feelings.

The steel blue of the ocean on a windy autumn day that gives us chills just thinking of it, bright neon lights in cities that evoke excitement and energy, or crayons in primary colours strewn across a table that take us back to the innocence of childhood. Narratives like these are driving the Museum of Architecture's Colour Memories exhibition, which showcases the personal stories of architects at twenty architectural firms, and brings the designs they inspire to life.

The exhibition highlights the use of colour in their projects. The participating architects chose a colour that is meaningful to them, and they were sent five Axalta colour samples that matched their selection. The architects then chose the one that best matched their memories.

Jonathan Hagos of Freehaus chose 'Salmon Orange' RAL 2012. He explains, "To me, colours faded by sunlight, whether in reality or on the surface of photographs from my childhood, are steeped in nostalgia. No colour captures this more than the faded orange that defines my earliest memories. It was the colour of my parents' Opel Kadett, which was parked outside the first home that I can remember."

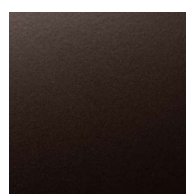
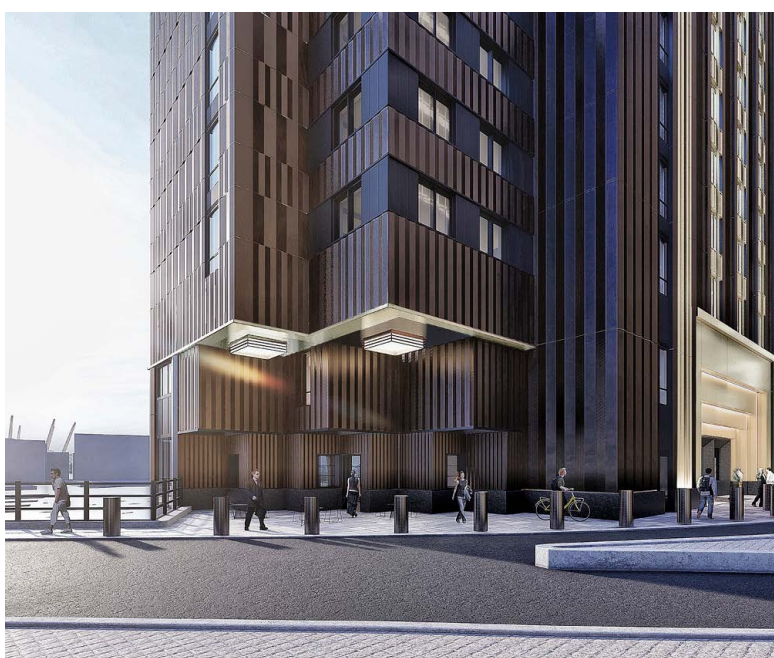
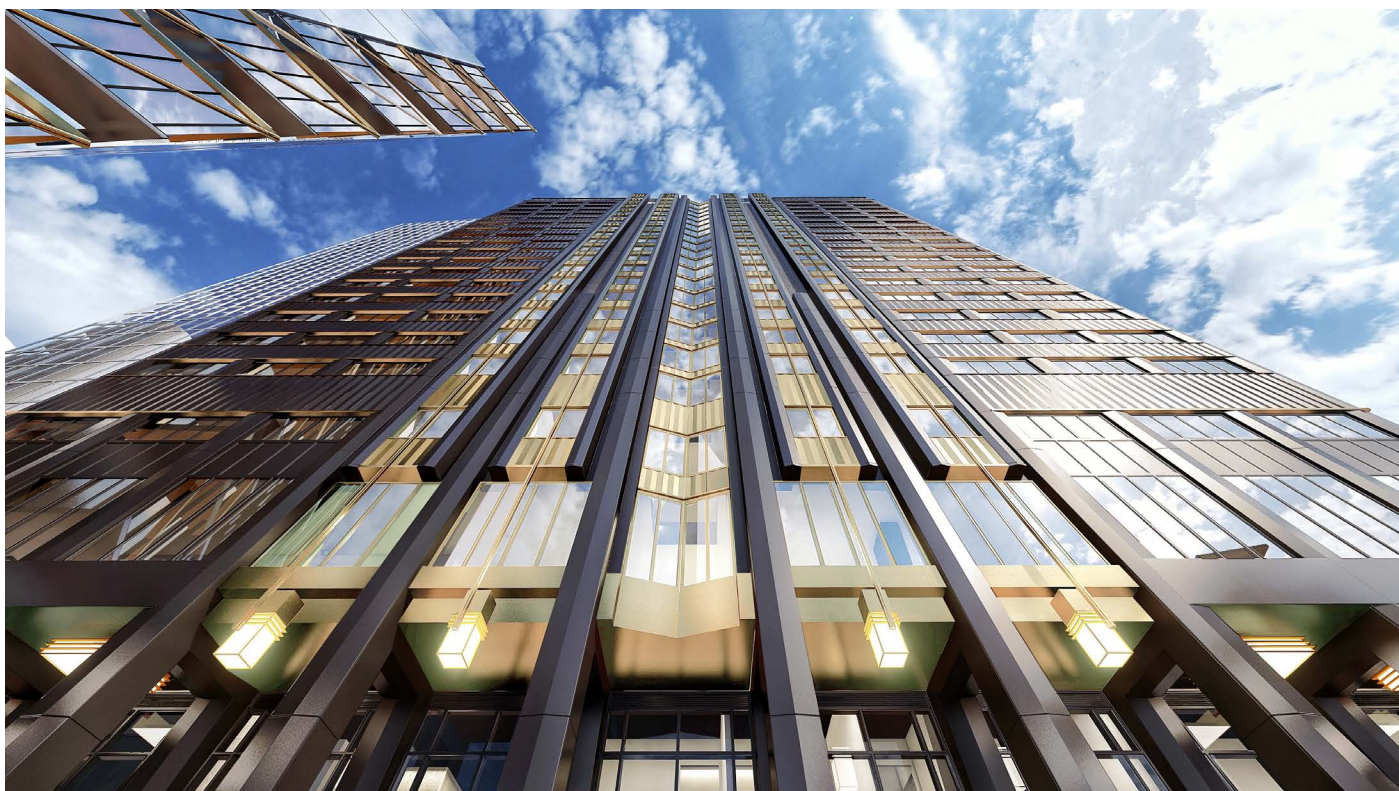
Catherine Pease from vPPR chose Axalta's 'Green Chlorophyll' to "represent the colour of plants and nature: soft and calming; playful and ever-changing; vast and complex. As part of our work at vPPR, we are drawn to projects that intrinsically link architecture with the surrounding landscape."

Alongside the architects' personal stories included in the exhibition are write-ups about the history of colour, colour in nature and biophilia, the psychology of colour and how colour relates to well-being, as well as the role of colour in architecture today – all written by editor and journalist Harriet Thorpe.

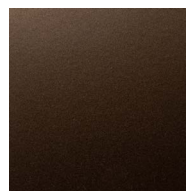
As we ease out of lockdown, I find many people are curious as to what kind of world awaits us. To architecture historian and curator Owen Hopkins, we are in a time of transition called Multiform, which he describes as "an attempt at engaging with the aesthetic, ideological and environmental chaos of the contemporary world". The exhibition shines the spotlight on two architectural firms, Studio Mutt and Office S&M, which are named as part of the Multiform transition and create projects that are vibrant, playful, provocative and joyful.

The Colour Memories exhibition seeks to mark this current era and present personal narratives on the use of colour in architecture, and sheds light on the possibilities and opportunities that colour can create in architecture beyond the chaos of today.

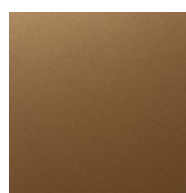
www.museumofarchitecture.org



INTENSE CARBON
SD301C4014020
Smooth | Matt | Metallic



SUPRANODIC DARK BRONZE C34
SD201C8210621
Smooth | Matt | Metallic



SUPRANODIC MEDIUM BRONZE C33
SD201C8210521
Smooth | Matt | Metallic

colour and urban legibility

When discussing the topic of 'placemaking', the work of veteran architect and urban design consultant Jan Gehl is a good place to start. Gehl has long championed a human-centric approach to urban design, where community well-being, health and happiness are the pillars of successful placemaking.

Over the years, he and his team have conducted countless studies in cities around the world to understand to what degree particular elements of urban design inform the human experience of urban environments. In a report published in collaboration with CBRE, Gehl proposes that Protection, Comfort and Enjoyment are fundamental to users' perception of spaces. These categories are closely linked and there is a clear graduation between them, just as in Maslow's hierarchy of needs.

At base level, consider Protection – an urban space needs to feel safe and secure for anyone to spend any time in it. Once achieved, the stage is set for a sense of Comfort. This can be enhanced by the 'walkability' of an urban environment and ease of orientation. Beyond that, great placemaking can bring Enjoyment. To succeed here, an urban environment needs to possess a sense of place – a defined identity – that elevates it from being 'just another space' to an environment that captivates our senses.

As colour experts, we're keen to explore the role of colour – an integral element of architectural design – in placemaking. Whilst of course, good architecture is a multisensory experience, the visual impact of buildings cannot be underplayed, nor can the role of colour in our interpretation of what we see and how we understand our environment. Colour is crucial to the legibility of an urban space.

As American urban planner and author Kevin Lynch states in his seminal text, 'The Image of the City', "legibility is crucial". When we think about feeling safe and comfortable, and enjoying walking around in an urban environment, we're able to feel this way because we can understand it – we can read it – and its legibility is usually heavily reliant on visual cues. Landmarks are key in the language of cities – and we don't only mean the ones that show up on postcards. The café

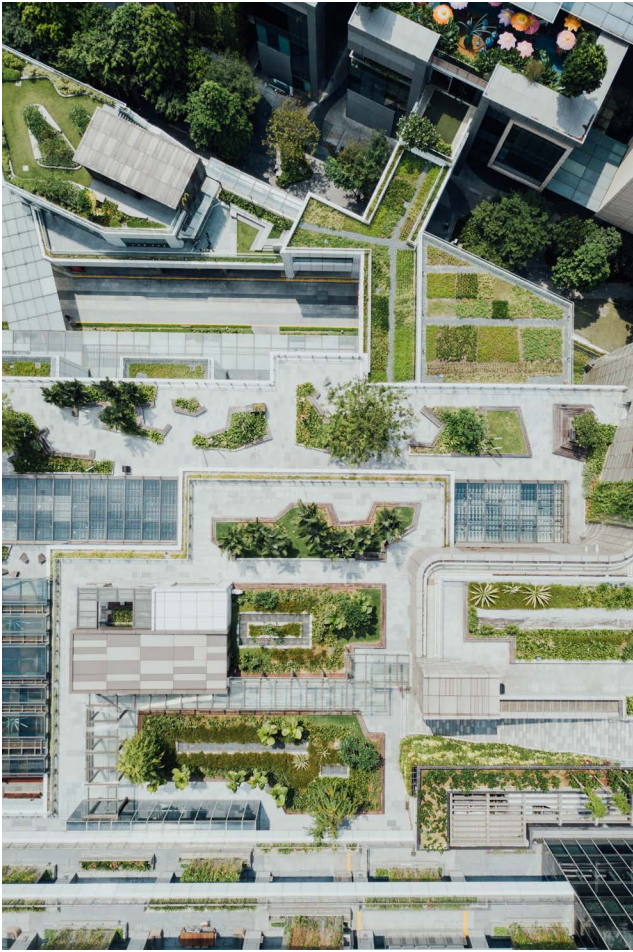
that always has a cat sat on the windowsill, a strangely shaped tree in a park or a building with a bright pink wall that makes it stand out against its brick neighbours. These landmarks are excellent wayfinding tools and can also mark a transition between urban atmospheres.

HTA's One Charter Street apartment building in London has been described as a 'gateway' between Canary Wharf and Wood Wharf. The building connects two very different environments – an established financial district, home to vast glass and steel skyscrapers, divided by wide boulevards; and a burgeoning cultural hub with narrower streets, more diverse building types and a sense of intimacy and 'neighbourhood'. Taking cues from the Art Deco aesthetic, the building uses earthy tones and gold hues to communicate this transition on the building's façade.

"Colour rings the doorbell of the human mind and emotion and then leaves."

Faber Birren (1900 – 1988), colour consultant and theorist

As Lynch argues, legible environments not only provide security, but also "heighten the potential depth and intensity of the human experience". Humans are so attuned to the language of colour that it's likely to be the first indicator of purpose and personality for any building. This makes it an especially powerful tool to enhance the legibility of an urban environment where visual clarity is key.



sustainability



Powder coating is the most sustainable paint solution of the 21st century. It uses no water, as air carries the powder paint to the metallic substrate through electrostatic guns. Powder coating can be easily and ecologically applied to achieve uniform and durable finishes.

Sustainability

is key for Axalta. From the coating of objects to make them last longer to reducing the environmental footprint of our operations and working safely with the highest level of ethics and integrity, Axalta is committed to strong environmental, social and governance practices. To learn more about Axalta's sustainability initiatives, goals, and performance have a look at our latest Sustainability Report at sustainability.axalta.com.

Since powder coatings contain no solvents and release negligible amounts of VOCs into the atmosphere, they are more environmentally friendly than solvent-borne coatings. Cured coatings are not expected to release significant quantities of VOCs in their service life and they have a negligible impact on indoor air quality.

Powder coatings may contribute towards LEED (Leadership in Energy and Environmental Design) credits.

The Alestas[®] SD Architectural products, which are marketed in the European Economic Area, do not contain any Substances of Very High Concern (SVHC) as included in the 'Candidate List' on the ECHA (European Chemicals Agency) webpage, in an individual concentration of 0.1% by weight or more.

The Alestas[®] SD Architectural products do not pose any environmental or health hazard, and do not contain lead (Pb), hexavalent chromium (CrVI), cadmium (Cd) or mercury (Hg) as intentionally added compounds. Nevertheless, these substances could occur as trace impurities in raw materials which are used in the manufacturing of the products.

Powder coating waste is also significantly less hazardous than waste from solvent-borne coatings.



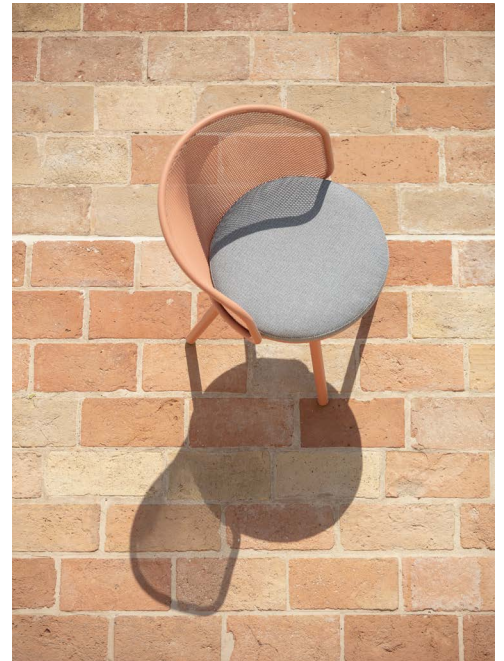
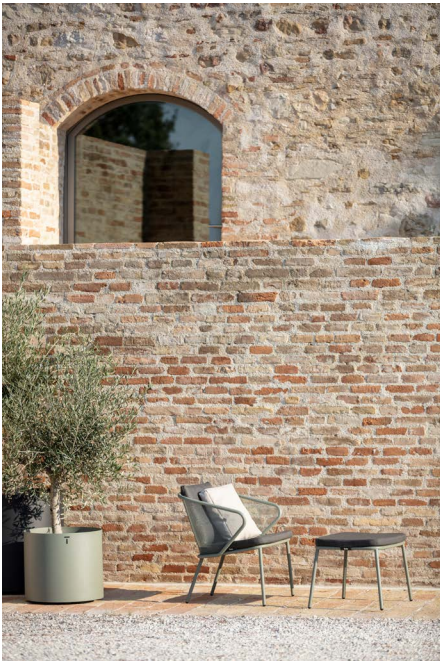
BEIGE RED
AE03053301220
Fine Textured



TIMELESS RUST
SD034C8023020
Speckled | Fine Textured



SILK GREY
AE03057704420
Fine Textured



Studio Segers | Todus, Belgium

cover story

Studio Segers

is a design studio that, in addition to product development, also focuses on architecture and graphic design.

Bob Segers says, "architecture is an important source of inspiration for us. We believe that our furniture serves architecture. As it stands out, it can emphasise architecture and give it an extra touch, for example through colour. Or by having a minimal presence and letting the architecture or space speak for itself.

Many regularly ask us what our signature style or look is at Studio Segers. We try to break free from certain formal styles. We adopt a very unique approach to our assignments. Specific materials, finishes or production techniques are chosen at an early stage in the design process. We approach each design as if it were our first. Aesthetics are the result of thorough research that also focuses on the context, and can start from a briefing as well as from your own ideology.

We do not have any preferred materials or techniques, because we always try to pinpoint the customer's identity and style. This way of working results in the use of a variety of materials and techniques.

In addition to form, proportion and function, the right colour, fabric or finish is also what makes or breaks the furniture. We create colour palettes for our furniture, collections and brand. These ensure that the items form a consistent range that can be nicely integrated into projects.

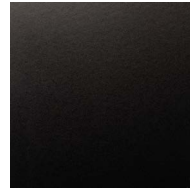
It is not easy to put together colour combinations or palettes. Small nuances make for big differences. The extensive range of Axalta powder coatings and the personal guidance of the colour experts enable us to find the right solution time and time again.

The Axalta Colour Experience Room has become indispensable for us to put together our colour palettes. The colour nuance, gloss level or structure is difficult to choose or to compare through printed sample books. Placing real colour samples next to each other greatly facilitates this process.

Walking into the Colour Experience Room you feel a bit like a child in a large sweets shop. You spontaneously start combining colours and textures. It goes without saying that this results in surprising and fascinating combinations. It's so inspiring. A real must.

Our head functions like a sponge. Nature, the city, an image on Instagram, music, books, architecture, experiences, ... everything can inspire us, including the vibes magazine. We try to absorb as many impressions as possible, which are then consciously or unconsciously translated into unique concepts."





JET BLACK
AE30014900520
Smooth | Matt



PURE WHITE
AE30019901020
Smooth | Matt



MELON YELLOW
AE30011102820
Smooth | Matt



REED GREEN
AE30016601320
Smooth | Matt



Bestia Bikes, Spain

our colours for eco solutions

Bestia Bikes

Passion, the need to do something for the environment and pragmatism have resulted in the development of Bestia Bikes. Reducing our ecological footprint is an act of responsibility, which is why we carefully assess our actions every day and modify our way of consuming. Bestia Bikes designs and builds electric bicycles that fully cover the users' daily mobility needs, both in the countryside and in the city.

Bestia Bikes are comfortable and stable thanks to their 'fatbike' wheels. They have a robust steel frame to withstand the toughness of city roads and a very pronounced personality: young, urban, modern, cosmopolitan with a beach-style twist, rebellious and alternative. They are designed for the city of the future, where mobility will evolve towards the disappearance of conventional polluting transport.

To paint our bikes, we opted for excellent quality. With Axalta as our paint supplier, we couldn't go wrong. Its products boast application properties and a performance that are so much better than that of other brands. The unique selection of authentic and attractive colours helps us achieve design results that truly bring our bikes to life.

What's more, Axalta powder coatings respect the environment by avoiding the use of solvents, and they do not emit toxic VOCs. The products' resistance to external aggressors and their ease of application help us avoid unwanted surprises during the production process and extend the lifespan of our bikes.

In a nutshell, Axalta is the best choice for Bestia Bikes – environmentally-friendly and economical.

The Bestia Bikes team



Photography Arnaud Amalric



Photography Arnaud Amalric



SAPPHIRE BLUE
AE03055500320
Fine Textured



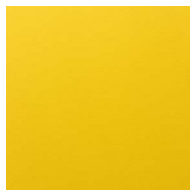
SILK GREY
AE03057704420
Fine Textured



Photography Vincent Boutin



PASTEL TURQUOISE
AE03056603420
Fine Textured



ZINC YELLOW
AE03051101820
Fine Textured



Strawberry Red
AE03053301820
Fine Textured

Helado Design, France

our colours for interior design

Helado Design

In 2019, in the Toulouse region, the company Helado Design came up with a French design that respects the environment. Helado Design draws its inspiration from pared-down designs and high levels of functionality.

Just like in nature, the focus is on the essential. This philosophy guides the team in the design and manufacturing of their products, but also in their packaging, shipping, recycling and of course their use.

The designers opted for production facilities close to the consumption points, which breaks with the traditional system of furniture manufacturing and reduces its environmental impact, while promoting local businesses.

Helado Design pays particular attention to the quality and durability of materials. Its customers also attach great importance to the finish of their furniture and appreciate the fine textured powder coatings by Axalta Coating Systems for their unique appearance and velvety feel.

The selected colours for this collection are part of The Fine Textured Collection. For more information go to www.axalta.com/finetextured



ANODIC BROWN
AE20108000420
Smooth | Matt | Metallic



GVDS, Turkey

our colours in architecture

Isfanbul shopping centre designed by Görkem Volkan for GVDS, Istanbul, Turkey

Buildings and spaces, and architecture in general, are the sociological and cultural offsets of the society in which they are located. Before COVID-19 hit, shopping centres and retail areas were being transformed from retail spaces into recreational centres with larger food and beverage areas due to the effects of online shopping and to respond to our changing lifestyles. At GVDS, we focus greatly on large shopping centres, and since 2017 we have increasingly been involved in the renovation of existing shopping centres. In November 2019, as we started to transform the 10,000-m² Isfanbul shopping centre into a food and beverage centre, we heard about the COVID-19 threat from very, very far away. We could never have guessed that it would end up changing our whole year, our lifestyle, habits and priorities.

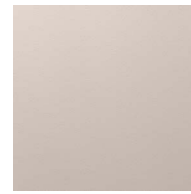
We are now trying to adapt and hoping to get out of this situation very soon.

The implementation of the transformation, which took about 3 months, was completed during lockdown, and Isfanbul AVM welcomed its first guests in July 2020.

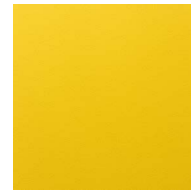
Our architectural firm works hard to find the most beneficial and sustainable solution for each project and investor. When reviewing the whole process, I was surprised to see how the design shaped before COVID-19 fully responded to the needs that arose during the pandemic. Open food and beverage and retail areas, terraces that can be opened and closed, as well as green gardens were already part of the popular design approaches for shopping centres before the pandemic. The same goes for extensive walking areas to avoid overcrowding, different pedestrian circulation axes connected indirectly with each other through squares and also open-closed areas that can be easily divided into zones. All of these also respond to today's needs.

For the finish of the metal substrates, the architects chose Anodic Brown AE20108000420, which is part of The Anodic Collection.

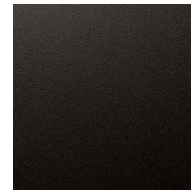
www.axalta.com/anodic



TRAFFIC WHITE
AE03059901620
Fine Textured



ZINC YELLOW
AE03051101820
Fine Textured



JET BLACK
AE03054900520
Fine Textured



WHITE ALUMINIUM
AE30217900620
Fine Textured | Metallic



Colombo Design & Giorgio Marchesi, Italy

our colours and mood(s)

The MOOD Collection by Colombo Design focuses on warmth and creativity. A new way to present and interpret the handle.

The protagonist is colour, with its ability to express the feelings of those who choose its products to shape the environment, enriching it with visual stimuli that define the people who live it.

The collection is available in a range of 12 colours, carefully selected to define the mood of a room, as well as the style of a door or window through tone-on-tone or contrasting combinations.

12 colours for 12 significant stages of a journey that spans over 30 years and is firmly projected towards the future.

Retracing the history of the company, every year that impacted the brand in a significant way was associated with a specific colour in the range.

'Also discover 'One' and 'OneQ', two new creations by Colombo Design. These handles with soft and clean lines look amazing in all RAL-based colour variants. No limits to creativity.

„From the heart to the skin“, protagonists of verticality.

Designers are known to dig deep inside the project, starting from the very essence.

Today, we increasingly need to enhance the spaces we live in from the inside out - 'from the heart to the skin'.

Interior designers devour materials and colours: the MOOD Collection wants to be the protagonist from the very beginning, catapulting the world of handles into a multicoloured dimension. Starting from the 'heart' of the project, designers create a unique mood board, lending colour to every space to bring it to life and convey feelings and emotions.

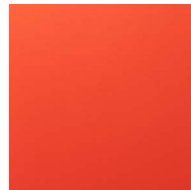
Giorgio Massimiliano Marchesi
Art Director

colombodesign.it

The selected colours for this collection are part of The Fine Textured Collection. For more information go to www.axalta.com/finetextured



VIOLET BLUE
AE30015500020
Smooth | Matt



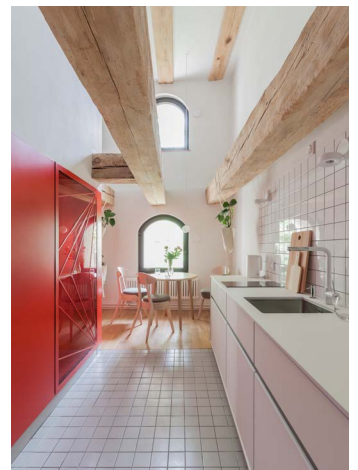
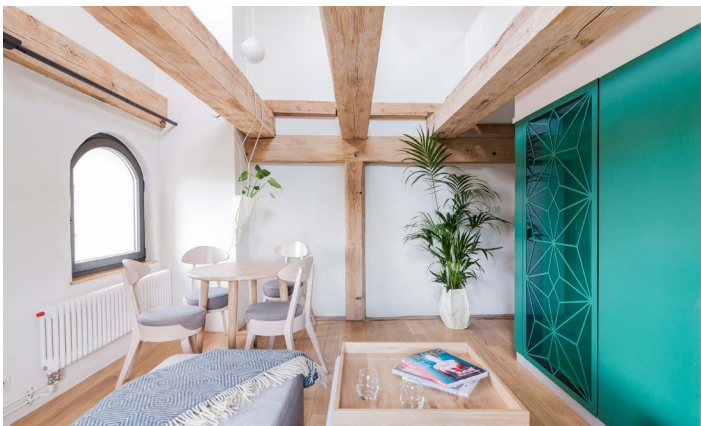
VERMILION
AE30012200220
Smooth | Matt



PATINA GREEN
AE30016600020
Smooth | Matt



CORN YELLOW
AE30011100620
Smooth | Matt



Monka apartments, Poland

our colours on historic buildings

These rental apartments are located in a historic baroque building in the centre of Toruń, Poland, in an area listed as UNESCO World Heritage.

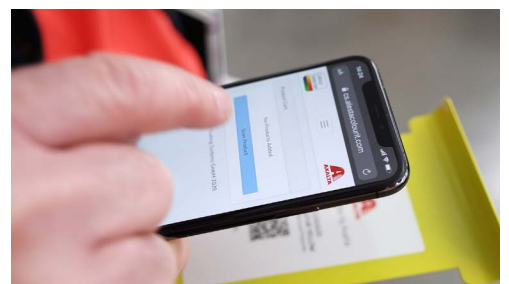
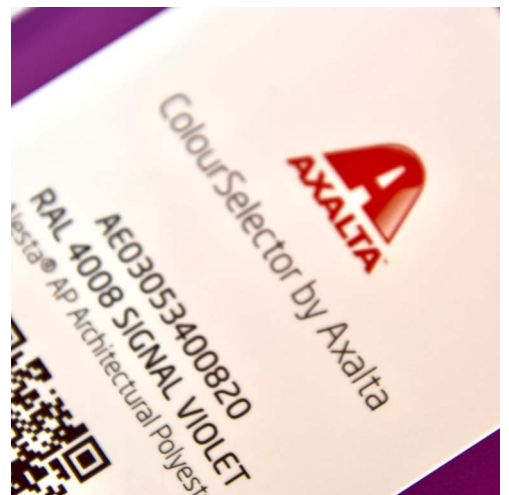
The building used to be a granary (it was built in the first half of the 18th century), which is emphasised by the window bands on the façade resembling flour sacks. The Monka Restaurant is located on the ground floor of the building.

The Monka Apartments are exceptional. Each of these nine apartments is distinguished by different details and tailored to the needs of its guests. Reflecting the original character and function of the building, the apartments have retained the original ceilings and beams. As such, some parts feature a lower height (1.95 m). The interior blends historic touches with modern materials and interior design elements.

The style element that connects all the apartments is a colourful steel 'cube' covered with Axalta powder coatings. Each apartment has its own individual cube, which is centrally located and serves as a bathroom. Each cube is characterised by a different colour and unique details, and creates a stark contrast between the historic interior and a distinctively modern coloured design element. A decorative stained glass window in the cube provides indirect lighting to the shower area. The idea behind it is that stained glass is a graphic interpretation of the historical details of Toruń.

The designers of the project are architect Paweł Tatała and the design agency Znamy się.

znamysie.com



ColourSelector by Axalta

The Axalta ColourSelector, an innovative solution for your colour selection

Job coaters and applicators are usually the preferred options when it comes to selecting powder coating colours and finishes for metallic substrates on buildings and exterior objects. Axalta Powder Coatings has chosen a different approach, supporting its customers with the newly developed ColourSelector to help them get a realistic idea of the selected colours in a highly professional manner. The ColourSelector is available to selected partners in European countries and revolutionises the process of colour selection.

The ColourSelector is an elegant, sleek display with 490 powder-coated aluminium colour sample panels presented in chromatic order. The choice of colours, effects, finishes and gloss grades encompasses a range of the most popular products on the market of high-quality powder coatings. The selection is geared towards the latest developments and trends in architecture and design.

This tool comes with a web-based application and a straightforward ordering process. Each panel in the display has a sticker on the back indicating all the necessary product information as well as a QR code to be scanned with the app for easy ordering. You will receive the requested colour samples within a few days.

Find a ColourSelector near you and try the service at www.axalta.com/colourselector

KEEN TO FEATURE YOUR PROJECT IN VIBES?

All architectural and design projects featured in our trends magazine are actual references powder-coated with our quality products. If you are working with our powder coatings on any project, no matter how big or small, and you would like to get the word out about it across Europe in ten languages through Axalta, just send an e-mail to Trend Expert Sally Put at sally.put@axalta.com. You, your brand, your story and your project may be featured in one of our next editions.
We hope to hear from you soon!

www.axaltacolourit.com
Sample panel service



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