

# vibes

architecture & design

GN Architects | Shanghai Jingxian Nursing Home, China

colour journal 2023 - 2024

**Colour & Trends**

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# about vibes & Axalta

Axalta's colour journal, Vibes, offers architects and designers an annual trend guide, exploring colour and texture in the built environment. Featuring interviews with creatives from across the world, the journal highlights projects where Axalta's powder coatings have been used in new and innovative ways, alongside the latest thinking on colour trends. Each edition offers a glimpse into how design professionals are approaching colour selection, collaboration, sustainability and durability to create the buildings, furniture and products of today.

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

Axalta is a global leader in the coatings industry, providing customers with innovative, colourful, beautiful and sustainable coating solutions. Axalta offers a wide variety of industrial liquid, electrocoat and powder coating solutions that serve a wide array of industrial segments including those manufacturing industrial and electrical system components, oil and gas pipelines, wood applications, agricultural, construction and earth moving equipment, rail cars, structural steel, and sports equipment. Our coatings are designed to prevent corrosion, increase productivity and enhance durability. With more than 150 years of experience in the coatings industry, the global team at Axalta continues to find ways to serve our more than 100,000 customers in 130 countries better every day with the finest coatings, applications systems and technology.

[www.axalta.com/industrialcoatings](http://www.axalta.com/industrialcoatings)

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Ryder Architecture | Photography Graeme Peacock



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EPR Architects | Photography Simon Kennedy

architecture  
colour  
inspiration  
trends  
forecasting

## The architectural colour trend selection: Grounding ourselves through colour

### Our reflections on the natural world define the buildings around us - Axalta's colour trend selection for architecture

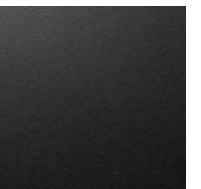
In the world of architecture, our desire for connection is mirrored in the use of organic materials and shapes as well as the creation of greater access to light and outdoor spaces. Age-old materials such as wood and clay are combined with glass structures that embody both modernity and timelessness. This shift towards simplicity and clean lines echoes the trend for minimising waste. Timber and terracotta-coloured cladding ensure even the most ambitious structures feel grounded in our world. At the same time, these buildings communicate strength and efficiency through flashes of metal that contrast with organic textures and playful shapes. Emulating forms found in nature, circular staircases spiral between storeys to unite spaces and users, while rounded corners and curved windows appeal to the eye.

### Colours that reassure

We innately respond to this stripped-back colour palette because its tones have existed for millennia. The colours reassure with solidity and warmth while a hint of metallic adds an elemental lustre. Pastel shades summon a feeling of softness while darker tones speak of comfort, depth and stability – all qualities we seek in an uncertain world. The stone-inspired shades are elevated thanks to their light-reflecting qualities – they emulate the natural shimmer of ancient minerals. The dark shades have an intensity that reflects their origins, deep below the earth. This is a palette that harnesses the best of nature.

Order sample panels from the 2023-2024 design and architectural trend selections via [www.axalta.com/vibes](http://www.axalta.com/vibes)

ARCHIVAL BLUE  
SD031C5114020  
Fine Textured | Metallic



METALLIC EARTH  
SD031C8042020  
Fine Textured | Metallic



SHIMMERING ANTHRACITE  
SD031C7049620  
Fine Textured | Metallic



GRAINED STONE  
SD034C7041020  
Fine Textured | Speckled | Metallic



OPAL GREY  
SD801C7044020  
Smooth | Gloss | Metallic



PEBBLE GREY OPTIMUM  
SD030C7703220  
Fine Textured







TAL - Lithoss | Belgium



Blåstation, Sweden



Softicated, Switzerland



Blåstation, Sweden

design  
furniture  
trends  
comfort  
nature

## The design colour trend selection: The reassuring power of nature

### Simple forms and natural tones create a sense of safety

Appealing to our need for comfort and security, natural materials pair with warm neutrals and low lighting to create spaces that feel intimate, regardless of size. Clay, rattan and wood elements satisfy our desire to be less wasteful and pay homage to centuries of craftsmanship. These materials have an irresistible tactility and, when paired with luxury fabrics such as leather and velvet, promote calm and ease.

### Inspired by the world around us

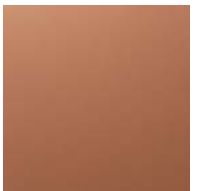
This elemental palette takes inspiration from nature's designs. Rich red-brown and sienna tones bring warmth and texture to metal surfaces, drawing us in while emphasising stability. Deep brown and grey offer a reassuring solidity that stirs our primal need to retreat to safety while quartz glints with inherent opulence. Complementing these earth-bound tones, silver flashes and metallic finishes hint at faraway galaxies; they have the power to imbue our everyday spaces with an otherworldly feel. These uplifting celestial hues remind us we're part of something much greater than ourselves. Across the palette, the pairing of light and dark tones in furniture and familiar objects bring a sense of ease that encourages both communal interactions and quiet personal reflection.

Order sample panels from the 2023-2024 design and architectural trend selections via [www.axalta.com/vibes](http://www.axalta.com/vibes)

GREY WHITE OPTIMUM  
SD130C9900220  
Fine Textured



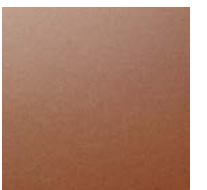
SUPRANODIC SIENNA  
SD201C80214820  
Smooth | Matt | Metallic



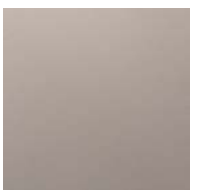
QUARTZ GLINT  
SD034C1122920  
Fine Textured | Speckled | Metallic



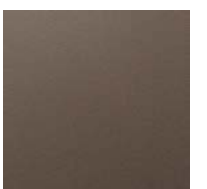
RUSSET SCARABEA  
SD201C3153320  
Smooth | Matt | Metallic



ANODISED SILVER  
SD201C7035020  
Smooth | Matt | Metallic



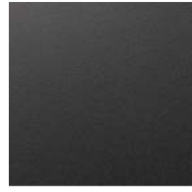
BROWN SLATE  
SD030C8004020  
Fine Textured







#1  
JET BLACK  
AE03054900520  
Fine Textured



#2  
ANTHRACITE GREY  
AE03057701620  
Fine Textured



#3  
ANODIC GOLD  
AE20111000820  
Smooth | Matt | Metallic



#4  
ANODIC BRONZE  
AE20108000320  
Smooth | Matt | Metallic



#5  
JET BLACK  
AE30014900520  
Smooth | Matt



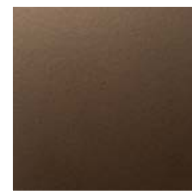
#6  
BLACK GREY  
AE03057702120  
Fine Textured



#7  
ANODIC CHAMPAGNE  
AE20101000220  
Smooth | Matt | Metallic



#8  
PURE WHITE  
AE03059901020  
Fine Textured



#9  
ANODIC BROWN  
AE20108000420  
Smooth | Matt | Metallic



#10  
TRAFFIC WHITE  
AE03059901620  
Fine Textured



Give our COLOURit. online application a try via  
[www.axaltacolourit.com](http://www.axaltacolourit.com)



colour  
trends  
nature  
wellbeing  
experimentation

## Designers' and architects' colour choices

### Seeking elegance, peace and clarity through connections with nature

Documenting colour searches by architects and designers is an accurate and fascinating way of monitoring and analysing colour trends; and the patterns of experimental thinking that emerge are often a reflection of the themes and issues that occupy the world at any given time. This is particularly true of 2022, a serious and unstable year in which people turned increasingly to nature for a sense of wellbeing, and to colours and textures that engender a feeling of calm, balance and connection.

To experiment, designers and architects look to [COLOURit](https://www.axaltacolourit.com), Axalta's complimentary online tool that allows them to study the application of a wide spectrum of powder coatings on any surface or object, from the tiniest detail to the largest facade, testing and comparing the effects of different colours and finishes on a micro and macro level. For example, both the designer and client are able to test gloss levels to see how the light impacts on the colour effects.

The 10 most popular colours conjure up a slow mindful walk through a dense forest, with dark finely-textured greens, earth-browns and a range of warm subtle golds, from the lighter champagne through to an ancient bronze. The sensation when viewing the palette is one of feeling the soft forest floor beneath your feet, seeing the shades of green around you, sensing the density of the earth and yet also glimpses of sunshine etched around the leaves as you look up, even when the sky is not visible. The colours are quiet, meditative, but also reassuring, comforting even. It is a serious, measured palette, with lightness added through the milky-white and light grey colours that add a quiet elegance and clarity of thought.

Axalta's results from 2022 seem to reinforce the trend of seeking peace and stability through a closer connection to nature, and being kinder to nature in return.





healthcare  
functionality  
optimistic

## Functionality as a new aesthetic

In recent years, we have seen a renewed focus on making processes and the rational, a trend that is very hands-on and practical. This has undoubtedly an impact on architecture and interiors within the Healthcare & Hospital segment. The harder we digitise, the louder the backlash. One reaction we often see today is the new appreciation for the craftsmanship behind the creation of certain products. It is not a new form of squishy DIY, we really want to see through the manufacturing processes and thus gain additional knowledge. Designers are going looking for very practical and functional answers. Another important aspect is rethinking certain processes in order to arrive at a more sustainable solution. New materials or techniques are thus given a place alongside the time-honoured crafts. There is knowledge transfer, we see a combination of both leading to innovative solutions.

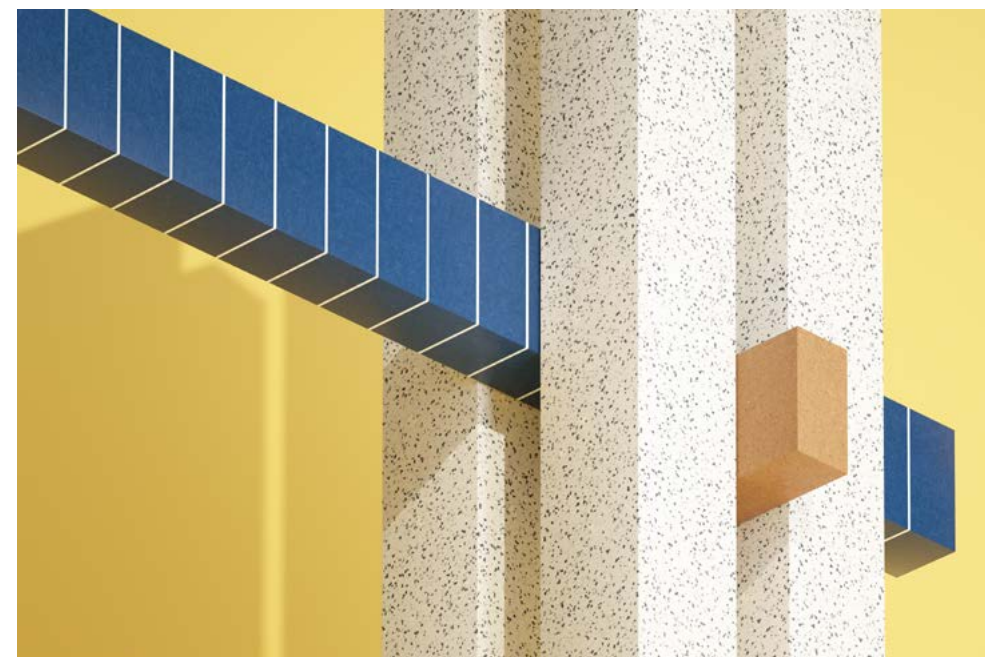
### Visual transparency

In design and architecture, showing the manufacturing process has been a trend. Objects may clearly show how they were created. Simple metal tubes are folded, screwed and welded but their identity is not denied. Materials are honest, both in terms of production and look. Even the transition between two different materials is no longer camouflaged. In addition, functionality is crucial. The search is on for modular or stackable pieces. Or materials that are as light as possible, by perforated surfaces, for example.

Architecturally, the visual transparency translates into the warehouse style: clearly arranged rooms whose construction elements are clearly visible. It exudes efficiency, which can feel reassuring for both patient and carer. That warehouse aesthetic fits very well with the functional and practical needs of a healthcare environment.

### Rational colour palette

This style comes with an equally rational colour palette. It is perfectly applicable to buildings where care is provided. The palette itself is also very functional, with easy combinations that are widely applicable. It includes shades of blue and green related to workwear and uniforms. In addition we see shades that symbolise smart, sustainable solutions, namely natural earth and clay colours. One striking trend colour is fresh mint green, a colour that refers to both nature and innovation, and can definitely work within a healthcare environment. One colour that is here to stay is pink: it avoids the natural colours going too much on the DIY side. It also provides a feminine and optimistic touch that will definitely be appreciated in a caring environment.







mental health  
well-being  
modular spaces  
tactility

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## Mental health as the highest luxury



### Mental rest is hot

Everything that can bring mental rest is a big trend. During the lockdowns, we realized all too well what a home can contribute to – or take away from – your mental well-being. Designers put everything into work to make living as comfortable and healthy as possible. Lights were tinkered with, so that they mimic daylight almost perfectly, more luxurious houses often have a room that's reserved for meditation. Meanwhile, wellness is going further than just a bubble bath: sensors, filters and smart appliances monitor everything, and sound the alarm when adjustments are needed. In interiors, tactility became increasingly important. In public spaces we will have to live by sanitary guidelines for quite a while. That social distancing can be compensated for in your home with tactile furniture and wall and floor covering.

Architecturally, the feelings of safety and security play an important role. Organic and embracing shapes are supposed to evoke a 'womb-like feeling'. The style is used at private clinics, beauty saloons, dentists and stores – everywhere they want you to feel familiar. We also went outside and into nature during the pandemic. It became clear the contact with nature has a healing effect on both your mind and body. We want to live in a green environment. Trying to achieve as much contact with nature as possible influences the way in which houses are built.

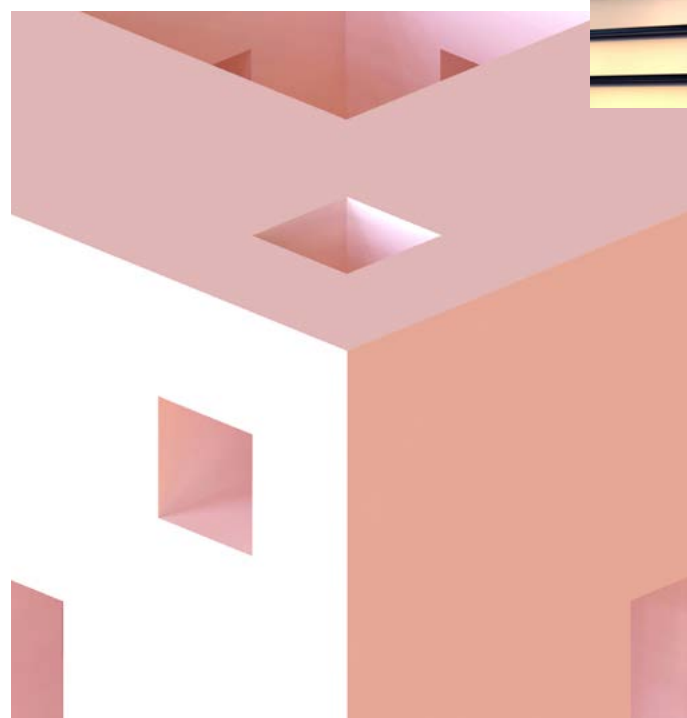
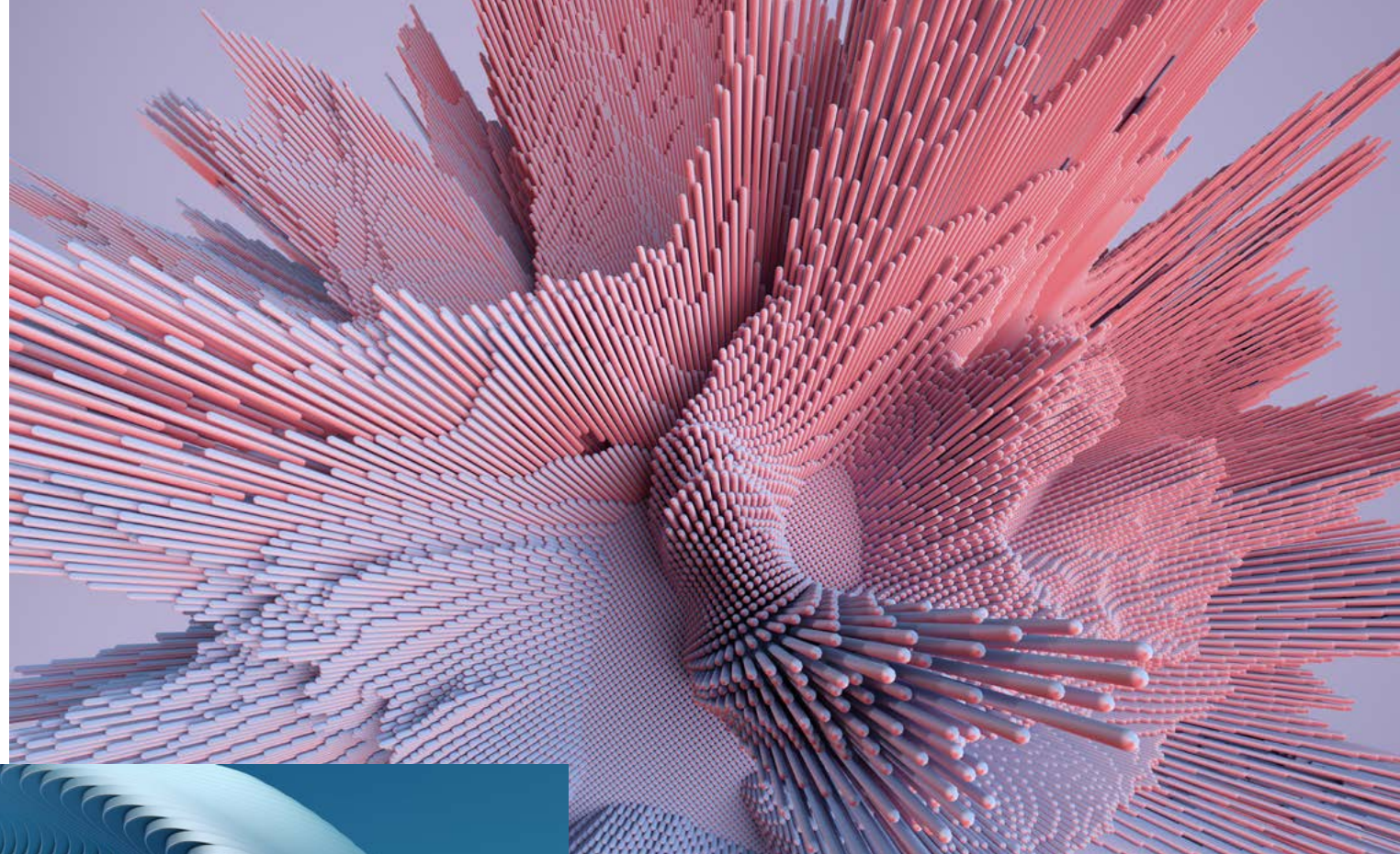
### Modular spaces

People also long for physical rest and silence. In the acoustic screens, felt makes its entrance. Not only is it an excellent sound muffler and pleasing to touch, it's also very light. This makes it easy to move the screen to wherever it's needed most. Rest and privacy, but also working from home ask for a different layout of living spaces. You can play with partition walls with various grades of transparency so that you can divide rooms without blocking out the light. Milk glass is especially popular, since it looks softer than regular glass. If it comes in a soft colour, it's very easy on the eyes. Of course, how you use colours plays a significant role here. Colours have a big impact on our mental condition and their healing properties are often underestimated. We will see more shades that evoke feelings of rest, stability and safety. We also see the duality between healing and partying in the use of colours. On one hand, there are soft shades with beneficial properties. On the other hand, there are colours that celebrate the regained freedom. Rich colours such as bright yellow and fuchsia are associated with joy give your state of mind a significant boost. Did someone say 'party'?



ColourDesign  
specifiers  
inspiration  
insights  
case studies

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## Colour your world with confidence and ColourDesign by Axalta

### **Axalta's ColourDesign is your ultimate resource for expertly specified and sustainable coating systems**

ColourDesign by Axalta, a comprehensive resource for architects, designers, and anyone working with colour. This one-stop destination offers a perfect blend of culture, science, inspiration, and industry intelligence to help create beautiful, durable colour schemes for buildings, cities, streets, and interiors.

ColourDesign offers a wide range of services to make it easy for you to focus on colour. The [Colour Discovery](#) menu offers a clear route for everyone, including guidance and advice, an immersive colour experience room, and online tools like [COLOURit](#) to simplify colour selection for architecture and design. The [Colour Collections](#) tab is perfect for exploring the full range of colours and finishes.

In the [Editorial](#) section, you can find the [ColourDesign Library](#) of interviews, insights, and opinions. This continually updated section offers the latest cross-disciplinary commentaries and is the go-to destination for ideas and inspiration. From exploring how colour transforms cities with London-based artist [Cath Carver](#) to [fun facts on colour psychology](#), you can discover something new about

colour through peer-to-peer conversations. [The Vibes section](#) is dedicated to exploring the latest global trends in colour, from Axalta's Colour of the Year to cutting-edge design projects. ColourDesign also offers the option to book themed, [on-demand workshops](#) or view [Axalta's global events calendar](#). Compelling case studies are also available to explore, and regular industry updates will be provided through a monthly [ColourDesign newsletter](#).

One of the standout features of ColourDesign is its commitment to [sustainability](#). Axalta is dedicated to reducing its environmental footprint and has developed eco-friendly coatings that are not only durable and long-lasting but also safe for the environment.

Overall, ColourDesign by Axalta is an invaluable resource for anyone working with colour. Whether you're an architect, designer, or simply someone who loves colour, this comprehensive platform offers everything you need to create beautiful, durable, and sustainable colour schemes. The Axalta team is always available to answer any questions and welcome comments to ensure that the site continues to meet the needs of its users.





natural  
wood grain  
environmentally friendly  
Shanghai

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## Age-friendly living

### Exploring GN Architects' Shanghai Jingxian Nursing Home

Nursing homes in China have very strict requirements when it comes to construction materials and decoration elements. It's important that materials, furniture and finishes are environmentally friendly, so that they do not negatively affect the health of staff, visitors and – above all – patients. These considerations were taken into account by GN Architects, when they were commissioned to design the 270,000 sqm Shanghai Jingxian Nursing Home.

The home is located around 30 km from the city centre in Fengxian District. Just 5 km beyond this site, the area becomes a typical Chinese-style suburban landscape composed of scattered villages, large-scale farmland and a large-scale road network.

The client's aim is to build a continuing care retirement community for 2500 people. The architects' solution is a series of rectangular prisms positioned on a 200,000 sqm site to form interlocking, stacked volumes. The long, louvred boxes have green roofs and a hollowed out centre to make internal courtyards. They balance on glazed bases. This formation creates a sense of lightness, visual interest and shading.

In order to contribute to the natural appearance of the timber elements, the Shanghai-based architects specified Axalta wood grain powder coatings. These coatings can achieve various effects on the substrate, including imitation wood. Used inside and out, they add to the natural theme and make the nursing home more environmentally friendly.





Philadelphia  
 mixed-use development  
 sustainability  
 innovation  
 urban landscape transformation

## The future of urban living and innovation

**3151 Market Street in Philadelphia, is an ambitious mixed-use development project that aims to transform West Philadelphia's urban landscape. The project's master plan envisions a vibrant, walkable neighborhood with world-class research and innovation facilities, commercial and residential spaces, and ample public green space.**

The project's centerpiece is the 14-acre Drexel Square, which opened in 2018 and serves as a community gathering place and a green oasis in the heart of the city. The square is surrounded by modern glass-and-steel buildings, including the 14-story, 347,000-square-foot office tower at 3025 Market Street and the 512,000-square-foot, 28-story residential tower at 3025 JFK Boulevard.

Designed by architects from SHoP and West 8, the buildings are characterized by their sleek, contemporary designs and emphasis on sustainability. The development's buildings are LEED™-certified, and they feature a variety of energy-efficient systems, such as

green roofs, solar panels, and high-performance facades. In addition to the commercial and residential spaces, the development will also feature a 14-story innovation center that will house research labs, incubator spaces, and startup offices. The center will serve as a hub for innovation and entrepreneurship, fostering collaboration between academic researchers, private industry, and investors.

Overall, the project is an exciting development project that represents the future of urban living and innovation. By combining state-of-the-art design with a commitment to sustainability and community engagement, setting a new standard for mixed-use development in the United States.

Source & copyright <https://schuyllyards.com>







historical settings  
metalwork  
conservation  
red



## Creating new homes in an English conservation area

### Office S&M explore the design details chosen for Red Cow Terrace.

Introducing strong colour into historic settings is perceived as risky. But that didn't stop Office S&M at their project Red Cow Terrace in St Albans, the English town with ancient Roman roots and many listed buildings. Office S&M co-founder Hugh McEwen explains his thinking behind the design of three new homes in a conservation area.

### When you started the project, you did a thorough character study of the area. What did you discover here?

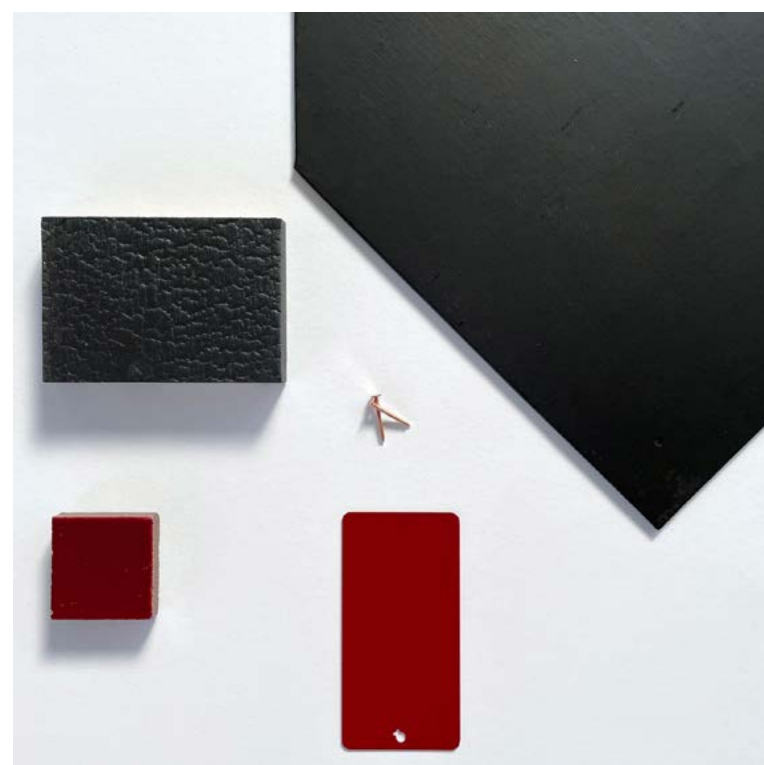
HM: With these studies, we're looking for things that make a setting different and even unique. That could be the building vernacular and materials that are used locally. This scheme is in Wheathampstead, a historic village with plenty of notable buildings. We found this language of tarred weatherboarding, chimneys and

masonry plinths, big roof forms and overhanging eaves. And we discovered that the site itself used to be known as Red Cow Field.

### How did you apply what you found to the design and colour choices for these new homes?

HM: We took that idea of the workers' cottage and played with that. We chose dark materials for the upper parts of the homes, cladding them with Shou Sugi Ban® charred timber shingles. They've been laid in a slightly offset pattern, and that creates a more textured effect than standard weatherboarding.

The oxblood red detailing is obviously a reference to the site's historic name. We selected a gloss deep red for the metalwork (code: AE30013301120 in RAL3011), we tend to use polyester powder-coated aluminium. Coating metalwork is a way of introducing something special but in an affordable way.



BROWN RED  
AE30013301120  
Smooth | Matt





LEED™ platinum  
well-being  
urban regeneration  
industrial heritage

## Sustainable and responsible urban renewal

**GCA Architects** has just completed the construction of Spain's first intelligent building, **Smart 22@**, in Barcelona's 22@ technology district of Poblenou.

Poblenou is the neighborhood of the 1000 chimneys, a legacy of its industrial past that still retains a strong entrepreneurial character today. It is a neighborhood that combines tradition and modernity, craftsmanship and technological innovation, and it is no coincidence that the main fabric and engine of the 22@ technological district is concentrated here.

The Smart building responds to these conditions while shining with its own personality. Its morphology is based on urban integration, with a deeply respectful gesture towards neighboring buildings, such as the old factory "La Escocesa". Its genetics reflect the characteristic chromatic range of the neighborhood, blending the weight of the tradition of a humble material, such as terracotta, with new industrial processes that allow for large-format extruded pieces. The south façade also integrates photovoltaic glass panels that contribute to the energy efficiency of the three buildings.

Smart offers 24,600 m² of offices divided into three independent buildings, connected by a large garden area. The building's architecture provides tenants with open and flexible floors with a post-tensioned slab structure that allows for large spans from the core to the curtain wall facade. It also has a terrace, lounge area, multipurpose room, locker rooms, and a multitude of services designed to create community.

It is a new concept that arises from the industrial legacy and stands as a landmark that promotes values such as modernity, sustainability, and technology. So much so that it is Spain's first Smart Building and has an international certification linked to energy efficiency and user well-being (Wiredscore Platinum), and is about to obtain two more, Platinum LEED™ and Platinum Well.

The new complex thus becomes a link between the past and the future, a container of experiences, talks, and open spaces to the public; it is about appealing to the social responsibility of architecture, creating an integrating volume capable of coexisting with the Poblenou neighborhood and reflecting the values of the city of Barcelona.



UMBRA GREY  
AE30017702220  
Smooth | Matt

GCA Architects

Photography credits: [Rafael Vargas](#)

Client: Meridia Capital

Contractor: UTE La Escocesa, Grupo Elecnor+Sorigué

Project Management: TAG Arquitectura & Management

Building Surveyor: Belart Arquitectes Tècnics

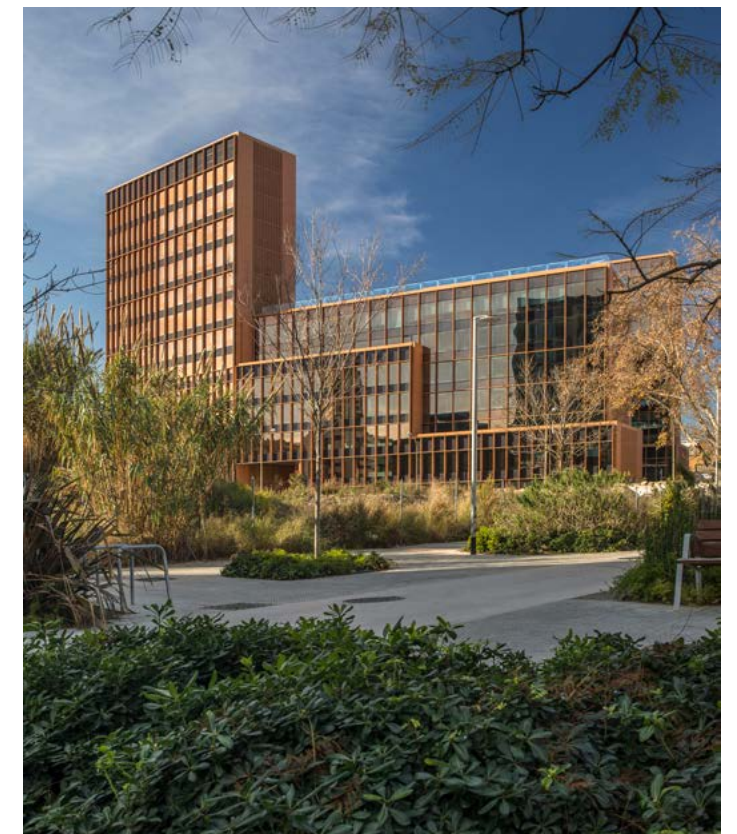
Structural Engineer: BAC Engineering, Grupo SOCOTEC

MEP Engineer: PGI Engineering & Consulting

Façade consultants: Ferrés Arquitectos y Consultores

Landscape: Valentina Greselin

LEED™ Consultants: Homu Well Tech





# Masterful mix of modernity and sustainability

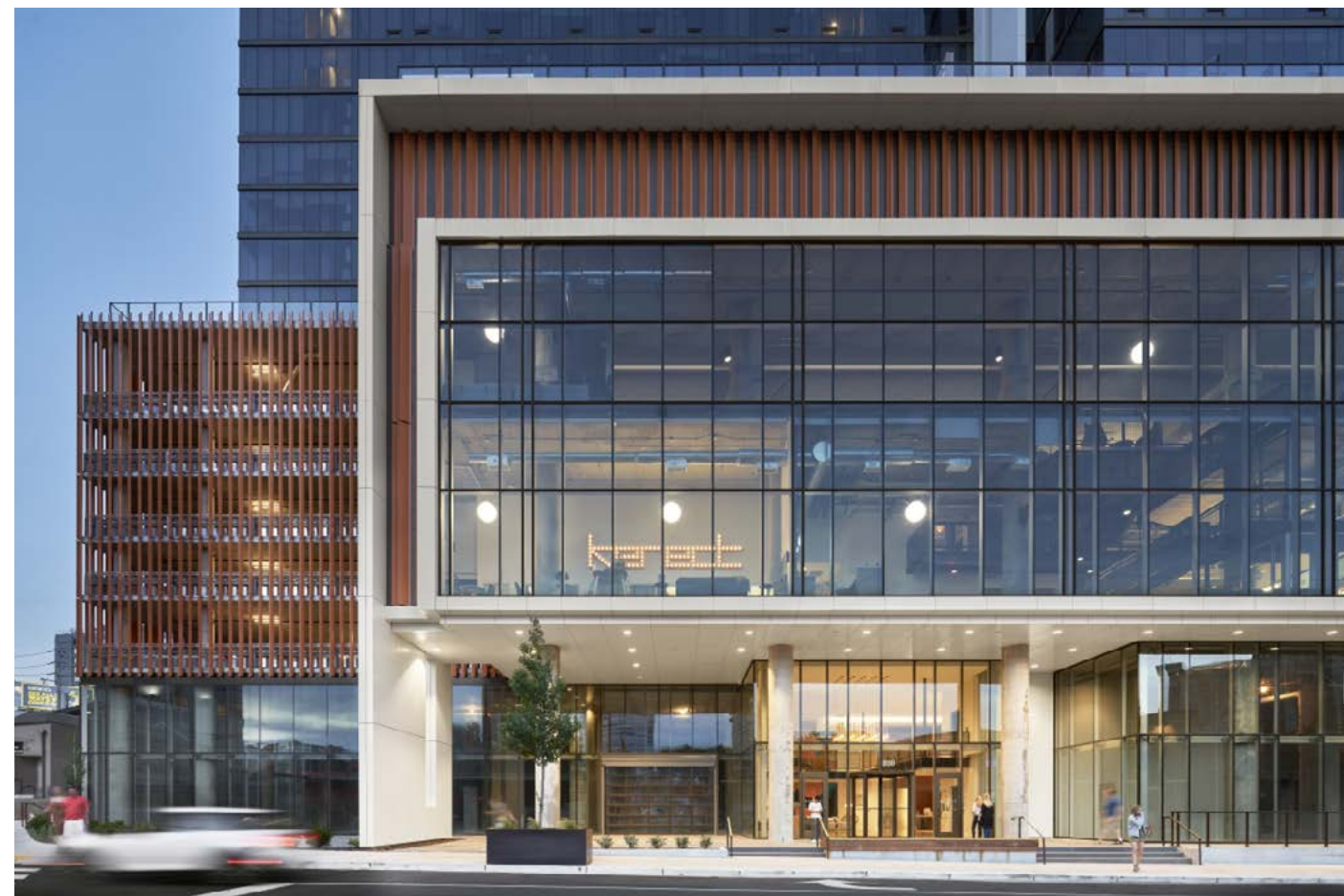
**800 19th Ave S, Nashville, the latest addition to Nashville's Midtown district, is a stunning mixed-use development that embodies the city's spirit of innovation and creativity.** Designed by [Smith Gee Studio](#) and [Perkins + Will](#) and developed by [MC Hugh Construction](#), the project is a testament to the collaborative efforts of two of Nashville's most prominent firms.

The development features a 20-story tower with 420 residential units, a 7-story building with 60,000 square feet of office space, and 8,000 square feet of retail space. The tower's sleek and modern design, with its mix of glass, concrete, and metal paneling, blends seamlessly with the surrounding urban landscape. The building's interior is equally impressive, with high-end finishes and state-of-the-art amenities, including a fitness center, a lounge, and a rooftop pool.

Sustainability is a key focus of the project, with features such as green roofs, rainwater harvesting, and energy-efficient systems throughout the development. The project has earned LEED™ Silver certification, demonstrating its commitment to sustainability and responsible development.

The project is a testament to the power of collaboration between designers and developers. The partnership between Smith Gee Studio and MC Hugh Construction has resulted in a truly exceptional development that is sure to become a landmark in Nashville's urban landscape.

Source and copyright [Smith Gee Studio](#)



Nashville  
community  
innovation  
connectivity  
urban development





# Masterpiece of innovation and functionality

The new 875 Chesterfield Pkwy W in Chesterfield, Missouri, stands as a stunning example of contemporary architecture and engineering. The state-of-the-art facility was designed by [Lamar Johnson Collaborative](#), one of the leading architecture and engineering firms in the world and developed by [CRG](#). It was constructed by [Clayco](#), a premier general contractor known for its innovative and sustainable building solutions. The façade of the building was created by [Ventana](#), a leading contractor in the design, engineering, and installation of high-performance façade systems.

The development spans over 295,000 square feet, and its design reflects the owner's commitment to innovation and functionality. The facility includes state-of-the-art laboratories, research and development spaces, and manufacturing areas. The building features an open, collaborative work environment that encourages creativity and knowledge sharing among researchers and scientists.

The façade of the building is a stunning combination of glass, aluminum panels, and metal louvers. The glass panels allow natural light to flood the interior, reducing the need for artificial lighting and creating a pleasant work environment. The metal louvers provide shading and help regulate the building's temperature, reducing the energy consumption and contributing to the building's sustainability.

The facility is a true masterpiece of innovation and functionality. Its design, construction, and façade are a testament to the skill and expertise of the team involved in its creation. The facility represents a new standard for research and development facilities, and its success will be measured by the discoveries and breakthroughs that will be made within its walls.

Courtesy of [Ventana](#)



innovation  
functionality  
sustainability  
collaboration  
research and development



healthcare  
facade  
healing  
nature  
Milan

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## The new polyclinic in Milan

### **A story of integration and healing through science and nature.**

The New Polyclinic in Milan by [Stefano Boeri Architects](#) (2018) is important, not just for its patients, doctors and nurses, but for the city as a whole. It is one of Milan's main hospitals, situated in the historic centre – a building designed to connect to history and the wider community. And with all its modern technology and healing methods, it is also a building in touch with nature. Integration is key, and so is harmony, which finds expression in a colour palette of greys, white and greens.

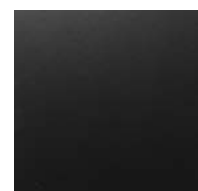
In visual terms, the tallest elements are characterised by a pattern of geometric modules in three shades of grey, with metal window frames and elements of, using a bespoke twenty-five per cent of gloss to create the product. Ten tons of powder coating were used in the new building, a quantity of grey that seems to exemplify a rigid, almost severe architecture.

However, there is another interpretation, reflected in the polyclinic's most beautiful features. Forming part of the rectilinear pattern are panels of coloured glass which soften and lighten the greys with the juxtaposition of green, and respond to the changing

natural light conditions.

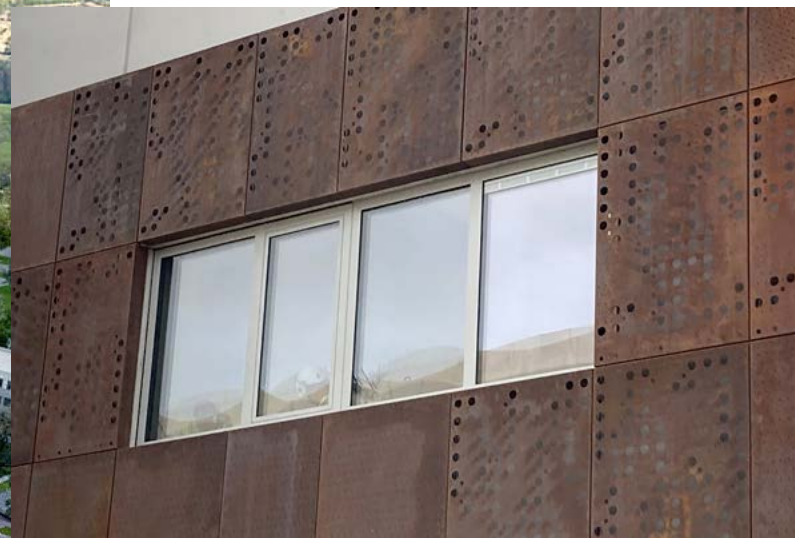
The glass also connects to the more gentle, lower building, with its "second skin" of perforated and folded sheet metal. Coated in white, this conceals the windows that open on the internal façade, like a protective fabric providing sanctuary and healing.

At the top, a wealth of luxurious green is visible from the street, transforming the impression and blending divisions within the city. The Polyclinic Roof Garden, conceived as "urban forestry" and spanning 7,000sqm, provides therapeutic health benefits, primarily for patients and health workers, but is also open on occasion to the public, for special events. An internal "rehabilitation garden" completes this focus on nature's role in healing.



BLACK GREY  
AE20007377821  
Smooth | Matt





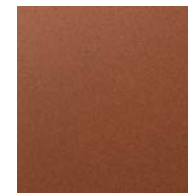
retrofit  
workplace  
healthcare  
corten  
terracotta



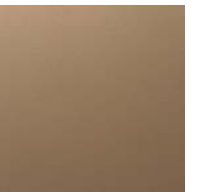
FA'BRICK  
SD031C8022020  
Fine Textured | Metallic



CITY TERRACOTTA  
SD031C8021020  
Fine Textured | Metallic



OXIDE 2  
AE03418112420  
Fine Textured | Speckled



PEARL BEIGE  
AE20311031721  
Smooth | Matt | Metallic



TIMELESS RUST  
SD034C8023020  
Fine Textured | Speckled

## The right shade of red

### Collaborating for success in Italy and Denmark.

Axalta collaborated with Italian-based metal construction experts [MTS](#) to develop customised coating solutions for two landmark projects: Pirelli 35 in Italy and the Odense Hospital in Denmark.

### Durable solutions in Italy

'Pirelli 35', designed by architects [Park Associati](#) and [Snøhetta](#), is a retrofitted office block that occupies Via Pirelli and Via Bordonni in Milan. The building is to be re-clad with a warm terracotta façade that delicately adds a sense of vibrancy to the cityscape, distinguishing itself from its more greyscale neighbours.

Designers chose a specific shade of red as a coating colour and Axalta was able to provide options for Class 1 and Class 2 coatings that not only met the aesthetic requirements, but enhanced the façade's durability, too. Axalta suggested FA'BRICK SD031C8022020 (Class 2) and OXIDE 2 AE03418112420 (Class 1) — both in the shade "City terracotta," that complemented the pearl colour RAL1035 PEARL BEIGE AE20311031721 also chosen for the building's façade.

### Batch supply chain management

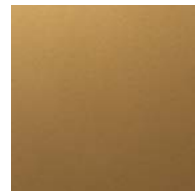
In Odense Axalta's assistance allowed [MTS](#) to select the perfect colour from the [ICONICA collection](#) for a complex salt and pepper finish in the Timeless Rust shade. The designers initially wanted a Corten finish, but found that the Timeless Rust colour from the super durable [ICONICA](#) of powder coatings was a better alternative with a similar aesthetic. Thanks to its collection of contemporary colours, the [ICONICA](#) range has proven popular with architects since its launch in 2022.

Axalta's expertise ensured that the powder coating for the whole project came from the same batch, providing a consistent finish — an essential requirement.

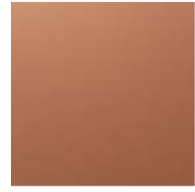
Fruitful collaboration and in particular, rigorous supply chain management, has been key to the success of these projects. Axalta and [MTS](#) worked closely together so designers could specify coatings that meet the aesthetic and durability requirements, as well as fitting in with the procurement timelines of each project.



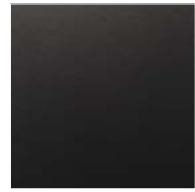




SUPRANODIC GOLD  
SD201C1000820  
Smooth | Matt | Metallic



SUPRANODIC SIENNA  
SD201C8214820  
Smooth | Matt | Metallic



BLACK GREY  
SD300C7702120  
Fine Textured



TRAFFIC WHITE  
AE300C9901620  
Smooth | Matt



SUPRANODIC DARK BRONZE  
SD201C8210621  
Smooth | Matt | Metallic



lighting  
interior design  
furniture  
wellbeing  
collaboration

## Geneva-based brand Softicated on colour, lighting and wellbeing

### Furniture and lighting that promote feelings of happiness.

The connection between lighting and wellbeing is often overlooked in discussions on interior and product design. Contentment is sometimes sacrificed for drama and experimentation. But it is something being addressed by [Softicated](#), a new Geneva-based brand founded by Cyril Rumpler in 2020, which is producing a range of luxurious lighting, rugs and contemporary furniture designed with the specific intention “to promote feelings of happiness” in the user. Recognising the now undisputed links between wellbeing and connections to nature, [Softicated](#) combines the notions of “sophisticated” with a gentle “softness”, fusing the two to create its name and the vision that drives its products. Each product or collection has a narrative of its own.

Designed in Switzerland and manufactured with elements of hand-craft in Europe, Softicated lighting exudes a gentle luxury through organic forms and carefully considered colours and textures. To acquire a high-end finish, the brand approached Axalta, who were keen to work at this small-scale production level – a change to their usual large-scale projects.

Following correspondence with [Softicated](#) and a visit to Axalta’s [Colour Experience Room](#), a luxurious approach was taken to the “Silhouette” and “Head in Stars” lighting designs, with the latter being longlisted for the Archiproducts Design Award in 2022.

Offering fine-textured and anodised finishes, Axalta worked with [Softicated](#) to create a colour palette for “Silhouette” of Graphite Black, Traffic White and Earth Clay; and in addition to the same black and white choices for “Head in Stars”, Axalta provided a rich Supradonic Gold, Sienna and Dark Bronze – all representative of current trends. Inspired by the rocket in Tintin and a lighthouse at sea, the powder-coated aluminium tripod and sandblasted glass lighting tube also evoke Antoine Saint-Exupéry’s *The Little Prince* in [Softicated](#)’s aim to send clients “straight to the stars”.





Felix Mizoznikov - stock.adobe.com

innovation  
functionality  
sustainability  
collaboration  
research and development

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## Where luxury meets architecture

300 Biscayne Blvd Way, Miami, Florida, are a stunning example of luxurious architecture that exudes elegance and sophistication. Designed by Revuelta Architecture and Bodas Miani Anger Architects, this 66-story tower is a testament to the brand's signature style and excellence.

The general contractor for the development is Coastal Construction Group, a company known for its expertise in high-end construction projects. They were responsible for overseeing the entire construction process, ensuring that every detail was executed to perfection.

The facade contractor for the project is none other than Permasteelisa North America, a company that specializes in advanced building envelope solutions. They were tasked with creating a unique facade that would showcase the building's striking design and provide optimal energy efficiency.

The development features 391 condominiums, ranging in size from 698 to 18,811 square feet, with prices starting at \$970,000. The building boasts amenities such as a fitness center, spa, infinity pool, and private marina. Each unit is equipped with high-end finishes, floor-to-ceiling windows, and breathtaking views of Biscayne Bay.

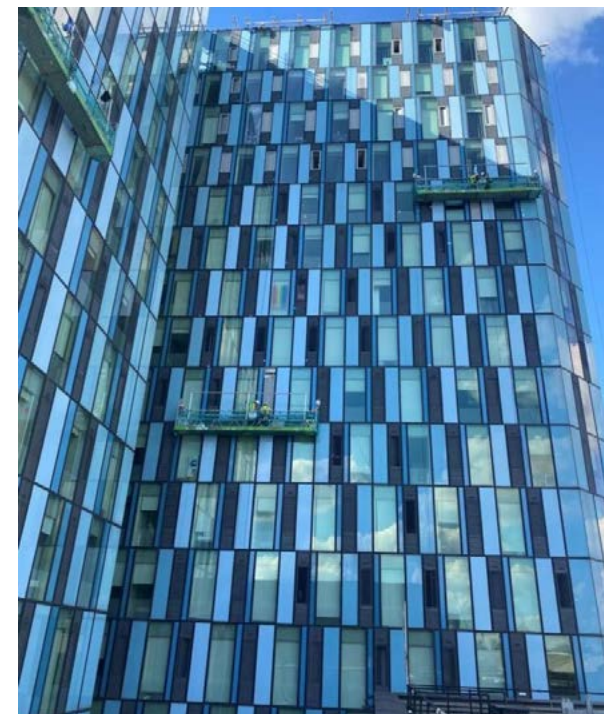
This location more than just a place to live; they are a lifestyle. This luxurious tower represents the pinnacle of design and engineering, with every aspect carefully crafted to provide residents with the ultimate living experience.





architecture  
facade  
contemporary  
trends  
blue

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## Blue shades for a contemporary lifestyle

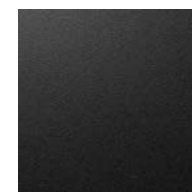
### From Techno Blue to pastels, the colour blue combines modernity and nature

Bold and light-reflecting, Techno Blue is a colour that radiates energy. It's not surprising that this luxurious vivid blue with a metallic edge was chosen by the Axalta automotive division as *Colour of the Year*. As a clean, efficient and future-focused tone, it reflects the spirit of the modern world.

Today's design industry is fluid: disciplines interconnect and take inspiration from one another. In architecture and design we also see the influence of blue, a colour that brings to mind the potential of smart tech, the solidity of glass and the tranquillity of water.

### Bringing energy to architecture

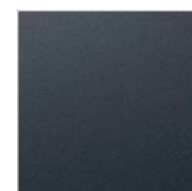
Two custom shades of high-gloss powder coatings – Glass Light Blue and Glass Mid Blue – were used in the refurbishment of a residential building in London's Kings Cross, a historic quarter that has been injected with new energy. On the facade, cladding in lustrous blue tones reflects the forward-looking ethos of the area. The revitalised exterior also pays homage to the blue glass that once defined the building. The powder coatings were formulated to echo the shades and gloss of glass shards saved from the original facade. As well as bringing a modern edge to objects and buildings, blue shades have underlying tones inspired by nature. The rarity of blue in the natural world has led to it being highly prized by humans for centuries; we instinctively value shimmering lapis lazuli or the iridescent blue plumage of a bird of paradise. This organic appeal can also be found in blue tones from *Axalta's ICONICA range*, such as Archival Blue, Nordic Lichen and Blue Workshop.



ARCHIVAL BLUE  
SD031C5114020  
Fine Textured | Metallic



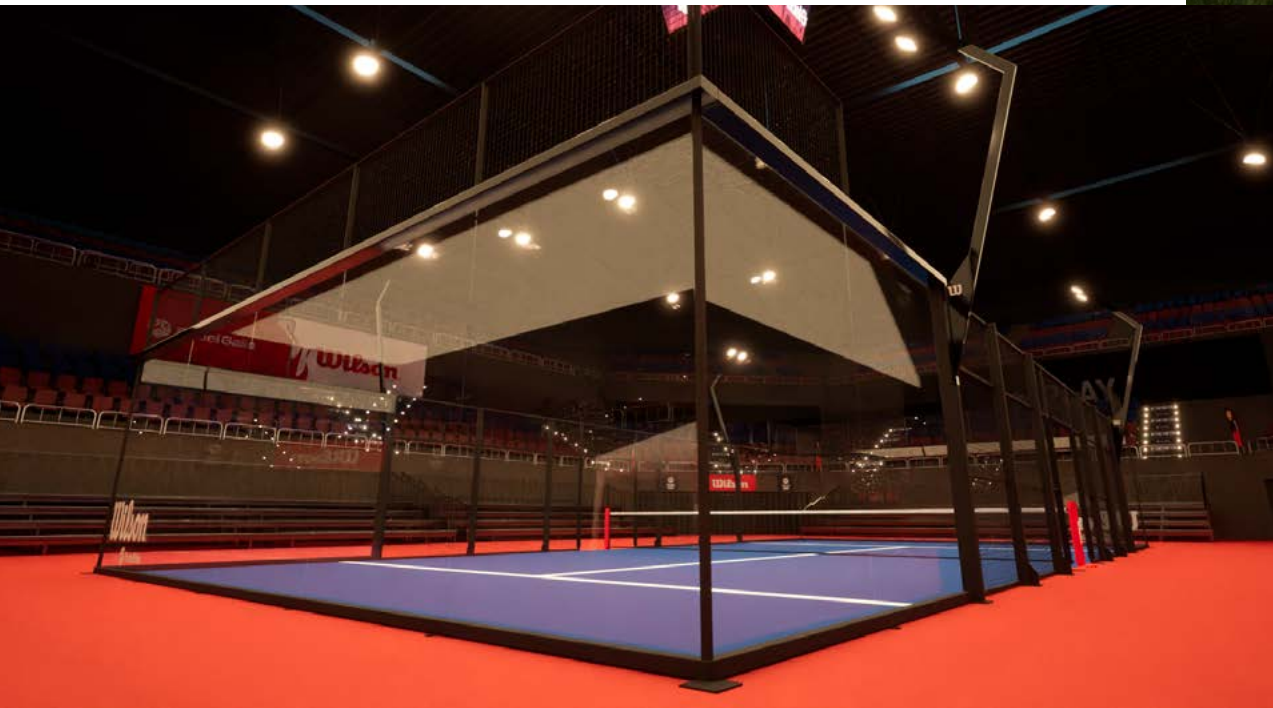
NORDIC LICHEN  
SD301C5008020  
Fine Textured | Metallic



BLUE WORKSHOP  
SD031C5029020  
Fine Textured | Metallic



sport facilities  
durability  
padel tennis



## Padel Tennis Perfection

### The Wilson court by Padel Galis - a very special edition

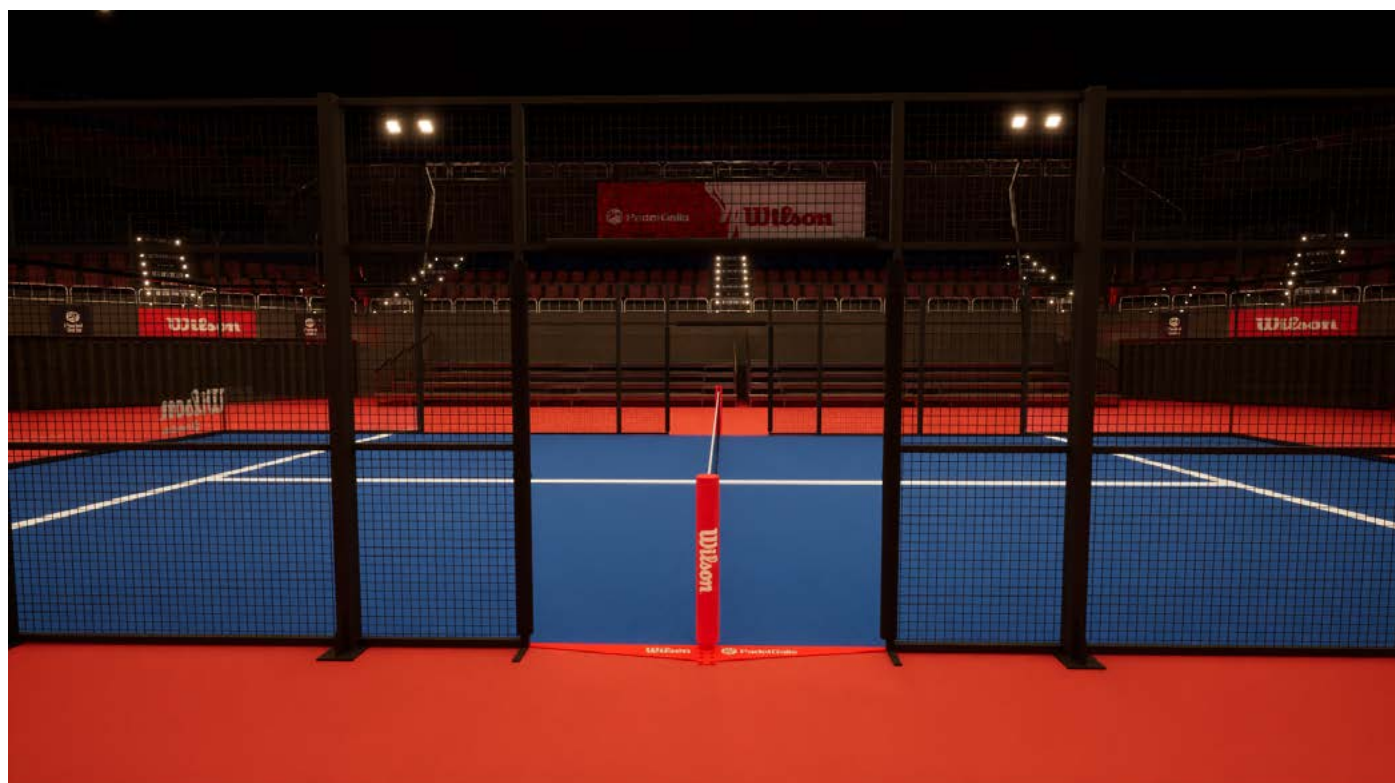
Padel tennis, usually played in doubles on an enclosed court, combines elements of both tennis and squash. The balls have a little less pressure and the rackets are smaller in size and solid, producing a game that is fast-paced, accessible and highly sociable. It is the fastest growing sport in Europe. But it is not new.

frame is Axalta's powder coating, with the posts in gloss and the main structure in matt. This provides a clean, concise outline for the court's action, and a dramatic contrast to the blue court and red surround. The results are fun, modern, and in keeping with this high-spirited game that is continuing to grow.

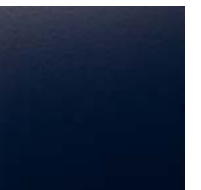
In the 1920s, "platform tennis" was a popular winter game in Washington and New York, with paddles replacing tennis rackets, and fences to stop the balls getting lost in the snow. But it was in 1969 that Mexican businessman Enrique Corcuera created the very first "padel court" at his home in Acapulco, calling the game "Paddle Corcuera". Taken by a friend to Spain in 1974, it was discovered by an Argentinian millionaire in 1975, whose passion led to the 10,000 padel courts in Argentina. Spain has 20,000, and in 1991 the International Padel Federation was formed.

Padel Galis is at the forefront of this new sporting craze, manufacturing the only official World Padel Tour court since 2020, and designing, making and installing the "Wilson court by Padel Galis" in countries including Italy, Norway, Sweden, Portugal and Mexico, where the court is green.

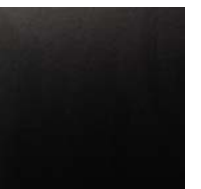
The official World Padel Tour Special Edition court is the crème de la crème of the padel experience. With a panoramic reinforced glass surround, Padel Galis has worked with Axalta to create the perfect powder-coated frame and metal fence that can withstand the stress and impact of the balls. The choice of colour for the



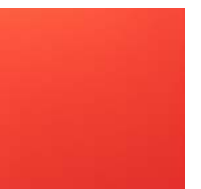
STEEL BLUE  
AE300C5501120  
Smooth | Matt



JET BLACK  
AE30014900520  
Smooth | Matt



TRAFFIC RED  
AE30013302020  
Smooth | Matt





sport facilities  
landmark  
California

## The futuristic marvel of Inglewood

Inglewood, California has a new landmark that has caught the attention of sports enthusiasts and architecture aficionados alike. The stunning new stadium, located at 1000 S. Prairie Ave, is an impressive feat of modern architecture and engineering.

The stadium was designed by the renowned architectural firm HKS, Inc. with a focus on creating a one-of-a-kind experience for spectators. With a seating capacity of over 70,000, the stadium boasts a unique open-air design that allows for natural ventilation and sunlight to flood the space, providing a comfortable and inviting atmosphere for fans.

One of the most striking features of the stadium is the 120-yard long, 4k ultra-high-definition video screen that encircles the entire seating bowl. This state-of-the-art video board is the largest of its kind in the world and provides an immersive visual experience for spectators, ensuring that every seat in the house has a great view of the action.

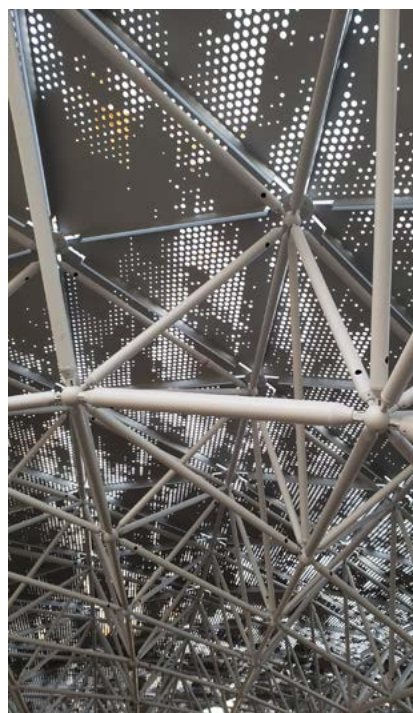
The developers of the stadium, Hollywood Park, spared no expense in creating a world-class facility that would serve as a hub for sports and entertainment in Southern California. In addition to the stadium, the Hollywood Park development includes a retail and entertainment district, a luxury hotel, and residential housing.

The stadium's location in Inglewood is particularly significant, as it represents a revitalization of an area that had been neglected for years. The development has provided thousands of jobs for local residents and promises to bring new economic opportunities to the area.

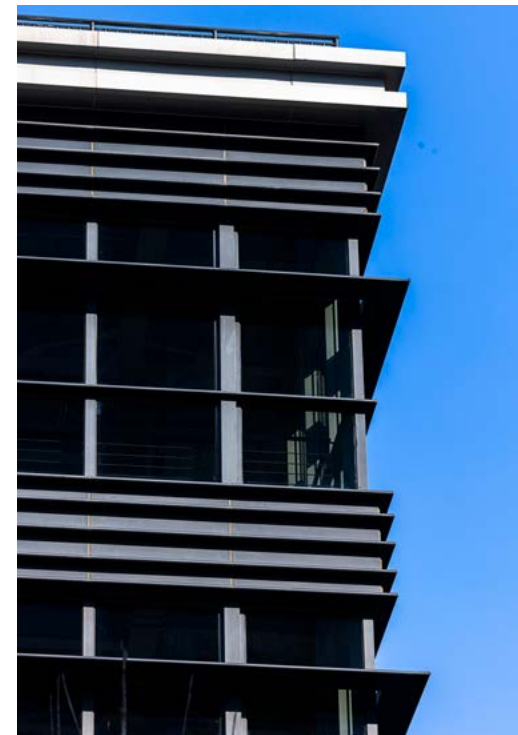
The stadium's inaugural event was a spectacular performance by Taylor Swift, which drew a record-breaking crowd of over 72,000 fans. Since then, the stadium has hosted numerous high-profile events, including the Super Bowl and the College Football Playoff National Championship.

Overall, the new stadium at 1000 S. Prairie Ave is an impressive achievement in modern architecture and a testament to the vision and dedication of the developers and architects involved in its creation. It is sure to be a beloved and iconic landmark in Southern California for many years to come.

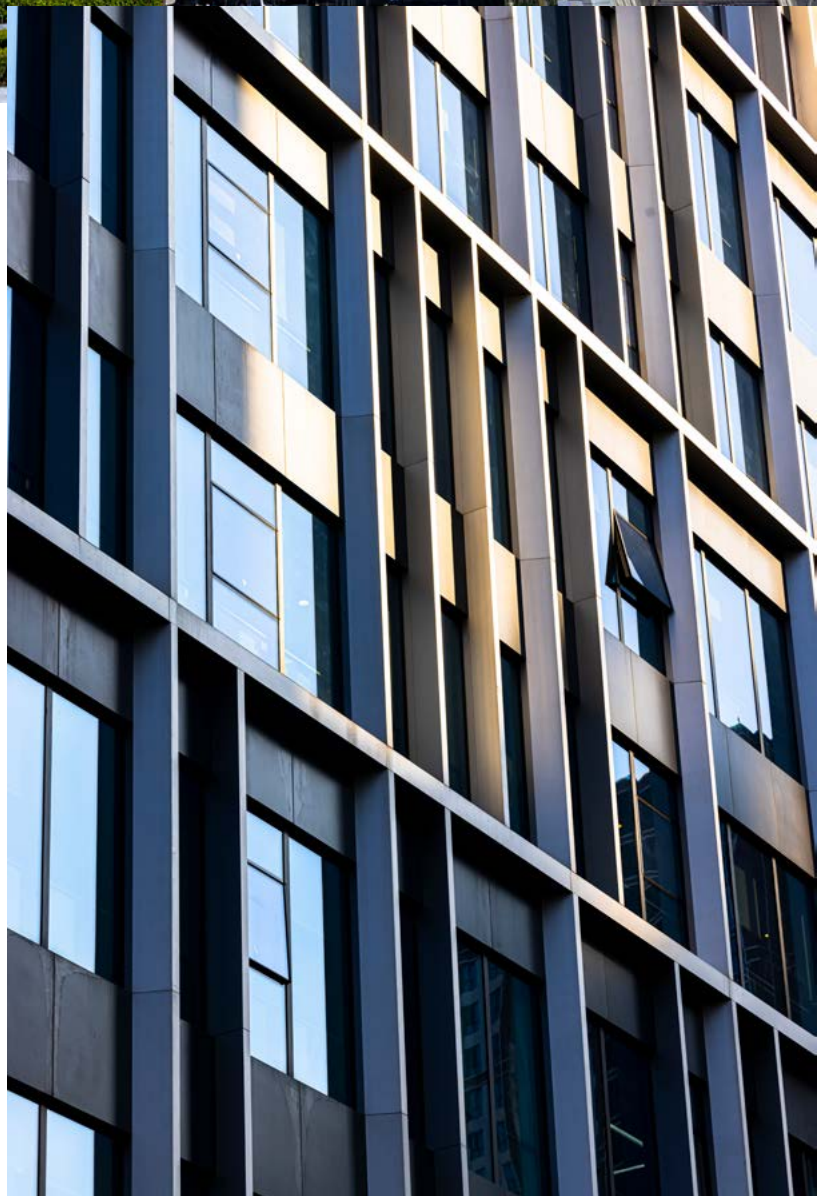
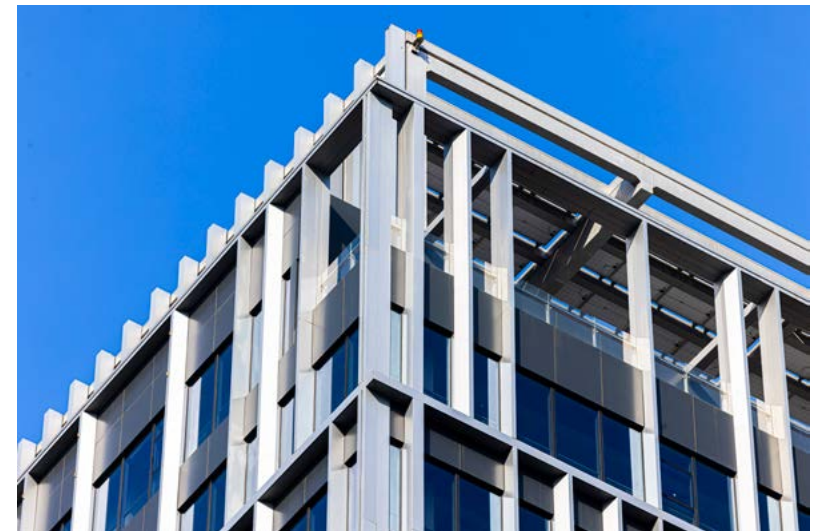
DSI Spaceframes provided the Exterior space frame comprised of over 1.5 Million individual components. As with previous projects, Axalta worked closely with DSI Spaceframes to provide a long lasting Alestal® UD coating AR500 LA Gray to the spaceframe members.







LEED™  
durability  
mixed-use development  
sustainable  
Shanghai



## Sustainable Shanghai

### Large-scale development Guoco Changfeng City achieves LEED™ Platinum.

Guoco Changfeng City is a large-scale mixed-use development project located in the Changfeng Eco Business District of Shanghai's Putuo Area. The project comprises two 18-storey office towers, two lower-rise corporate office buildings, a cultural industries building, and a cultural and entertainment center. The development is strategically located, with excellent connectivity through the Shanghai North Cross Passage expressway and the upcoming metro station of Shanghai's Metro Line 1.

The project has been designed to meet high environmental and sustainability standards, with green elements such as energy-saving features, water-saving systems, and environmentally-friendly materials being incorporated into the design at the scheme's inception. As a result, this is the first commercial project in Shanghai's Putuo District to achieve LEED™

Platinum Pre-certification by the U.S. Green Building Council and WELL Platinum Certification.

To align with the development's sustainability agenda, Axalta has provided liquid coatings (PVDF) and powder coatings for the project. Axalta's PVDF coating is designed to meet the building's curtain wall specifications and complies with AAMA2605 standards, while also providing durable quality for outdoor projects with a 20+ year guarantee. The Alesta® range of powder coatings, meanwhile, is being used for the second phase of the project's east block, which is being built by Shanghai Xinhaolong Property Development Co.,Ltd and designed by [Jianxue Architecture and Engineering Design Institute Co.,LTD.](#)

The [Alesta® AD range](#) is used for outdoor application and meets AAMA 2603 and Qualicoat Class 1 requirements. It provides more than 15 years of coating integrity and colour stability, ensuring that the interiors are as durable and sustainable as possible.



aluminium  
showroom  
Milan  
colour experience  
creativity

A new showroom for  
Hydro in collaboration  
with Axalta

**Colourful experiments in the heart of Milan.**

Axalta is proud to be partnering with [Hydro Building Systems](#) on a [new showroom](#) in the historic centre of Milan, close to the offices of architects and engineers including [Stefano Boeri Architetti](#) and [Arup](#). It brings together the colour expertise of [Axalta's powder coatings](#) with the aluminium brilliance of [Domal](#), a sub-brand of Hydro that gives its name and logo to the showroom. This is an opportunity for Axalta to have a presence in the heart of the city, as its [Italian colour experience room](#) is located outside of Milan.

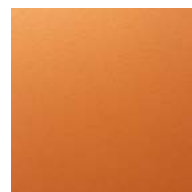
Occupying a ground- and lower-ground-floor space of 400 sqm, the showroom is designed to inspire architects in their use of aluminium and powder coating systems, and Axalta's desire is to open designers' eyes to the extraordinary range of colours. A stunning feature is the Axalta curved colour wall of 980 panels. This contains 420 colours (some duplicated to form a pattern). Each panel can be removed, and sorted with others for further discussion; and a QR code on each one provides access to further details. There is also a meeting room and office space.

The showroom was designed by the all-female architectural practice [Lascia La Scia](#), which specialises in temporary architecture, and the meaning of their name is tantalising: translated as "leaving a trail", like perfume, in the air. As they note, the showroom, with its "white aluminium texture and elements of nature" was designed as "an experiential journey with a high emotional and scenographic impact, allowing visitors to discover products in a welcoming environment, with a Nordic, informal feel." Details throughout the space feature Axalta's Anodic Sapphire, Simply Copper, Pearl Orange, Anodic Malachite, Fresh Moss and Sunny Gold.

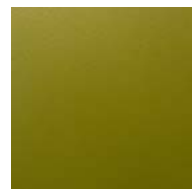
A playful colour-laboratory, it is a showroom conceived in the spirit of creativity, experimentation and collaboration.



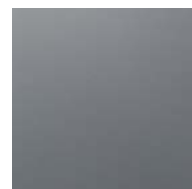
SIMPLY COPPER  
SD301C2040020  
Smooth | Matt | Metallic



FRESH MOSS  
SD301C6010020  
Smooth | Matt | Metallic



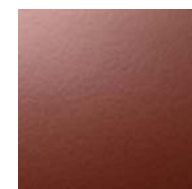
ANODIC SAPPHIRE  
AE20105000520  
Smooth | Matt | Metallic



ANODIC MALACHITE  
AE20106000620  
Smooth | Matt | Metallic



PEARL ORANGE  
AE80312080125  
Smooth | Gloss | Metallic



SUNNY GOLD  
SD301C1032020  
Smooth | Matt | Metallic







# facade aluminium Indonesia partnership

## Facing the Future

### Alexindo's partnership with Axalta

The façade is the face of a building and, just like a person, gives the all-important first impression. It is here, in the patterns of door and window frames, and with other elements such as interior folding doors, glass showcases and the framing of meeting rooms, that aluminium plays its vital role, presenting and partitioning with long-lasting precision. This is where [Alexindo \(Aluminium Extrusion Indonesia\)](#), founded in 1972 and partnering with Axalta, steps boldly into the picture.

Offering the highest quality of aluminium frame and an integrated service under one roof, Alexindo highlights the important use of Axalta's powder coating as a finish for its aluminium products and industrial goods. In particular, the Arctic White colour has been found to be the most popular among clients, thanks to its bright and clean look on door and window frames.

There is a synergy between the two brands, which Miranda Hapsari, General Manager of [Alexindo](#) describes in enthusiastic and innovative terms: "Both Alexindo and Axalta are committed to supplying innovative, architecturally attractive and durable aluminium solutions for all types of building projects across Indonesia."

[Alexindo's aluminium](#) has been used for many high-profile skyscrapers in Jakarta, Indonesia, including [Wisma BNI 46 Tower](#), [Capital Residence](#), [Wisma 77 Tower 2](#), [Hotel Mulia Senayan](#), and [Terminal 3 Ultimate Soekarno-Hatta Airport](#). The company also exports to various countries around the world, including America, Central Europe, Australia, Japan and Hong Kong.

With Axalta, a successful long-term partnership has been formed, which is hoped to extend far into the future, as the face of the world's architecture continues to develop.





Middle East  
facades  
sustainability  
metallics  
durability

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## Notes from Dubai

### Facade design in the Middle East is evolving in the pursuit of sustainability benefits.

We caught up with Sameer Dabekar, Axalta's Specification Leader for the Middle East, and Sam Kumar, Associate Director at multidisciplinary [design practice U+A](#) to understand the decisions behind facade design in the region.

Middle Eastern architecture is globally renowned for its breathtaking scale and structure. Although the wow factor is important, other considerations affect specification.

### Multiple influences

"The region is still evolving in its facade design solutions and material selection," says Kumar. "These choices are significantly influenced by visual aesthetics, thermal performance, fire proofing, sustainability, carbon neutrality and cost."

[U+A works](#) on some of the most high profile real estate projects in the Middle East, Africa and Europe, and is supported by Axalta in its powder coating decisions. For cladding finishes, there are many choices, however, [Axalta's powder coatings](#) offer good value, unsurpassed colour choice, and a significant contribution to LEED™ credits – the [Alesta® SD range](#) can contribute up to eight points.

"Durability is a key consideration," says Dabekar. "Here the surface temperature can reach 70°C max, anodized surfaces are a popular look, but we must say our [SuprAnodic](#) range provides that anodic effect with at least the same durability in a more sustainable way. Our [SuprAnodic range](#) provides that anodic effect with improved durability. The bronze tones are particularly popular."

### Meeting challenges

According to Kumar, tackling regional challenges like water shortages and rising energy consumption are increasingly at the root of specification decisions: "Adopting more sustainable building practice and facade technologies, with due diligence and priority given to facade systems and material specification, have become crucial for improved energy efficiency and reduced pollution."



Sameer Dabekar  
Axalta's Specification Leader Middle-East  
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[sameer.dabekar@axalta.com](mailto:sameer.dabekar@axalta.com)





colour  
trends  
durability  
solar warming  
pergola

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## Colourful luxury pergolas

### Italian pergola manufacturer Brianza Tende Group

[BT Group](#), a luxury pergola company in Italy, has chosen to use Axalta powder coatings to give their products a high-quality and durable finish. In 2021, BT Group changed most of their standard colours to Axalta colours, which increased their sales by up to 300%. The company also uses Axalta's colour selector in their showroom, which has 490 colours, to offer architects, designers, and homeowners a wide range of options to customise their pergola solutions.

As part of their commitment to design and innovation, [BT Group](#) is launching a new collection called [CODE](#), which is flexible, modular, and adaptable. This offers new possibilities for the company to create unique and exclusive outdoor projects that integrate with all perimeter closures and facade elements.

Additionally, both companies prioritise durability and sustainability, making Axalta coatings the perfect match for [BT Group's](#) pergola solutions. Together, they have recently experimented with Axalta's

[POLAR](#) range, which allows even dark coatings to stay cool to the touch in direct sunlight. This feature is particularly useful for areas with high temperatures, where the pergola may become too hot to use.

Marketing Manager at [BT Group](#), Barbara Mandelli explains: "Axalta powder coatings allow us to offer a broad range of colours and finishes as part of our portfolio. The new [CODE](#) range is a game-changer for us, as it offers a new level of modularity for designers. Combined with Axalta's vast offering of colours and finishes, the options are endless for designers and architects to create beautiful garden spaces."



# LEED® sustainable construction responsible business

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## Good for the planet, good for the people

### **Our super durable powder coatings are the right choice for sustainable construction**

Globally recognised assurances of sustainability are essential for businesses in pursuit of environmental and leadership goals. Within the construction industry, certifications facilitate informed decisions for architects and specifiers, helping them design a better built environment.

When it comes to durability in architecture, Axalta's [Alesta® SuperDurable powder coatings](#) are trusted by customers worldwide to provide a high-quality lasting finish. Their lifecycle data is highlighted through Environmental Product Declarations (EPDs) and they contribute towards LEED credits.

### **Advantages of LEED™ certification**

As a voluntary accreditation scheme for the construction industry, LEED (Leadership in Energy and Environmental Design) was developed in the United States and is now recognised in more than 150 countries. Return on investment (ROI) for LEED certification is 19.2% in existing buildings, and 9.9% in new buildings<sup>1</sup>. Furthermore, LEED-certified workplaces report better employee recruitment and retention rates<sup>1</sup>. Typically more resource-efficient

than non-LEED buildings, LEED-certified buildings have a higher resale value. In short, they are better for people, for the planet and for businesses.

Our super durable powder coatings have several sustainability benefits that help obtain points in two of the six categories for LEED™ assessment. Furthermore, type III EPD certification signifies that the coatings have been independently and externally verified for lifecycle impact.

To offer customers more choice in how they achieve their environmental targets, we are now developing bio-based powder coatings. You can read more about this exciting leap forwards on [page 51](#)

<sup>1</sup> U.S Green Building Council

### **Sustainability. Together**

[Join the Sustainability Revolution in the Industrial Coatings Sector with Axalta](#)

Book your online or inhouse LEED presentation workshop with one of our specification leaders [here](#).





bio-materials  
sustainability  
durability  
CO2 footprint  
VOCs

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## In pursuit of progress and performance

### **Our latest innovation helps designers achieve their sustainability goals.**

Since 2021, Axalta's Montluçon plant in France has been facilitating the development of one of our most ambitious innovations to date: a new bio-based powder coating system. The launch – due by early 2024 – will enable Axalta's customers to reduce their own CO2 footprint without compromising on quality and performance. One of the key challenges for manufacturers who innovate in bio-based coatings is to maintain performance while increasing sustainability. Currently, fully bio-based coatings do not possess the hardwearing qualities required to make them truly sustainable.

### **A bio-based formulation**

With resin a key component in powder coatings and paint, Axalta's new formulation in part uses renewable raw materials to create a bio-resin that mixes with standard resin. Furthermore, the manufacturing process for bio-resin has a lower footprint than its non-bio (fossil) counterpart. Together, these innovations produce a bio-based powder coating that offers approximately 20 percent less CO2 emissions than Axalta's standard powder coatings.

Free of solvents, all of our powder coatings – bio and standard – contain virtually zero levels of VOCs and targeted hazardous air pollutants (HAPs). The Axalta bio-based range will complement the standard powder coatings, giving our customers more options. Both ranges are certified to the same quality standard to offer superior corrosive resistance and durability.

### **Sustainability. Together**

[Join the Sustainability Revolution in the Industrial Coatings Sector with Axalta](#)





outdoor applications  
liquid coatings  
powder coatings  
environmental responsibility

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## Comparison of coatings: liquid vs powder for outdoor architectural applications

**Ben Mitchell, Axalta's thought leader in the coatings industry, emphasizes the importance of selecting the ideal coating for outdoor architectural structures, structural steel, and architectural extrusions.**

Both liquid coating and powder coating offer several advantages, and Axalta can assist in selecting the perfect coating to meet the unique needs of each application. Liquid coatings provide a range of finishes suitable for outdoor applications and offer a depth of feel and a look of metallics that can be difficult to achieve with powder coatings. They also have low minimum quantities and can be tinted or matched on site for just in time production.

Powder coating is environmentally responsible and offers excellent resistance properties, making it ideal for outdoor applications. It provides an even look that is difficult to achieve with liquid coatings and is suitable for complex shapes. Additionally, powder coating does not contain solvents that can harm the environment. At Axalta, we prioritize environmental responsibility in our coating solutions, and we can help architects and designers select the perfect coating to provide the longest lasting coating while balancing the benefits of each system.

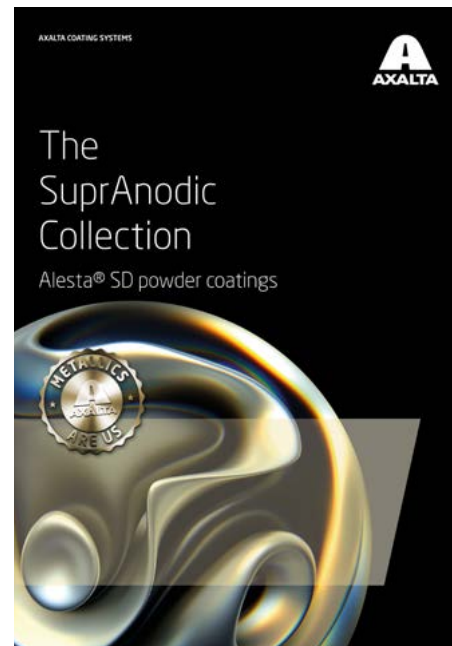
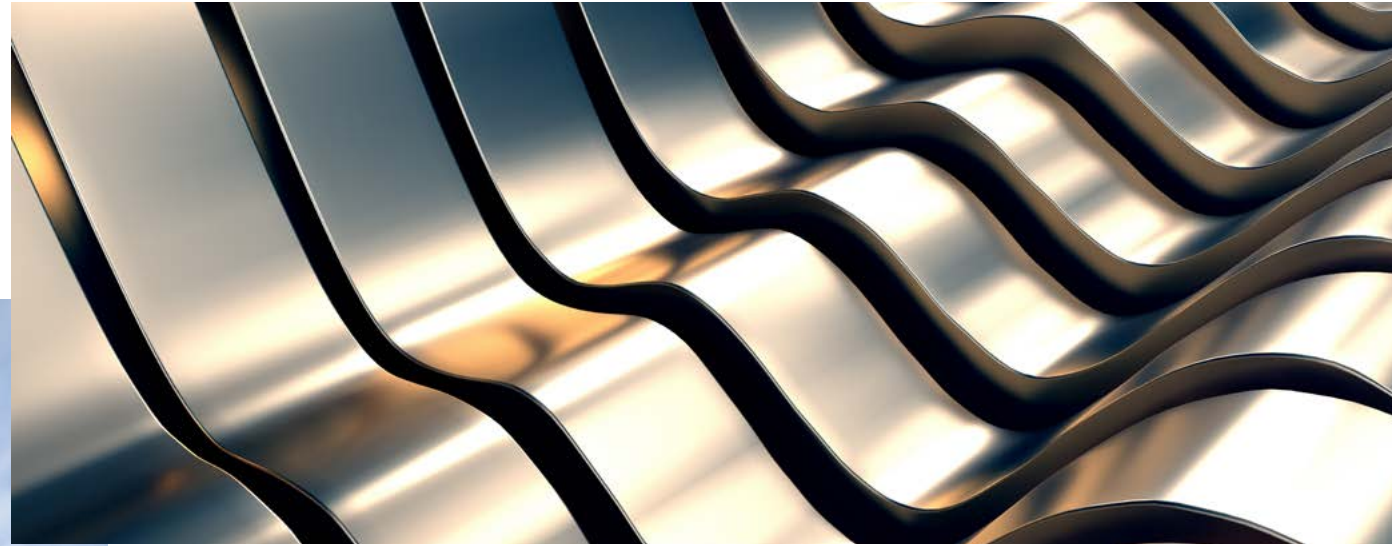
In conclusion, when selecting a coating for outdoor architectural structures, structural steel, and architectural extrusions, it is essential to determine the specific requirements of the application. With Ben Mitchell's guidance, Axalta can assist in selecting the ideal coating that balances the benefits of each system to provide the longest lasting finishes.







Jaspers-Eyers Architects & UAU Collectiv | Photography by Philippe Vangeloooven



SuprAnodic  
architectural powder coatings  
live streaming  
eco-friendly  
interactive marketing

## The SuprAnodic Collection: launching a game-changing architectural innovation in China via live streaming

**The architectural industry is always in search of new and innovative products that meet the needs of modern times.**

The launch of [the SuprAnodic Collection](#) in China via live streaming is a perfect example of how companies are adopting modern marketing strategies to reach out to their target audience.

[The SuprAnodic Collection](#) is an exciting new range of metallic powder products designed for architectural applications. With its durable, weather-resistant qualities, it promises to be a game-changer in the industry. The fact that it uses recycled powder during the manufacturing process is an added bonus, making it an eco-friendly choice.

The decision to launch [the SuprAnodic Collection](#) through live streaming is a smart move, especially in a country like China, where live streaming has become a popular medium of communication. By using this platform, the company is not only reaching out to a wider audience but is also showcasing the product in a more interactive way.

The two-part live streaming event is well-planned, with the first half dedicated to the launch of [the SuprAnodic Collection](#), and the second half focusing on the application of architectural powder coatings and the analysis of common coating problems. This approach ensures that the product is presented in a comprehensive manner, and the audience has an opportunity to engage with the experts.

The use of a virtual stage for the live broadcast is an excellent idea. It not only makes the event more visually appealing but also enhances the brand image. The inclusion of a lucky draw for all the online audience is a thoughtful gesture that adds to the excitement of the event.

Overall, the launch of [the SuprAnodic Collection](#) via live streaming is a great example of how companies can leverage technology to reach out to their audience in a more interactive and engaging way. With its innovative features and eco-friendly approach, [the SuprAnodic Collection](#) promises to be a popular choice in the architectural industry.



# Want to showcase your architectural or design project coated with our high-quality products in Vibes?

At Axalta, we feature real-life case studies in our publication, and we would love to spread the word about your project globally. No project is too big or small to be featured in our next edition. If you're currently working with our coatings and would like to share your story and brand with a wider audience, send an email to our Global ColourDesign & Communications Manager, Sally Put, at [sally.put@axalta.com](mailto:sally.put@axalta.com).

We can't wait to hear from you and potentially feature your project in one of our upcoming editions.