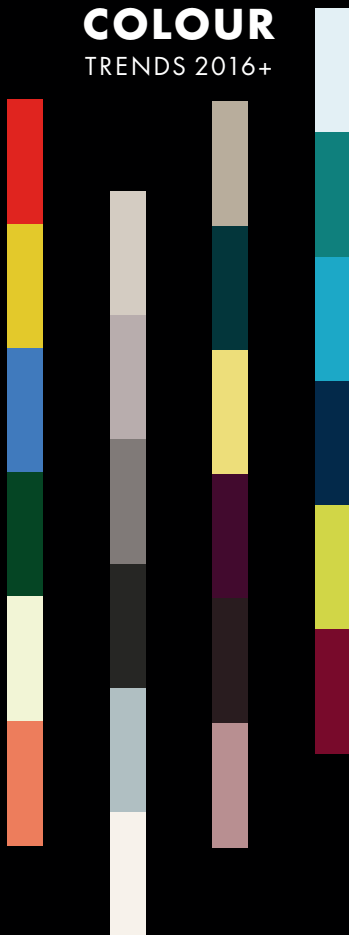


NOS
NATURAL COLOUR SYSTEM®

Oasis
TRUE TO COLOURS

COLOUR TRENDS 2016+



AGP | Al Gurg Paints...





COLOUR TRENDS 2016+

2016 is the year of controversy. A time for dreams and awakening, where dark and cold meet colourful and warm.

THE WORLD TODAY is all about controversies. Opinions, feelings and trends are clashing in our quest for being perfectly present, and at the same time far away. Increased urban living, exploding populations and stressful lives trigger, more than ever, the need for escapism into nature. We invite nature into our lives, literally and also mentally...

THE SEARCH FOR spirituality has grown over time and we are now looking at places that we know exist, but are as yet unexplored. Thanks to social media, global influences reach us all. The more global we become, the more we crave local belonging - a controversy where national pride within us is triggered by globalisation.

FOR 2016 AND ONWARDS, strong colours will prevail but another

important direction is taking hold: the darkening of colours, a clear direction for colour areas in the chromatic, neutral and dark zones. This is driven by both a natural psychological path, and by various global influences, such as a perception of an increasing rawness on the global scene, which has intensified and emphasised raw and industrial colour and material choices.

ANOTHER IMPORTANT influence for next year is Female Power; triggered by extremely strong women like Malala Yousafzai - the Nobel Prize winner for Peace, and by numerous other successful women throughout real life and fiction. It is a surge of true Female Power, without compromises nor excuses, which is influencing colour choices for us all.





TREND #01

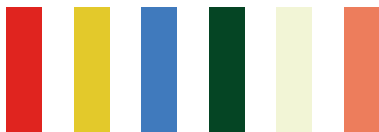
**EQUATORIAL
& ENERGETIC**

*Celebrating the
energy of the
equatorial regions*



EQUATORIAL & ENERGETIC

Inspired by the exotic flora & fauna found in the tropics, this trend spreads the energy of the equatorial regions.



IN ANSWER TO our increased urban living, exploding populations and stressful lives, our desire for escapism, reuniting us with nature, has become even more prominent. In previous years this has been more subtle, reflecting rural landscapes and solitude. Today it's more bolder, with stronger contrasts emphasised by the rawness of the world's scenes.

THE CHROMATIC colours are found in exciting new combinations of vibrant yellows and reds, mixed with a zesty grapefruit coral accent and a calming base tone of green tinged white. The addition of these two colours makes them jump out in a dynamic contrast, which adds a contemporary edge and provides an intriguing alternative to the usual primary tones. Along with decadent patterns,

the use of finely crafted natural materials within this trend is also of key importance with the influence of indigenous arts and crafts signifying a handmade and eclectic mood for interiors.

THIS TREND is triggered by coming events such as the Olympic Games in Brazil. It takes inspiration from the vivid colour palettes of the tropics – its vegetation and inhabitants, found in the tropics of South America, Central Africa and South East Asia. Indoor plants are on the rise too, and in particular tropical species that make us feel like we are travelling, without moving.



NCS S 0585-Y80R

NCS S 1070-G90Y

NCS S 2060-R80B

NCS S 6530-G10Y

NCS S 0510-G40Y

NCS S 0560-Y70R



TREND #02

**RAW &
ATMOSPHERIC**

*Combining industrial
rawness with the
organic and manmade*



RAW & ATMOSPHERIC

The settings are becoming even more rustic as this trend intensifies the rawness of the industrial direction.



WE ARE LIVING in a time where *raw* has become one of the most prominent keywords, reflecting the hardening climate of our world – both social and environmental. Conflicts and contradictions are more prevalent than ever, and the hidden forces of nature seem to create natural phenomena more frequently than before. Its unrefined beauty of ever changing landscapes seem to constantly redefine man's relationship with the natural world. The harsh climate has been a strong driver for some time, but is intensifying as the climate does likewise.

IN RAW & ATMOSPHERIC we see an increased rawness in the industrial direction as the settings are getting more rustic, with aging surfaces, rusty metals and raw

materials. But this rugged trend also seamlessly blends the organic and manmade, reflected in its colour palette of soft and cooling neutral tones. A focus on surface effects and treatments is key to its raw yet precious atmosphere.

THE ORGANIC and manmade in this trend is simply a result of the increasing consciousness for preservation of our natural resources. As well as a growing interest in innovative synthetic substitutes, rather than taking cues from the natural world for aesthetic purposes. By combining rawness with the organic and handmade elements, this trend combines both heaviness and weightlessness with an exciting new twist.



NCS S 2002-Y50R

NCS S 3005-R20B

NCS S 5502-R

NCS S 8500-N

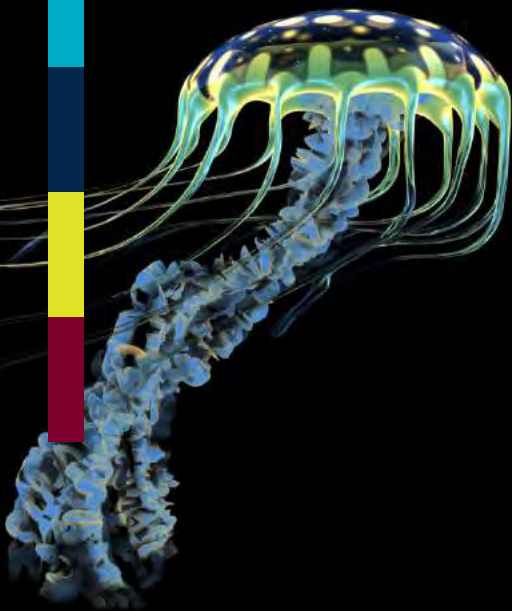
NCS S 2010-B

NCS S 0500-N

TREND #03

AQUATIC & MYSTIFYING

*Exploring the watery
depths for electric
glowing inspiration*





AQUATIC & MYSTIFYING

This trend plummets into the watery depths to find inspiration from a fantastic spectrum of colours.



WHILST CONSTANTLY connected to a hectic world, we tend to look for solitude. As populations experience ever increased growth, our need for release has increased. The previous search for spirituality has evolved into looking at places we know exist, yet remain unexplored – all the way from outer space to the depths of our oceans.

EXPLORING THE breadth and depth of nature and all it has to offer has long held a fascination of mankind. The coming Star Wars movie is one example of the enhanced focus and interest in space. However, as space has been a driver for some time, the focus has shifted more towards our oceans which are now sparking our imaginations – offering an escape from reality.

THE COLOURS FOR the Aquatic & Mystifying story are a perfect reflection of this, creating a combination of extreme contrasts which play with pitch black and bright light. Mixing dark and cold, yet chromatic shades with electric glowing accents which mirror the fantastic spectrum of colours found below our feet, and far above our heads. A glowing luminescence is key with strange deep-sea creatures informing a new aesthetic for surface treatments and finishes.



NCS S 0510-R80B

NCS S 3055-B50G

NCS S 1555-B10G

NCS S 7020-R80B

NCS S 0570-G70Y

NCS S 4050-R10B



TREND #04

**RICH &
SENSUAL**

*Bringing power and
femininity together in
a new exciting way*



RICH & SENSUAL

Triggered by brave women, this trend adds a feminine touch to the traditional colours of power.



THE NOBEL PRIZE winner for Peace, Malala Yousafzai – the Pakistani girl who was shot for claiming the right to education for girls, is one of many happenings that has drawn focus to strong women. The achievements of these women are a manifestation of empowering yourselves and having pride in who you are. They've inspired a movement of uncompromisingly successful feminism. This is having a strong effect on the developing trends of power and femininity. Rather than being in contrast to each other, they are coming together in a new and exciting way.

RICH & SENSUAL IS a story reflecting an assured sense of femininity and strength, we observe a more sophisticated approach to feminine colours that holds much

more power. Avoiding perceived girly associations, this palette instead exudes warmth and intimacy that appeals to both sexes. A mix of deep purple and dark green as a reference to traditional colours of power, teamed with soft dusty pink and bright yellow, gives the palette a modern twist on a heritage colour scheme.

ADDING TO THIS atmosphere of rich sensuality, a focus on aged effects and luxurious surface texture is key in bringing these colours to life. Ageing processes and the patina of metals are key material directions, celebrating objects and materials that stand the test of time.



NCS S 3005-Y20R

NCS S 6530-B30G

NCS S 1040-G90Y

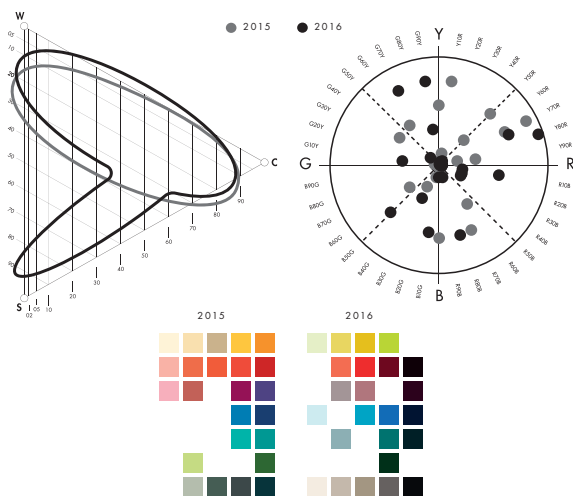
NCS S 7020-R30B

NCS S 8502-R

NCS S 3020-R10B

COLOUR INFORMATION

This season's breakdown of colours has shifted from soft, light shades, towards the extremes of more chromatic, darker, neutral and dramatic colour areas.



TO IDENTIFY important colour groups and to show key directions, the NCS Triangle and NCS Circle are used to illustrate the movements – from 2015 and onwards. As seen here the palettes are

shifting from a mix between bold and energetic colours, toward more saturated hues, featuring a mix between warm, deep colours and colder tones.



ABOUT TREND 2016+

*Colour Trends 2016+ is made by NCS
Colour in collaboration with trend forecasting
agency Global Color Research.*



AL GURG PAINTS L.L.C
Sharjah, United Arab Emirates
Tel : (+971) 6-5343919
E mail: enquiries@agp.ae
www.aglpuae.com



NCS COLOUR AB
info@ncscolour.com
ncscolour.com

THE NATURAL COLOUR SYSTEM®
and NCS Notations® are the
property of NCS Colour AB.

Stockholm 2015

GLOBAL COLOR RESEARCH
globalcolor.co.uk



Images:
Jansje Klazinga, StudioJansjeJFK
Tine K Home
Global Color Research

