

The Color of the Year 2022

AkzoNobel

# Bright Skies™

It's an airy, light blue that feels like the breath of fresh air we all need

September 2021



## Create a personalized look with four color palettes

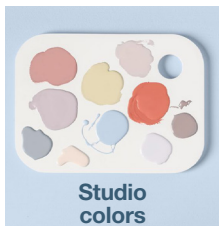
Inspired by the changing role of the home, four decorative paint color palettes have been designed around Bright Skies™:



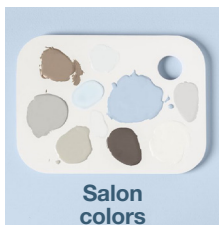
Workshop colors



Greenhouse colors



Studio colors



Salon colors

The selection of Bright Skies™ is the result of extensive research into global social, design and consumer trends. The findings indicate that people have been thinking about what really matters and are ready for a new approach to everything.

## Why do we do Color of the Year?

We're all about pioneering a world of possibilities for customers and consumers to differentiate themselves while expressing who they truly are. As experts in identifying global trends, we capture the mood of the moment in our hero color and on-trend color palettes. This inspires our customers and helps build their color confidence.

## How is the trend research conducted?

AkzoNobel's Global Aesthetic Center has been responsible for trend analysis, color research, color design and art direction for almost 30 years. The team engages leading international design professionals in identifying the trends each year. This research is then translated into colors and finishes across our businesses.

## Which AkzoNobel businesses use the trend research?

Market-specific products are developed for customers in:

- Decorative Paints
- Powder Coatings
- Automotive and Specialty Coatings
- Coil and Extrusion Coatings
- Wood Coatings

## What markets are interested in Color of the Year?

A wide range of markets make use of the trend research, including decorative paints, furniture, architecture, domestic and residential appliances, aerospace, automotive, consumer electronics, construction, cabinetry, flooring and building products.



*“Reflecting the limitless skies above us, Bright Skies will help us dream a new future.”*

*Heleen van Gent – Creative Director of AkzoNobel's Global Aesthetic Center*

ColourFutures  
Color of the Year 2022  
Visual library