

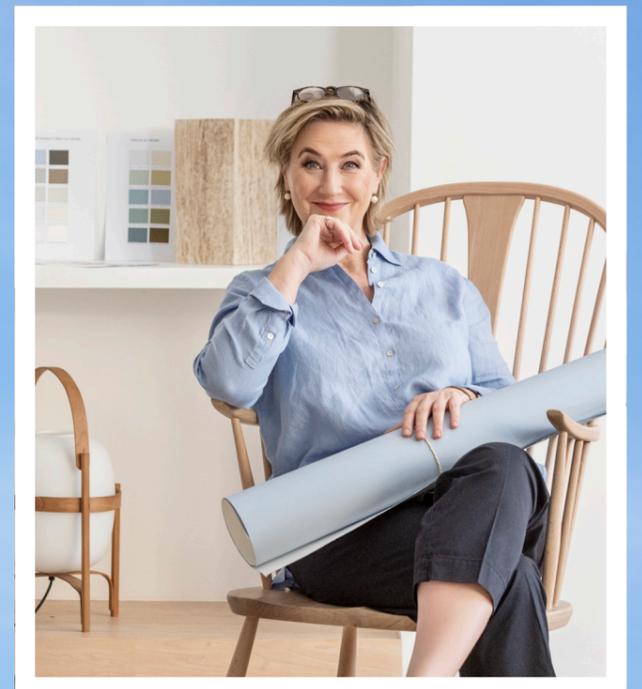


## Heleen van Gent

Creative Director of AkzoNobel's Global Aesthetic Center

**The design team at the Global Aesthetic Center – led by Heleen van Gent for more than a decade – has proudly offered advice and inspiration for almost 30 years. It's been their mission to help everyone make their spaces more personal and beautiful using our paint colors.**

**The company's ColourFutures trend forecast is designed to help architects, specifiers, interior designers and consumers select the right colors for their walls, with the Color of the Year taking pride of place.**



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Heleen joined AkzoNobel's Global Aesthetic Center in 2009. Firmly established as the company's spokesperson on trends, color, (interior) design and architecture, she has a passion for helping and inspiring people to find the right colors and color combinations for their living environment. Under her direction, the Global Aesthetic Center offers color and design inspiration, color tools and assets to make color choice easy and hassle-free for customers and consumers in the 80 countries where AkzoNobel sells paint. The starting point for the team's color design is its annual ColourFutures trend forecast, the culmination of expert research into global trends, insights and consumer behavior.

Leading this creative team was truly a role in the making for Heleen since early childhood, when she would play with the design board belonging to her father, a town planner and architect. She started her design career after graduating from the Royal Academy of Arts in The Hague (the Netherlands), later working as an interior stylist/design editor. Having previously worked on magazines for over 20 years, she soon moved into other roles within the publishing industry where she continued to hone her talent for "making everyday life more beautiful" through color and design. Heleen also taught at the Artemis Design Academy in Amsterdam and is the editor of more than ten books on interior and color design.

