



# 2020 COLOUR INFLUENCES

spring / summer

It's not just paint.  
*It's personal.*<sup>®</sup>

## welcome

At Crown Paints, our provenance dates back to a small independent print shop in Lancashire in 1777. Back then our mission was the same as it is today – to inspire people to embrace colour.

Today, Colour Influences is an extension of that mission. Our colour panel come together to create three seasonal trends, designed to embolden homeowners to employ colour in a new and unique way.

It's not just paint, it's personal.

## THE CROWN PAINTS TEAM

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## the colour influences team



**Neville Knott**  
Crown Colour Consultant  
/ Ireland

Lecturer and Broadcaster, Head of Interior Design at the Dublin Institute of Technology. Neville has also presented a number of interior design shows both in Ireland and on the Home Channel in the UK.



**Judy Smith**  
Crown Colour Consultant

Judy is an interiors expert; having worked as a homes journalist, stylist and Art Director. She now concentrates on colour and trend forecasting for clients in the UK and Europe, enjoying a long relationship with Crown Paints as our Colour Consultant.



**Justyna Korczynska**  
Crown Design Studio

Justyna works in the Crown Creative Design Studio. She is involved in various design projects including literature and packaging design, as well as bringing her photography skills to the creative team.



**Lisa Miller**  
Crown Design Studio

Lisa has many years of experience working in the Crown Creative Design Studio. Her work involves brochure and packaging design alongside colour trends and colour scheming.



**Kathryn Lloyd**  
Crown Colour Specialist

Kathryn has extensive experience in the fashion, design, interiors and trade sectors. Currently working as part of a dynamic team that provides colour advice to trade customers, she brings a wealth of corporate and personal expertise to the panel.



**Jemma Saunders**  
Crown Colour Specialist

Jemma studied Contemporary Art Practice at Leeds University and now works in the Colour Service for Crown Trade. She has been involved in projects for education, healthcare, housing and commercial property.

Our team, made up of consultants, specialists and designers have colour at the heart of everything they do. We want to inspire our customers to feel the same way - encouraging confidence with personal colour choices.

# direct

Direct is an ode to Lee Krasner, the female artist who became a pioneer in abstract expressionism. As the wife of Jackson Pollock, her work was overshadowed until later in life when she truly discovered her form. As a woman and an artist, she captures the spirit of originality. Direct is similarly expressive and non-conformist.

There are no conventional colours, each appears to have passed through a digital chromer. Its placement leads the eye and doesn't conform to certain spaces; breaking free from architectural constraints. Above all, it is fun.

"Direct rejects traditions and restrictions within the interior space and creates new boundaries and divisions with an exciting use of colour blocking. An expressive and energising collection of colours selected to revitalise the home."

Jemma Saunders, Crown Colour Specialist

"This trend is all about self-expression through grown up colour. Energetic and full of life, Direct is non-conforming. The photography breaks away from tradition with architecture emphasised in contrasting colours. Conveyed through a palette of upbeat but sophisticated colours, cool shades dominate whilst complementary hues are shown in the furnishings and furniture and add vitality."

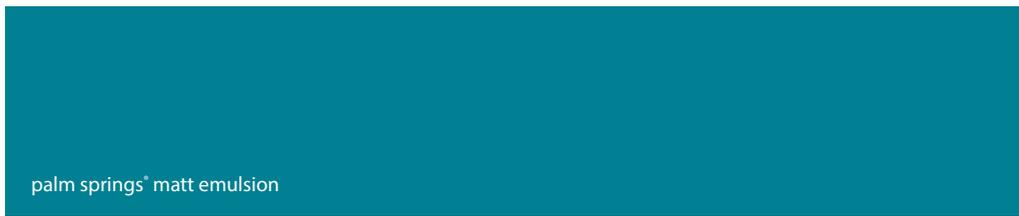
Kathryn Lloyd, Crown Colour Specialist



into the blue® . powder blue . revival™ . ballet shoes®



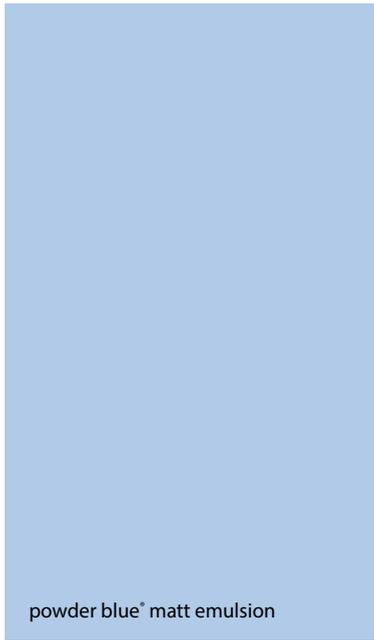
scrumptious® . powder blue



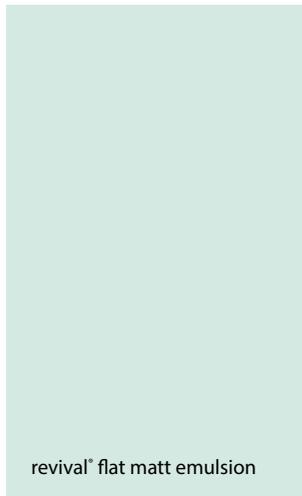
palm springs<sup>®</sup> matt emulsion



into the blue<sup>®</sup> flat matt emulsion



powder blue<sup>®</sup> matt emulsion



revival<sup>®</sup> flat matt emulsion



ballet shoes<sup>®</sup> flat matt emulsion



scrumptious<sup>®</sup> matt emulsion



dazzle metallic emulsion

# direct

## colour palette

The palette is bright and unexpected, combining sky blue with bold plum and vivid cobalt with mint green.

The colours are grown up in their compilation and aim to make a space a little less austere, and a little bit happier.

“The Direct palette gives a new perspective on how we look at and use tone and hue. Here are colours that when combined together are energetic, uplifting and heartfelt. Differing weights of colour create a dynamism and tension, whether connecting one room to another or adding a block of contrast across natural architectural boundaries. This is an exciting way of working within a space to add interest and definition: this approach to colour obeys no rules – it is all about expression and having fun.”

Judy Smith, Crown Colour Consultant

“Direct’s colour palette is very dynamic. Bright, bold colours like cobalt blue and vibrant teal are pared for balance with pale powder blue, soft mint and delicate pink. It invites creativity and experimenting with unusual colour combinations. Electrifying cobalt is vital in this colour palette.”

Justyna Korczynska, Crown Design Studio

# rethink

Put simply, Rethink is progress.

Aligned with science and technology, it is reinventing from the old and using modern processes to create the new. A vision that is vital and oxygenating.

It is forward thinking and sustainable; whether that be recycling plastics using 3D printing or a carpet made from old adidas trainers.

“This is very much a forward-looking trend and is inspired by the way businesses are looking to innovative technologies and production techniques to create new materials from waste products. This is the creation of something new from something old.”

Kathryn Lloyd, Crown Colour Specialist

“New tones are revealed in this synthesised collection. The green and pink become allies in generating a powerful artificial environment that engages with the architecture to redefine its lines and angles. It creates the perfect backdrop for light refined furniture to sit as man-made sculptures in its footprint.”

Neville Knott, Crown Colour Consultant

“Rethink reflects the importance of our relationship with single use plastics and how these can be reduced, reused and restyled through innovation. Dream like surreal colours and recycled materials capture this through quirky styling.”

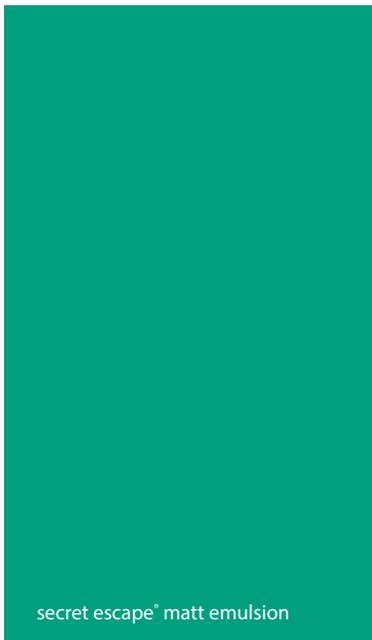
Jemma Saunders, Crown Colour Specialist



secret escape® : splash of pepper®



revival®



secret escape® matt emulsion



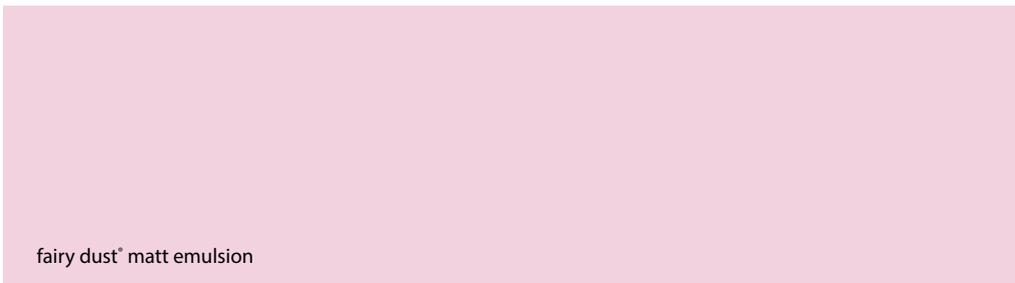
revival® flat matt emulsion



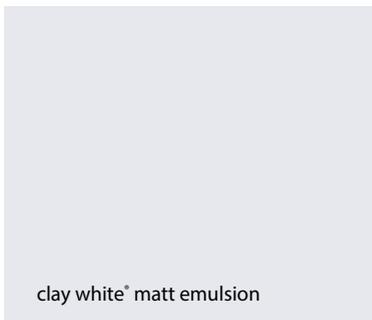
sunrise matt emulsion



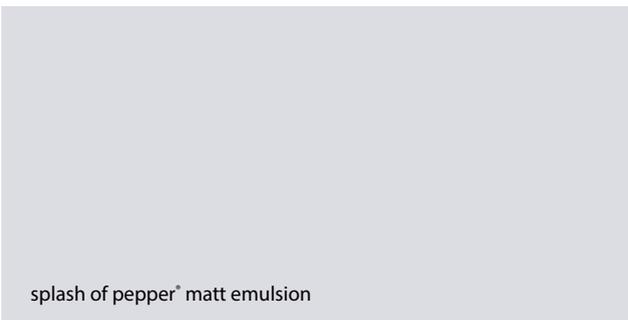
granite top® metallic emulsion



fairy dust® matt emulsion



clay white® matt emulsion



splash of pepper® matt emulsion

# rethink

## colour palette

The colours are synthetic in their making – nothing primary, everything processed and illuminated. They're fresh and unconfined.

From neo-mint to futuristic pink, they are gender-neutral and open to interpretation.

"Recycled & digitally printed furniture and furnishings are instrumental to the photography whilst the colour palette is one of contrasts; Neo Mint is the hero colour whilst Fairy Dust, Quick Kiss & Secret Escape provide visual contrast and are shown in the most unexpected of places."

Kathryn Lloyd, Crown Colour Specialist

"As sustainability is key for Rethink, the trend's colour palette has its roots in composite materials made from recycled waste. It brings interesting colour combinations to the palette with washed, recycled tones at its centre. Soft mint is undeniably a hero colour here. We pared it with glass bottle green and soft pink for a striking look."

Justyna Korczynska, Crown Design Studio

"Green is a prominent colour this year and Rethink showcases two of them, one vibrant and intense – the other is less demanding and sits quietly on the walls. Pops of pink and red accessories contrast and bring the trend to life. A fresh and energetic palette."

Jemma Saunders, Crown Colour Specialist

# connect

Shinrin-yoku is the Japanese philosophy of forest bathing, which draws on the therapeutic powers of nature. Beyond tradition, it has become a practical cornerstone of restorative health. Translated to design, this is Connect.

Plants emit health-availing compounds whilst the linear minimalism facilitates a feeling of revitalisation. In ideology, this trend promotes self-nurture. In practice, it is a lantern for biophilic design. A remedy for the modern condition, with increasing urbanity and a ubiquitous digital presence, Connect is a space of solace.

Sometimes it's neither the route, nor the destination.

"Connect focuses on simple pleasures, connecting to nature and disconnecting from technology. Low lying furniture and minimal accessories creates an understated and calming interior inspired by eastern philosophies, created to focus the mind and restore balance."

Jemma Saunders, Crown Colour Specialist

"Originating from the Japanese philosophy of Shinrin-yoku, this trend is all about wellbeing through sensory immersion. Translated as Forest Bathing, shades of green dominate the palette whilst the styling is heavily influenced by Japanese design. Low level furniture and an uncomplicated décor further convey a sense of calm."

Kathryn Lloyd, Crown Colour Specialist

"Connect highlights the importance of nature for our physical and mental health. Reconnecting with the natural environment helps us find balance and wellbeing. By surrounding ourselves with greenery we can create a space that rejuvenates mind and body."

Justyna Korczynska, Crown Design Studio



botanical noir . khaki twist®



soft lime . spotlight®



# connect

## colour palette

The palette reflects the colours of the forest, ranging from a midnight oak to a vivid birch at the highest vista.

Green symbolises the natural world and has strong associations with health, tranquillity and good luck.

“This palette represents the way we engage with nature. It mimics the tones and textures that impact our wellbeing in a way that draws us closer to the natural environment. This stunning collection of greens uses a full range of organic tones to encapsulate us in a world of biophilic design.”

Neville Knott, Crown Colour Consultant

“Drawing from nature, the colour palette is heavy in greens. Never boring, though - with shades ranging from soft mint, through earthy tones of khaki green and mustard yellow, and ending on a deep jade green of Botanical Noir for a statement wall.”

Justyna Korczynska, Crown Design Studio

## our brands



Crown Trade is one the most widely used professional coatings brands in the UK. Crown Trade has all the products and systems needed for truly professional results and incorporates specialist paints such as the Crown Trade Protective Coatings range and the Crown Trade Timonox range of flame retardant coatings.

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