

vibes



Blå Station AB, Sweden

trend report 2.2020

mood boards

Two mood boards that provide social background and a unique colour scheme. Get inspired with „enhance“ and „reclaim“.

4-7

trend themes

Discover this edition's 4 new trend themes. The themes intuition, refuge, core, and cavernous each have their own story to tell.

8-15

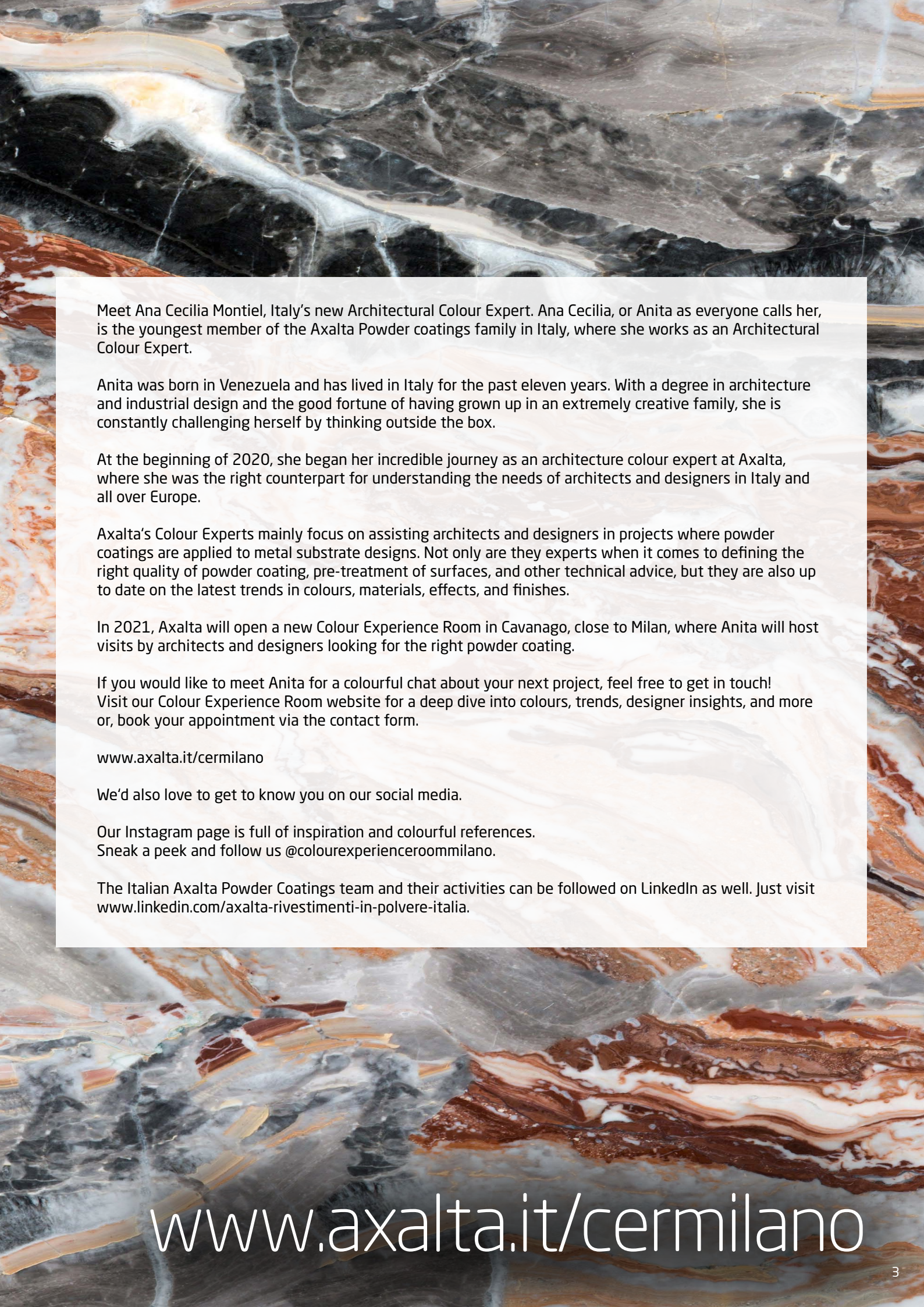
cover story

Read the stories of architects and designers working with colour and powder coatings in “designer vibes”, along with what the designers behind the cover brand have to say.

16-27

Ana Cecilia Montiel





Meet Ana Cecilia Montiel, Italy's new Architectural Colour Expert. Ana Cecilia, or Anita as everyone calls her, is the youngest member of the Axalta Powder coatings family in Italy, where she works as an Architectural Colour Expert.

Anita was born in Venezuela and has lived in Italy for the past eleven years. With a degree in architecture and industrial design and the good fortune of having grown up in an extremely creative family, she is constantly challenging herself by thinking outside the box.

At the beginning of 2020, she began her incredible journey as an architecture colour expert at Axalta, where she was the right counterpart for understanding the needs of architects and designers in Italy and all over Europe.

Axalta's Colour Experts mainly focus on assisting architects and designers in projects where powder coatings are applied to metal substrate designs. Not only are they experts when it comes to defining the right quality of powder coating, pre-treatment of surfaces, and other technical advice, but they are also up to date on the latest trends in colours, materials, effects, and finishes.

In 2021, Axalta will open a new Colour Experience Room in Cavanago, close to Milan, where Anita will host visits by architects and designers looking for the right powder coating.

If you would like to meet Anita for a colourful chat about your next project, feel free to get in touch! Visit our Colour Experience Room website for a deep dive into colours, trends, designer insights, and more or, book your appointment via the contact form.

www.axalta.it/cermilano

We'd also love to get to know you on our social media.

Our Instagram page is full of inspiration and colourful references. Sneak a peek and follow us @colourexpierenceroommilano.

The Italian Axalta Powder Coatings team and their activities can be followed on LinkedIn as well. Just visit www.linkedin.com/axalta-rivestimenti-in-polvere-italia.

www.axalta.it/cermilano

enhance

When it comes to saving the world, many believe that technology will lead us to a better place.

One of the most acute environmental concerns today is air pollution. It's an issue that is high on the agendas of many activists, as scientific research continues to show how detrimental polluted air can be. According to research, some 92 percent of the world's population is exposed to a harmful degree of air pollution on a daily basis. The harmful effect on the unborn is particularly worrying. Clean air and air quality are sure to become even more important as a result of the coronavirus pandemic. Air purifying technology can play a key role in the battle against harmful viruses such as coronaviruses.

In the architecture and interior design sectors, we've noticed many new technological developments focusing on air purity. For example, IKEA's Gunrid curtains purify indoor air. Stella McCartney has partnered with specialist Airlabs to ensure that the air in her new London flagship shop is as clean as possible. Luxury hotels such as The Four Seasons and The Oberoi mention air purification systems in their marketing, while Sigma has pioneered indoor paint that claims to eliminate formaldehyde fumes from furniture and building materials.

On a larger scale, architects are now experimenting with air-cleaning buildings, such as an installation designed by Kengo Kuma and Daan Roosegaarde said to annually absorb the pollution of 90,000 cars.

There is no doubt about it - clean air will be the new luxury. Expect an avalanche of tech launches focusing on this theme.

In this battle against pollution, nature is our best ally. Broth cultures, artificial leaves and other biomimetic materials or designs lead the way in this quest towards purity and a cleaner world.

In design, all this is visible in the focus on innovative low-impact materials rendered in soft, natural colours, inspired by biomimicry. As nature and technology merge, natural elements with a hyperrealist and illusory aesthetic occur. The result is a palette of dreamy pastel tones paired with neutrals. A heavenly blue pays tribute to pure water and clean air, while green hues are reminiscent of nature. Common 'hard' plastic colours are replaced by softer shades and hues of white typical of bioplastics.

In architecture, we will mainly see many materials that project a clean image. Shiny polished steel, for example, is a material we associate with sterility and a futuristic aesthetic, associations that will be immensely popular in the near future. It is also quite easy to clean and will therefore be used more extensively in public buildings.

Translucent materials will also be trending. They combine transparency with a certain softness. So, expect to see experiments with different glass textures; etched glass, cathedral glass, threaded glass, bubble glass, and coloured glass will all be used as alternatives to standard transparent glass. These alternatives give buildings a unique look and can evoke the image of clean water and air.

In addition, reflective materials will transform architecture, more specifically through the reflection of colour. We expect to see materials with iridescent properties, like bird's feathers, that add a special feel to buildings.



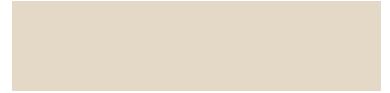
moodboard



RAL 5009



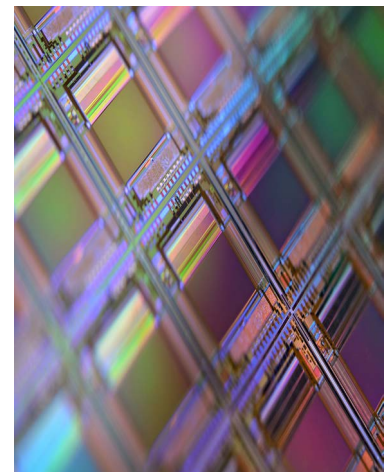
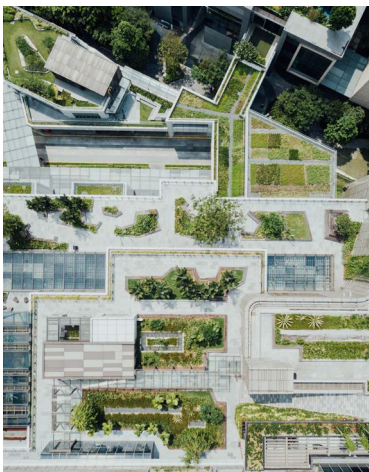
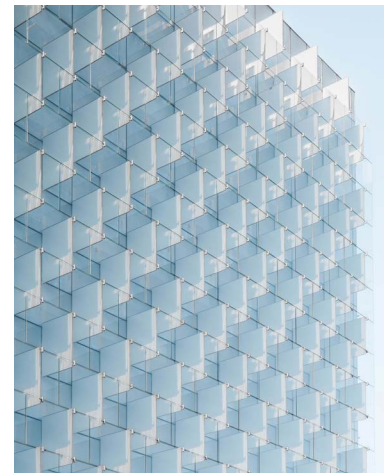
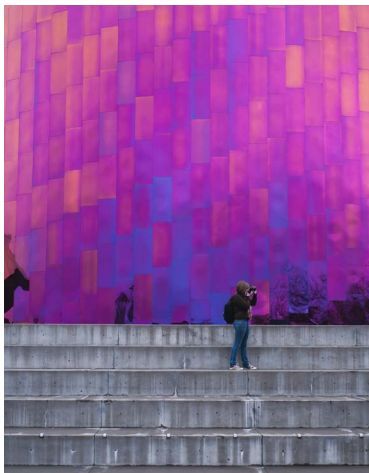
RAL 9010



RAL 1013



RAL 4003



The 'enhance' and 'reclaim' mood boards are colour matched with our standard RAL-based powder coatings and are available in different finishes and gloss grades. Most colours are available in a matt, semi- or high-gloss grade; the fine, textured finish is also available if you want to add some tactility to your metal substrate design. Visit www.axaltacolourit.com to discover the wide range of colours and order actual samples panels for your project and mood board.



RAL 6021



RAL 5003



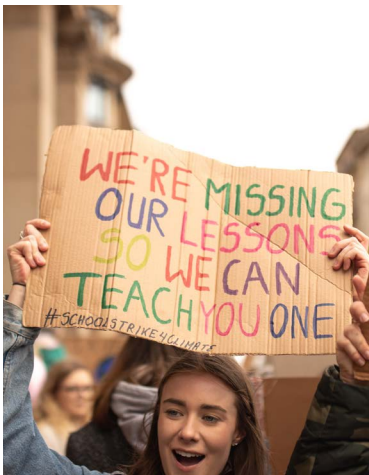
RAL 6027



RAL 3015



moodboard



RAL 5002



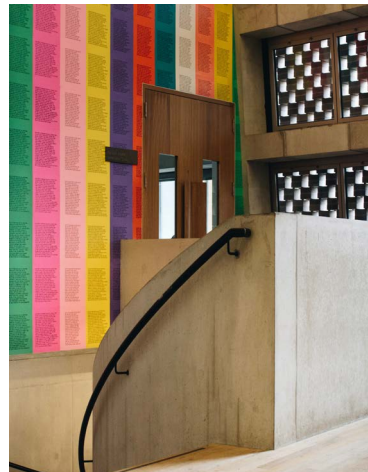
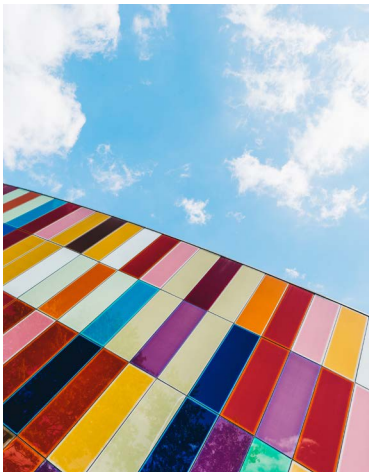
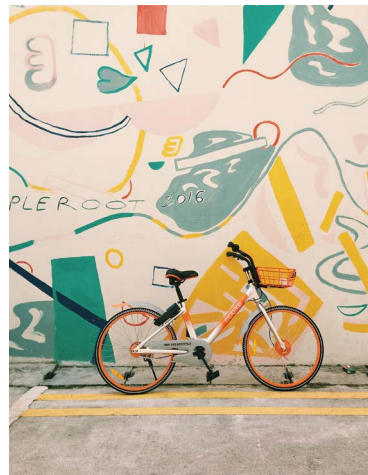
RAL 2004



RAL 9002



RAL 4003



RAL 1004



RAL 4005



RAL 6029



RAL 3028

Each edition of vibes comes with a handy fan deck of actual sample panels with the trend themes highlighted throughout this magazine.

You can order yours via

www.axalta.com/vibes-2.2020

www.axalta.co.uk/vibes-2.2020 (United Kingdom, Ireland)

www.axalta.se/en-vibes-2.2020 (Scandinavia)

www.axalta.cz/en-vibes-2.2020 (Eastern Europe)

reclaim

A new generation is on the horizon that will have a major impact on our world, Generation Z. Born in the mid-1990s, the successors to the Millennials are already making themselves heard. They are known as open-minded, responsible, educated, thoughtful, and social.

Gen Z will shape the future as it gets older. Because of the influence of social media, they are accustomed to working together and connecting with others. They love sharing, from cohousing to carsharing. Gen Z is less interested in ownership than previous generations, instead prioritising experience above all else. Just think exquisite dinners, exceptional journeys, and above all - it's got to be Instagrammable.

Generation Z is suspicious of ostentatious luxury (81% of ages between 13 and 34 think that showing off on social media, for example, is not cool.). Trendwatchers call this phenomenon 'uneasy affluence'. Instead of ostentatious luxury, Gen Z prefers small, personal luxuries such as organic cosmetics, freshly baked sourdough bread, and small artisan items with a story.

Will this also have an impact on architecture and design? You bet! IKEA, always in sync with the latest trends, has started a leasing service. Instead of buying furniture, they offer furniture on lease. That means that furniture, colours, and designs can be switched out for something new more often.

Above all, the youthful, cooperative spirit of Generation Z is reflected in their design language. This generation adores playful forms, a lively colour palette, and experimental use of materials.

The expressive colour palette characteristic of Gen Z consists of a lively variety of colours that express their outspoken opinions. Yellow stands for spontaneity and belief in a better future. Lavender and powder pink are Gen Z's favourite colours, while intense red symbolises youthful energy.

In architecture, a field that is traditionally a little slower to pick up on trends, we have seen a greater willingness to work with colours in recent years. This trend will grow even stronger in the coming years. Whereas many buildings used to be predominantly grey or white, several architects now dare to use colour.

A great example is the beach pavilion by architect/artist John Körmeling in Knokke-Heist, which guarantees maximum visibility with its pronounced yellow but also symbolises sunshine and fun.

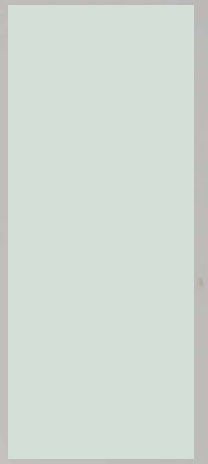
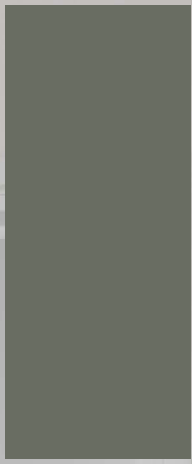
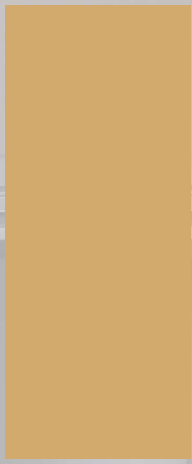
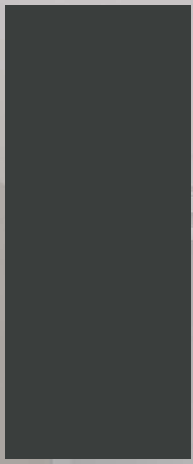


Atelier Vens Vanbelle, a young architectural firm from Belgium, often uses striking colours. In one of their projects, for example, they work with yellow brick.



[Bel Architecten](#) is not afraid of colour either, which is obvious from the bright blue house with bright red windows they successfully created.





intuition

Post-corona times make us revisit history, we find nostalgia in eclectic architecture and the richest of interiors.

in architecture

Wherever possible, we keep the history and traditional details of existing buildings intact. Architecture becomes an interesting mix of vintage elements and sleek, contemporary components. Off-whites form the basis, with moss green and black as accent colours.

in design

Since staying home is the new trend, it is reflected in the cosy rooms in our homes. Old and new are intertwined, where metal, wood, and other natural materials like wicker, go hand in hand. Warm, earthy shades define our interiors accentuated by sandy yellow and antique, nude pink.

SIGNAL BLACK
Fine Textured
SD030C4900420

SAND YELLOW
Smooth - Matt
AE30011100220

POLAR BREEZE
Fine Textured
SD03076213520

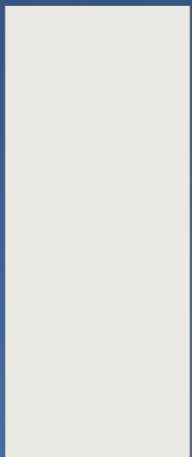
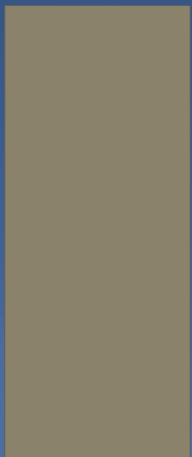
GREY BEIGE
Fine Textured
AE03051101920

BEIGE RED
Smooth - Matt
AE03013301220

PAPYRUS WHITE
Fine Textured
AE03059901820

iSimar, Spain

Blå Station AB, Sweden



refuge

Natural, organic shapes speak their own aesthetic language, tinted with soft, clean colours, creating a new kind of perfection.

in architecture

The new organically flowing shapes of facades and cladding create a new kind of perfection. Windows and doors merge into the flows. Brown definitively adds character to the outside of buildings and warm, copper-like hues add a hint of femininity.

in design

Terracotta materials and clay tones dominate these interiors. A natural, powder matt or textured finish is applied to metal furniture. Flowing, figure-like shapes contribute to the ecological aspect of this trend theme.

CLAY BROWN
Smooth - Matt
AE30018800320

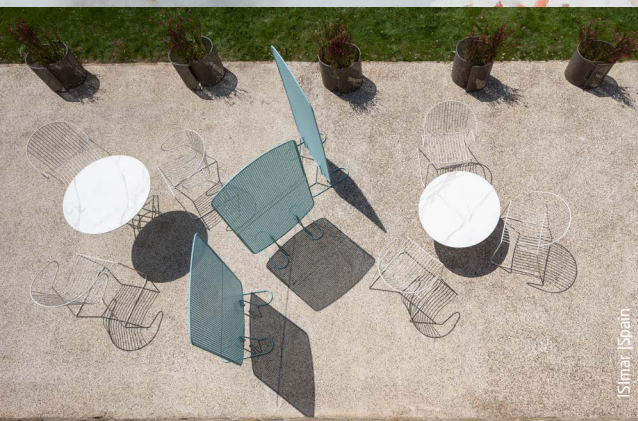
LIGHT BRONZE C32
Smooth - Matt - Metallic
SD201C1164121

VERDIGRIS
Fine Textured - Metallic
SD031C6027020

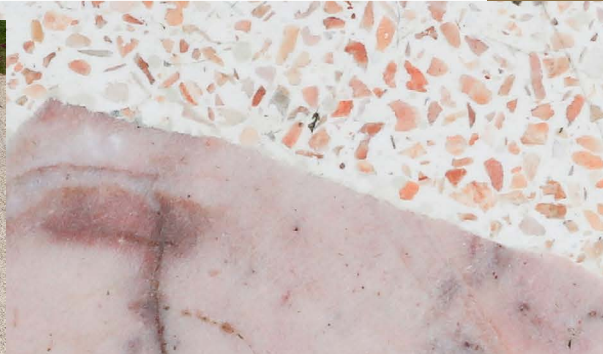
PRECIOUS SAND
Fine Textured - Metallic
SD031C8006020

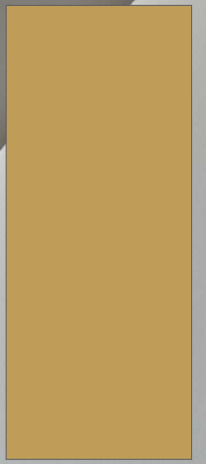
SIMPLY COPPER
Smooth - Matt - Metallic
SD301C2040020

GREEN BROWN
Fine Textured
AE03058800020



Studio Segers, Todus, Lukas Pelech





core

The connection between older and younger generations influences architecture and interior design through the concept of sharing.

in architecture

Shared spaces are the result of the concept behind the intergenerational connection. Architecture focusses on social housing with rooftop gardens, shared community spaces, and green rooftops. Sustainability is the keyword in this trend theme, with dark green and greyish white as the main colours.

in design

Furniture is designed for cross-generational use, lasting for up to three generations. The shapes are playful but always functional, using their space to the fullest. It involves the use of understated colours punctuated by eclectic orange, vibrant blue, and fresh green.

RED ORANGE
Fine Textured
AE03052200120

ELECTRIC DREAM
Smooth - Matt - Metallic
SD301C5016020

FRESH MOSS
Smooth - Matt - Metallic
SD301C6010020

POLAR FOREST
Fine Textured
SD03076702020

GREY WHITE
Smooth - Matt
AE300C9900220

OCHRE YELLOW
Smooth - Matt
AE300C1102420



Pami Office Furniture, Belgium

BD Barcelona Design, Spain



Lumen, United Kingdom | Ryver Architecture | Urateme Peacock

Blå Station AB, Sweden





cavernous

Driven by anxiety in our changing world, we look to the future with a sense of gloom in the darkest of hues.

in architecture

We tend to lean towards cavernous spaces with a cosy feel to them. Walls and façades are inspired by rocks and caves, all perfectly balanced with rigid, straight lines. Once again, natural materials like limestone feature prominently, combined with sleek materials such as dark aluminium. Ash grey and off-black are the main colours.

in design

Here, interiors are secluded spaces, dark yet cosy, with a touch of gothic. We blend modern and ancient by, for instance, pairing metal with natural stone. The shape of the furniture is minimalist but is made from rich materials such as dark marble. The highlight colour is a sandy yellow, enriched with a metallic effect and a desaturated khaki.

TIMELESS RUST
Speckled - Fine Textured
SD034C8023020

INTENSE CARBON
Smooth - Matt - Metallic
SD301C4014020

PEARL MOUSE GREY
Smooth - Matt - Metallic
AE20117704820

POLAR DUST
Fine Textured
SD03078701020

GOLD SUPREME
Fine Textured - Metallic
SD031C1033020

POLAR ASH
Fine Textured
SD03077750220



cover story



OXIDE 2
Speckled - Fine Textured - Metallic
AE03418112420

QUARTZ 2
Speckled - Fine Textured - Metallic
AE03411122920



Blå Station was born from a designer's desire to put into production furniture which he himself liked and which, to his mind, deserved a place in the market.

Blå Station is a family-run business and is located in what was once a sewing factory in Åhus, on the southeast coast of Sweden where the sea is just as restless as they are.

They are driven by a desire to produce furniture that they like, and which deserves a place in the market. Curiosity is what fuels their search, not for the already known and established, but for the unexpected, yet-to-be-discovered.

Their focus is on the interiors around them, on how they are built and work. How do we interact in the public space? Are there new demands in today's society? Has our way of socialising changed? These are some of the many questions that inspire them to think differently.

At Blå Station, they have taken a stand and make choices based on emotions and conscience. They follow their seven sustainable development criteria and what's more, have chosen to produce everything in Sweden. That decision was made to ensure that each link in the chain of production adheres to their criteria.

For the furniture shown in this edition of *vibes*, the designers at Blå Station selected Axalta Coating Systems powder coatings for the finish on their metal substrate designs. Both Oxide 2 and Quartz 2 are a combination of speckled and metallic effect powder coatings, with a fine, textured finish. Read more about our metallic products via the link below.

www.blastation.com

www.axalta.com/metallics-are-us

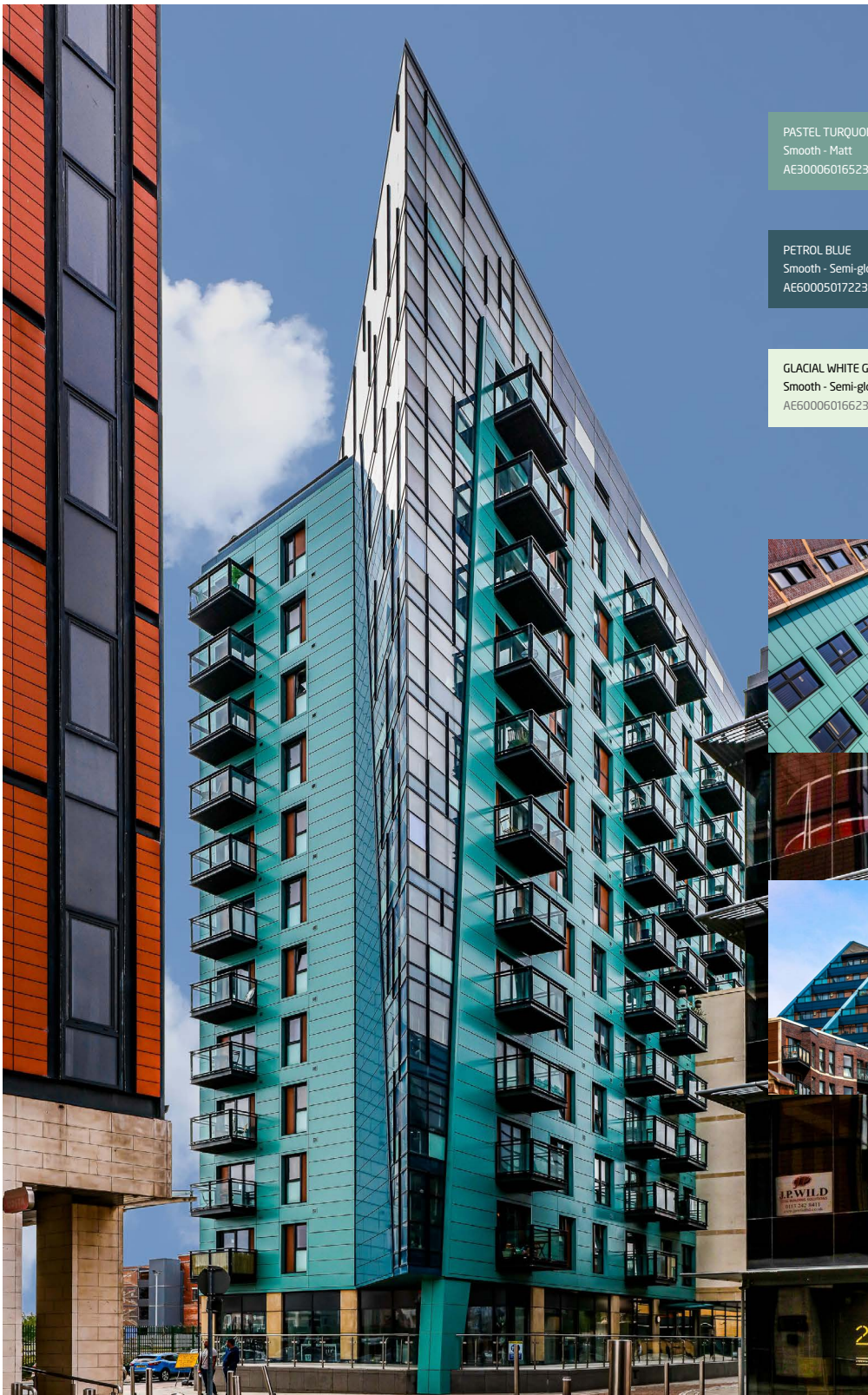
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Blå Station AB, Sweden

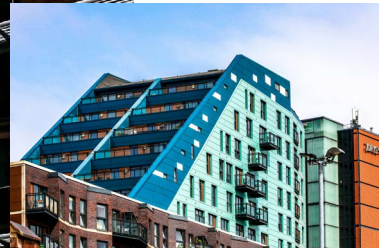
designer vibes



PASTEL TURQUOISE
Smooth - Matt
AE30006016523

PETROL BLUE
Smooth - Semi-gloss
AE60005017223

GLACIAL WHITE GREEN
Smooth - Semi-gloss
AE60006016623



Ash & Lacy has been synonymous with product innovation and high standards of engineering since 1860.

The Ash & Lacy Group manufactures an exciting range of products and systems for the construction, automotive, acoustic, and audio markets, exporting to numerous countries around the world.

Their recent project in Leeds is an inspired and stunning façade design which delivered the wow factor when initially presented to the client. So, how did they ensure that the build fully delivered the promise of its concept?

One Brewery Wharf, Leeds is a great example of what happens when a great idea comes to life through close technical collaboration and specification of high-quality tried and tested solutions.

Installed by Roofdec Ltd, this prestigious high rise residential development features an A2-s1,d0 classified and CWCT tested VariAL-CF concealed fix 3mm aluminium cassette system, using a striking combination of Pastel Turquoise, Petrol Blue and Glacial White by Axalta Powder Coatings EMEA expertly applied to Qualicoat standard by Ash & Lacy Finishes.

Crucially, matching perimeter fabrications are powder coated and classified to the same high standards, ensuring that there are no visual or performance compromises in meeting the latest regulatory requirements.

The results are now in place for all to see!

www.ashandlacy.com
www.axalta.com/alesta-ap
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www.axalta.cz/en-alesta-ap (Eastern Europe)
Photography: Gary Britton Photography

Ash & Lacy, United Kingdom

designer vibes



WINE RED
Fine Textured
AE03053300520



Bujnie, a touch of nature, is a design studio specialised in plant design and was founded by Szymon and Izabela Serej in 2016.

Pure form and handcrafted precision are the hallmarks of their projects. Each product is created to give you the opportunity to focus on the plant and expose its natural beauty. In addition to functional features, aesthetics are particularly important to them.

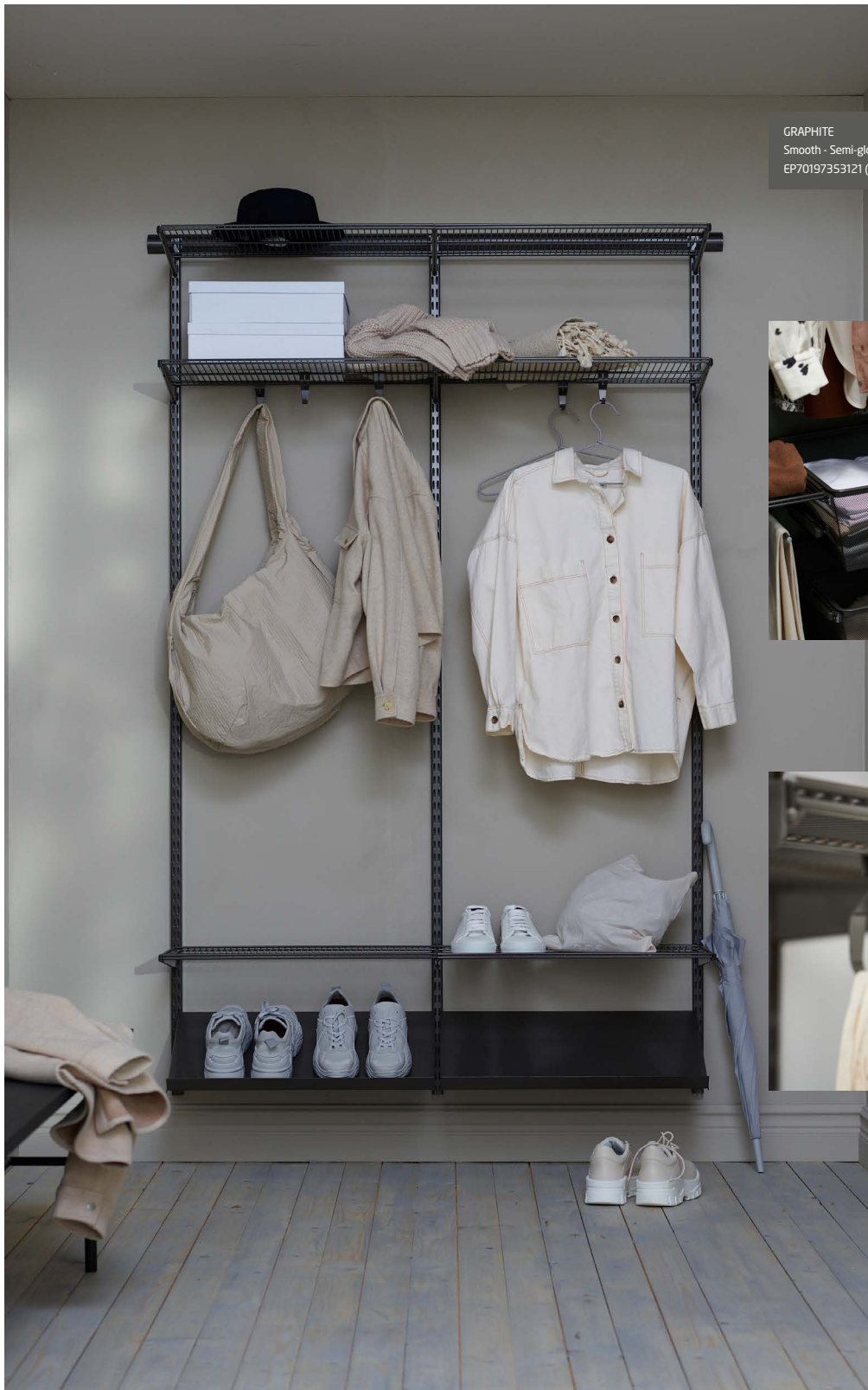
Bujnie: 'We want Bujnie furnishings to be an elegant, graphic decoration for any interior, regardless of whether that's a home, office, restaurant or hotel.'

Axalta Coating Systems supplies powder coatings for the elegant plant stands produced by Bujnie.

In addition to its permanent range, Bujnie design studio also works on commission to produce custom projects. They can create anything out of steel, and that's how they accomplish even the boldest of architectural visions!

www.bujnie.pl
www.axalta.com/finetextured
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www.axalta.cz/en-finetextured (Eastern Europe)

designer vibes



GRAPHITE
Smooth - Semi-gloss - MarResistant
EP70197353121 (Epoxy-polyester, indoor quality)



Designed in Sweden, **Elfa** creates customised and durable storage solutions.

Elfa provides storage systems designed to meet people's individual needs throughout life. Their product portfolio includes customised sliding doors as well as wall-mounted and free-standing wardrobe interiors, all in sustainable, functional design of the highest quality.

Their ingenious Click-in system with its unbeatable flexibility and smart functionality is now also available in a new colour, Graphite. The range consists of furnishings for clothes storage and the unique warm grey colour helps add an extra luxurious, contemporary feel to your wardrobe.

Graphite works perfectly with traditional Scandinavian interior design and trendy urban looks alike. Whether you go for classic or contemporary, open storage or a combination with sliding doors, you are guaranteed a solution that enhances your home's style. Graphite is a colour uniquely developed for Elfa to help you add a warm, luxurious and contemporary feel to your wardrobe.

The Axalta powder coatings team in Västervik designed and developed this highly specific colour for Elfa. It features epoxy-polyester indoor quality with Alestas[®] MarResistant properties. These properties prevent scratches on profiles caused by moving and cleaning of assembled parts, making it the ideal solution for Elfa.

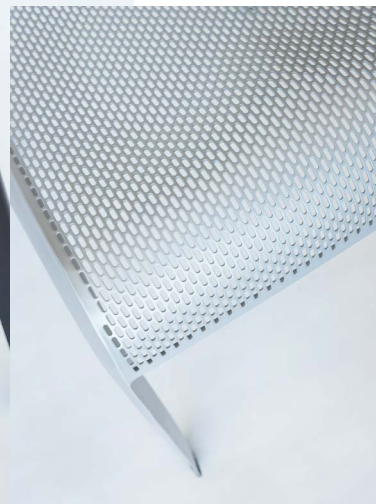
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www.axalta.com/marresistant
www.axalta.co.uk/marresistant (United Kingdom, Ireland)
www.axalta.se/en-marresistant (Scandinavia)
www.axalta.cz/en-marresistant (Eastern Europe)

designer vibes



ANODIC BLACK
Smooth - Matt - Metallic
AE20104000720

ANODIC NATURA
Smooth - Matt - Metallic
AE20107000120



Ultraleggera by Zieta is the lightest chair in the world.

Oskar Zieta, architect, founder, and CEO of Zieta Prozessdesign decided to take on Gio Ponti's classic Superleggera featherweight champion. The result is the Ultraleggera - the lightest chair in the world. Ponti's project weighed 1,700 grams, while some of Oskar Zieta's prototypes were as light as 1,600 grams.

Stability, durability, and minimalist design are the main components involved. This latter element is what makes it timeless and allows it to work in any space. Stable construction guarantees long-lasting use. The design is durable due to strong welding that keeps all the elements well intact.

Ultraleggera's design is the perfect answer to current trends and consumer expectations, especially in terms of environmentally friendly solutions. In line with MMT (Mono Material Thinking), the chair is made of just one material - aluminium, making it fully recyclable. Its aluminium frame, seat and back are secured with aluminium welds, just like on professional bicycle frames. This solution meets sustainable resource management criteria, ideal for the circular economy. As a circular economy-friendly product, its materials can be recycled and reused.

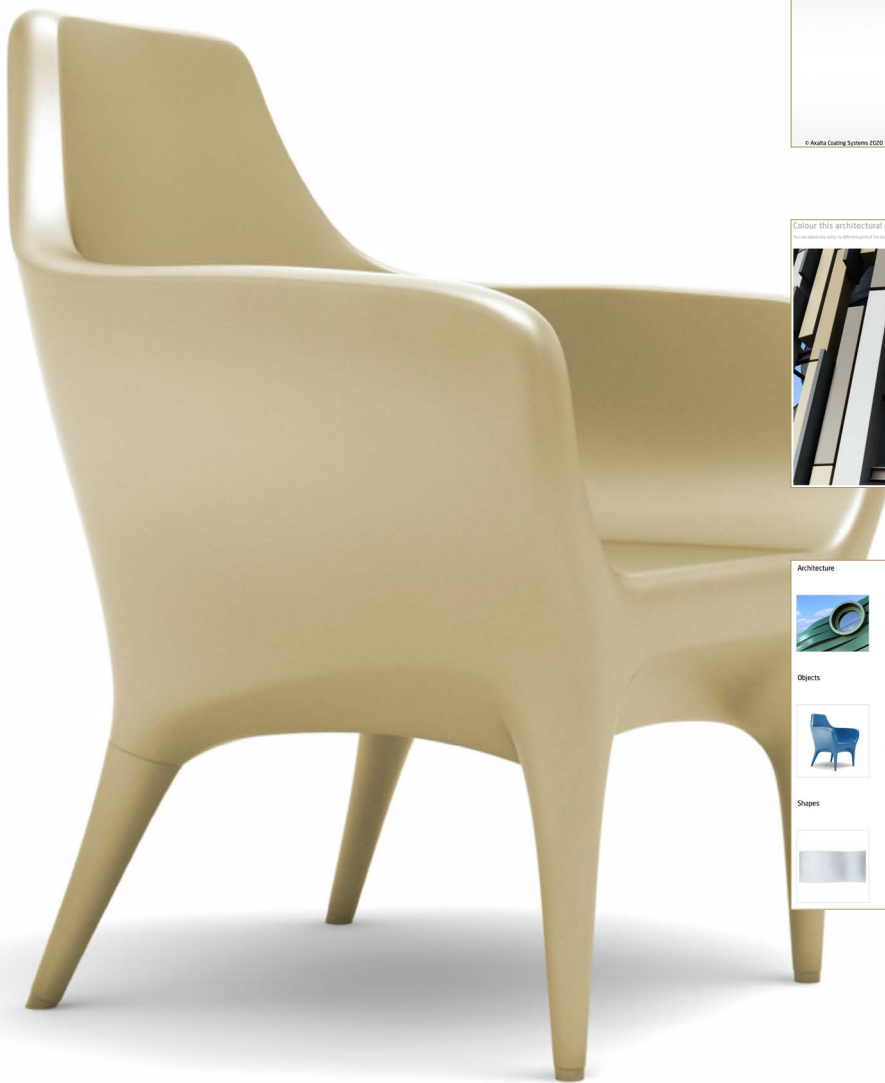
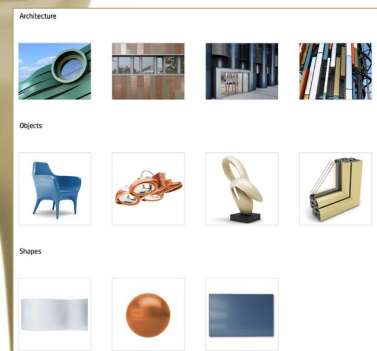
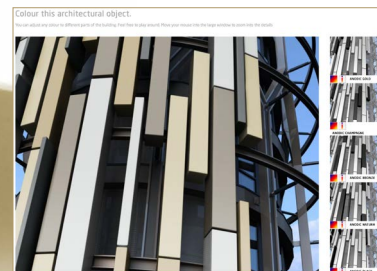
For the chair's finish, Zieta selected two anodic look powder coatings by Alestal® from Axalta Coating Systems. The chosen colours belong to the 8-colour Anodic Collection. Find out more by clicking the link below.

www.zieta.pl
www.axalta.com/anodic
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www.axalta.cz/en-anodic (Eastern Europe)

Zieta Prozessdesign, Poland

COLOURit.

ANODIC GOLD
Smooth - Matt - Metallic
AE20111000820



COLOURit. by Axalta is the fastest sample panel service in the powder coating business.

Colour is never just colour in architecture; it creates an identity, emphasises importance and represents quality and value preservation. Our powder coating systems meet all these creative and functional demands exceptionally well at the highest level.

The colour of façades, structural elements, windows, doors and other details in architecture and façade engineering, helps highlight the respective object, creates an identity or integrates it within the surrounding area. Axalta Coating Systems supports you as an architect, designer and façade engineer with an extensive range of powder coatings suited to every application. The COLOURit. App lets you virtually coat surfaces and objects in different shades accompanied by various gloss levels, structures, and effects.

This online application is available free of charge. Use COLOURit. Everywhere - on your smartphone, tablet, or computer.

Browse over 1,200 colours, effects, and finishes now with this handy app and receive your selected colours on actual sample panels within days.

www.axalta.com/colourit

a tool by Axalta

YOUR PROJECT FEATURED IN VIBES?

All architectural and design projects featured in our bi-annual trends magazine are actual references powder coated with our quality products. If you are working with our powder coatings on any project, big or small, and would like to get the word out about it across Europe in nine languages with Axalta, just send an email to Trend Expert Sally at sally.put@axalta.com. You, your brand, and your project may be featured in one of our next editions' trend themes or an interesting story in the designer vibes section.

We hope to hear from you soon!

www.axaltacolourit.com
Sample panel service



Order your vibes 2.2020 fan deck via

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