



FOREWORD :

Keep moving FORWARD...

We are living in an era of innovative interventions and leading-edge advancements. In order to stay ahead and relevant in the market, we need to move forward and constantly progress. This is more so with trending colours, driving the progression that can redefine consumers' discernment, especially in Asia.

As Asia's No.1 Paint & Coatings Expert, Nippon Paint has taken on the leadership role in developing 'Trend Beyond Colours' – a truly Asian Colour Palette.

In forecasting this series of enthralling Asian colour palettes, Nippon Paint is collaborating with Colour Hive, a company with 19 years of experience in forecasting colour trends across continents, to curate forward-thinking colour inspirations for the Asian region.

Leveraging on our positioning as The Paints & Coatings Expert, Nippon Paint continues to push the boundaries on the colour innovation front – as we now present our next instalment of Trend Beyond Colours 2020/2021.

The four inspiring key themes of Trend Beyond Colours 2020/2021 – 'Precious Tale', 'Gentle Whisper', 'Pop Life',

and 'Raw Beauty', explore the progression from our previous themes. Each story embodies eight distinctive colours which come in the form of unique decorative coatings, with the ability to elevate the essence of Asia and influence the lives of its people.

At the same time, we are redefining colours incorporating textures through our special effects range to bring a unique approach and aesthetic value – to meet the needs of the ever-progressing consumers.

We believe that Trend Beyond Colours 2020/2021 shall and will become an integrated part of our consumers' lives – inspiring them to re-think coatings and re-create possibilities on all surfaces. We hope that this book will be an inspiration for design professionals in pushing the boundaries of creative expression across multiple-cultures, platforms and industries, recognizing and understanding the diverse sophistication of our Asian consumers.

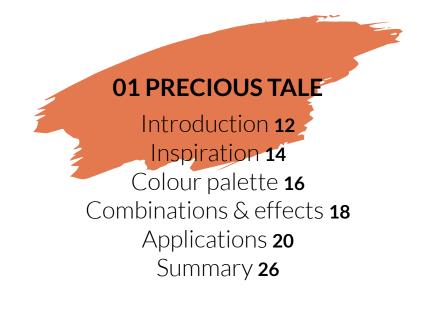
Mr Wee Siew Kim Group Chief Executive Officer NIPSEA Group of Companies







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At Colour Hive we curate the driving forces in colour trends across continents, and are always inspired by the sophisticated and forward-thinking colour nuances of the Asian region. In this, our second trend and colour forecast collaboration with Nippon Paint, we are able to chart the progression of stories into this new year 2020/2021. As Asian innovation continues to lead the way in colour trends, we are proud to be part of this exciting exploration of the future.

Connectivity and cultural symbiosis ensure that the future of colour and design holds endless possibilities. In this period of unprecedented globalisation, we observe how technological movements and cultures are swiftly shared, and in turn influence design aesthetics across the world. In balancing these global trends with the precious familiarity of localism and regionalism in Asia, we have designed a colour and finish palette that feels at once fresh and comforting.

The four trends presented in this book are a considered look into the future. Born from a global perspective and tailored to the unique essence of the Asian continent, we welcome you on this 2020/21 journey into Trend Beyond Colours.









Previously, Conscious Being considered the influence of technology on our everyday lives. Now, in 20/21, the societal trend Precious Tale instead re-evaluates what is precious by redefining our perception of luxury.



20/21**GENTLE WHISPER**



In the 18/19 trend Essential Balance, we looked to create meditative calm with references to purity and nature. This year, we embrace neutrality with a technological undertone welcoming more intriguing purple tinted tones and pushing this theme in new directions.



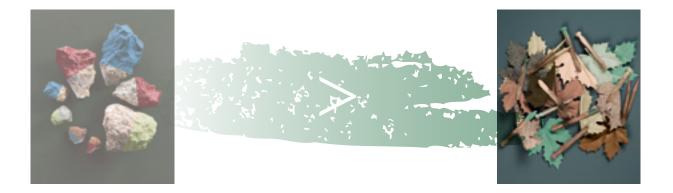
20/21 POP LIFE



The spirited nature of Transient Glow develops into the 20/21 trend Pop Life. This story embraces a deliberately carefree attitude, represented by bright, punchy colours. These new bold shades make for an unapologetically upbeat and fun palette.



20/21 RAW BEAUTY

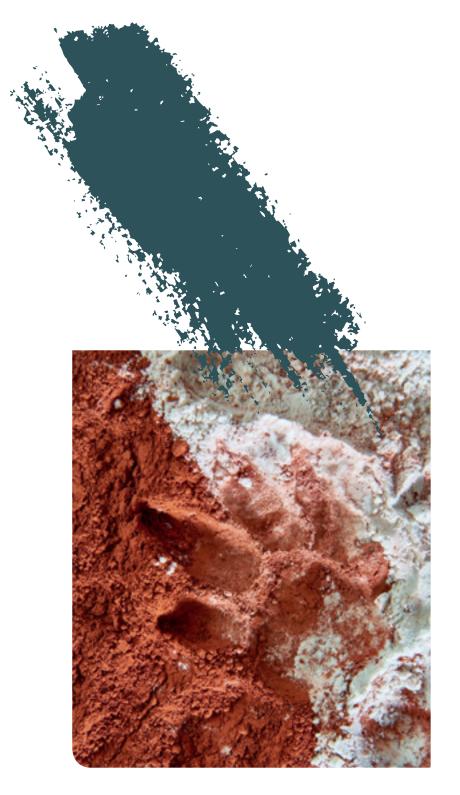


Past trend Seeking Adventure took us to the edges of the earth and into the sea with a fearless attitude. The exploration continues as we turn our focus to the land for 20/21. A profound respect for nature is reflected in a warm earthy palette paired with organic green shades.



INFLUENCES

Forecasting is a journey, and to arrive at our trends and colour stories, we must first explore the social, technological, environmental, economic and political influences that shape them. These six most important trend drivers form the basis of our 2020/21 Trend Beyond Colours.



A growing consciousness of the fragility of our environment leads us to reconnect with forgotten wildlife. Widespread repair of disrupted ecosystems involves the reintroduction of native species to their habitats. This active 'rewilding' is a restoration of past human-nature relationships, where harmony between the two was essential. Across the globe, this attention to indigenous plant and animal species is becoming ever more important.

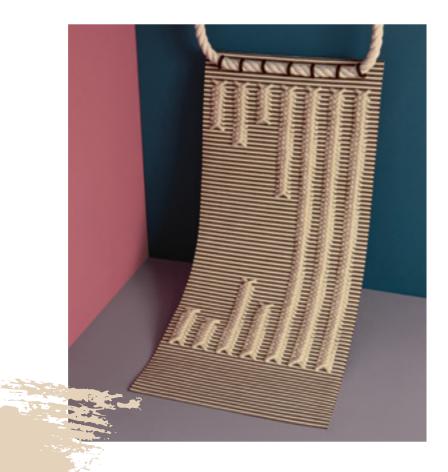


∧ URBAN NATURE

Population density and increasingly built-up cities make us yearn for the vast open spaces of the natural world. To ease this, urban planning has become fascinated with wildlife, often taking the shape of vertical green spaces that filter air pollution and dust and lower temperatures in city centres. These sites of urban wilderness provide endless possibilities for designers and architects.



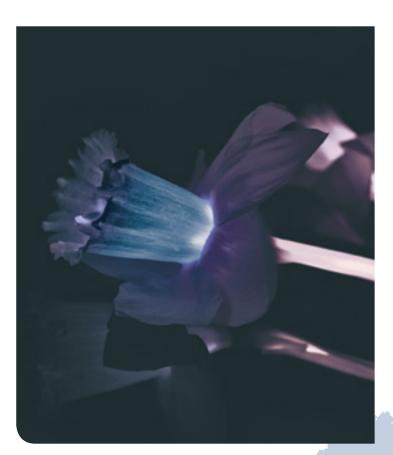
Traditional ideas of luxury are concerned with material rarity and expense. Yet the speed of modern life raises a new question as to what defines luxury, and what is precious? The answer is 'time'. This will be expressed though a renewed appreciation of slow hand crafts and artisan skills. A new generation of designers is reinventing these traditional practices to contemporary effect.





∧ PLAYFUL INDULGENCE

Designers are embracing a more colourful and spirited approach as a reaction to routines and restrictions. Finding joy in the unexpected, this aesthetic is inspired by lively artwork and lighthearted imagery radiating with positivity. An exploration of the juxtaposition of unlikely colour companions and bold yet playful geometric forms is at the heart of this optimistic and colourful trend driver.



\wedge EMPATHETIC TECH

A desire for sanctuary spaces emerges as we seek refuge from our loud and crowded urban lives. Here, embracing technology can enhance our comfort and wellbeing through the abilities of intelligent machines. With the seemingly transcendent ability of artificial intelligence to embed even the most ordinary objects with extraordinary capabilities, the bridge between humans and machines is being empathetically crossed.



∧ CONSIDERED NEUTRALITY

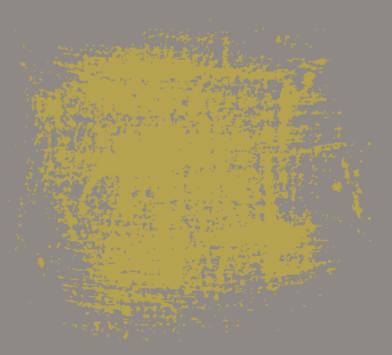
Within the narrative of a polarized future emerges a desire to find peace within a neutral space. Designers are celebrating the middle ground, revisiting notions of stability, consideration, and consciousness. Often, this tendency to reconsider perspective takes shape in tonal, unsaturated colour palettes and softly reassuring textures. Key to this narrative is the aspirational principle of balance in designed spaces.

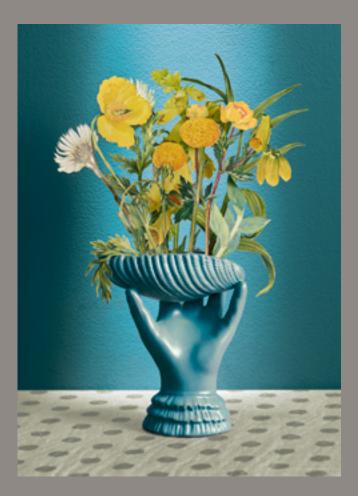


PRECIOUS TALE



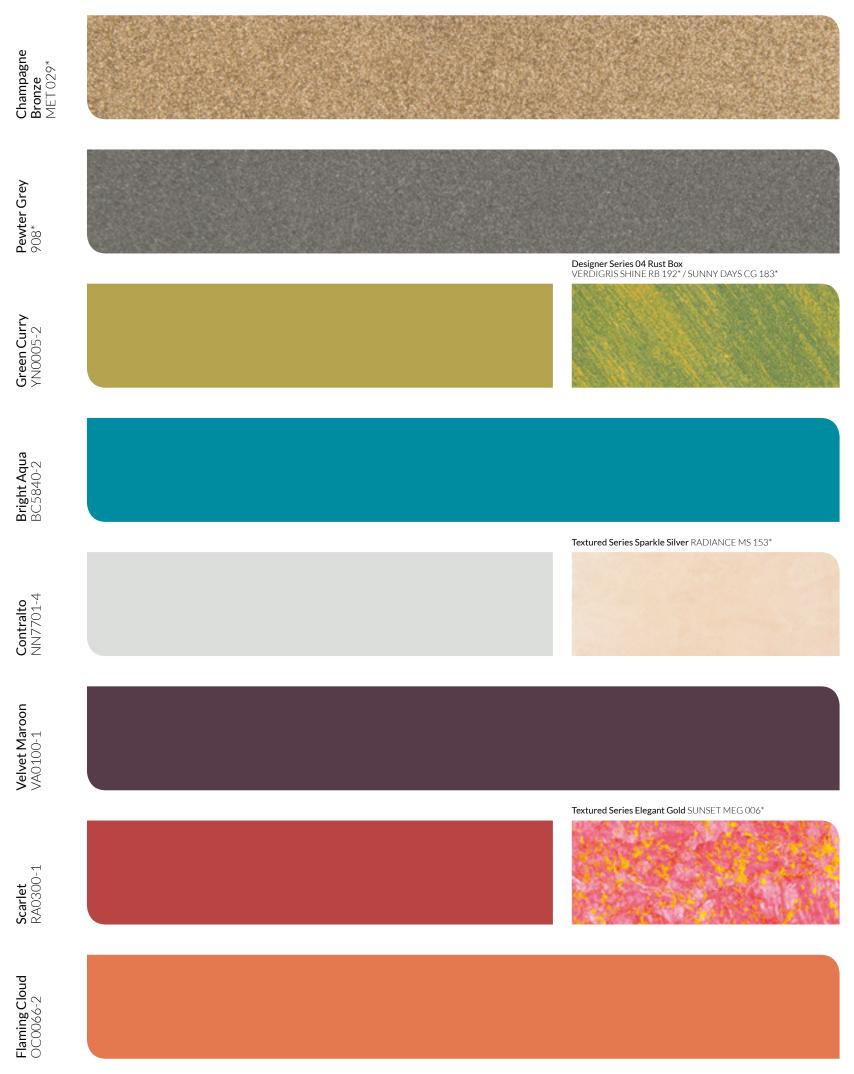
In Precious Tale, we reconsider what defines a sense of place and permanence in an increasingly ephemeral world. Redefining modern luxury as the union of fine materials with a fresher, more global aesthetic. Storytelling is important to this trend as it considers how, with less space in which to live, we can say more through elegance and ornamentation.







DECORATIVE UXURIOUS ELEGANT ELEGANT GLOBAL TREASURED

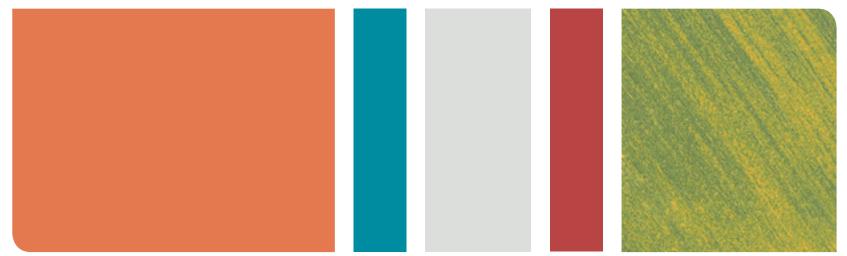


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CLASSICALLY **EXTRAVAGANT** TONES EMULATE PRECIOUS GEMSTONES AND FINE MINERALS, INSPIRED BY THE TRADITIONAL PALETTE OF LUXURY. THESE **ELEGANT JEWEL TONES** ARE CAREFULLY BALANCED WITH **FRESH CONTEMPORARY HUES**. SURFACES ARE **LAVISHLY DECORATIVE**, WITH EMPHASIS ON GLITTERING METALLICS, COLOURED GLASS AND PEARLISED SURFACES.



Flaming Cloud OC0066-2 / Bright Aqua BC5840-2 / Contralto NN7701-4 / Scarlet RA0300-1 / Designer Series 04 Rust Box VERDIGRIS SHINE RB 192* / SUNNY DAYS CG 183*

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A fresh and friendly interpretation of this story unfolds through the vibrancy of *Flaming Cloud* accented by an unexpected nearcomplement of *Verdigris Shine*/ Sunny Days**. The result is a warm space for celebratory gatherings and conversation. Here, creative punches of deep accents, such as *Bright Aqua* and *Scarlet* add an eclectic flair.



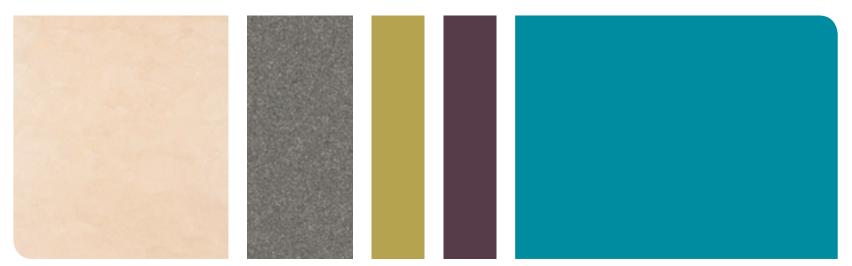
Textured Series Elegant Gold SUNSET MEG 006*/Scarlet RA0300-1/Velvet Maroon VA0100-1/Champagne Bronze MET 029*/Flaming Cloud OC0066-2



The velvety jewel tone of *Velvet Maroon* centres this luxuriously regal palette of sweet and dramatic hues. Paired with *Scarlet* and *Flaming Cloud*, this combination has feminine warmth and modern sophistication. Its elegance is uplifted by a soft metallic accent of *Champagne Bronze*^{*}.



Bright Aqua is an eye-catching hue that balances its blue and green foundations in perfect harmony. A textured wall treatment intensifies this striking combination through the subtly pearlised surface of **Radiance MS***. Contemporary accent tints inject a youthful attitude into this palette, refreshing the group with **Green Curry** and offering depth through **Velvet Maroon**.



Textured Series Sparkle Silver RADIANCE MS 153* / Pewter Grey 908* / Green Curry YN0005-2 / Velvet Maroon VA0100-1 / Bright Aqua BC5840-2



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A backdrop of comforting tradition is created with modern neutrals. Gemstone accents uplift these spaces with subtle hints of *Scarlet* and *Flaming Cloud* bringing an eclectic touch of extravagance.



Pewter Grey 908* / Velvet Maroon VA0100-1 / Scarlet RA0300-1



Contralto NN7701-4 / Pewter Grey 908* / Flaming Cloud OC0066-2



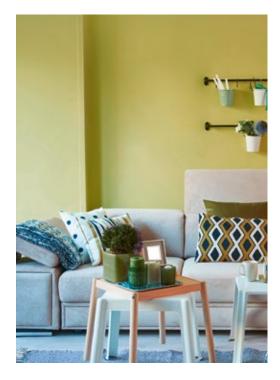
Champagne Bronze MET 029* / Contralto NN7701-4 / Green Curry YN0005-2

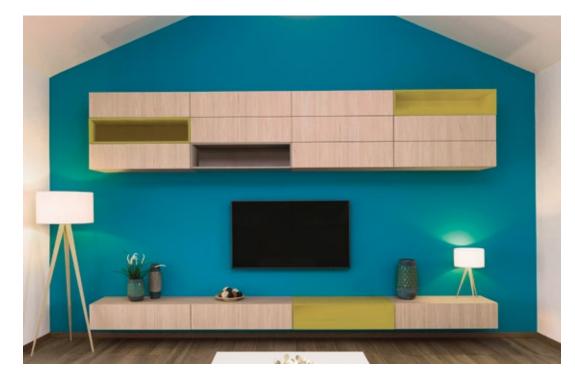




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Deep turquoise on a feature wall creates a sense of modern luxury. Touches of *Green Curry* warm the palette to elevate and balance the mineral depth of *Bright Aqua*.



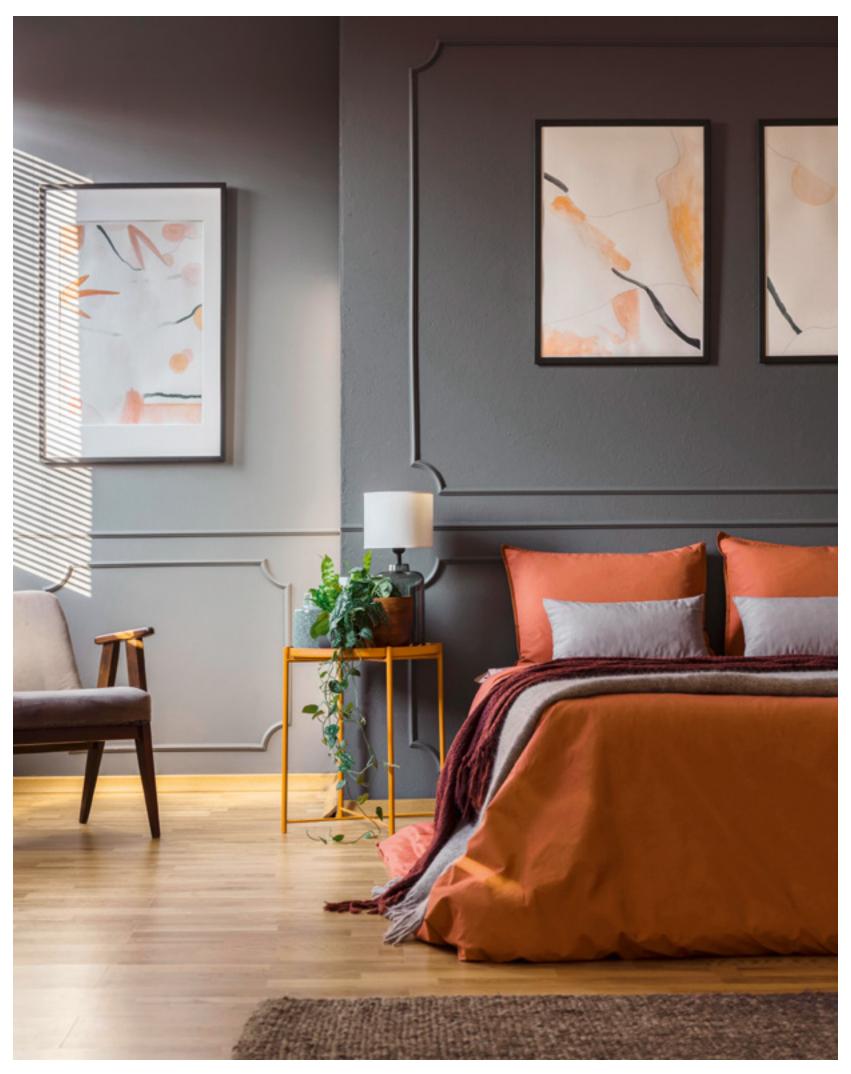
Contralto NN7701-4 / Bright Aqua BC5840-2 / Green Curry YN0005-2 / Velvet Maroon VA0100-1



Green Curry YN0005-2 / Contralto NN7701-4 / Bright Aqua BC5840-2

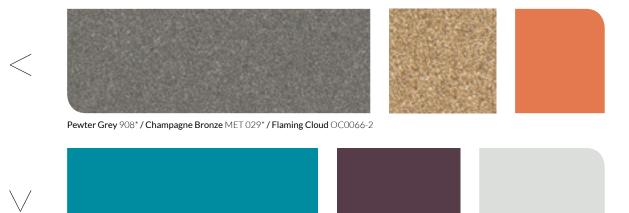


Champagne Bronze MET 029* / Green Curry Y0005-2 / Bright Aqua BC5840-2

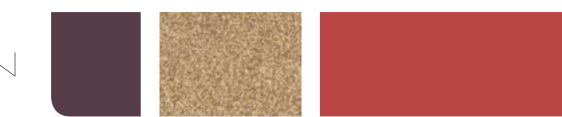


24 NIPPON PAINT

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Bright Aqua BC5840-2 / Velvet Maroon VA0100-1 / Contralto NN7701-4



Velvet Maroon VA0100-1 / Champagne Bronze $\mathsf{MET}\,029^*$ / Scarlet $\mathsf{RA0300-1}$

Diverse combinations of the richer tones of the palette offer endless possibilities for lavish, standout spaces. *Scarlet* and *Velvet Maroon* accented by delicate gold metals achieve a grandly feminine aesthetic.





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Modern urbanites encounter less space with which to individualize, yet creative approaches to luxury are making interior spaces feel personal. Precious materials are met with contemporary decoration, emphasizing the beauty of the visual narrative. Adornment through colour and surface becomes the way in which we tell our stories.



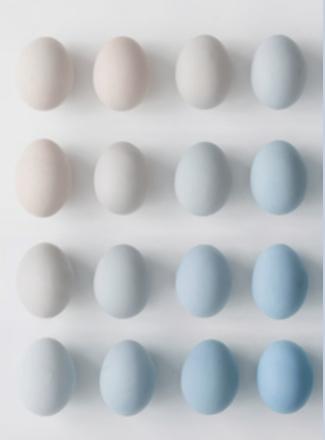


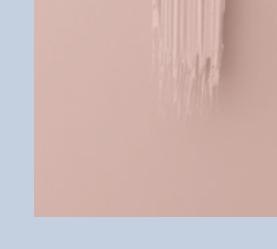




GENTLE WHISPER





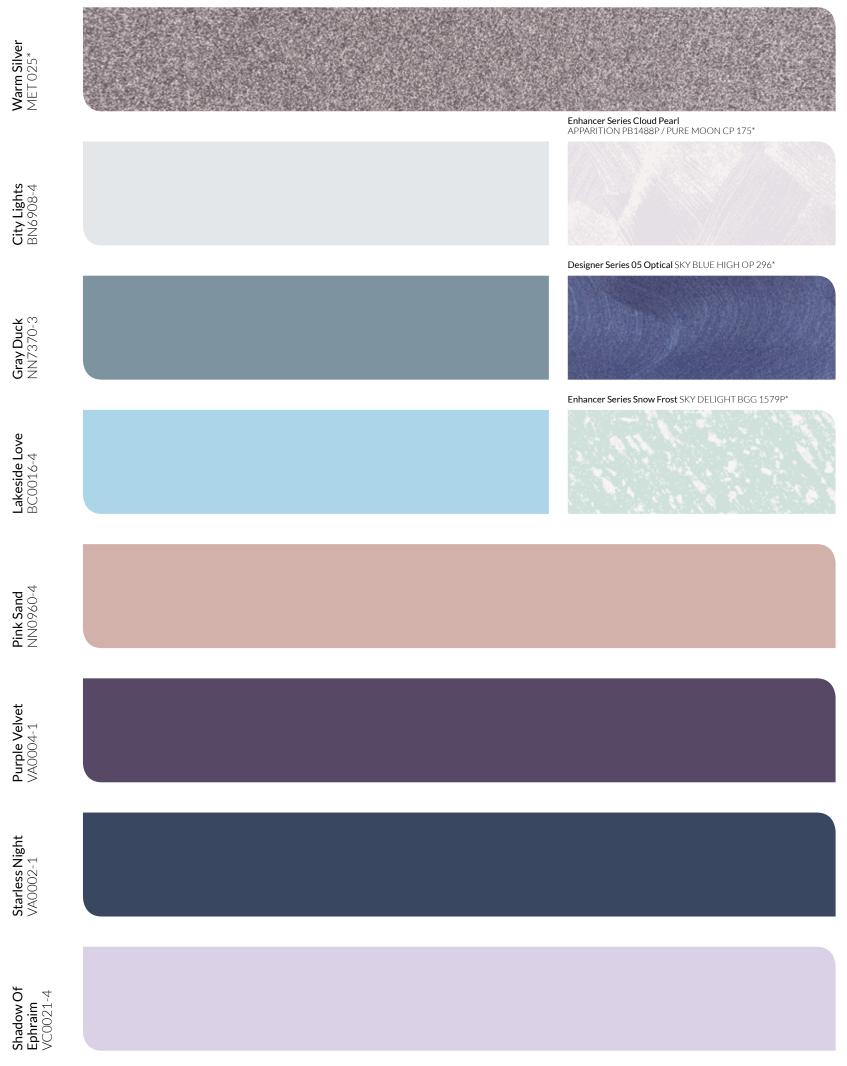


A position of neutrality may be considered the rejection of certainty. Yet, this story *explores* the fine art of neutrality in its crafted and carefully considered beauty. With a focus on balance, and sense of understated serenity, we explore the possibility of the delicate grey area. In stripping back the excess, we reconsider the soft-spoken magnificence of neutrality.



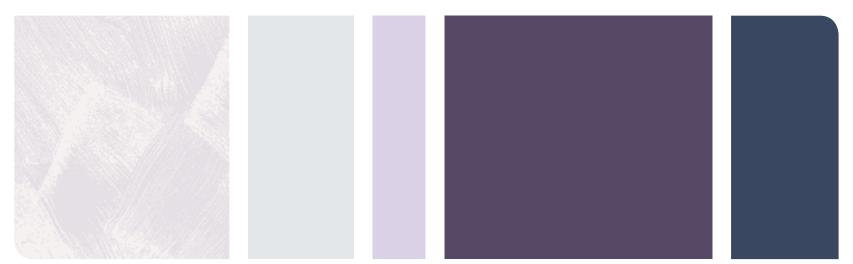
NEUTRAL BALANCED MINIMAL FRIENDOUS CALM

INSPIRATION



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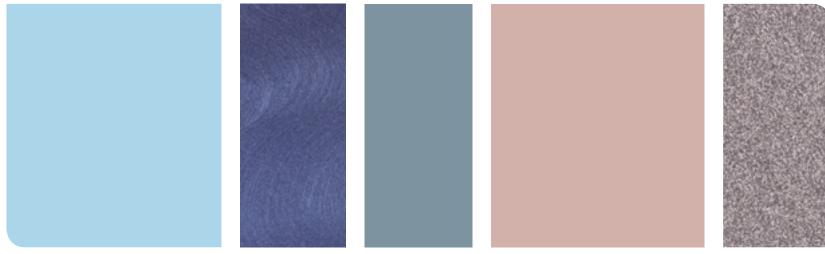
AN OCEAN OF COOL COLOURS REVEALS A **TRANQUIL OASIS**. THE RELATIVITY OF HUES AND **TONAL GRADATION** IN THIS HARMONIOUS PALETTE ENHANCES **A MOOD OF DELICATE SLOWNESS**. THE FLUIDITY BETWEEN NEUTRALS AND BLUES IS MYSTERIOUSLY GRACEFUL. INTRIGUING TEXTURED SURFACES AND IRIDESCENT EFFECTS ADD TO THIS **GENTLE COLLECTION**.



Enhancer Series Cloud Pearl APPARITION PB1488P*/ PURE MOON CP 175*/ City Lights BN6908-4/ Shadow Of Ephraim VC0021-4/ Purple Velvet VA0004-1/ Starless Night VA0002-1

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This calm yet purposeful palette washes any space in soothing introspection. Graduated hues offer tonal variations of *Purple Velvet*, varying in intensity for a calming monochrome atmosphere. Uplifted by the dreamy *Pure Moon*^{*}, its silky finish bringing a delicate luminosity to this temperate array of violets.

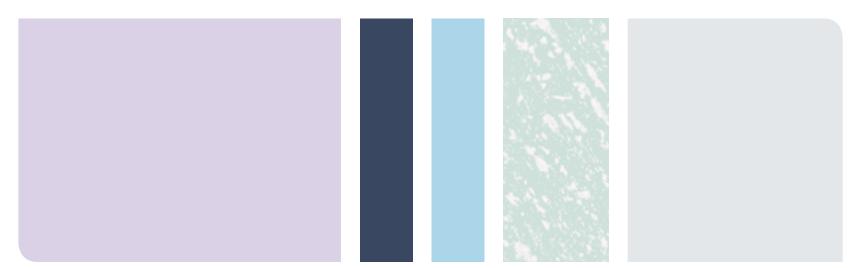


Lakeside Love BC0016-4 / Designer Series 05 Optical SKY BLUE HIGH OP 296* / Gray Duck NN7370-3 / Pink Sand NN0960-4 / Warm Silver MET 025*

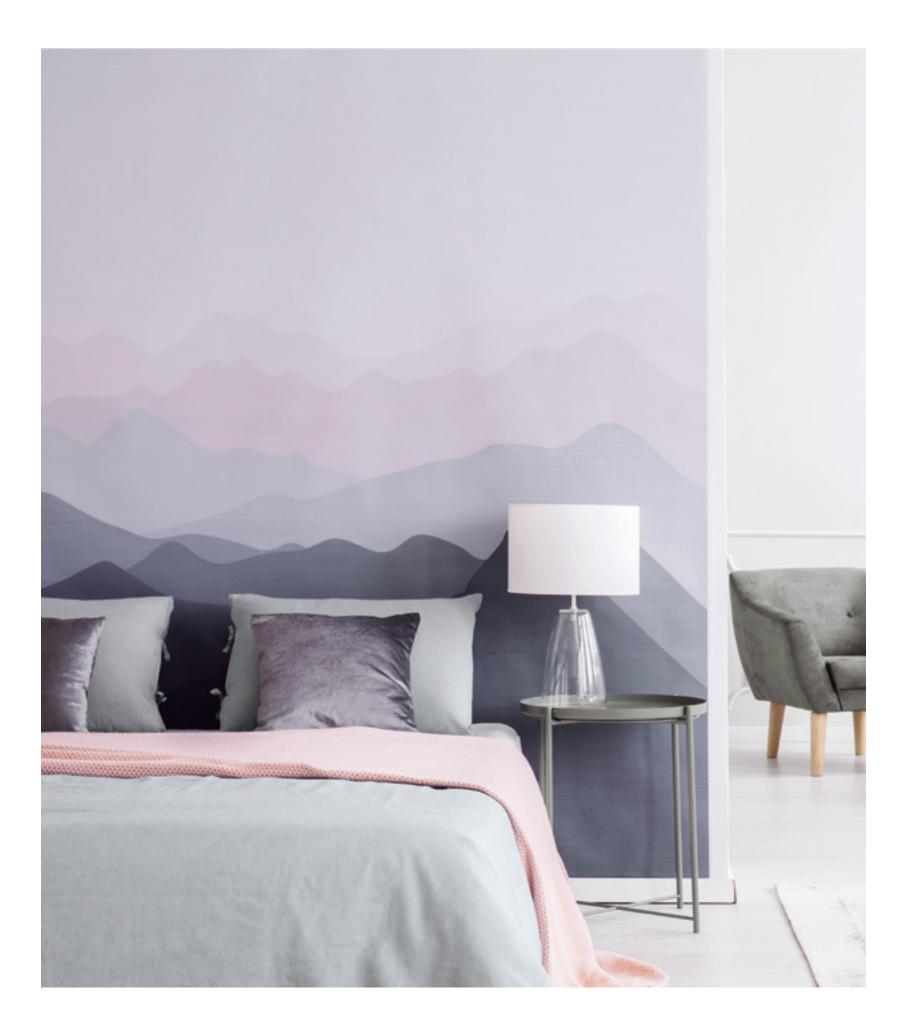


The classic denim effect of *Sky Blue High** enhances a youthful and optimistic trio of blues. This understated, yet playful collection rests on the contrast between the timeless clear blue of *Lakeside Love* and the calming chalky pink *Pink Sand*. Simple metallic tones are introduced through *Warm Silver**.

An immersive array of blues and purples is a perfect choice for sanctuary bedrooms and bathrooms. At the heart of this combination are understated violet tints of **Shadow Of Ephraim** and **City Lights**. These ethereal tones offer a soothing sense of serenity. Deeper purples and blues in light touches complete a beautifully balanced space.



Shadow Of Ephraim VC0021-4 / Starless Night VA0002-1 / Lakeside Love BC0016-4 / Enhancer Series Snow Frost SKY DELIGHT BGG 1579P* / City Lights BN6908-4





Cool sunset hues of **Purple Velvet**, **Pink Sand**, and **Lakeside Love** transform delicate spaces. Plush and sheen textiles and open space emphasise comfort in these serene sanctuaries.





City Lights BN6908-4 / Starless Night VA0002-1 / Purple Velvet VA0004-1 / Pink Sand NN0960-4



Lakeside Love BC0016-4 / Gray Duck NN7370-3 / Pink Sand NN0960-4



Shadow Of Ephraim VC0021-4 / City Lights BN6908-4 / Pink Sand NN0960-4

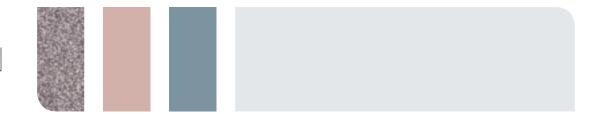




City Lights BN6908-4 / Purple Velvet VA0004-1 / Starless Night VA0002-1



Lakeside Love BC0016-4 / City Lights BN6908-4 / Warm Silver MET 025*



Warm Silver MET 025* / Pink Sand NN0960-4 / Gray Duck NN7370-3 / City Lights BN6908-4

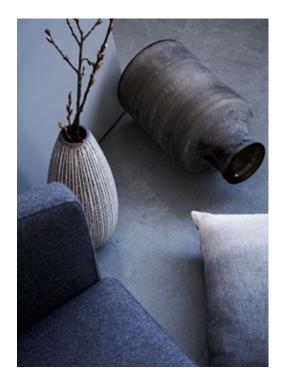
The airy grace of *City Lights* is elevated with an accent of *Purple Velvet*. In a sitting room, velvety upholstery and window coverings bring luxury and depth to these polished combinations.

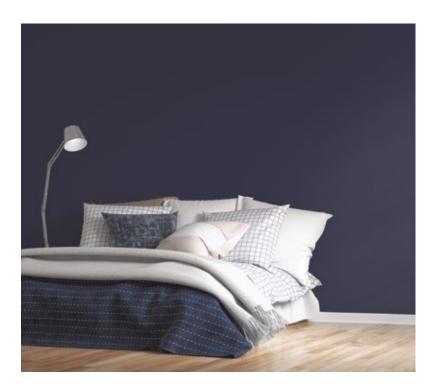


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Deeper applications of blues and purples show off a soulful expression of the palette. With *Gray Duck* awash in introspectiveness, these monochromatic groupings of cool violets and calm slates are pure sophistication.



Gray Duck $\mathsf{NN7370\text{-}3}$ / City Lights $\mathsf{BN6908\text{-}4}$ / Warm Silver $\mathsf{MET025}^*$



Shadow Of Ephraim VC0021-4 / Purple Velvet VA0004-1 / Starless Night VA0002-1



Warm Silver MET 025* / Purple Velvet VA0004-1 / Shadow Of Ephraim VC0021-4 / Starless Night VA0002-1



Poise and purpose unite in a graceful tribute to the neutral areas of design. A carefully measured expression of gentle beauty articulates itself in the most peaceful of atmospheres. In the face of the inflexibility of modern life, Gentle Whisper softly celebrates the beauty of neutrality.







POP LIFE



In *a joyful ode* to all that is eyecatching, Pop Life, *celebrates a carefree aesthetic*. This trend is built on the unexpected, from 90's Internet graphics to cartoon-like artwork. The outcome is *a hyperconfident look* that's unafraid of juxtaposition. Candy, toys and animations are just a few of the quirky sources of inspiration that complete this *caricature of pop culture*.







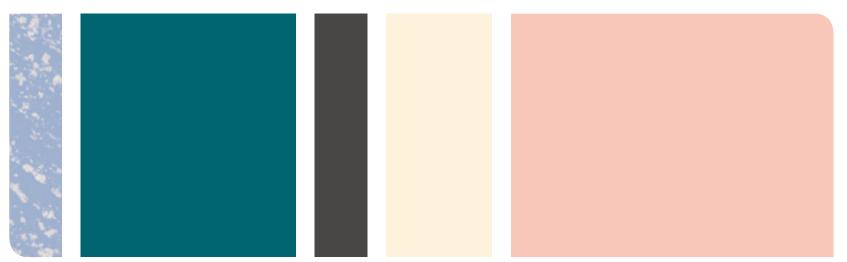
MIX & MATCH JOYFUL BRIGHT CARERREE HUMOUROUS



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A COURAGEOUS ASSORTMENT OF **ATTENTION GRABBING** HUES COLLIDES IN THIS STRIKING PALETTE. FROM **PUNCHY CITRUS BRIGHTS** TO **ULTRA-SATURATED** TONES, THIS RAINBOW OF POSITIVITY IS ANCHORED BY BLACK AND CREAM FOR GRAPHIC DEFINITION. ON THE SURFACE, MATERIALS ARE GLOSSY, BRIGHT, AND **CONFIDENTLY ORIGINAL**.



Enhancer Series Pearl Frost COTTAGE BLUE PB 1511T 02* / Hawaiian Blue BA5800-1 / Cumberland NN1300-1 / Brucine White YN0038-4 / Flower Gesture RN0077-4



The peachy and expressive *Flower Gesture* is the canvas for this modern, gender neutral palette. A divine contrast of fresh warmth against the deep allure of *Hawaiian Blue* creates a blend of uplifting luxury. Graphic accents and an enhancement of *Pearl Frost** complete the picture.

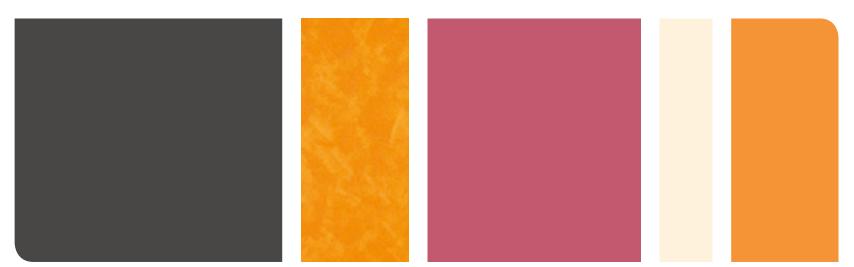
Hawaiian Blue BA5800-1 / Enhancer Series Cloud Gold EXOTIC BLOOM R 1296 D* / SUNKISSED CITRUS CG 186* / Scorching Sun ON0032-2 / Blue Beauty BN6920-3 / Sunlight YC3040-2

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A kaleidoscope of vivid tones joined together in festive energy. The sunny warmth of *Scorching Sun* and *Sunlight* make this combination the ideal treatment for a social space. Within this eclectic rainbow, *Hawaiian Blue* and *Blue Beauty* offer a lush pause within a vibrant circus.

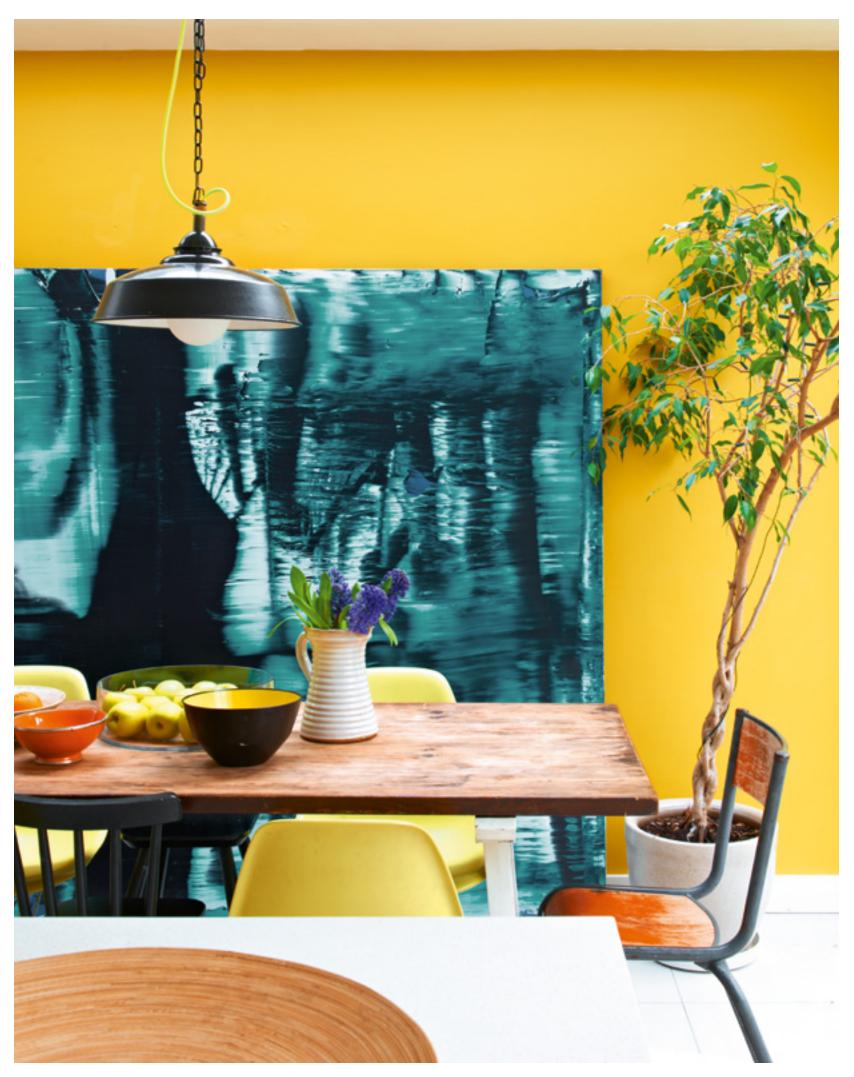


In a deep, yet neutrally centred combination, *Cumberland* offers mesmerizing depth and an unexpected canvas for juicy bright accents. Ultra-saturated *Perky Scarlet* and *Scorching Sun* inject this palette with a burst of joy. Metallic *Gold Fleece*^{*} adds to the mood of warmth and elevates this palette with a touch of extravagance.



Cumberland NN1300-1 / Textured Series Sparkle Gold GOLDEN FLEECE MG 157* / Perky Scarlet RC8140-1 / Brucine White YN0038-4 / Scorching Sun ON0032-2

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These vibrant arrangements of warm brights radiate with a summertime vibe. *Sunlight* and *Perky Scarlet* adorn walls in a sweeping sensation of pigmented wonder, boldly accentuated by equally daring accents.





Sunlight YC3040-2 / Brucine White YN0038-4 / Hawaiian Blue BA5800-1



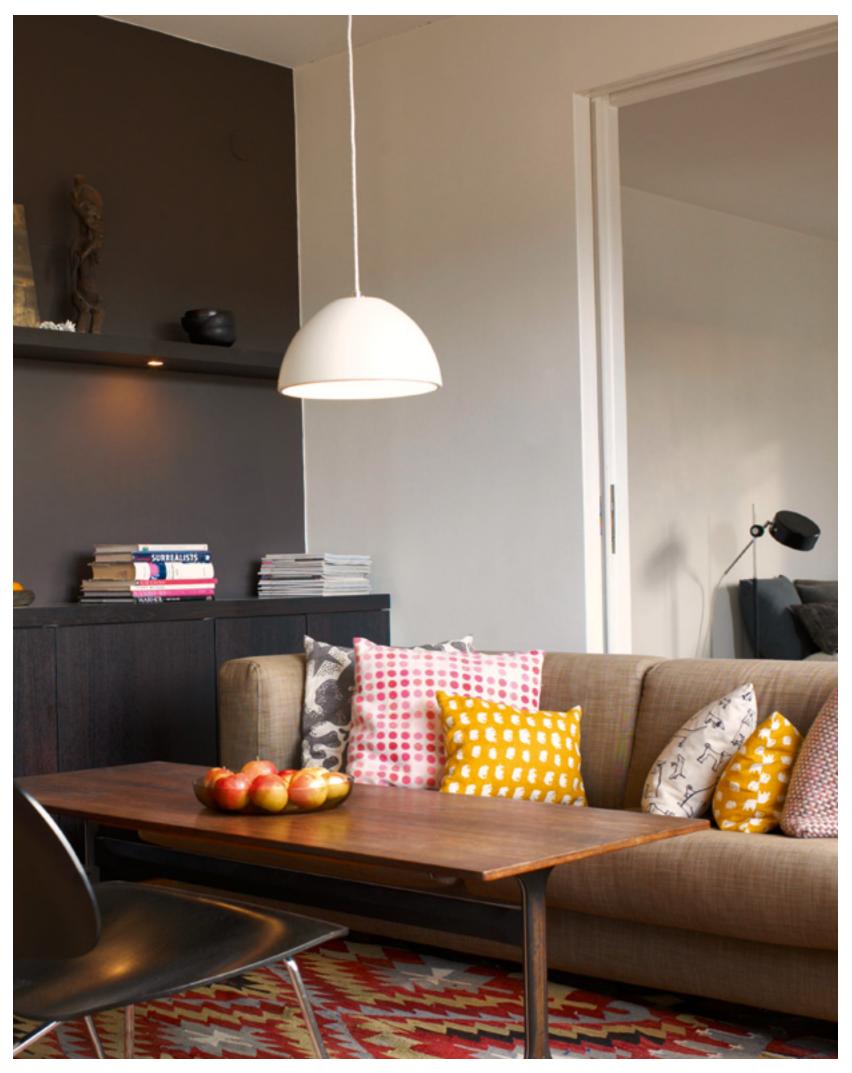
Blue Beauty BN6920-3 / Sunlight YC3040-2 / Hawaiian Blue BA5800-1



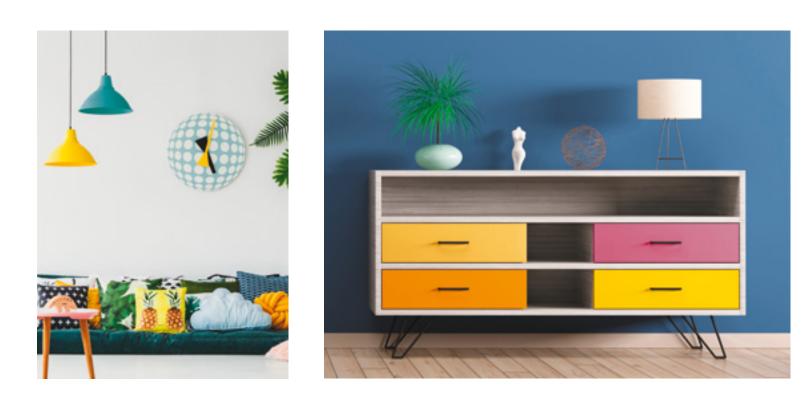
Perky Scarlet RC8140-1 / Blue Beauty BN6920-3 / Scorching Sun ON0032-2







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Cumberland and Brucine White

render a neutral, yet intriguing variation of this story through a high contrast monochrome setting. Here, subtle accessories of joyful fresh hues bring energy to a sophisticated space.



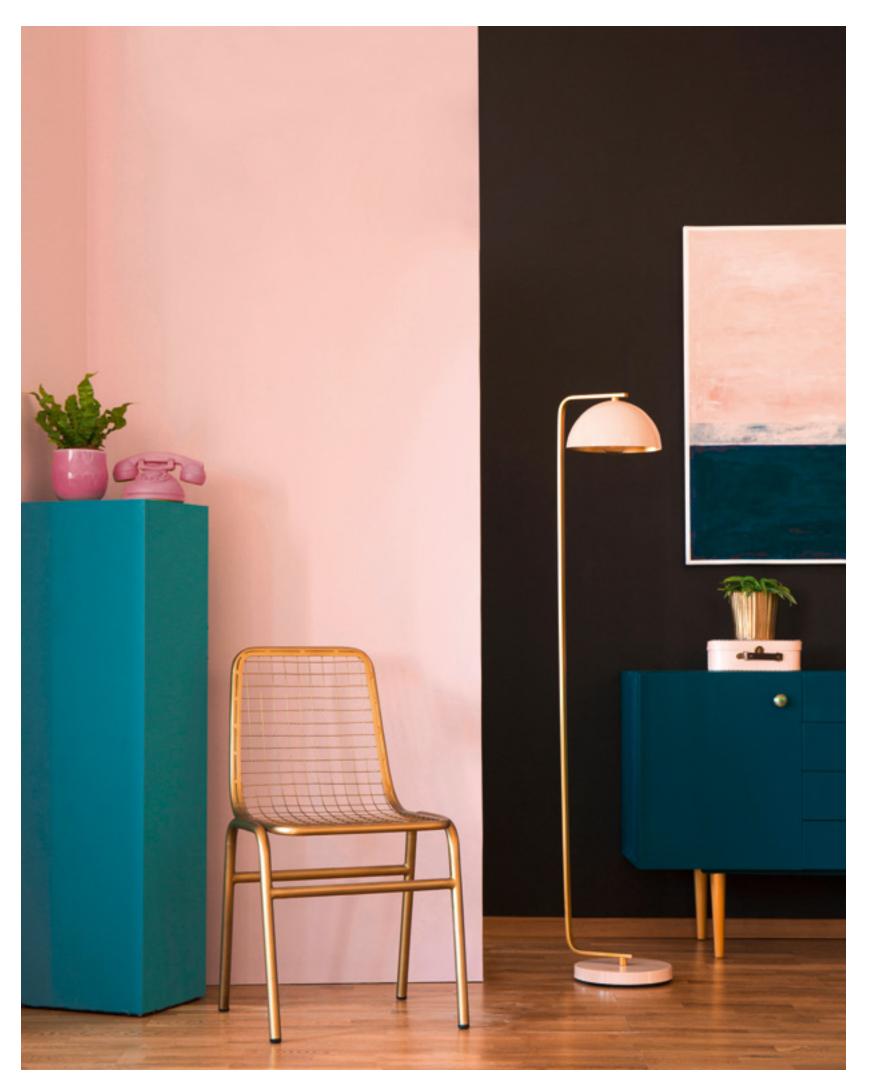
Cumberland NN1300-1 / Brucine White YN0038-4



Sunlight YC3040-2 / Hawaiian Blue BA5800-1 / Brucine White YN0038-4

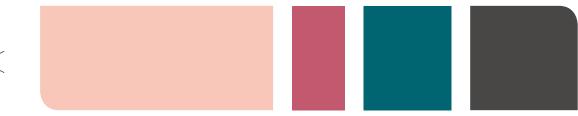


Blue Beauty BN6920-3 / Perky Scarlet RC8140-1 / Scorching Sun ON0032-2 / Sunlight YC3040-2



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These charming cool toned combinations of pinks and blues create a contemporary gender neutral look. Prints, colour blocking and graphic accents add charm to these youthful two-toned spaces.



Flower Gesture RN0077-4/ Perky Scarlet RC8140-1/ Hawaiian Blue BA5800-1/ Cumberland NN1300-1



Cumberland NN1300-1 / Brucine White YN0038-4 / Blue Beauty BN6920-3



Brucine White YN0038-4 / Flower Gesture RN0077-4 / Hawaiian Blue BA5800-1







The mix and match aesthetic is gleefully portrayed in this bold story. Pop culture driven, this trend is glossy, graphic and energetic. The iconography of childhood fascination, a cartoon style and carefree coordination, are repurposed in an explosion of life and colour.







RAW BEAUTY

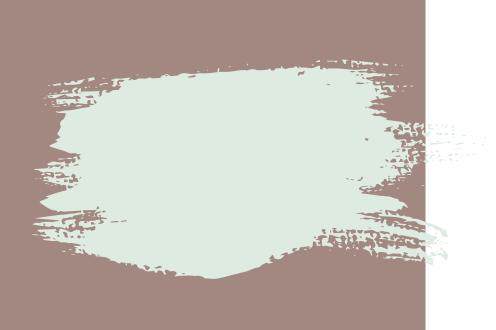




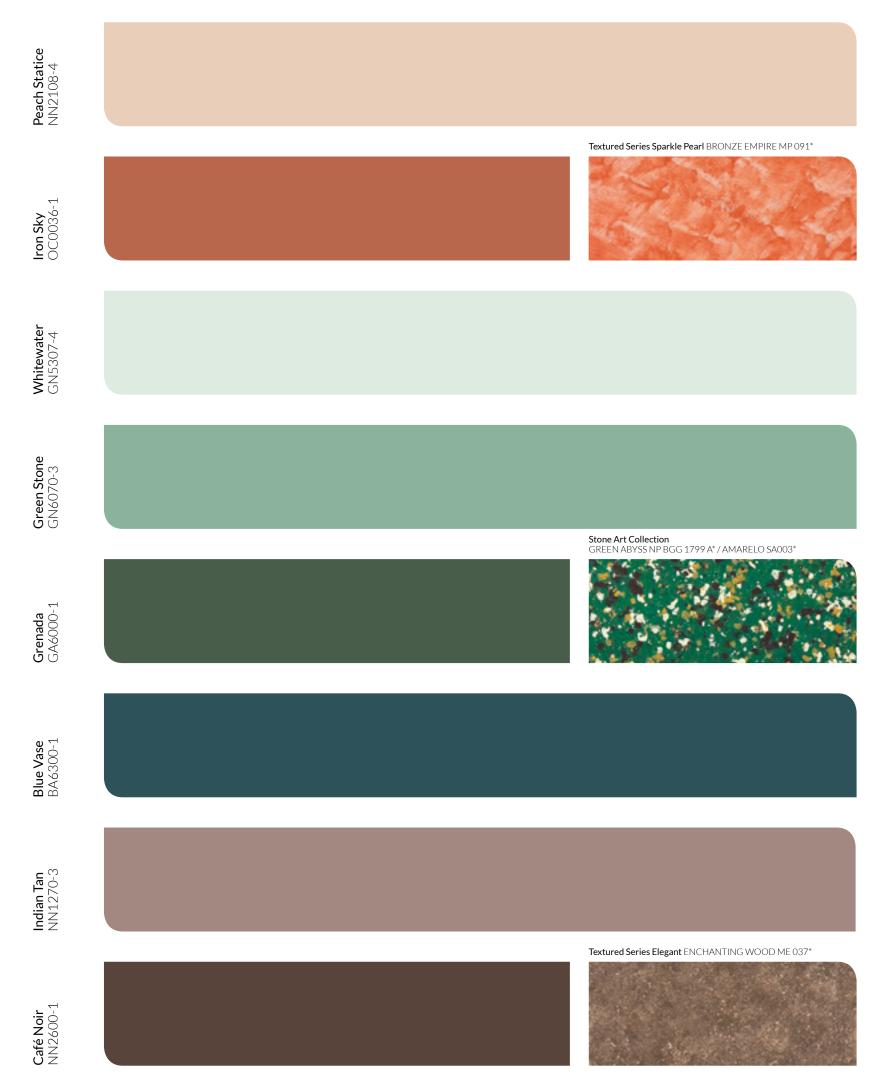




Paying homage to nature, this earthbound story celebrates the *raw and untamed beauty* of the natural world. With increasing urban density, *rewilding* emerges as a key cultural priority. We look to our crowded experience of daily life and feel a desire for the *honest beauty* of flora and fauna. In this trend, foliage and organic materials showcase *the magnificence* of wildlife.







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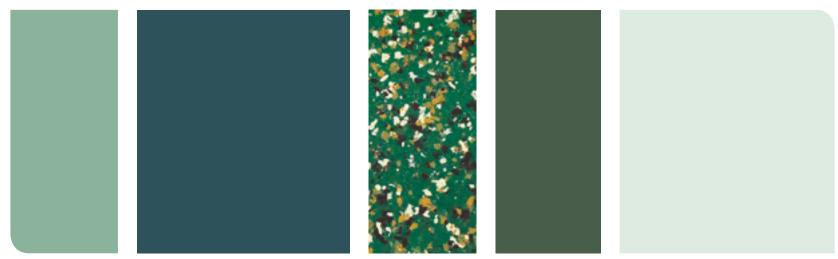
THE **PRIMAL TONES** OF AN UNCONTROLLED WILDERNESS BRING THIS PALETTE TO LIFE. **A TONAL RANGE OF GREENS** HARNESSES THE DIVERSITY OF FOLIAGE, WHILE **TERRACOTTA ORANGES AND WARM BROWNS** REFLECT THE HEAT OF THE SUN. ORGANIC LANDSCAPES AND NATURAL MATERIALS INSPIRE THE **TACTILE SURFACE TEXTURES**.



Textured Series Elegant ENCHANTING WOOD ME 037* / Green Stone GN6070-3 / Grenada GA6000-1 / Peach Statice NN2108-4 / Iron Sky OC0036-1



Driven by texture through Enchanting Wood*, this earthy array of tones would craft a lively kitchen or inspiring workspace, uplifted by the neutral warmth of Iron Sky. Warm tones can be enhanced by mixing and matching wood finishes. Through the introduction of foliage, the beauty of nature can be brought indoors.



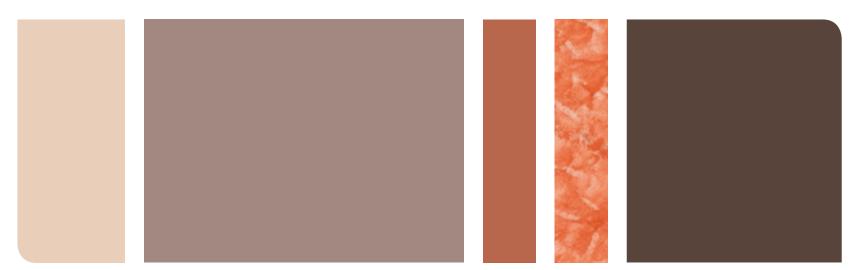
Green Stone GN6070-3 / Blue Vase BA6300-1 / Stone Art Collection GREEN ABYSS NP BGG 1799 A* / AMARELO SA003* / Grenada GA6000-1 / Whitewater GN5307-4

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The wonderful possibilities of monochromatic expression unfold through *Blue Vase*, *Grenada*, and *Whitewater*. The coolness among this sea of greens brings a contemporary edge to the wilderness driven combination, resulting in a palette perfect for a restorative space. Texture is essential to any monochrome scheme, and here *Amarelo** builds character.

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An array of creamy hues form a soothing picture of refined wilderness. Reminiscent of an autumn forest, this combination lends itself to raw finishes and natural materials, such as wood, bamboo, or stone. The central hue, *Indian Tan*, is a transitional tone beautifully morphing between greys and browns for a comforting wall treatment.



Peach Statice NN2108-4 / Indian Tan NN1270-3 / Iron Sky OC0036-1 / Textured Series Sparkle Pearl BRONZE EMPIRE MP 091* / Café Noir NN2600-1

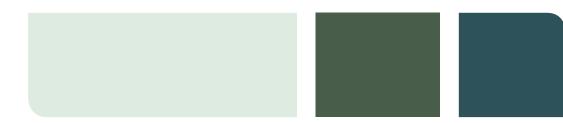


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Monochrome spaces driven by natural tones invite and refresh. Whitewater, Grenada, and Blue Vase form a scape of clean serenity, while the warmer groups showcase the earthy aspect of the story.



Whitewater GN5307-4 / Grenada GA6000-1 / Blue Vase BA6300-1



Café Noir NN2600-1 / Peach Statice NN2108-4 / Indian Tan NN1270-3



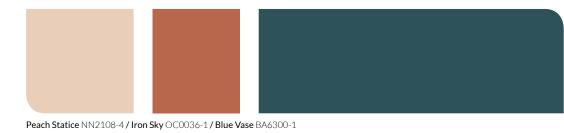
Iron Sky OC0036-1 / Whitewater GN5307-4 / Café Noir NN2600-1



All colours shown in this book are as close to the actual Nippon Paint colours as modern printing techniques permit *These colours are not available in Hong Kong and Taiwan



Peach Statice NN2108-4/ Indian Tan NN1270-3 / Grenada GA6000-1







Iron Sky OC0036-1 / Green Stone GN6070-3 / Grenada GA6000-1

Neutral spaces can be contemplative in mood, yet instantly energised through abundant plant life. Colour blocking of *Iron Sky* and *Grenada* inject a playful variation of earthy tints.





All colours shown in this book are as close to the actual Nippon Paint colours as modern printing techniques permit *These colours are not available in Hong Kong and Taiwan



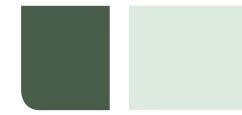
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The lighter side of this trend features naturally inspired materials of untreated wood, basket woven grass, and macramé textiles. The accompanying colours are fresh and light, anchored by lively *Whitewater*.







Grenada GA6000-1/Whitewater GN5307-4/Indian Tan NN1270-3



In Raw Beauty, reaction to overcrowded spaces is a soulful expression of the wilderness in its untamed form. We look to soften our urban surroundings with reminders of a more natural world. The breathtaking beauty of the landscape in its raw state reawakens a forgotten desire from within our consciousness.





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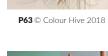




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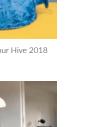


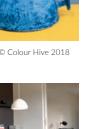


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