

COLOR TREND MAGAZINE

Second Edition
2024



Talk to me in color



DRIVEN BY INNOVATION

Talk to me in color

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This is KRAFT Paints latest edition of the Color Trend Magazine, where we delve into the vibrant intersection of color in architecture and interior design. This issue is a continuation of the magazine “Talk to me in Color” where color was the main tool for communication and expression. In this feature we analyze the emergence of six captivating trends that are reshaping our living spaces.

Join us on this colorful journey as we explore these trends that are redefining the aesthetics of our spaces.

The colors depicted may vary with the physical colors due to the printing method. We recommend visiting your nearest paint shop and sampling the desired tint on the painted surface as you will have the exact fidelity of the tint in your favorite space.

INCLUSIVE DESIGN

Diversity and accessibility, incorporating a spectrum of colors that speak to a universal audience.

MULTI SPECIES HOME

Reflects a harmonious blend of hues inspired by our furry companions and the natural world they inhabit.

ORGANIC SHAPES

Explores how fluid forms and naturalistic colors create serene, earthy environments.

PAUSE FROM TECHNOLOGY

Advocates for spaces that encourage digital detox, using calming palettes to foster tranquility.

DIGITAL COLORS

Contrasts this by embracing the vibrant, pixel-inspired shades emerging from our screen-centric world.

INSIDE OUT

Blurs the boundaries between indoors and outdoors, using colors that extend the interior comfort to the external world.

INCLUSIVE DESIGN

Inclusive design is a forward-thinking approach that prioritizes accessibility, ensuring that spaces are usable and welcoming to everyone, regardless of age, ability, or status.

This design philosophy goes beyond mere compliance with regulations; it seeks to create environments that cater to a diverse range of needs and preferences, facilitating ease of use and comfort for all.

KR2363 Sun Baked/F

A warm, earthy hue that can create a welcoming environment, particularly beneficial in communal areas that promote social interaction.

Inclusive Design



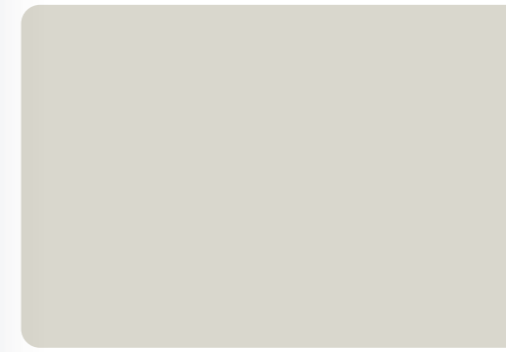
KR 2363 Sun Baked/F



CG 753 Perissa Sand/F



KR 2172 Watery Sea/F



CG 735 Agalma/F



CG 711 Kioupi



RC 169 Dust of Agora TSR% 79.8

About

Furniture with adjustable heights, smart home technology that responds to voice, touch, or movement, and varied lighting options to accommodate different visual requirements are examples of inclusive design elements.

Doorways and hallways are widened to accommodate mobility aids, while floors are made from non-slip materials to reduce the risk of falls. Above all, inclusive design trends advocate for flexible and adaptable spaces that can evolve with the occupants' changing needs, ensuring that a home remains functional and comfortable throughout all stages of life.



CG 753 Perissa Sand/F

Perissa Sand can be used for accentuating elements or for creating a visual contrast that can aid in orientation.



Colors & Combinations

When it comes to color schemes in inclusive design, it's crucial to consider those with visual impairments. Contrasting colors can help delineate spaces and assist in navigation around the home.

For instance, a darker colored floor against a lighter wall can provide visual cues for those with limited vision. Additionally, the use of matte finishes over gloss can reduce glare, which is particularly helpful for individuals with light sensitivity.



KR 2172 Watery Sea/F

This color provides a calming mid-tone that can help reduce anxiety, making it suitable for spaces designed for relaxation or focused work.



CG 735 Agalma/F

Agalma offers neutral backgrounds that can help minimize distraction and can be effective in spaces needing versatility. This lighter shade can also make rooms appear more spacious, aiding in navigation.



CG 711 Kioupi

A muted terracotta, can bring warmth to a space without overwhelming sensory sensitivities. These colors should be applied using matte finishes to avoid glare and should be complemented with good natural and artificial lighting to support various activities and needs.

Conclusion

Inclusive design also acknowledges neurodiversity, with color palettes that aim to create calm and focus, such as soft blues and greens, which are known to be soothing.

In spaces designed for stimulation, such as creative studios or children's play areas, vibrant but harmonious colors can energize the space without causing sensory overload.

Suggested Products



Arterra Patiti

Our microcement can be applied to floors, walls, and even furniture, providing a cohesive look. This seamless application can help people with visual impairments navigate spaces more easily. It can also have different textures, allowing for a non-slip surface that is safer for everyone, including those with mobility issues or balance concerns.



Eco Wood Aqua Mat

Ecological polyurethane acrylic enamel paint. Suitable for interior wooden surfaces such as cabinets, doors, windows, as well as for painting walls. Eco Wood Aqua Mat is user-friendly, with a very mild odor.

RC169 Dust of Agora TSR% 79.8

Dust of Agora is a color that can be used for accentuating elements or for creating a visual contrast that can aid in orientation.

MULTI SPECIES HOME

The "Multi Species Home" design trend embraces the idea that living spaces should cater not just to humans, but to our pets as well. The goal is to create environments that meet the needs of all inhabitants, ensuring comfort, safety, and style.

Designers are integrating pet-friendly materials, constructing built-in feeding stations, and even creating dedicated pet nooks. Furniture is selected for durability and ease of cleaning, and layouts are planned to include open spaces for play and cozy corners for rest.

KR 2275 Warm Violet

A soothing presence that can help to create a relaxed atmosphere for all species. These hues are soft enough to be non-stimulating for pets, yet provide a cheerful warmth for humans.

Multi Species Home



KR 2275 Warm Violet



RC 172 Cool Gas - Blue TSR% 50.3



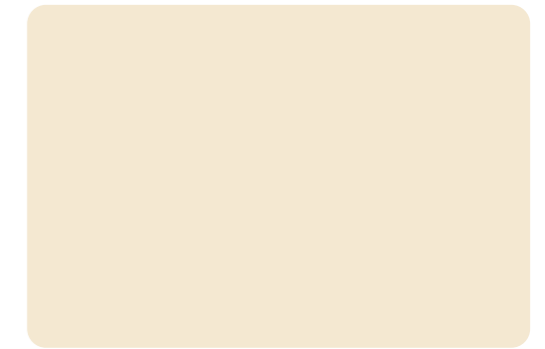
KR 2216 Nautilus/F



KR 1417 Lemon Essence/F



KR 2190 Quiet Peace/F



CG 663 Kaimaki/F

About

Incorporating pet areas into the main living space prevents segregation and promotes interaction between humans and pets.

Clever storage solutions hide toys and accessories, maintaining a clutter-free space that appeals to the human eye while still being functional for pets. The focus is on harmonious coexistence, fostering a bond between species and acknowledging the pets' role in the home.



RC 172 Cool Gas - Blue TSR% 50.3

It brings the calming essence of nature indoors, which can be particularly soothing for animals and create a serene environment for humans.

Creating an environment with soft, muted blues and greens as the predominant color scheme not only adds aesthetic appeal but also promotes a sense of tranquility and harmony reminiscent of nature's landscapes.

These hues evoke feelings of calmness and serenity, which can have a profound impact on the well-being of both pets and humans.



KR 2216 Nautilus/F

It brings the calming essence of nature indoors, which can be particularly soothing for animals and create a serene environment for humans.



KR 1417 Lemon Essence/F

A soothing presence that can help to create a relaxed atmosphere for all species. These hues are soft enough to be non-stimulating for pets, yet provide a cheerful warmth for humans.



KR 2190 Quiet Peace/F

An excellent choice for areas of rest, like bedrooms or pet relaxation zones, offering a visually quiet backdrop that aids in calming and settling both pets and their human companions.

Conclusion

The choice of muted greens and blues reflects the natural world, bringing elements of the outdoors into the indoor space. This connection to nature has been shown to reduce stress levels and promote relaxation in both animals and people.

Moreover, while pets may not perceive colors as vividly as humans, studies suggest that they may still have preferences for certain colors.

Blue, in particular, is often cited as being more visible to animals, making it a suitable choice for creating a space that is visually appealing to both pets and their owners.

Suggested Products



Master Easy Clean

The high-quality washability feature of this emulsion paint is designed to withstand cleaning without losing its finish or color and the Eurofins Gold certification ensures it has almost zero VOCs, which is healthier for both pets and humans.



Wood Shield Color Based

ideal for painting wooden surfaces while maintaining the woods water marks. Its biobased content and EN 17-3 certification make it suitable for toys and kids' furniture.

CG 663 Kaimaki/F

A light, neutral canvas that can make small spaces appear larger and more open, beneficial for homes where pets need room to roam.

ORGANIC SHAPES

Organic shapes in interior design are making a significant impact, known for their effortless elegance and complementary forms. This trend, featuring flowy furniture with organic, curvilinear designs, is gaining popularity for its ability to create a harmonious and inviting atmosphere.

Pieces such as round sofas, sweeping chaises, and Art Nouveau-inspired lamps are not just visually appealing but also offer comfort. These curvy, fluid shapes are set to influence home décor trends well beyond 2024.

KR 1969 Soft Clay/F

This warm hue could provide a comforting base, ideal for larger pieces like sofas or wall color, setting a cozy, earthy tone in a room.

Organic Shapes



KR 1969 Soft Clay/F



KR 2435 Tingle Green/F



KR 2180 Bermuda Shore/F



KR 2100 Beach Wood/F



KR 2124 Baby Sprout/F



KR 2063 Delicate White/F

About

Mirrors are a key element in this trend, especially those with organic, irregular shapes or oversized dimensions. They are more than just functional items; they make bold statements in any room. By adding depth and intrigue, they enhance the spatial perception, making rooms feel larger and more inviting.

Additionally, incorporating such mirrors is one of the easiest ways to tap into the 2024 home décor trends, adding a touch of glamour to any interior space and bringing a sense of natural fluidity and sophistication.



KR 2435 Tingle Green/F

Tingle Green could inspire a retro feel when paired with curvaceous furniture, especially in soft furnishings or decorative items.



Colors & Combinations

The KRAFT INSPIRED Collection presents a versatile palette that harmonizes seamlessly with the organic shapes design trend. These colors, reminiscent of natural elements like earth, sky, and foliage, evoke a sense of warmth and tranquility.

Incorporating this palette into your home not only captures the essence of nature but also enhances the aesthetic appeal of your space, creating a welcoming environment for both pets and humans.



KR 2180 Bermuda Shore/F

A soothing blue that echoes the tranquility of the sea and sky, fitting for creating a relaxed, airy feel in any space. Particularly effective in bathrooms or bedrooms, offering a restful ambiance.



KR 2100 Beach Wood/F

A neutral option, acting as a subtle backdrop that complements the bolder shapes without overpowering them. This shade could be used for textiles or larger walls to maintain a serene environment.



KR 2124 Baby Sprout/F

A muted green with yellow undertones, has a natural, calming effect, great for accessories or accent walls, introducing vitality and a touch of nature.

Conclusion

When combined, these colors from the KRAFT INSPIRED Collection harmonize effortlessly with organic design elements, resulting in spaces that exude style and nurturing warmth.

The interplay of earthy greens and soothing blues accentuates the natural flow of organic shapes, cultivating environments that are visually appealing and emotionally comforting for all inhabitants.

Suggested Products



Master Eco

An eco-friendly paint that is easy to apply and spreads uniformly, effectively covering wall imperfections.



Wood Shield

Water polyurethane impregnation varnish, suitable for inside and outside. It protects & waterproofs wood, impregnates in depth, is easy to apply and does not drip.

KR 2063 Delicate White/F

A neutral option, acting as a subtle backdrop that complements the bolder shapes without overpowering them. Ideal for textiles or larger walls to maintain a serene environment.

PAUSE FROM TECHNOLOGY

The "Pause From Technology" trend in architecture and interior design is a reactionary shift away from the high-tech, smart home aesthetic that has dominated recent years.

Emphasizing the return to simplicity and the tactile pleasure of mechanical interactions, this trend sees designers and homeowners opting for traditional switches, buttons, and less complex systems over touchscreens and automated controls.

CG 697 Amygdalo/F

A color inspired by Greek nature that reflects the trend's inclination towards organic warmth and simplicity.

Pause from Technology



CG 697 Amygdalo/F



CG 718 Haroupi/F



KR 2544 Woodvine/F



CG 732 Dio Elies/F



RC 212 Mavra Volia Brown TSR% 37.8



KR 280 Velvet Mushroom TSR% 49.4

About

This preference for the 'dumb home' is driven by a desire to create a more tranquil, less intrusive living environment. In spaces like bathrooms, the focus is on nature and self-care, with design elements that foster a sense of renewal and focus, free from the constant buzz of technology.

Windows that bring in natural light and views, and simpler, less tech-heavy fixtures are key features of this trend, reflecting a broader desire for a more grounded and serene domestic life.



CG 718 Haroupi/F

A color inspired by Greek nature that reflects the trend's inclination towards organic warmth and simplicity.



Colors & Combinations

This trend embraces a palette of natural, earthy tones that offer a soothing antidote to the sterile brightness of high-tech environments.

In line with the "Pause From Technology" trend, color palettes often lean towards natural hues, further enhancing the sense of warmth and simplicity within the space, while connecting the inhabitants with nature.



KR 2544 Woodvine/F

This color introduces deeper, richer notes that anchor spaces in comfort and understated elegance.



CG 732 Dio Elies/F

A color inspired by Greek nature that reflects the trend's inclination towards organic warmth and simplicity.



RC 212 Mavra Volia Brown TSR% 37.8

This deep brown adds richness and sophistication to interior design, creating a sense of warmth and depth. It can serve as a grounding element, adding elegance and a touch of earthiness to any space.

Conclusion

The use of these hues in interior spaces cultivates a sense of calm and grounding, aligning with the trend's ethos of disconnecting from digital intrusions and fostering a serene, contemplative atmosphere.

This color scheme is a visual embrace of tranquility, echoing the tactile satisfaction found in the mechanical controls and switches that characterize the movement.

Suggested Products



Master

Emulsion paint of high quality for interior walls. Available in bright white and in thousands of shades to help you achieve a warm home interior.



Wood Class

This solvent based impregnation varnish waterproofs the wooden surfaces while protecting from UV, mold and adds durability to keep a natural healthy feel on the surface.

KR 280 Velvet Mushroom TSR% 49.4

This color introduces deeper, richer notes that anchor spaces in comfort and understated elegance.

DIGITAL COLORS

The trend of "Digital Colors" represents a cyclical exchange between online and offline worlds, influencing home decor choices.

Users, inspired by vibrant, aesthetically pleasing colors seen on digital platforms like Tik Tok, Instagram or Pinterest, incorporate similar hues into their homes. This integration ranges from wall paints to furnishings, reflecting a desire to emulate the visual appeal found online.

KR 2263 Plum Illusion

A subtle purple hue, that brings an element of regal sophistication to spaces, often becoming the focal point in a room when used in large surfaces, further emphasizing the harmonious blend between modern digital influence and classic elegance.

Digital Colors



KR 2263 Plum Illusion



KR 2531 Artist Charcoal



KR 2705 Silver Berch/F



KR 2205 North Island/F



RC 126 Paxos Ore TSR% 59.1



CG 757 Bourini/F

About

Once these colors materialize in physical spaces, homeowners often capture and share images of their decor on social media.

This act completes the cycle: physical colors inspired by digital spaces reappear online, perpetuating the trend. As such, "Digital Colors" exemplifies how virtual aesthetics significantly impact real-world design choices. The integration of digital colors into physical spaces represents a contemporary design trend aimed at infusing environments with dynamic and customizable visual experiences.



KR 2531 Artist Charcoal

A muted color with a purple undertone often associated with creativity, spirituality, and luxury, has become a prominent digital color choice, symbolizing innovation and individuality in online spaces.



Colors & Combinations

The "Digital Colors" trend with its calming, modern aesthetics, seamlessly integrates into contemporary home environments.

The colors in this trend, whether adorning walls or accentuating decor, add depth and a clean feel to any space, reflecting the evolving intersection of digital and physical design influences. Combining warm and cold colors combining warm and cold colors creates a balanced and visually dynamic space. Warm tones like, oranges, and yellows infuse energy and coziness, while cool hues such as greys and purple a sense of calm and tranquility. Together, they create depth and interest, enhancing the overall ambiance of the room.



KR 2705 Silver Berch/F

A dark grey mimicking the color used in tech equipment which is associated with creativity, spirituality, and luxury, has become a prominent digital color choice, symbolizing innovation and individuality in online spaces.



KR 2205 North Island/F

Based on the silver tones in electronics and transformed into versatile greys, this hue is for calming and modern aesthetics, fitting seamlessly into the home environments of digital trend followers. Commonly applied to walls, creating a neutral yet chic backdrop for rooms, or selected for accent pieces and decor to add depth and contrast.



RC 126 Paxos Ore TSR% 59.1

This hue embodies the "Digital Colors" trend with its muted, sophisticated and calming tones. Commonly applied to walls, creating a neutral yet chic backdrop for rooms, or selected for accent pieces and decor to add depth and contrast.

Conclusion

These colors are shared in online spaces, they not only showcase individual style but also inspire a continuous loop of digital to physical and back to digital influence in interior design.

As these color palettes traverse between online platforms and physical spaces, they foster a dynamic exchange of ideas, blurring the boundaries between digital and physical realms and driving innovation in interior design practices.

Suggested Products



Metal 3 in 1 Classic

The anticorrosive paint for metal surfaces that doesn't require a primer and is available in 15 shades.



Master Hydrocontrol

A paint for interior walls that prevents the development of mold on its surface. It's ideal for spaces with humidity, inadequate ventilation, or areas without natural light.

CG 757 Bourini/F

Based on the silver tones in electronics and transformed into versatile greys, this hue is for calming and modern aesthetics, fitting seamlessly into the home environments of digital trend followers. Commonly applied to walls, creating a neutral yet chic backdrop for rooms, or selected for accent pieces and decor to add depth and contrast.

INSIDE OUT

In the captivating 'Inside Out' trend, we witness a seamless fusion of indoor comfort with the beauty of the outdoors, reshaping the way we perceive our living spaces.

This trend is especially pronounced in areas like balconies, bathrooms through the integration of plants. Balconies are transformed into lush, green sanctuaries that extend the living room's warmth outdoors, creating a space where colors from both environments blend harmoniously.

RC 199 Kefallonia Pine TSR% 42.2

This robust and earthy green, with a hint of gray, anchors a room and pairs well with natural wood and stone, perfect for a bathroom that opens to a private garden or patio.

Inside Out



RC 199 Kefallonia Pine TSR% 42.2



RC 200 Pindos Pine Tops TSR% 35.2



CG 675 Almiriki/F



KR 2158 Green Song/F



KR 2149 Camille/F



CG 728 Vrexí Karekles/F

About

Bathrooms, traditionally seen as purely functional, are now infused with elements of nature, using colors and materials that evoke a sense of being outside, creating a spa-like tranquility.

The incorporation of plants throughout these spaces is pivotal. From small, decorative indoor plants to larger, outdoor varieties, they serve as a vital link, blurring the lines between the interior and exterior. This approach to design and color use invites a unique harmony, marrying the serenity of nature with the comforts of home.



RC 200 Pindos Pine Tops TSR% 35.2

A darker green, evocative of pine trees, ideal for creating a focal point in a room or for outdoor furniture on the balcony to mimic the forested outdoors.



Colors & Combinations

The 'Inside Out' trend employs a palette of greens to harmonize the boundaries between the home's interior and the natural world outside.

This selection of shades is not just about color but about the essence and mood they evoke—serenity, growth, and vitality. Different shades of greens can be used to create a visually interesting space.



CG 675 Almiriki/F

With its deeper, more saturated tone, this color brings the richness of the outdoors to indoor spaces, suitable for accent walls or to highlight indoor plant arrangements.



KR 2158 Green Song/F

A vibrant, true green that captures the essence of leafy foliage. It can be applied to areas that need a touch of nature's own hue, like a window-framed sitting area or an indoor vertical garden.



KR 2149 Camille/F

This mid-tone green carries the freshness of a garden into the home and works well in living spaces that connect to the outside, like a kitchen with a view of the backyard or a conservatory.

Conclusion

In embracing the 'Inside Out' trend, we immerse ourselves in a design philosophy that celebrates the seamless integration of indoor comfort with the splendor of the natural world.

As we witness balconies transformed into verdant sanctuaries and bathrooms infused with elements of nature, the boundary between inside and outside fades away, enveloping us in a tranquil oasis of greenery and serenity. With each leaf and petal, we are reminded of the enduring connection between our living environments and the vast, untamed beauty of the outdoors, fostering a sanctuary where tranquility and vitality flourish in perfect harmony.

Suggested Products



4 Seasons

100% acrylic paint of high quality for exterior use, very resistant to weather conditions (sun, rain) and to air pollution while maintaining its smooth finish and color over a long time period.



Hard Duko Classic

High performance enamel paint, ideal for metal surfaces that can be tinted to match the wall color.

CG 728 Vrexii Karekles/F

A subtle, light green that can be used to create a soft backdrop, reflecting the light and airiness of open skies on a balcony or sunroom.

COLOR OF THE YEAR

RC 260 Sun Bleached Ruins



RC 260 Sun Bleached Ruins

RC Sun 260 Bleached Ruins, a light desaturated pink, a muted version of a bolder pink or red with glimmers of grey in it which give moody and earthy qualities to any space.

The shade belongs to KRAFT's Reflective Fandeck which is designed for exterior and interior surfaces. It has a TSR of 70,5% meaning that it reflects the rays of sun over 50% helping maintain the temperature of the surface of the walls and ensuring the color does not fade.





RC 260 Sun Bleached Ruins

This shade really reflects and plays with light, casting more shadow in the evening times, and feeling lighter and airy when filled with natural light during the day. Opting for mid tone colors in your home is an easy way to add color in a pared-back and low-key way.

Painting with RC 260 Sun Bleached Ruins, a dreamy pink colored shade in your home sets the scene for the space. It is a warm and inviting color and sits on the opposite side of the spectrum to the blue and greens used elsewhere in the home. This shade creates a home that is dominated by nostalgic and inviting tones, which we believe is highly important to wellbeing, particularly in a residential space.

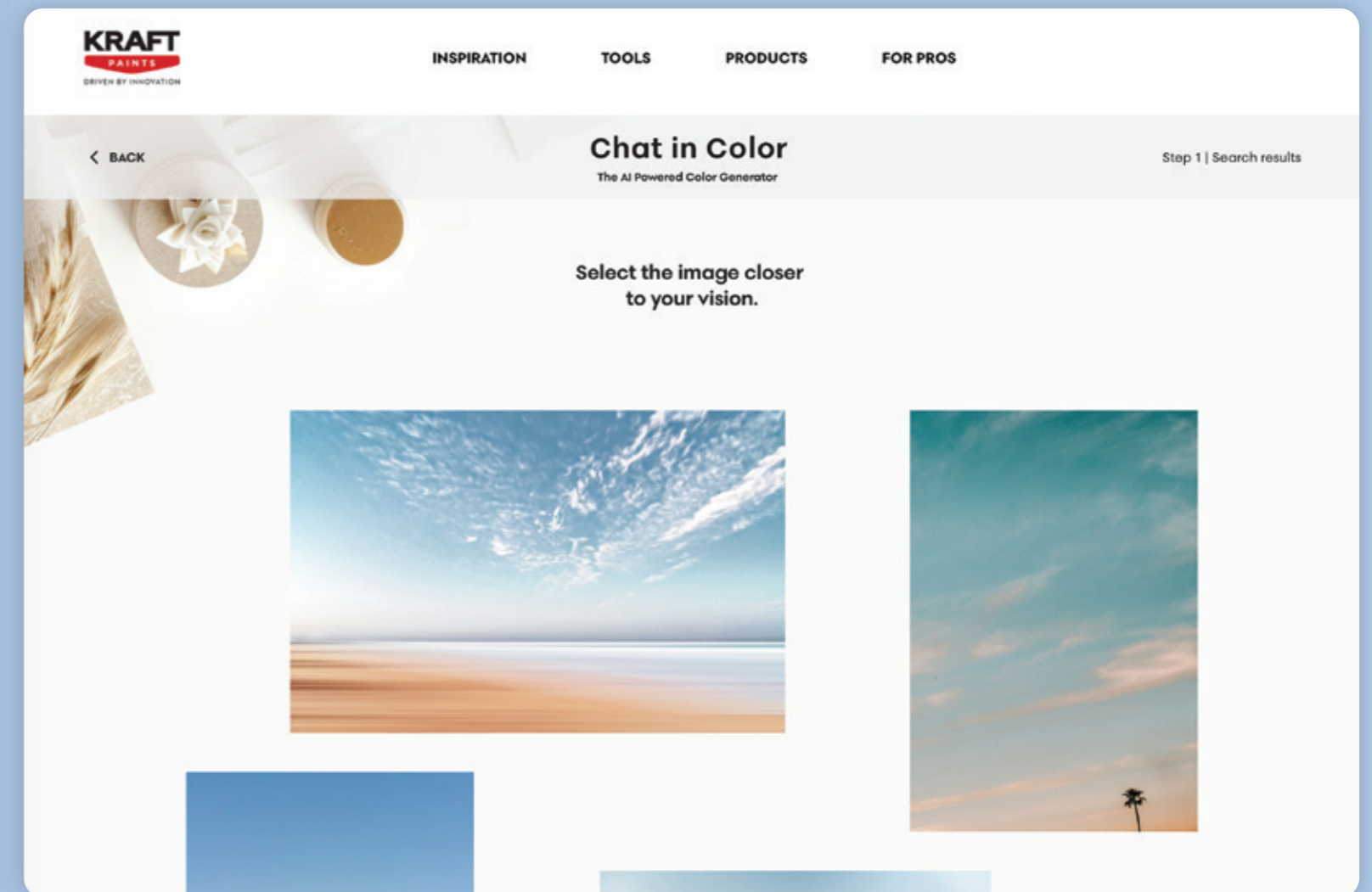
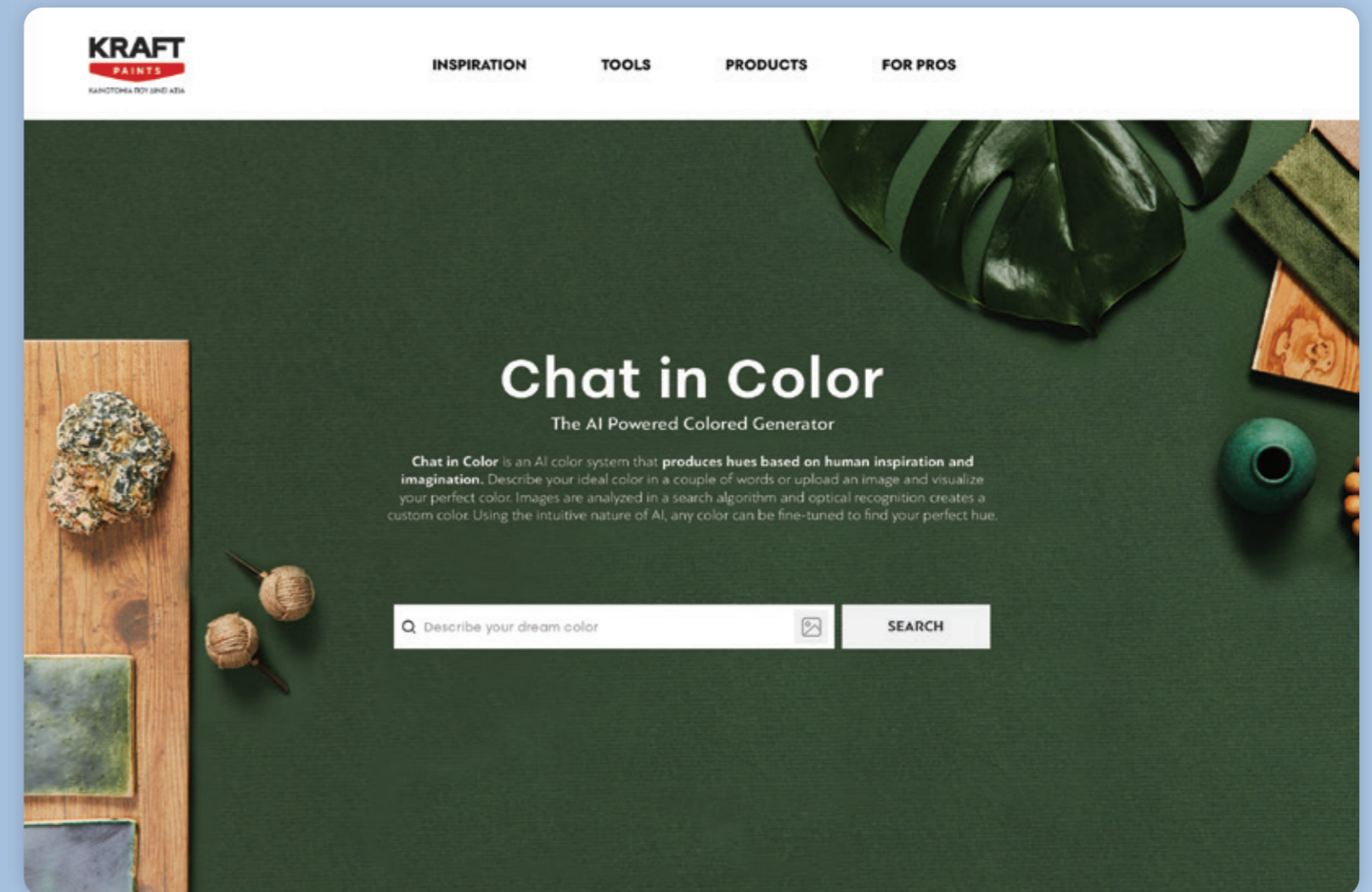


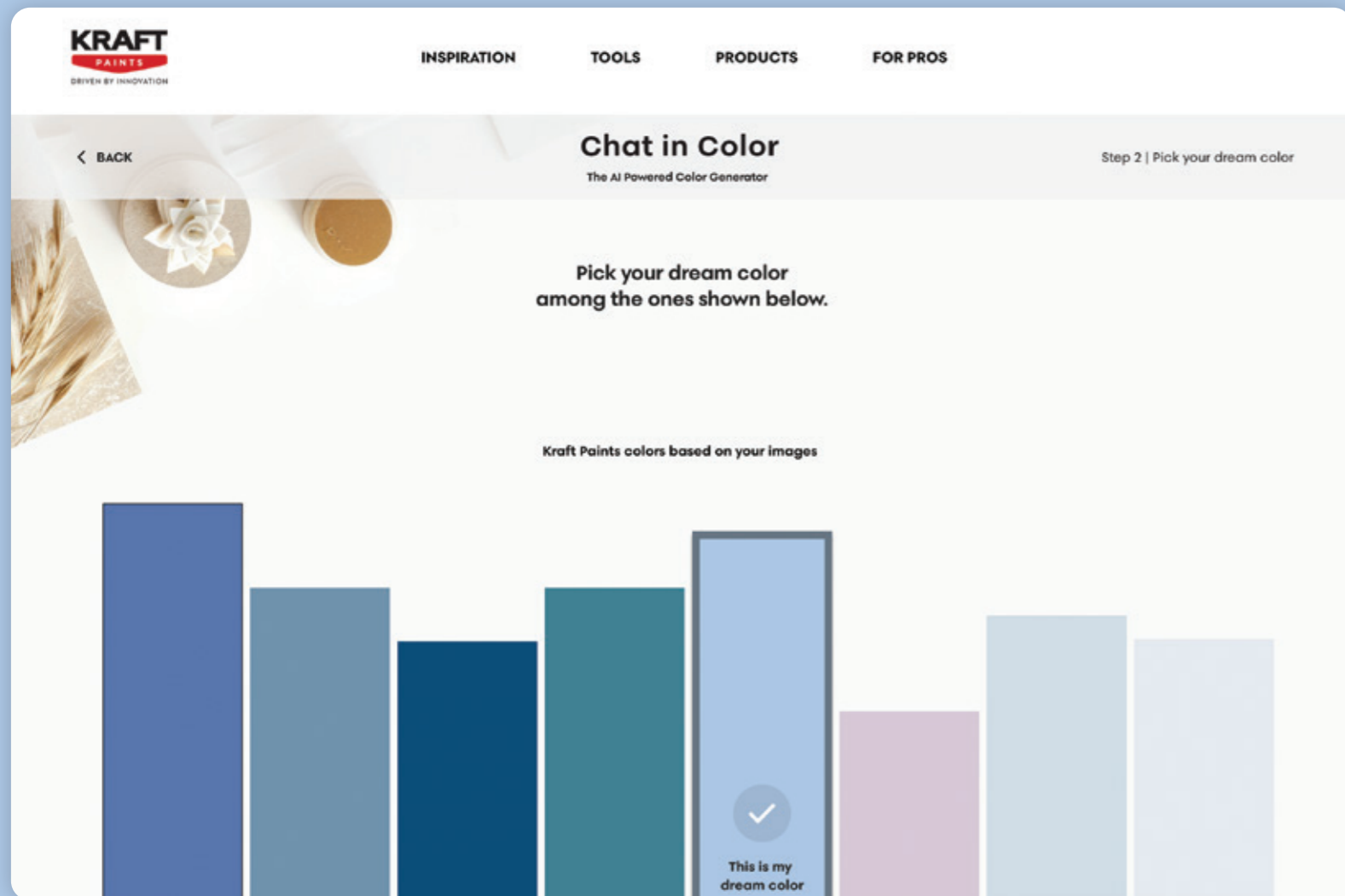
THE AI POWERED COLOR GENERATOR

The "Chat in Color" AI Powered Color Generator by KRAFT Paints is an innovative AI-driven tool that transforms text or image inputs into bespoke color palettes from KRAFT Paint's fan decks: Inspired Collection, Reflective Collection, Colors of Greece, Color Moods and RAL, perfect for architectural design.



Describe, Visualize
& Paint with your
Ideal Color.

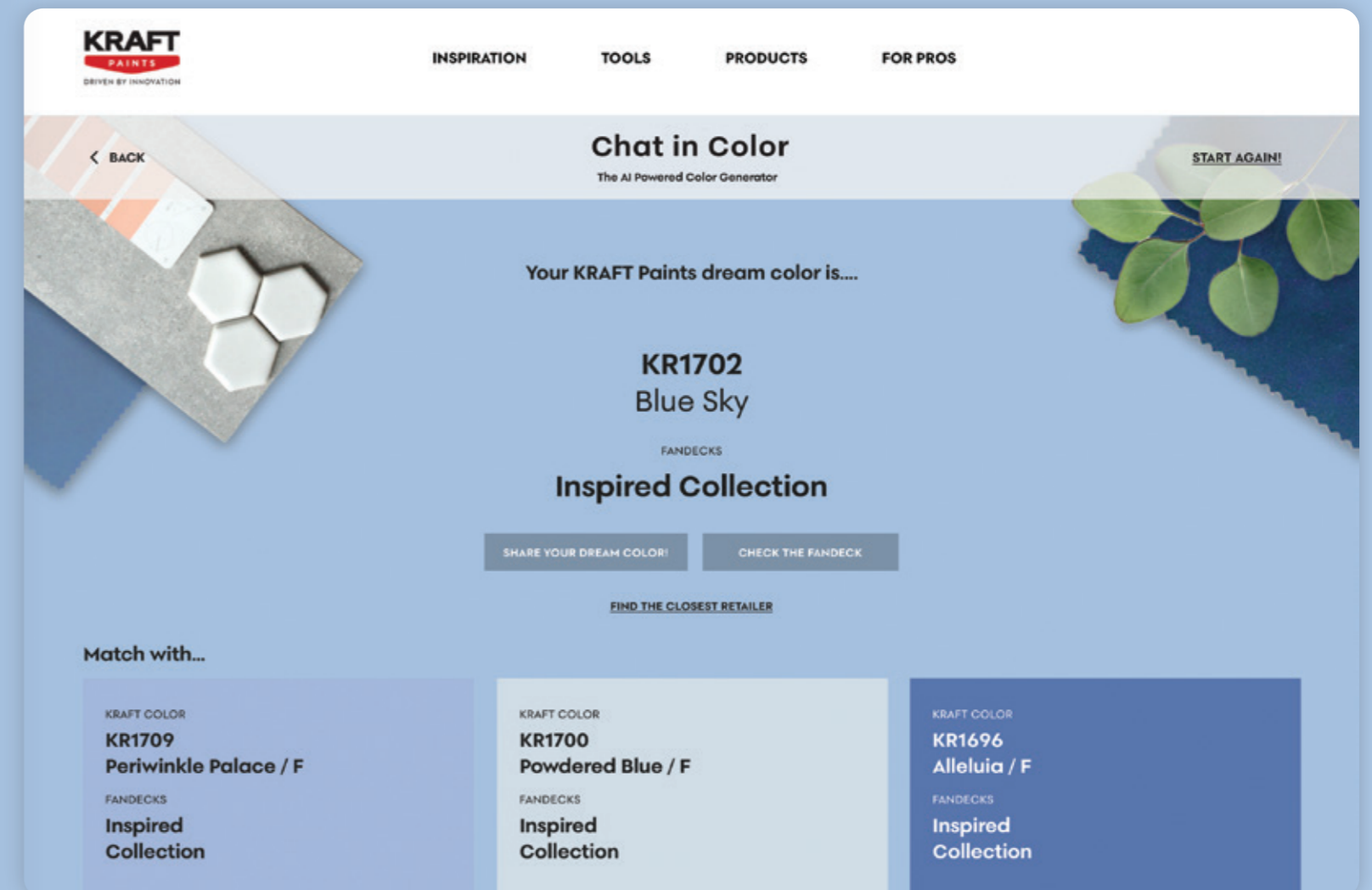
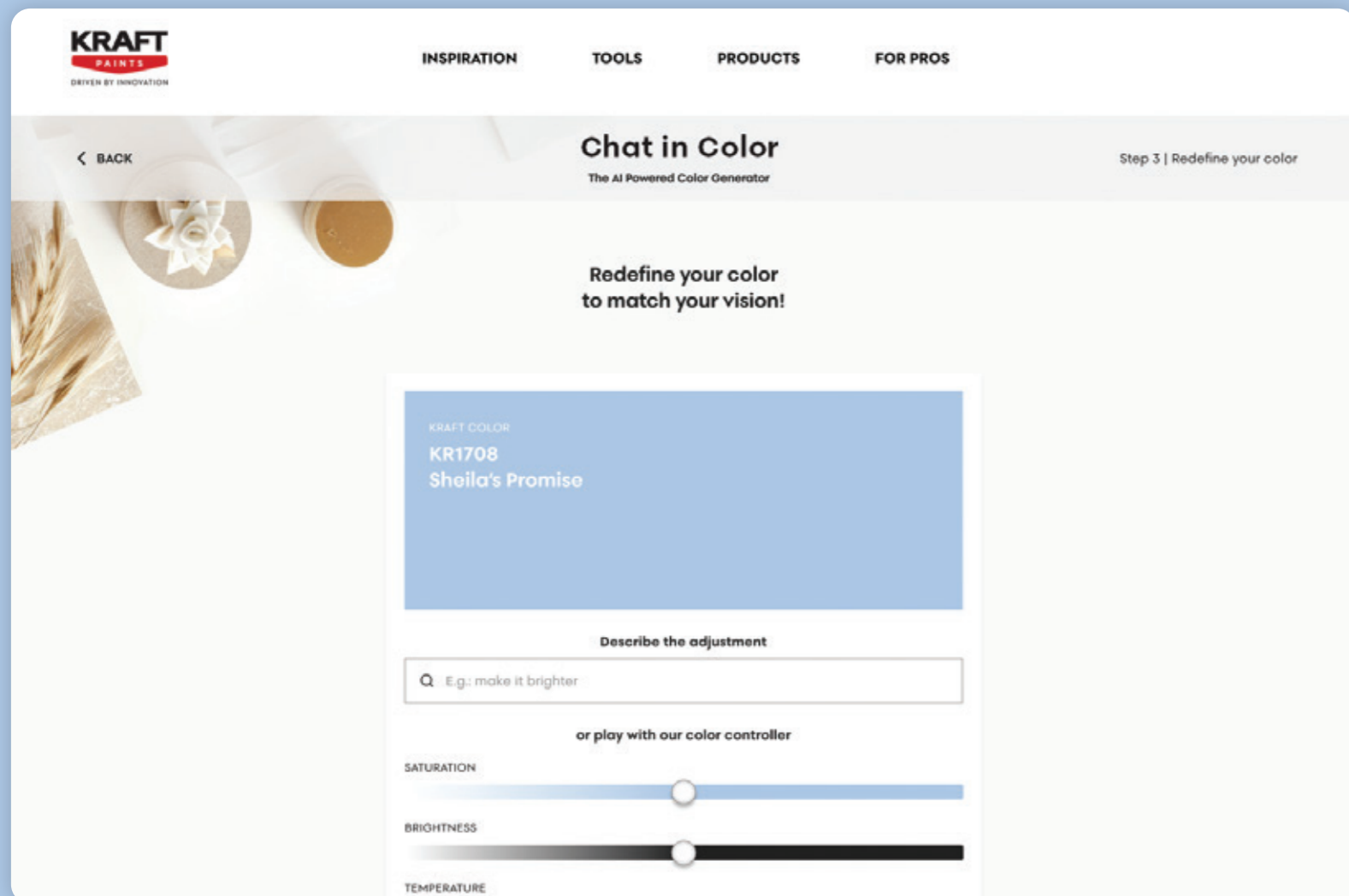




The AI Powered Color Generator

It intelligently analyzes context, offering personalized shades that resonate with the user's vision.

This seamless integration of technology in the creative process not only enhances efficiency but also ensures each color embodies the user's intent in the final aesthetic for any building, from residential homes to commercial spaces. Our color expertise keeps on evolving and moves color from the imaginary to the digital to the physical world.



Indoor Paints



Master

Superior Quality, Matt Finish, In thousands of shades



Master Eco

Ecological, Matt Finish, In thousands of shades



Master Easy Clean

High washability, Semi Matt Finish, In thousands of shades



Master Hydrocontrol

For Kitchen & Bathrooms, Ultra Matt Finish, In thousands of shades



Multi Primer

Acrylic water based primer for various surfaces



Putty

Elastomeric putty for cracks & joints



Spachtel

100% Acrylic water based putty



Spachtel Light

Light weight putty for easy filling



Asepsis

Antimicrobial, Velvet Matt Finish, In thousands of shades



Arterra Patiti Fine

Microcement style decorative coating, fine finish



Arterra Patiti Ultra Fine

Microcement style decorative coating, ultra fine finish



Wood Aqua

Ecological polyurethane acrylic enamel paint, Gloss/Satin/Matt Finish, In thousands of shades



Wood Shield

Waterborne polyurethane acrylic wood- stain varnish, UP TO 7 YEARS PROTECTION



Wood Shield Color Based

Biobased wood stain polyurethane varnish, UP TO 7 YEARS PROTECTION

Outdoor Paints



4 Seasons

Acrylic, Matt Finish, In thousands of shades



4 Seasons Elastic

Elastomeric, Matt Finish, In thousands of shades



4 Seasons Waterproof

Silicone Based, Matt Finish, In thousands of shades



Hard Duko Classic

Acrylic modified enamel paint, Gloss/Satin Finish, In thousands of shades



Metal 3in1 Classic

Anticorrosive paint, Gloss Finish



Hard & Gloss

High-quality solvent-borne enamel paint, Gloss Finish

Putties - Repairing Mortars



Dur

Acrylic transparent solvent-borne primer



Eco Dur Aqua

Ecological waterbased 100% acrylic primer



Haft

Waterbased acrylic primer



Eco Stain Blocker Aqua

Ecological acrylic stain blocking primer

Wood

Metal



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