

Living colour: Jotun identifies the interior shades of 2018

'Rhythm of Life' Colour Card released today



Jotun 5454, Dark Teal. Photography by Line Thit Klein, set design by Krakvik & D'Orazio

Monday 21 August marks the launch of **Jotun**'s annual colour card, the culmination of a year of global lifestyle research, and the unveiling of the 32 shades that will define interiors around the world in the year to come.

The Norwegian paint manufacturer is one of the world's biggest and a large part of its success is down to the forensic attention its colour specialists pay to the ever-evolving tastes and trends that shape modern life and style.

Entitled ***Rhythm of Life***, the 2017 colour card is a snapshot of the ideas, realities, values and aspirations shared by people around the world, expressed in 36 new colours that Jotun has developed in response to the changing nature of modern international living.

Led by Jotun's Global Colour Manager, **Lisbeth Larsen**, a group of colour consultants based across South-East Asia, the Middle East, Turkey and Scandinavia have each contributed extensive regional research and market analysis to the project. By identifying the common threads and shared social tendencies across regions, Larsen has been able to condense the research into three clear themes, each of which describes a different style of living – with a distinct colour palette to match.

'How people think and what people dream of is actually surprisingly similar whether you live in Muscat or in Copenhagen. Everyone shares a love of colour. Our research identified three trends that are common to inhabitants of every global city: our longing for the restorative power of nature; our dream of a calmer, slower-paced way of life in the sun; and our desire to make the most of our increasingly compact urban living spaces in minimalist but creative ways.'

— **Lisbeth Larsen**, Global Colour Manager, Jotun

THE THEMES

City Motions represents modern urban creative culture, expressed through the pared-back design of compact city living spaces. Fusing an industrial aesthetic with comfortable, easy-living simplicity, it presents a refined and restrained palette of deep blues, marble greys and woody browns.

COLOURS

5455 Industrial Blue	1434 Elegant	10981 Norwegian Wood
5044 Icy Blue	1877 Pebblestone	10965 Hipster Brown
5200 Dusky Blue	1973 Objective	10961 Raw Canv
5452 Nordic Breeze	1391 Bare	



Jotun 1877 Pebblestone and 5044 Icy Blue.
Photography by Line Thit Klein, set design by Krakvik & D'Orazio

Silent Serenity embodies the meeting point of mindfulness and multiculturalism of the considered, nomadic lifestyle, captured in the light shades of earth and sand – soothing creams, desert pinks and muted peaches.

COLOURS

10981 Norwegian Wood

10580 Soft Skin

10678 Space

20046 Savanna Sunset

10966 Almond Beige

1024 Timeless

20047 Blushing Peach

10965 Hipster brown



(Left) Jotun 20047 Blushing Peach and 20046 Savanna Sunset, (Right) Timeless.

Photography by Line Thit Klein, set design by Krakvik & D'Orazio

Lush Garden takes us out of the city and into the forest, representing the grounding and restorative connection with nature, and offering a botanical sanctuary from the relentless pace of life. The blue-greens of leaves and jungle pools are contrasted with the red-browns of bark and branch.

COLOURS

5454 Dark Teal

8494 Organic Green

6350 Soft Teal

8493 Green Tea

8302 Laurel

2727 Red Maple

8281 Pale Linden

6352 Evening Green

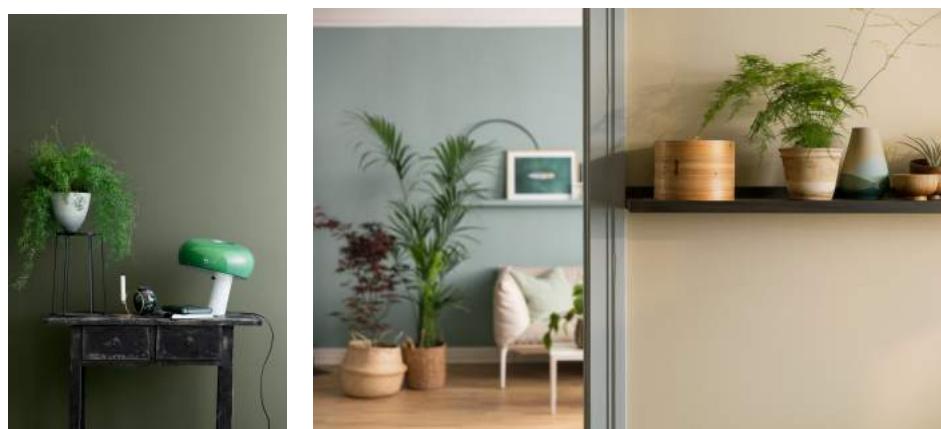
20055 Dusty Rose

20054 Silky Pink

2588 Artist Clay

0963 Golden Bronze

6351 Tender Green



Left) Jotun 8494 Organic Green (Right) Jotun 6350 Soft Teal and 10961 Raw Canvas.
Photography by Line Thit Klein, set design by Krakvik & D'Orazio



(Left) Jotun 2727 Red Maple (Centre) Jotun 10580 Soft Skin (Right) 5455 Industrial Blue 5044 Icy Blue
Photography by Line Thit Klein, set design by Kråkvik & D'Orazio

THE SHOOT

To illustrate the themes and their associated palettes, Jotun collaborated with Oslo creative studio **Kråkvik & D'Orazio**, who have worked with the paint company for the last 10 years – most recently on the design of 2017 Milan Design Week exhibition [Everything is Connected](#).

Shot in private homes in Sweden and Denmark by renowned photographer Line Thit Klein, the sets they created translate each of the three palettes into real-life interior spaces, using materials and domestic objects and to explore the themes in three-dimensional detail.

'City Motions is all about how to survive in our busy city lives. It's architectural and minimalist, but still down-to-earth – a relaxed and urban style with handcrafted details and an environmentally friendly focus. The blues create a calmness, complemented with materials such as wool, linen, leather, velvet, stone and ceramics.'

'Silent Serenity and its beautiful peachy pinks and earthy browns creates a peaceful and relaxed atmosphere – think organic vegetables and slow living. We have mixed different cultural pieces including old pots, iron, baskets and ceramics. All are handcrafted in different natural materials: linen, wool, stone, natural leather and terracotta.'

'Lush Garden is all about the desire to surround ourselves with nature. It allows you to play with colours and botanics and is playful in its style. We chose to focus on the natural habitats from the sunnier parts of the world, for example Vietnam and Malaysia, always balancing it with the more modern interior. The theme has a fun mix of colours, huge plants, fun flowers, ethnic and vintage objects, and natural materials including linen, silks, basket and ceramics.'

– Kråkvik & D'Orazio, set designers



PRESS RELEASE | Aug 2017

The richly evocative photography created as a result makes *Rhythm of Life* an exceptional resource for home designers in search of inspiration, but the colour card also serves as a practical tool for colour-matching, allowing users to identify shades within a single colour family for a nuanced monochrome look, or to select complementary colours with similar levels of saturation to create harmonious interior contrasts. This means users can mix and match colours between the three themes in order to reflect their own personalities and sense of style as they see fit.

Rhythm of Life launches in Norway on 22 August, with versions in other territories to be released over the coming month.

For more information about Jotun's Colour Studio and Rhythm of Life, please contact Dorothy Bourne on +44 (0)(0)7939 200519 or dorothy@zetteler.co.uk.

Notes for editors

About Jotun

Founded in 1926 in Sandefjord, southeastern Norway, Jotun is one of the world's biggest paint companies, found on interior and outdoor walls in more than 100 countries around the world. With a long tradition of ground-breaking research and colour innovation, Jotun is renowned for both the aesthetics of its decorative paints and the protection and durability its powder coatings offer – which is why it has become the paint brand of choice for many of the world's landmark buildings. Over the years Jotun has painted the Eiffel Tower, the Petronas Towers, the Burj Khalifa and dozens more. As well as being one of the country's industrial giants (by nature and by name – in Norse myth, the *jötunn* are a race of giants), the company is actively involved with Norway's creative scene, and takes a leading role in design and interiors events and exhibitions worldwide.

Jotun.no