

2016



COLOR
TREND

COLOR TREND 2016

Boysen reveals Color Trend 2016, comprising four different palettes which represent the spirit of the times. The unifying philosophy that runs through the four sets of colors is Mother Earth and humankind's relationship with her.

The palettes are guidelines which you can use to select contemporary colors and their possible combinations for your living spaces. Listen to what your creative genius is saying and let go, play, experiment, discover and decide what works best for you.

RECHARGE

Go into nature and recover your exuberance for life with the different shades of blue Bubbly Brook, Enchanted River and Stargaze, and the dazzling orange Weekender.

RENEW

Reinvigorate a thing from the past, sprinkle some magic dust and come up with something totally new and totally you. It's not a throwback, it's more than retro, it's a transformation, using Hello Yellow, the greens Tree Hugger and Cabin Moss, and Renewed White.

RECREATE

Reflect the patterns and textures of nature in your home with this sophisticated palette of grays Grayson Borough and Abstract Solace, coppery tones of Vintage Cigar and Classic Quartz, and two shades that boost up the excitement level of this palette, the yellow gleam of Golden Nugget and the red intensity of Saffron Burst.

REALM

Reminiscent of a supernova in terms of incandescence is Realm with its celestial purple Imperial Force, the frisson of Star Princess pink, the intensity of Dune Buggy orange, and the brilliance of Tribute Yellow.

We have added complementary colors to each palette derived from Color Series, Boysen's most popular colors, tried and tested through the years, so you have more colors to play with.

Color Trend 2016 has come about after an extensive and rigorous process set by Nova Paint Club, an international organization of leading paint companies from Europe, Asia, North America and South America, of which Boysen is a member.

Explore the colors. Read more about each palette's inspiration. Turn the page.

www.boysencolortrends.com

GET **UP**.
GET **OUT**.
PLUG **IN**.



RECHARGE

In today's fast-paced world propelled at even higher speeds by technology, a day turns into night then back into day at a seemingly relentless pace. More cars, same number of roads; more people, same square meter space; more work, same number of hours, the list goes on. For most of the urban dwellers, it is as if time is getting more precious by the minute and personal space has shrunk to cramped dimensions.

More and more people prefer to spend their free time on adventures into nature rather than hedonistic pursuits of pleasure in man-made milieus. There is a longing, for some even a quest, to plug into nature and recharge, absorb raw, pure energy, breathe 100% fresh air in the hopes of coming back to the arena at an optimal level to survive another bout.



BCT16-7407S BUBBLY BROOK



BCT16-7404S ENCHANTED RIVER



BCT16-7406S STARGAZE



BCT16-7711S WEEKENDER



RELATE WITH MOTHER EARTH





EARTH = HOME

RENEW

This is the time of the earth lovers, when they are making inroads in offering an alternative lifestyle to the culture of consumerism which prevailed in the 20th century. They advocate a responsible kind of consumerism which positions the protection of natural resources and ecosystems at the forefront. Whether it is a patronage of organic products or an appreciation of artisanal goods, a recycling of materials to upcycling in order to come up with materials or objects of better quality or value, the mindset is clearly environmentalism.

Renew could mean a reinterpretation of the crafts of old, using traditions as a foundation to create something new. It could also mean a combination of natural materials and synthetics, or even an alliance of different disciplines, to allow for new things to come to life. Renew could even mean the repurposing of old concepts to solve the challenges of today. Whatever form it takes, what is crucial is for the creative community to have a participatory and collaborative culture.

We are one, Earth, the ecosystem, and every living creature upon it.
That is the fundamental idea of Renew.



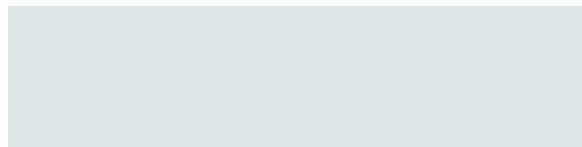
BCT16-7603S HELLO YELLOW



BCT16-7506S TREE HUGGER



BCT16-7507S CABIN MOSS



BCT16-7007S RENEWED WHITE





RESPECT MOTHER EARTH



FIRE UP YOUR CREATIVITY.

RECREATE

Nature is replete with patterns and textures, in something as simple as a cell to something as complex as the macrocosm. There is order in nature which scientists through the centuries have sought to explain in mathematical terms. Patterns are found in trees, flowers, snowflakes, shells, tigers, birds, and countless more. Textures are found everywhere in nature too, in light-reflecting surfaces like glass, metal or silk, and light-absorbing ones like wood, wool or stone. Man has derived inspiration from all these and have used them in quotidian things to elevate them from insipid to imaginative.

In fashion, architecture and design, patterns and textures are being used to give depth, character and interest.



BCT16-7008S GRAYSON BOROUGH



BCT16-7712S SAFFRON BURST



BCT16-7605S GOLDEN NUGGET



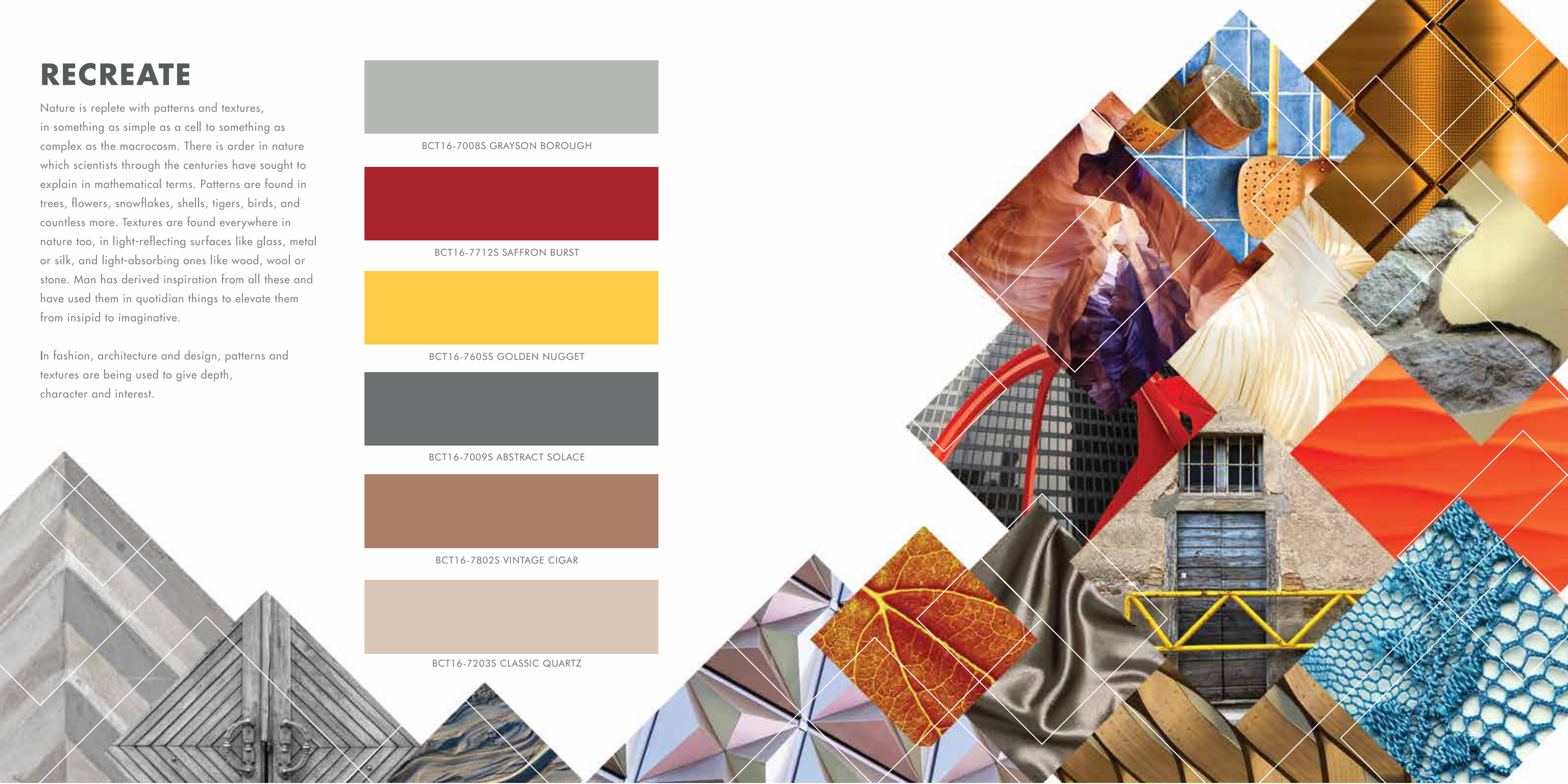
BCT16-7009S ABSTRACT SOLACE



BCT16-7802S VINTAGE CIGAR



BCT16-7203S CLASSIC QUARTZ



REVERE THE BEAUTY OF MOTHER EARTH





FEET ON THE GROUND.
HEAD IN THE CLOUDS.

REALM

The world population breaking the seven billion barrier, dwindling natural resources, climate change and global warming, wars that have displaced so many people around the globe are some of the issues of such gravity that cause huge cross-sections in society to feel deep concern. Are we in need of superheroes to save us from ourselves? Will we succeed in making a better world for us all? Is an Apocalypse written in the stars? Or will mankind write its own destiny?

There is a movement that is gaining momentum. People are awakening and becoming more aware of what our role is in how our future on this planet will pan out. There is an ever-increasing flirtation for many, for some it is an outright dedication, to break boundaries in our way of thinking — to transcend what divides us and instead focus on what binds us as a species.

Man's dawning realization is that the answers to the challenges we face can be found only in ourselves.



BCT16-7405S IMPERIAL FORCE



BCT16-7709S STAR PRINCESS



BCT16-7710S DUNE BUGGY



BCT16-7604S TRIBUTE YELLOW



RESONATE THE BEST IN YOU





COLOR TREND 2016

Color Series is available at various Mix & Match Stations nationwide.

Express yourself with colors!

RECHARGE



BCT16-7407S BUBBLY BROOK



BCT16-7404S ENCHANTED RIVER



BCT16-7406S STARGAZE

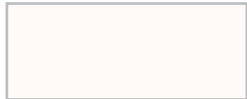


BCT16-7711S WEEKENDER

COMPLEMENTARY COLORS



B-7501 TULLE WHITE



B-7504 COAST LIGHT



BSC-123S BLUE FURY

RENEW



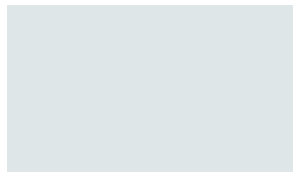
BCT16-7603S HELLO YELLOW



BCT16-7506S TREE HUGGER

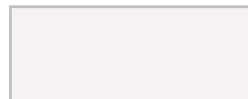


BCT16-7507S CABIN MOSS



BCT16-7007S RENEWED WHITE

COMPLEMENTARY COLORS



B-7530 GRAY CASTLE



B-7580 NUEVO TERRA



BSC-58S CORAL

RECREATE



BCT16-7008S GRAYSON BOROUGH



BCT16-7712S SAFFRON BURST



BCT16-7605S GOLDEN NUGGET



BCT16-7009S ABSTRACT SOLACE

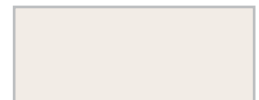


BCT16-7802S VINTAGE CIGAR



BCT16-7203S CLASSIC QUARTZ

COMPLEMENTARY COLORS



B-7502 WINTER MORNING



BSG-31S OXFORD BLUE



B-7526 WET SAND

REALM



BCT16-7405S IMPERIAL FORCE



BCT16-7709S STAR PRINCESS

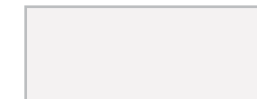


BCT16-7710S DUNE BUGGY



BCT16-7604S TRIBUTE YELLOW

COMPLEMENTARY COLORS



BSC-11S OFF WHITE GRAY CAST



B-7523 AMISH LINEN



B-7511 VANILLA ICE

*All colors shown here are as close to Boysen colors as modern printing and color reproduction techniques permit.



COLOR TREND 2016

Is also available for Virtuoso at various Mix & Match Stations nationwide.

SAFE	NON-STICK
Odor-less Low VOC Lead Free	Elegantly Matte Easy Clean

RECHARGE



VCT16-7407 BUBBLY BROOK



VCT16-7404 ENCHANTED RIVER



VCT16-7406 STARGAZE

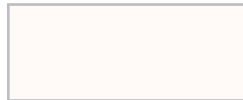


VCT16-7711 WEEKENDER

COMPLEMENTARY COLORS



VCT16-7501 TULLE WHITE



VCT16-7504 COAST LIGHT



VCT16-123 BLUE FURY

RENEW



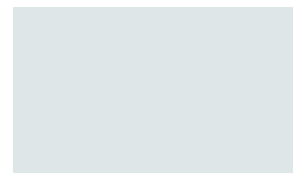
VCT16-7603 HELLO YELLOW



VCT16-7506 TREE HUGGER

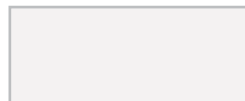


VCT16-7507 CABIN MOSS



VCT16-7007 RENEWED WHITE

COMPLEMENTARY COLORS



V-9000C096 GRAY CASTLE



V-9000C789 NUEVO TERRA



V-9000C862 CORAL

RECREATE



VCT16-7008 GRAYSON BOROUGH



VCT16-7712 SAFFRON BURST



VCT16-7605 GOLDEN NUGGET



VCT16-7009 ABSTRACT SOLACE

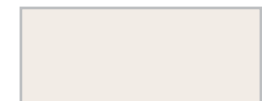


VCT16-7802 VINTAGE CIGAR



VCT16-7203 CLASSIC QUARTZ

COMPLEMENTARY COLORS



VCT16-7502 WINTER MORNING



V-9000C494 OXFORD BLUE



VCT16-7526 WET SAND

REALM



VCT16-7405 IMPERIAL FORCE



VCT16-7709 STAR PRINCESS

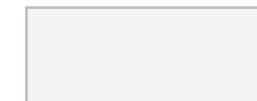


VCT16-7710 DUNE BUGGY



VCT16-7604 TRIBUTE YELLOW

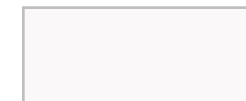
COMPLEMENTARY COLORS



V-9000N11 OFF WHITE GRAY CAST



V-9000N24 AMISH LINEN



VCT16-7511 VANILLA ICE

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