



synthatec

PRESS RELEASE

synthatec introduces new designer colour collection

Responding to requests from clients to create a colour range reflecting the fast moving world of design trends, Synthatec, leaders in the field of architectural powder coatings have introduced an exclusive new palette of original shades.

Designed and created in collaboration with trend forecasting company Global Color Research, the new Colour Mix collection from Synthatec offers focused and directional trend colours, to augment the market-leading Synthatec range.

Carefully Selected Colour Predictions

Together with structural form and space, colour impacts extensively on architectural design. Each of these elements represents an opportunity to communicate a building's personality, aspirations and function. Clients and developers expect surroundings to be intellectually and emotionally engaging, provoking the senses and stimulating ideas.

The creation of Synthatec's Colour Mix reflects the changing attitudes towards palette and design, and considers the uniqueness and impact of natural light,

changing seasons, geographical climate, and the human orientation to all of these factors. As design becomes more personal in style, conveying a more human, intimate quality, there is a tendency across all themes presented towards softer, more tranquil shades. This premise is reflected and emphasised in the inaugural collection for 2002/03.

Twenty Versatile New Shades for 2002/03

Colour Mix 2002/03 is divided into four chapters, each representing a key colour story. Individual chapters consist of a palette of five colours presented together with imagery that reflects the essence of the theme. A colour swatch index highlighting all the colours is also provided, enabling designers to cut and mix colours to create personalized combinations.

Colour is one of the most influential design tools, which offers the ability to interpret, translate, and communicate an architect's intent. Used creatively, colour and light work to enhance and accentuate the beauty of the materials being used. Colour Mix 2002/03 offers the opportunity to utilize innovative colour information to ensure your next project stands out from the crowd.

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