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COLOUR NEXT

Colour & Material
Intelligence

Forecast Report



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Forecast Report

About ColourNext

At Asian Paints, we've been studying colour and its varied influences on lifestyle since 2003 and year after year we are fascinated by the small and big stories that emerge out of the vibrant landscape that is this world.

Every year, our colour marketing team collaborates with experts from a range of creative disciplines -- architecture, art, interiors, fashion, sociology, media and FMCG, to put together ColourNext, a comprehensive forecast of design directions in colours, materials, textures and finishes that are relevant to the world. Over the years, ColourNext has evolved as the subcontinent's foremost, one-of-its-kind, intelligence in colour and material.

Presenting the forecast for 2023

2023 is all about building a better future, embracing our past and present and creating with joy, hope and intention. The year is the silver lining we all waited for after the dark clouds of the past few years and the colour of the year 'Silver Escapade' encapsulates the optimism with which we are going forward. The sentiment is reflected in the four forecast design directions for 2023 -- Gothlicious, Shroom, Edge of the Forest and Sleep Sense, the stories addressing sociocultural topics ranging from how we express ourselves to a newfound urgency for wellness and forming deeper connections with others and the world around us.

Introduction

The ColourNext forecast report dives deeper to chronicle the context and catalysts for each of the forecast design directions. The report captures their manifestation in society and in various areas of design such as spaces, communication, food, apparel and lifestyle. With an enhanced narrative of the directions and their application, the report has interdisciplinary insight for everyone designing products, spaces or even communication for the subcontinent.

The report also presents the Colour of the Year and Wallpaper of the Year, giving readers an understanding of this year's design mood and sentiment.

A direction unexplored remains just that -- a passed-over possibility, an idea ahead of its time, a path not taken. But when keen minds imagine, decode and interpret these design directions, they become beautiful concepts, products and even objets d'art! This report will be an invaluable guide on that journey.

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GOOTHICIOUS

Unapologetically Bold and Sensual

"The process of delving into the black abyss is to me the keenest form of fascination."

-H.P. Lovecraft

As avenues of self-expression increase, we are building an authentic, individual narrative, one that explores complex thoughts and ideas, embraces powerful emotions and how our histories shape our environment. As we put ourselves up, front and centre, rejecting mass uniformity, we are acknowledging the shadows with the light. The absorbing and moody, sensual and sensorial, statement-making and out-there are all the darker parts of us that have greater

acceptance than ever before. Enter darker colours, edgy and scarred surface textures that take centre stage and vulnerable yet evocative finishes. Polarity is shifting away from neutrals, making way for darker, rawer sentiments, a definitive aesthetic and an understated gothic essence. Anticipatory and lush palettes that are reminiscent and revivalist are being utilised with new twists and hints to the past and the future.

Triggers

It's not all doom and gloom

The use of darker colours is not only about darker, deeper sentiments, it's finding acceptance in the most unlikely places too, owing to its innate glamour and sophistication. Some of the foremost parts of our lives that are associated with new beginnings, comfort and joy also come cloaked in blacks now, just because sometimes nostalgia can be fun. Goth business casuals, kitchen counters, sleep pajamas and even baby clothes are all embracing this colour palette like never before.

The food industry has been quick to catch up with foods infused with black charcoal, black sesame and even black garlic being hailed as the essence of immortality.

Image source: Getty Images



Our history makes our present

Gothic architecture rose on the ashes of war, power struggles and loss and present times have seen a resurgence after the turbulence of the past two years. The pandemic and political upheaval has altered us at a fundamental level and there are lessons people are not willing to forget even as they are now focused on moving on. This processing of grief and dipping into how we are feeling is finding expression in transformative, transdisciplinary ways.

Image source: Getty Images



A pop culture reclamation

If there is a change underway, popular culture is always at the forefront, leading and reflecting how people are viewing themselves and their surroundings. In the last year, TV shows, the music industry, fashion and even food have embraced darker palettes. Only Murders in the Building and Stranger Things, Hulu and Netflix’s popular shows, are capturing this mood with deconstructed walls,

vintage furniture and revivalist Victorian buildings while HBO’s House of the Dragon builds even further on Game Of Thrones’ gothic legacy. American singer Billie Eilish is leading the trend in the music industry and fashion has gone to town with labels such as Blumarine, Khaite and the pioneer of black clothing for women, Chanel, making goth the central theme for their 2022 collections.



(Left) HBO’s biggest show of the year, House of the Dragon, is almost entirely black, highlighting a trend that’s been years in the making.

Image source: Getty Images

(Right) Fashion’s biggest night, the Met Gala, saw celebrities challenging the traditional notions of ‘The Gilded Age’, with looks that were powerful, rich and iterative.

Image source: Getty Images



The rise of dark academia

What started as a little Tumblr trend for students with a penchant for gothic buildings, classic literature and vintage clothing, went on to become a Tik Tok sensation last year. Dark academia is a movement led by a young audience that gained groundswell as schools closed and social media users built their own romanticized ones online. This online

Lush period novels Wuthering Heights and Rebecca are some other favorite inspirations as long as they come in yellowed, leatherbound tomes.

community is a stylish world that likes its members smart and a little moody, where study groups are the ultimate social activity and hallowed, historical colleges the ultimate destination. A dark academician’s ideal space resembles a Baroque palace, a Victorian building or even an English countryside.

Image source: Unsplash and Shutterstock





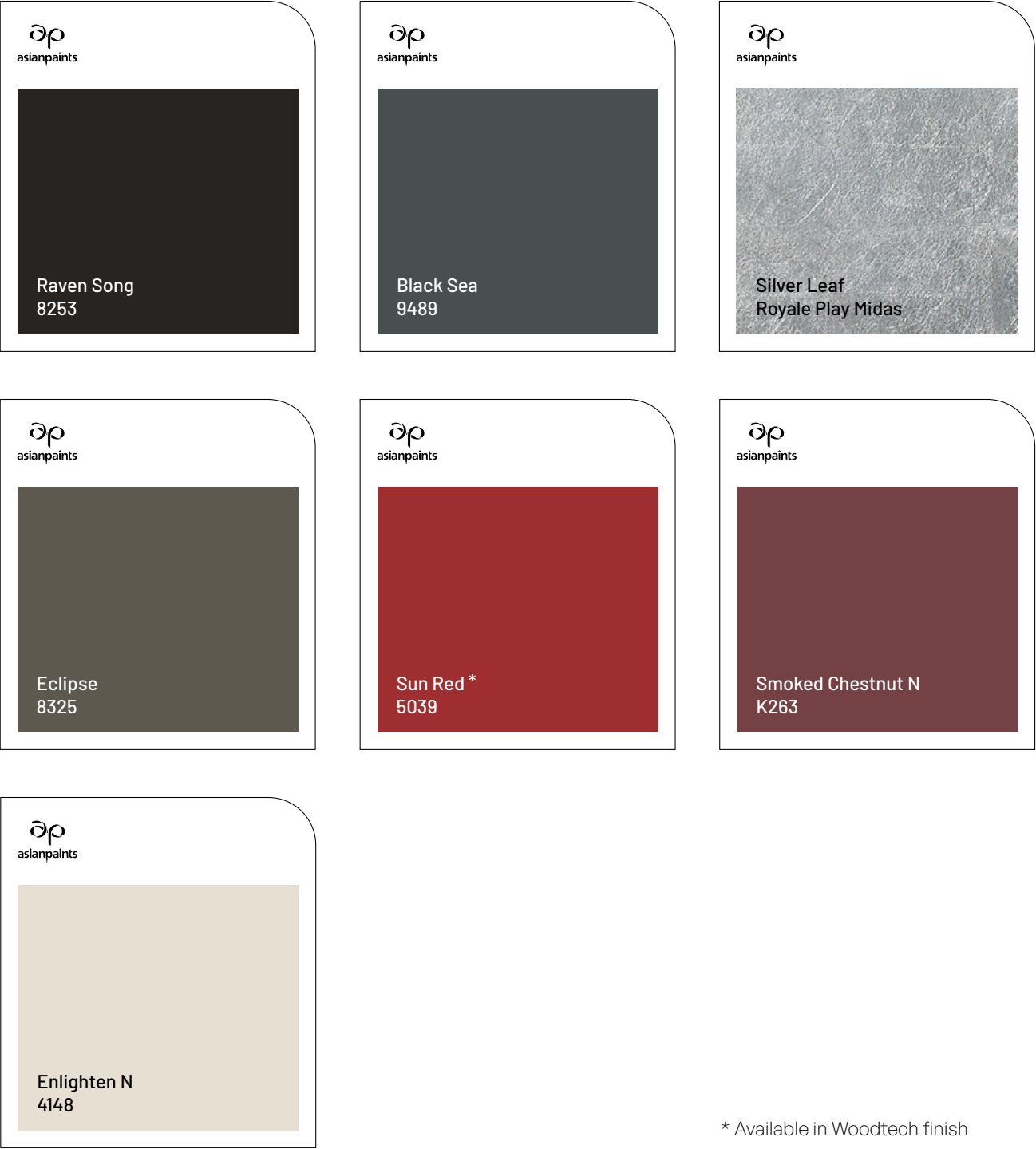
Colour Forecast

"A palette that holds you in its thrall with its depth, mystery and drama that sit harmoniously and impactfully."

**Bold
Daring &
Impactful**

Blacks, Greens and Chestnut explore the intensity of pristine, engulfing colours. This is a palette that holds you in its thrall with its depth, mystery and drama. The high pigment and heavy black undertones make for a set of colours that become a shadow of each other, sitting harmoniously and impactfully. Deep reds, aged tan browns and black sea are colours that hold their secrets, only hinting at what lies beneath, what rooms have witnessed over the years.

Gothilicious



* Available in Woodtech finish

Material Forecast



Charcoal

Hard Materials

Deep and absorbing, these materials convey a sense of a journey, the process showing itself in their imperfect and beaten surfaces. Replete with character, these materials are underlined by friction, retaining natural flaws and acquired marks. In our personal spaces they add a touch of intrigue, narrate a story or become foundational pieces with their monochromatic palettes and strong presence.



**Japanese
Burnt Wood**

Japanese burnt wood, also known as Shou Sugi ban, this is a technique of burning the surface of wood to give it longevity, enhance its water resistance and add an individual character.

Concrete is infused with iron oxide to create surfaces that stand out for their high contrast.

Sandblasted wood, achieved by removing the outer layer of wood with compressed air, gives a glossy surface finish and allows wood to be used naturally without any paint or chemicals.



Recycled brick



Molten metal



Cracked Glass



Bidri



Leather

Soft Materials

Statement-making and luxurious, these materials make for old-world glamour and mystique. The materials can be used to make a space decadent, classic or high-shine. Soft yet strong, from table settings to furnishings, these materials can be used to bring a Victorian touch or create a decidedly sleek, high-fashion look.



Faux fur



Deep shade fabrics

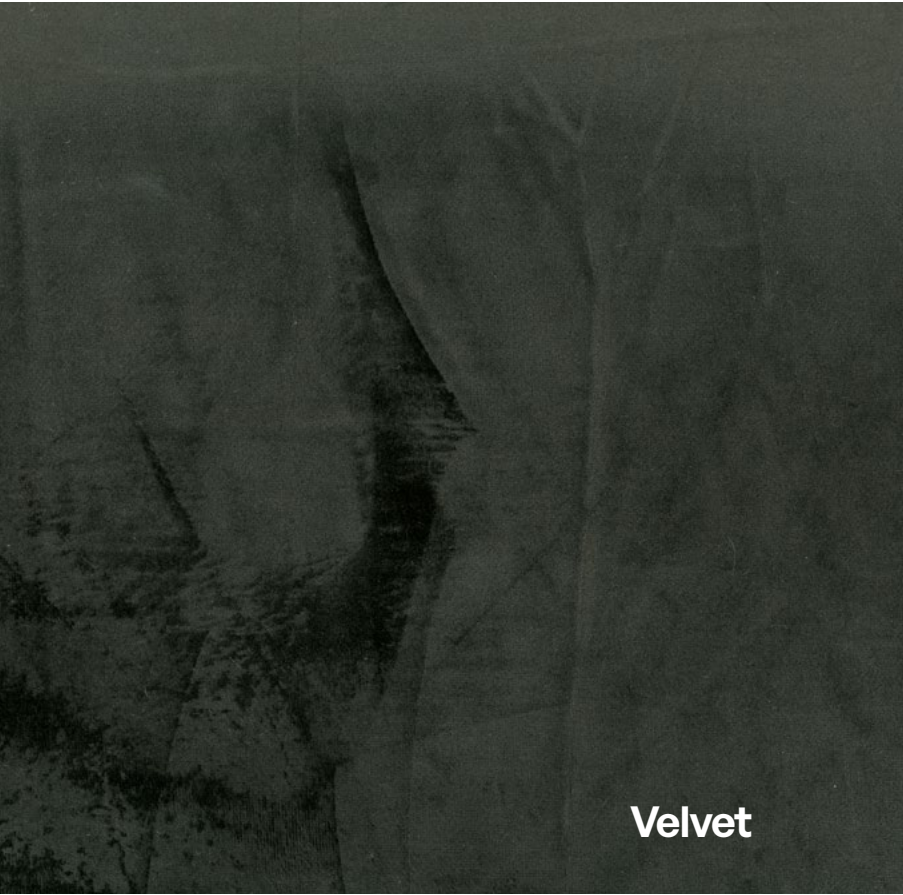


Black Lace

Black lace—Romantic, intriguing and tough, black lace combines all the classic gothic elements with a powerful statement on femininity and glamour.

Lush velvets—Soft, opulent and sensorial, velvets add luxury and glamour to any surrounding.

Fish leather—This alternate leather is tactile and strong, in a plethora of rich colours.



Velvet



Zari

**“Black is like a
broken vessel,
which is deprived
of the capacity to
contain anything.”**

-Leonardo Da Vinci

Mini Stories for Gothilicious

- Story of Black
- Japanese Burnt Wood

Mini Story 1

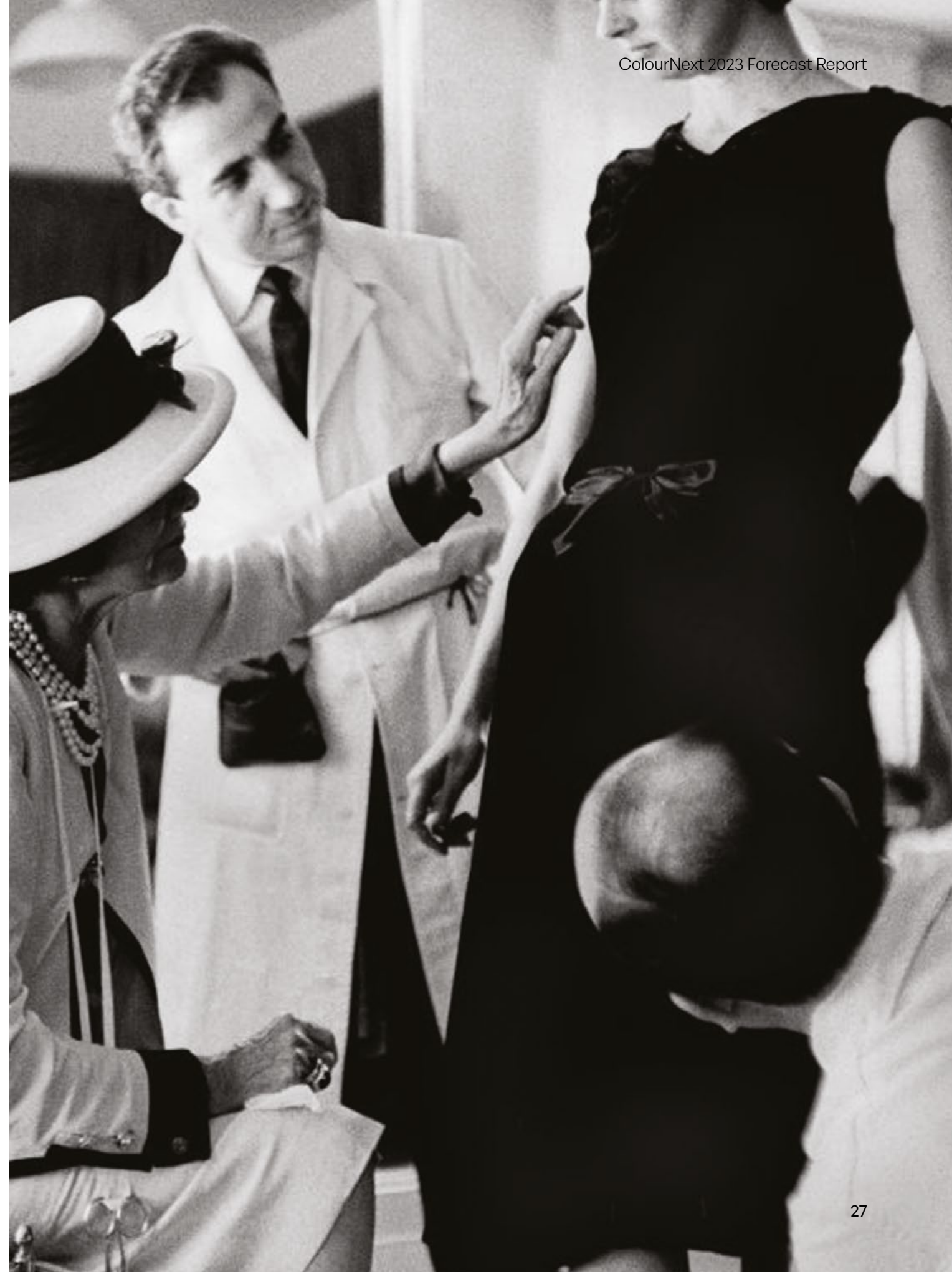
Story of Black

Much like its composition, the colour black is an expression of many moods and statements. With its inherent duality, it has been the colour of death and mourning, conversely, it has also been the mark of power and glamour. The master of contradictions emblemised religion, rebellion and symbolism for centuries before gaining its place in the mainstream, never to be shaken again. The colour started getting fashionable in the 19th century after poets chose it as a wardrobe staple for its moodiness and melancholy, finally becoming a glamorous choice for women when designer Coco Chanel created the 'Little Black Dress' in

the 1950s. Even while retaining all its glamour, since the 1950s it has been the colour of counter-culture and subversion, emerging as the colour of choice for beatniks and goths. It has only been in the past few years, however, that the colour has found its rightful place in areas other than fashion, now taking a foundational place in our homes, on our tables and in the beauty and wellness industry as an increasing number of people have started externalising themselves through the colour. In the past year, it has come to represent everything from the travails of war and the pandemic to what compounds such as charcoal can do for us.

(Right) Coco Chanel, the creator of the little black dress, changed how women across the world viewed the colour forever.

Image Source: Getty Images



Mini Story 2

Japanese Burnt Wood

Japanese burnt wood or Yakisugi, is an age-old wood charring technique that gives the material resistance and longevity while giving every piece individual character as it is done by hand. Rumored to have been used as far back as 700 AD, the technique of Shou Sugi Ban encompasses burning the surface of wood with flame to draw out moisture and create a chemical compound on top

that protects the wood, it is then rubbed down with oil to bring out the rich natural colour of the piece. While the Japanese used it primarily for building houses, it witnessed a resurgence in 2021, used by everyone from designers to architects and DIY enthusiasts who used it to make furniture, interior paneling and outdoor facades.

(Bottom) A Japanese burnt wood sample
(Right) Facades with burnt wood are striking and long lasting, giving a distinct character to buildings

Image Source: Shutterstock



Wallpaper and Texture Forecast

Dark Regal & Glamorous

Glamorous and tactile, the wallpapers stand out and anchor a room, adding a compelling narrative and depth. Incorporating a range of metallic and matte finishes, this collection is not one that conforms, but challenges and elevates. The rich, dark hues give rooms regality and can be used for a maximalist or a paired-back look.



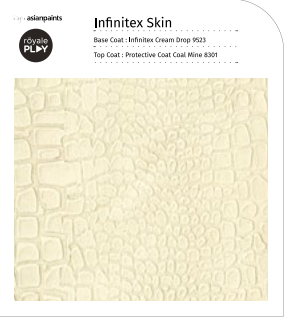
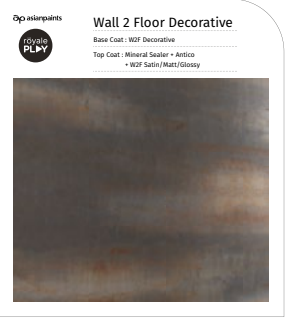
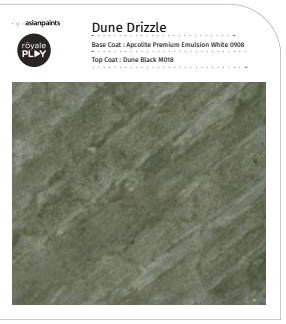
Lusture W184XS25B75 Wallpaper in use



Royale Play Plateau Black Texture in use

Inky Dark & Absorbing

Dark, absorbing and inky textures with an underlying sense of mystery and glamour, the textures are attention-grabbing and statement-making. Shades of black are superimposed with abstract strokes and metallic accents for an intense and sensorial collection.



Design Examples

Kim Kardashian made a statement on power and the pandemic in her all-black Balenciaga outfit at the Met Gala 2021. “People would know instantly it was Kim because of her silhouette, they wouldn’t even need to see her face, you know? And I think that’s the whole power of her celebrity, that people wouldn’t need to see her face to know it’s her,” Balenciaga designer and creator of the outfit, Demna Gvasalia said. Kardashian felt the dress was a fitting outfit in a year that was defined by masks.

Image Source: Getty Images



Designer Yohji Yamamoto has championed the quiet power and moodiness of the colour black his entire career. For the 2022 menswear collection, the designer combined the influences of Polish painter Zdzislaw Beksinski’s dystopian universe with Charles Dicken’s bleak Victorian world and gave it an Edward Scissorhands twist.

Image Source: Official Instagram account of Yohji Yamamoto



Ceramic artist Laura Pasquino retains the textures and organic nuances of clay, even leaving the fingerprints and tool marks gathered during the process of making, to give a natural finish and retain character.

Image Source: Official Instagram account of Laura Pasquino



British cosmetics firm Lush Cosmetics has embraced a black palette for its packaging.

Image Source: Unsplash

Antoni Gaudi worked with a goth aesthetic and made it all his own at the start of the 20th century, emerging as a pioneering figure of art nouveau and modernism. Japanese artist Kengo Kuma has designed a sculptural mesh curtain made of 1,64,000 meters of aluminium as part of a renovation of Casa Batla, a mansion designed by Gaudi in 1904. Mesmerizing and monotone, the curtain uses dark colours to a rich and glamorous effect.

Image Source: Getty Images



Made by architects Alan Organschi and Aaron Schiller, the Chilmark House uses the burnt wood technique as a symbol of grit and character, a beautiful showcase of longevity in the face of distress.

Image Source: Official Instagram account of Gray Organschi





Edge of the forest

Life-affirming and restorative

"I go to nature to be soothed and healed, and to have my senses put into order."

-John Burroughs

Along with the pandemic came a quieter, deeper struggle, an endemic of loneliness and feelings of separation. As people were forced to stay away from friends and family, they struggled with deteriorating mental and emotional health. Coupled with digital fatigue and climate change, there was a growing realisation that we needed something more to lead wholesome, expansive lives. We found ourselves turning to nature for answers because we know

from instinct that nature allows us to connect to a world larger than ourselves. Deep within the recesses of our bodies and memories, we know nature comes packed with life and wonder. And so began a new tryst, a nature-first approach that has us borrowing from the wisdom, stories and art of our ancestors as we increasingly realise that we are meant to be an extension of the world around us, not walled away from it.

Triggers

Everyone went outdoors

When people had to give up indoor activities they explored the great outdoors. Almost everyone found new hobbies and activities that made them reconnect with nature. It was just the restorative, life-affirming antidote that people needed and it’s predicted to be a trend that’s here to stay. Everything from skylining to glamping found new fans with clothing, food and even make-up companies responding by launching ‘outdoorsy’ products.



People are reporting feeling so much better with this lifestyle change that “nature time” has now become an actual prescription by doctors in some parts of the world.

Image Source: Unsplash

Climate change leading to sustainable housing

As climate change infiltrates every aspect of our lives, we’re doing our bit by using lesser and better. Making sustainable homes with materials that cause as little harm as possible is our form of silent activism. Buildings and construction account for more than a fourth

of all greenhouse emissions apart from extracting millions of tonnes of resources and widespread destruction of biodiversity. In this landscape, builders, architects and homeowners increasingly want to build with sustainable, organic and non-harmful materials to create a better urban future.

(Right) A clay sculpted dome with in-built earthen fireplace, seating and floor. Stays cool and yet full of the warmth of earth – by the Geeli Mitti design and research centre.

Image Source: Geelimitti



(Left) The story behind magical mud dwellings. This is when the process is as important as the end structure. Mud Homes are art and science, irrevocably intertwined, needing the right mix and technique suited to the geoclimatic zone – Geeli Mitti design and research centre, leading natural building courses internationally.

Image Source: Geelimitti

Eating from nature

Everyone is looking for food in wild places, the wilder the better. There is a growing recognition that we can do better than our modern-day diets and turning to green spaces has become a movement in itself, it's almost the new novelty. For those who can't go out foraging, growing vegetables in gardens or micro-greens in the

kitchen has been the next best thing. Fresher, cleaner food is not just being hailed for its nutritional value but also for the diversity it offers and the joy of growing and gathering with our own hands.



Image source: Getty Images and Unsplash



Colour Forecast

"A palette that reflects our need for sustainability, wonder and hope."

Lush Vivid & Free Spirited

Life-affirming, vivid and free-spirited, the palette of greens, ginger browns and coral pinks signifies our reconnecting with nature and its joy and vitality. Sometimes lush and indulgent with a sense of spring and at others deep and grounding, the colours reflect our need for sustainability and wonder.

Edge of the Forest

ap
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Raw Cotton
8459

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Coral Coast
8016

ap
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Amaranthus-N
K035

ap
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Ginger Root
7888

ap
asianpaints

Relish Green-N
9859

ap
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Marsh Green-N
K169

ap
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Midnight Meadow-N
9785

Material Forecast

Hard Materials

Earthy, fresh and elemental, these materials are close to nature and subsequently organic and indigenous. The materials lend themselves to fluid forms and have a hand-made, imperfect quality that lacks the artificial smoothness of synthetic materials, taking us back to a time when homes were built by hand and not mass-produced.



Hand carved wood



Terracota Tiles



Bamboo

The traditional craft of Gujarat, Lippan mirrorwork has been used to decorate walls, often depicting nature-inspired themes and motifs.

Handcrafted wood is used widely for everything from furniture to children’s toys, bringing a beautiful piece of nature into our homes.

Clay—With its excellent insulating properties clay transitions beautifully from humble to high fashion.



Mud wall finish



Cane



Sheer Textile



Jute



Ruffled Fabric

Soft Materials

The materials connect us back to a slower life, ancestral craft and pastoral stories. Inculcating a sense of wonder in our living spaces, the materials fill spaces with the joy of discovery and creation and can be used to add an earthy touch or make a bright, vibrant space, bursting with life.



Loosely woven textile

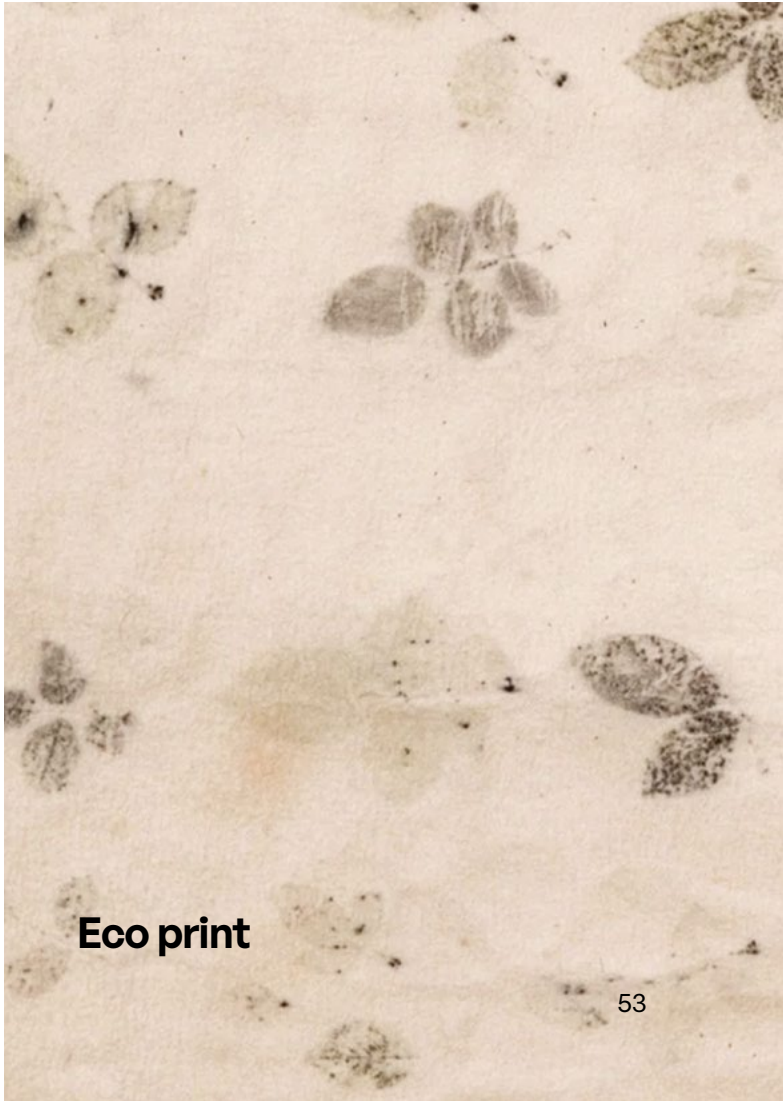


Crocheted Fabric

Crochet—Tactile and intricate, the knitting technique brings with it a free-spirited, hand-crafted vibe.

Detailed hand embroideries depict creatures and foliage to create a fairy-tale effect and sense of wonder.

Eco Printing with natural dyes and colours gives an earthy effect, mimicking colours of nature.



Eco print

" Crafts not only define
our cultural roots but are
a testament of age-old
traditional wisdom and
social memory."

-Jui Tawade

Mini Story for Edge of the Forest

 **The Story of Grass**

Mini Story

The Story of Grass

The silent, ubiquitous life giver under our feet has been around since much before us, serving us in hundreds of ways as we got more adept at manipulating and transforming our resources, becoming a means for shelter, food, clothing, fodder and even paper. In India, we have had the gift of diverse species of grass owing to our varied topography and climate and indigenous architecture depended on it heavily for its myriad qualities. Long before we started building with man-made materials, that are not always suited to local conditions, we had deep wisdom on how to use the resources around us, on how to create with

this abundant and multi-faceted treasure to build superior homes and it is this inland quality of life and vernacular knowledge we are now beginning to harness again, to create spaces that serve us better, emotionally and physically. Thatching with grass, still a widespread practice in rural India, is now being explored in urban settings even as our one-size-fits-all use of concrete and glass is being questioned. Within houses, grass is, once again, finding its way into mats and even décor for its life-affirming and grounding properties.

(Right) Building with grass creates spaces that serve us better, emotionally and physically.
(On right page) Grass has been a mainstay of traditional homes, working its way into roofs, walls and inside houses.

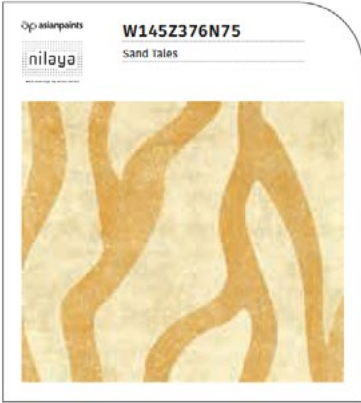
Image Source: Shutterstock



Wallpaper and Texture Forecast

Remarkable handfeel

Handcrafted and designed with care, this warm, elemental collection showcases a wealth of natural fibres and materials from across the country. Jute, hemp, bamboo and raffia come together in wallpapers that have a remarkable handfeel and stand out for the unique characteristics of each material, adding an organic, contextually rich mood to rooms.



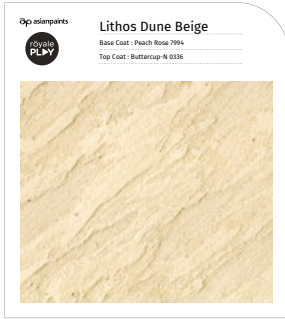
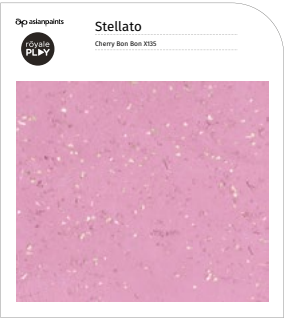
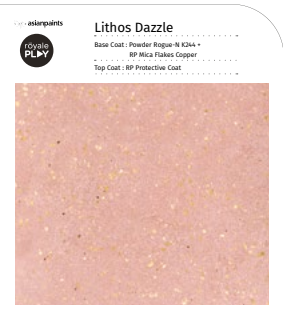
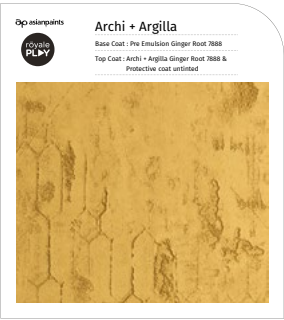
Sand Tales Wallpaper in use



Metallico Verdi Texture in use

Warm Expansive Textures

The textures borrow from mossy green forests, warm sand ripples and cooling clay to come together for a visceral collection that is sprinkled with shimmer, hinting at the magic and wonder of nature. The warm and expansive textures bring out the depth and resourcefulness of the world around us.



Design Examples

One of Brazil's most famous sculptors and ceramists, Ulisses Pereira Chaves was known for creating fantastic beings and anthropomorphic, zoomorphic designs. His work in clay is both expressionist and surreal, achieving an otherworldly quality as he gave shape to his dreams and visions. Pereira sculpted only with the natural colour of clay and natural pigment taken from the clay itself.

Image Source: Official Instagram account of Novos Para Nós



A combination of local craft and materials, hand-tufted rugs and proximity to natural elements combined with life-affirming, warm colours makes for spaces that are nurturing and replenishing.

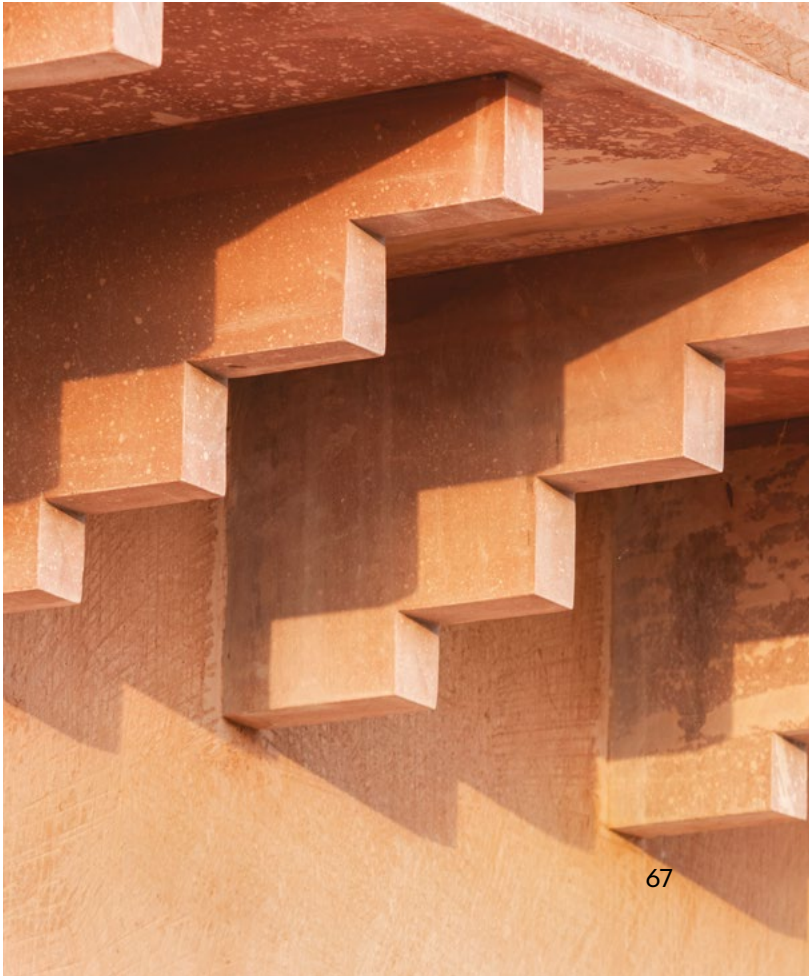
Nature served as rich inspiration for designer Alexander McQueen, almost his entire life. He took the elemental and turned it into otherworldly forms and textures, incorporating hair, wood, shells, coral, feathers and even horns into his designs. Always ahead of his time, the Scottish designer aimed to make a statement on our immediate need to start treating the world around us better in his collection ‘Plato’s Atlantis’, introducing the world to biomorphic, biophilic design long before the words entered the popular lexicon.

Image Source: Getty Images



Image Source: Sketch Design Studio

Rajasthan-based Sketch Design Studio’s Mud House, is made with mud and locally found wild grass and traditional building techniques to create a space truly in touch with nature. Designed for natural insulation and ventilation, the houses are made with natural binders such as lime and fenugreek seeds, while jaggery and neem have been infused in the walls to act as natural mosquito repellents.



Designer Rahul Mishra’s Tree Of Life collection is inspired by his memories of growing up in a village where nature was closely entwined with daily life.

Image Source: Getty Images



Artist Gerry Stecca is still fascinated by the wonders of nature that captured his imagination as a child. Inspired by his life-long exploration of nature, the artist’s sculptures and paintings are a study of form and texture. “Inspired by casual explorations at the edge of the Everglades and now Coastal Georgia ecosystems, my backyard, my childhood in the tropics and many travels, these works now exist in their own plausible and fantastic dimension,” Stecca says on his website.

Image Source: Official Instagram account of Gerry Stecca



Photographer Fares Micue creates self-portraits, blending organic and natural elements seamlessly as a way of conveying hope and positivity.

Image Source: Fares Micue



SLEEP SENSE

Prioritising good quality sleep

" True silence is the rest of the mind;
it is to the spirit what sleep is to the
body, nourishment and refreshment."

-William Penn

There's a sleep revolution underway, a great sleep awakening where we are countering productivity and scarcity culture with safe, comforting cocoons that allow us to switch off. As the movement towards health and wellness gains ground, a collective longing for a slower, simpler life has made nostalgia the perfect antidote to an accelerated pace of life. We remember a time when sleep was not collateral, the first casualty of external

stress, it was just a peaceful, restorative few hours that rewired our bodies. In our quest to sleep better, we are making full use of all that modern homes have to offer while traditional sciences and indigenous craft are coming to the fore. There is a renewed focus on breathable, handcrafted fabrics and locally sourced natural materials and the overall colour palette is calming and cooling.

Triggers

Covidsomnia

We had a system for work – established and fine-tuned over decades – till we no longer had it. As things got upended in 2020 and our entire work-life structure reversed, boundaries between personal and professional lives blurred, upsetting everything else in the balance. Demands of stay-at-home families and coping with the pandemic meant people worked late into the night, for many it was the only quiet time of the day. But two years later people are recognizing the toll of disrupted timings coupled with pandemic-related anxiety, with a lot more people reporting they had more trouble sleeping than before.

Studies show people who are sleeping more are actually more productive, even though we might be compromising sleep to work more.

Image Source: Shutterstock



Conversations around sleep

There has been a growing body of work on the importance of sleep and sleep quality in the past two decades, entering the mainstream in the past two years as health and well-being took centre stage. We are now questioning productivity culture and striving for a more well-rounded day, no longer glorifying celebrities who say they thrive on four-hour sleep days. A growing body of work is also now linking chronic sleeplessness with age related conditions such as Alzheimer’s, dementia, diabetes and obesity.



(Left) A slower life is an idea that has steadily gained ground in the past few years, encouraging us to take our time and enjoy the process.
(Top) Increasingly, chronic lack of sleep is being linked to several irreversible medical conditions.

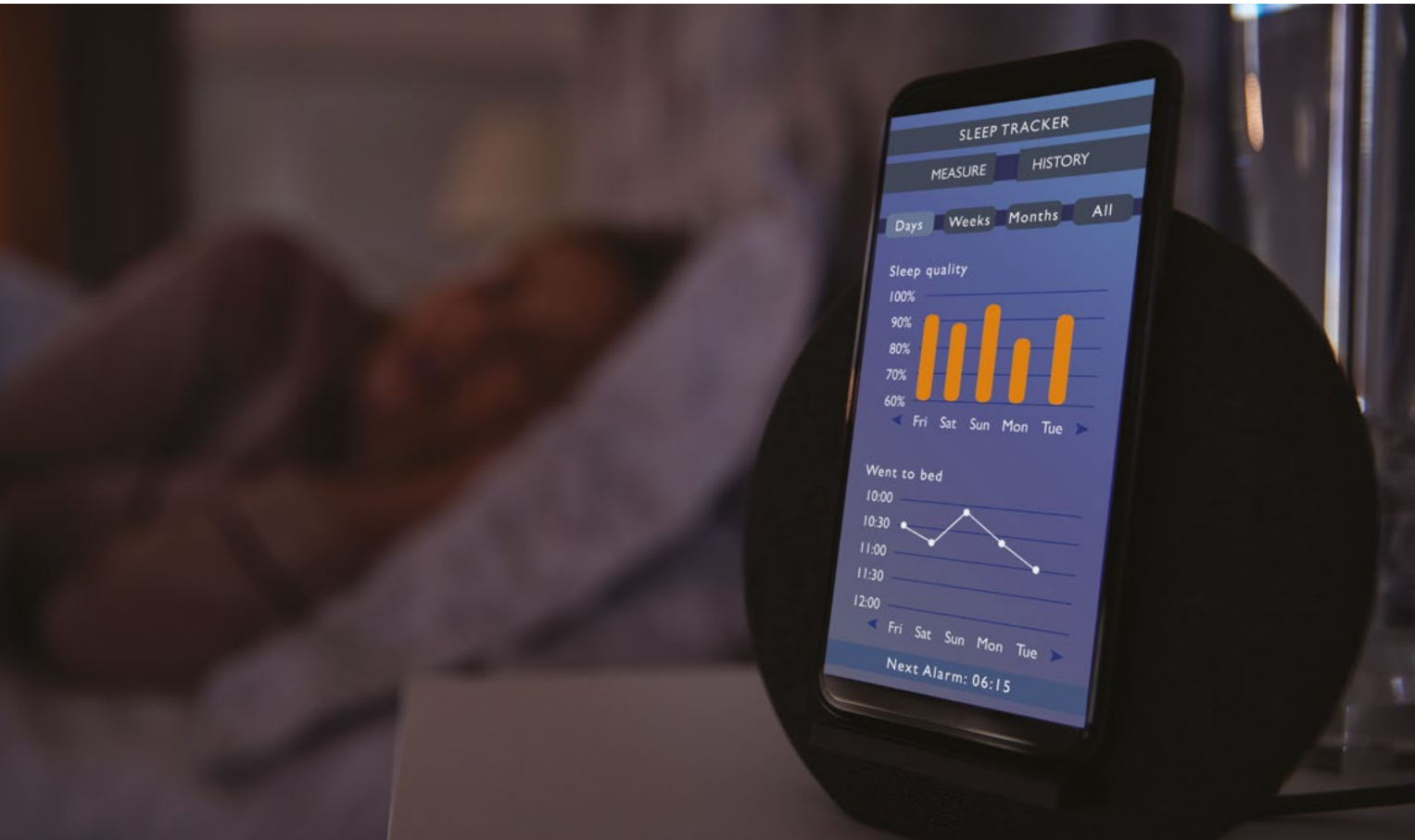
Image Source: Getty Images

Sleep Tech

Everyone knows a lot more about their daily health than they did before, thanks in part to wearable tech that puts all kinds of metrics on our fingertips, from our oxygen saturation to heart health and duration and quality of our sleep. It’s not just these ubiquitous bands that have made health the final frontier of innovation, better sleep is now backed by a whole host of products that are aimed at helping us rest more peacefully. Weighted and temperature-controlled blankets, ASMR machines, smart lights that simulate sunsets and sunrises, humidity and air quality machines and even coffee alarm clocks.

Sleep tracking has now become a common feature in all the gadgets that we keep in close proximity.

Image Source: Shutterstock



Slow Living

We may be more connected than ever before, but we’re also taking back control of our time, living more considered, deliberated lives that are not always “on”. Slower lives have meant spending our hours more consciously and meaningfully, reconnecting with things that are good for our health. This has reflected in our personal spaces by turning our homes into sanctuaries that offer escape and calm, in turn increasing our adoption of products and goods that are local, sustainable, organic and whole.

Image Source: Shutterstock






Colour Forecast

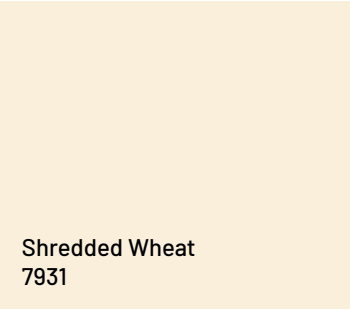
"A palette of broken
whites."

A sense of calm & stillness


Light, soft colours that are evocative of a morning glow and comforting cocoons, the palette is curated for a sense of calm and stillness with white, beige and soft greys taking centre stage. The colours are marked by a translucent quality that gives a sense of being able to breathe beyond the boundaries of the room and connecting back with ourselves at the end of the day.

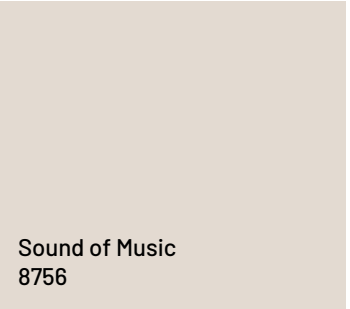
Sleep Sense


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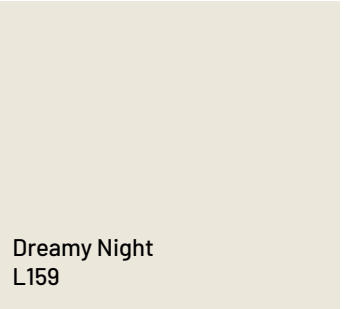
Shredded Wheat
7931


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Sound of Music
8756


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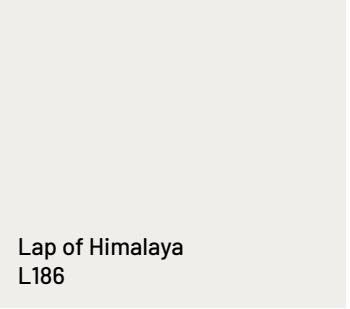
Dreamy Night
L159


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Biennale White
L162


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Lap of Himalaya
L186


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First Frost
8316


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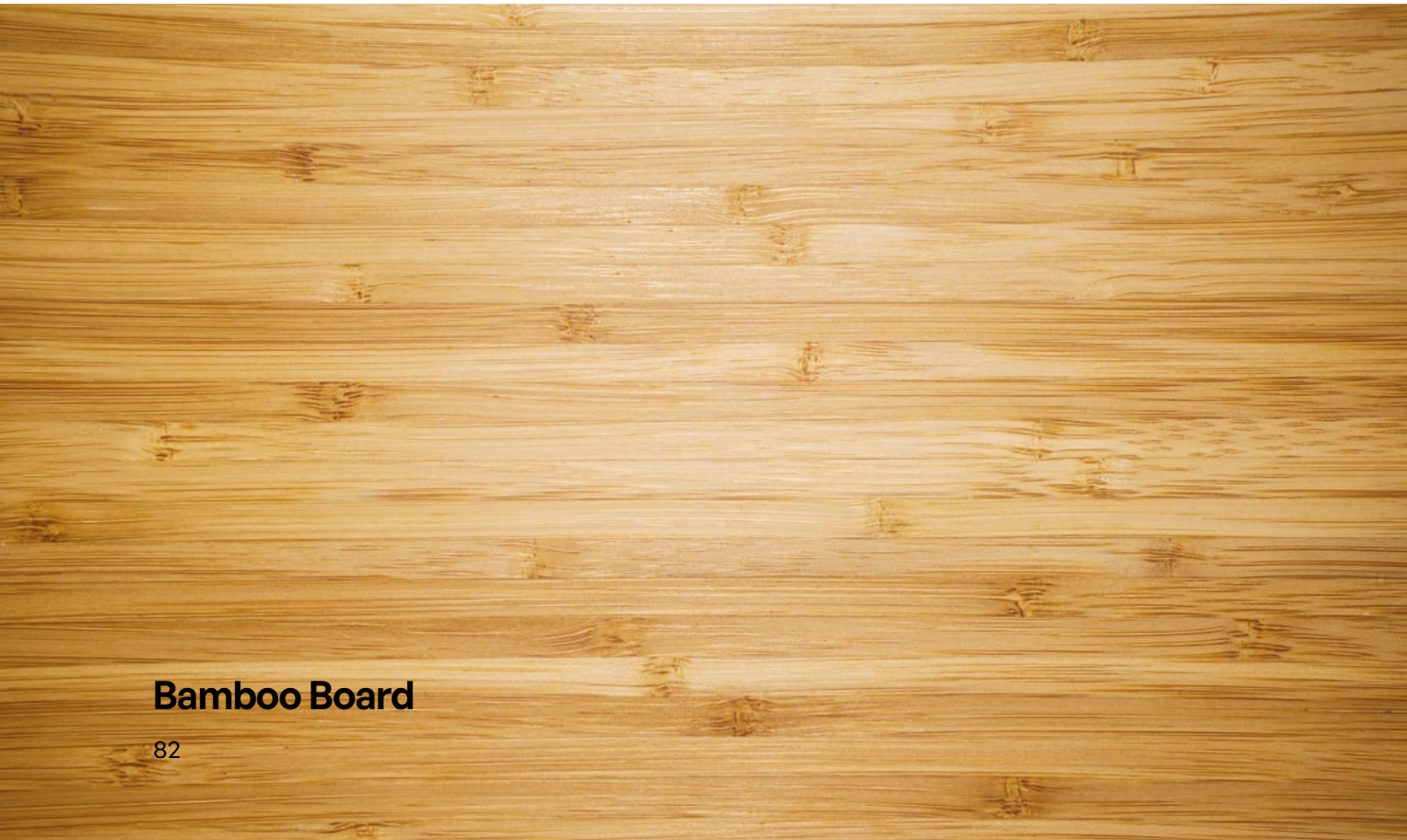
Grey Flannel
8331

Material Forecast

Hard Materials

These natural materials are borrowed heavily from indigenous practices and vernacular architecture to create spaces that are cocooning with a nostalgic appeal. The materials are specially selected for their properties of regulating temperature to create thermal comfort, ventilation, bio-climatic architecture and porosity representing the depth of knowledge across the country for homes that are naturally conducive to better sleep.

Bamboo Board



Rammed earth—made with local materials, rammed earth has been used for thousands of years, finding favour for its high thermal capacity.

Soundproof and fireproof, porous terracotta has been used for sound insulation and its unique character.

Cork



Seed pillow



Coconut coir



Sandstone



Soft Materials

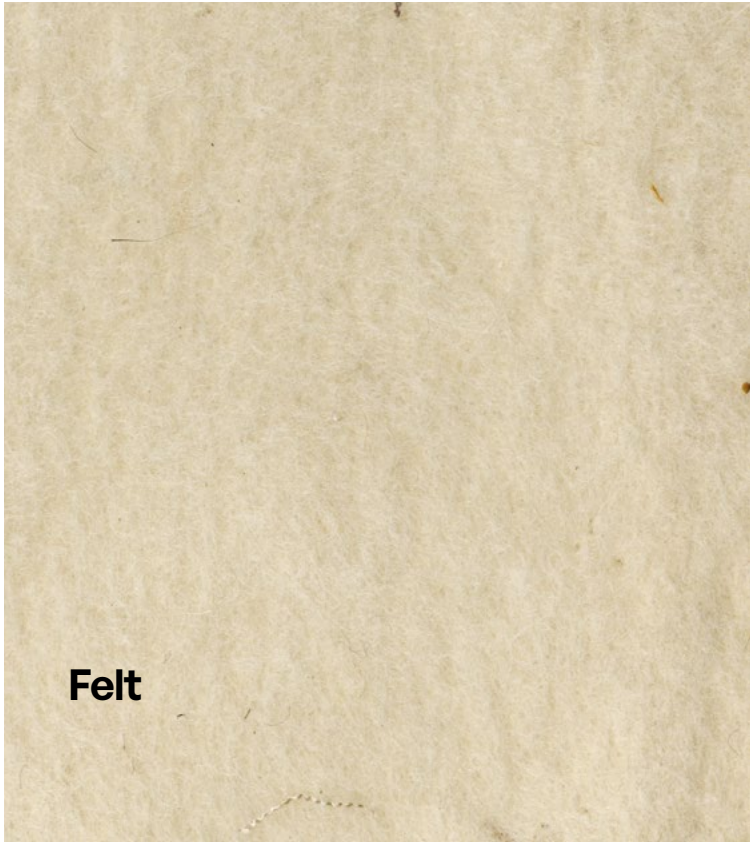
Ataractic and medicinal, these are deliberate and intentional choices that find their way into homes for their breathability, local relevance and restorative properties. Regaining popularity for their gentle and tranquil characteristics, the materials form a rich tapestry incorporating diverse weaving techniques, soothing herbs and sustainable production.



Rui



Kala Cotton

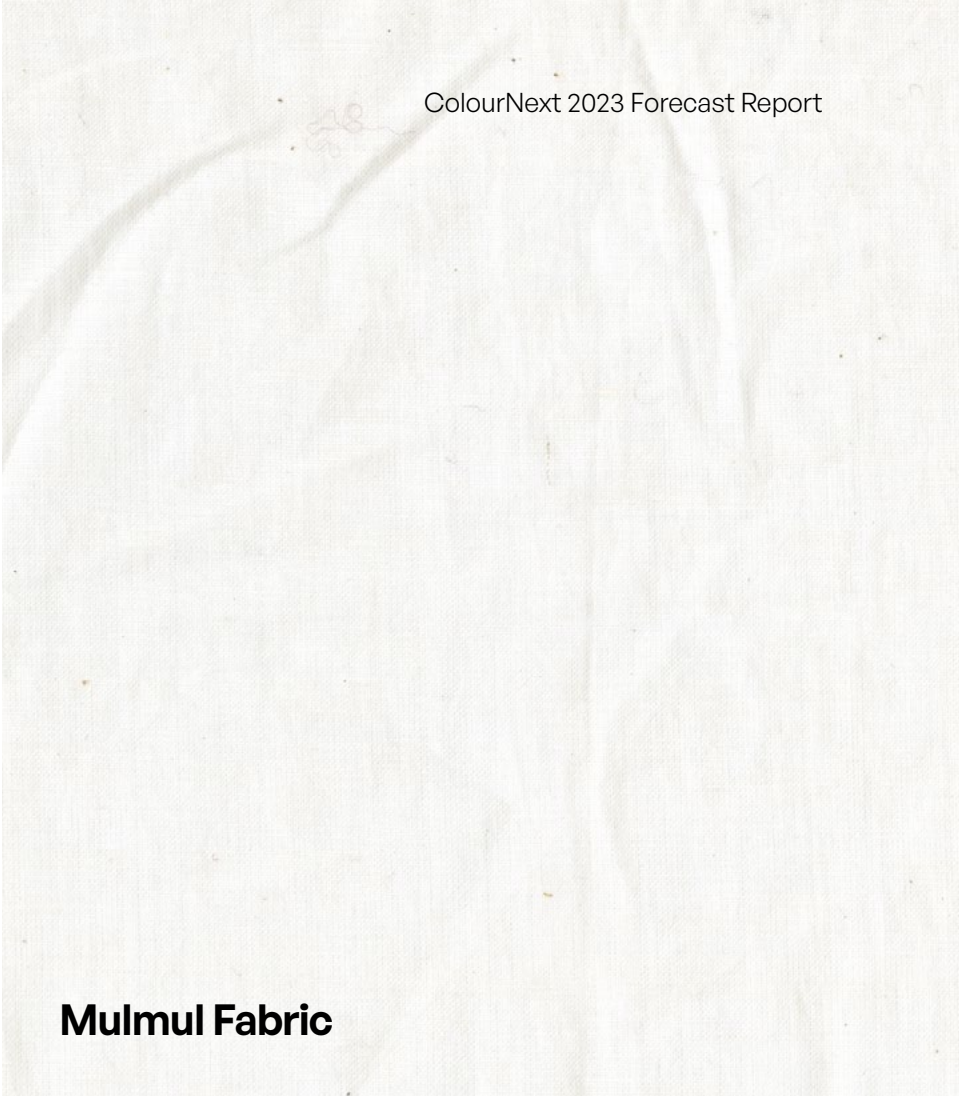


Felt

Soft and breathable, Semal rooi is known to be medicinal with a multitude of health benefits.

Ahimsa silk, also known as peace silk, is produced through a non-violent, cruelty-free process.

Vegan wool—Made entirely from plant sources, this is an organic, zero-waste material that’s soft and light.



Mulmul Fabric



Quilt



"There is more
refreshment and
stimulation in a nap,
even of the briefest,
than in all the alcohol
ever distilled."

-Edward Lucas

Mini Story for Sleep Sense

■ Sleep Cultures in India

Mini Story

Sleep Cultures in India

Before we gave in to an increasing, not always-sensible, homogeneity, how we ate, dressed and slept was informed by where we lived. The local weather conditions, prevalent raw materials and the norms of our households and immediate surroundings informed our choices, unlike now, when the only light in our rooms at night is from our gadgets and sleep paraphernalia is mass-produced by big retailers and not always suitable for micro conditions.

Almost every part of our country had its own sleep practices, from how we made our pillows and blankets to what we wore to sleep. In the hotter parts of the country, there was an emphasis on soft breathable fabrics, sleeping and waking early and structures were built for natural ventilation, while the colder parts were bolstered by tighter weaves in their clothing

and blankets, architecture focussed on natural insulation techniques and food was consumed to keep the body warm.

No single product represents the diversity of our sleep practices as much as blankets, our myriad weaving techniques and use of materials a testament to our indigenous knowledge and skill. From the Khes in Punjab to Dohars in Uttar Pradesh for the warm summer months to Kamblis in Karnataka, made from sheep wool for the colder months, almost every region has developed its own intricate style that's both skin-friendly and suited to the local weather. In Assam and Manipur Laisingphee blankets are made with bamboo and cotton, while Gaujarati Kodhis are made with 100% wool and dyed with tea leaf extract.

(Right) The charpai, traditionally made with wood and plant-based rope, is elastic and breathable.

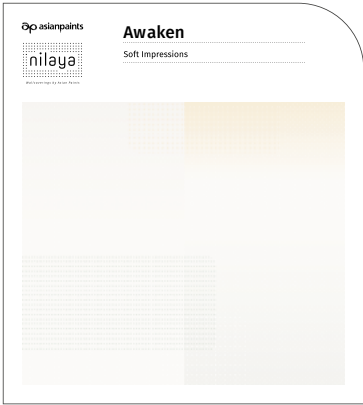
Image Source: Shutterstock



Wallpaper & Texture Forecast

Light Calming & Breathable

Subtle shades and patterns create walls and accents that add a touch of tranquillity and serenity to rooms. The wallpapers work well with a multitude of combinations and settings giving a feeling of wholeness and calm. The patterns have luminosity and transparency, circumventing boundaries and confines.



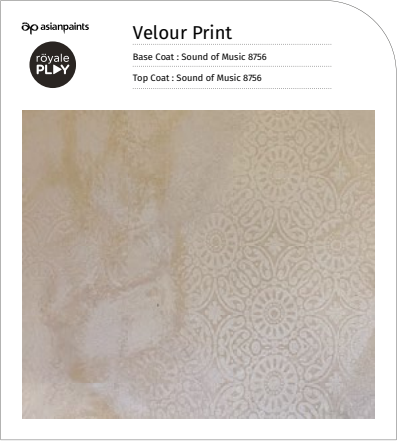
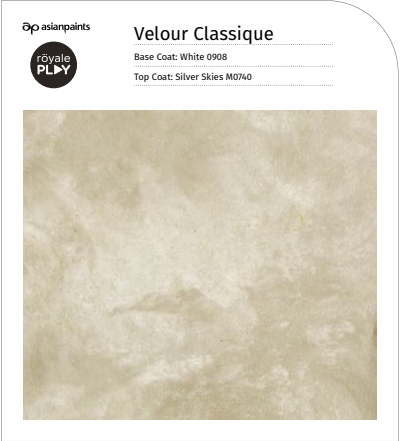
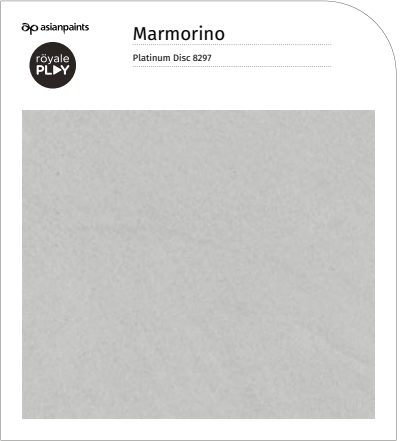
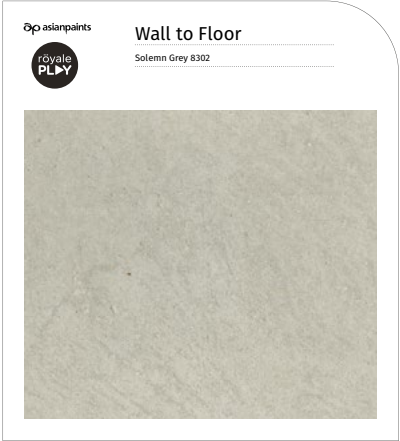
Awaken Wallpaper in use



Royale Play Wall to Floor Texture in use

Comforting
pacifying
textures

Soft, warm textures that feel light and breathable, the collection takes us back to comforting memories of a time when life felt uncomplicated and slow. Calming and pacifying, the textures are derived from indigenous craft and local practices, borrowing heavily from age-old wisdom and a simpler time.



Design Examples

Home linen firm Tucked.in makes weighted blankets in cotton and velvet that the company says helps with calmer, better sleep, creates happy hormones and even tackles insomnia.



Image Source: Official Instagram account of Tucked.in

Bose Sleep Bud II has been created to silence all external noise with a mini in-built white noise machine to help one sleep better.



Image Source: Official Instagram account of Bose

Wolveridge Architects' Courtyard Residence offers a sense of protection and retreat with its calm colours, elemental palette and textural rawness.

Image Source: Official Instagram account of Wolveridge Architects



The natural scents of geranium, lavender, nutmeg, sandalwood and chamomile have now been recognised to induce sleep by relaxing and calming the senses.

Image Source: Shutterstock



Image Source: Eightsleep.com

Temperature regulating Eight Sleep Pod 2 Pro Cover comes with biometric sensors and a water-cooling grid that can be fitted on a mattress. The cover also tracks sleep, sets alarms and comes with a dual temperature zone to accommodate more than one person.



Uniquely luxurious lime-based paint, revolutionized for the modern world. From Asian Paints, Nilaya Naturals is a meticulously crafted natural paint presented in sustainable packaging. Over 90% of its Earth safe ingredients and a lead content that does not exceed 90 parts per million, make Nilaya Naturals healthy and robust, create breathable layers and give the paint a clean, fresh smell. A tonally perfect palette of more than hundred plus shades interact with natural light in delightful ways, while the flawlessly matte, vintage-inspired finish only grows more beautiful with time.



SHROOM

Mesmeric and tenacious, with a whole lot of whimsy

"Fungi are the interface organisms
between life and death."

-Paul Stamets

There's a sprawling kingdom just below our surfaces, silently creating life that sustains and balances ecosystems. The mycelic world or the world of fungi, that sometimes reveals itself through little nooks and crannies, has captured our imaginations like never before, emerging as the new frontier for science, art and everything in between. For millennia, mushrooms—the fruiting part of mycelium—have been associated with decay and

decomposition or at the very best as a symbol of counter-culture. But now we are waking up to the knowledge that these vast, interconnected hyphae are actually a story of revival and rebirth, taking all that is dead and turning it back to life, in many ways mirroring the year itself, as we come out of isolation and the biggest healthcare our generations have witnessed.

Triggers

Eating differently

Mushrooms have been a part of some Asian cuisines for centuries, hailed both for their medicinal and nutritional value as well as their sharp umami flavour. The humble little fungi have gained global dominance only in the past few years as, increasingly, people look to alternatives for meat and turn towards plant-based diets. What was once popular only as the second most popular pizza topping has now gained its place of pride on our tables as eating fresh, natural and foraged food has become the new way of eating better.

Image Source: Unsplash



Urban farming

The wellness and sustainability zeitgeist has prompted all of us to grow things and urban farming has emerged as a popular hobby. We're growing things everywhere we can, in our kitchens, on our terraces, in our cupboards and sometimes even on sidewalks. Among this newfound love for all

things homegrown, mushrooms have made for a relatively easy crop, we can even grow it in our bedrooms. India has emerged as a hotbed for mushroom farming, as farmers and small entrepreneurs have realised its potential and skyrocketing demand.

Image Source: Shutterstock

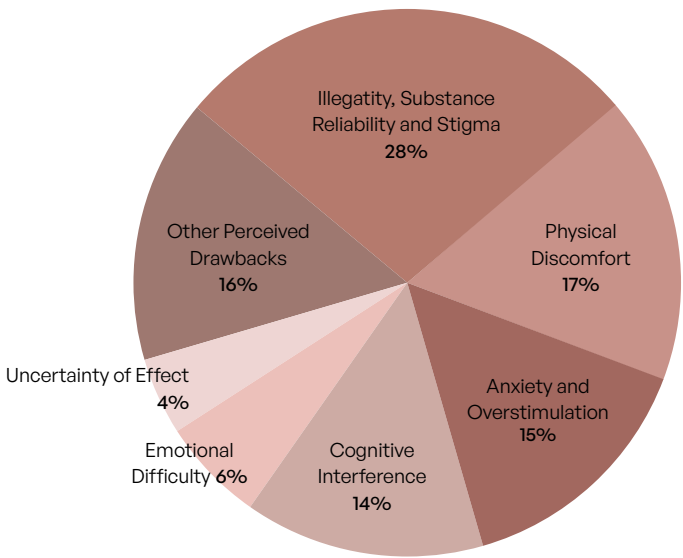
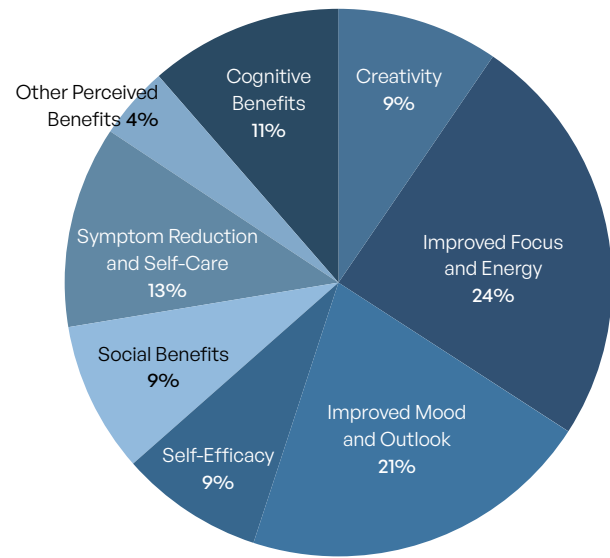


Contemporary biotechnology and preventive medicine

Once the poster child of 1970’s counter-culture, mushrooms are fast gaining recognition as nutraceuticals and pharmaceuticals. Mycologist Paul Stamets has called them “nature’s miniature pharmaceutical factories” with

mushroom-based powders and pills entering the mainstream and getting legalized in several parts of the world. Researchers and medical practitioners are now making a case for legalizing the use of psilocybin to treat problems.

Microdosing Benefits and Drawbacks



Ruling the runway

They’ve sprouted regularly on the runways in the past year as the fashion world tried to capture mushrooms’ endlessly mesmerizing qualities. Bioluminescence, amorphic form, unmatched intricacies and an implied

grooviness became the theme for designers Iris Van Herpen, Rahul Mishra, Ashish and Alexander McQueen, while Stella McCartney and Hermes have taken it one step further with the launch of vegan leather that they are now using for handbags and clothing.



Model Valentina Sampaio attends the 2021 Met Gala in an Iris Van Herpen dress inspired by the mycelic world.

Image Source: Getty Images



Colour Forecast

"A palette reminiscent of the tenacity of natural elements in all their strangeness and familiarity."

Haptic feeling & grooviness

Absorbing and layered, the colour palette is reminiscent of the quiet strength and tenacity of natural elements in all their strangeness and familiarity. With a rich sense of haptic cognizance, the creams and beiges are elemental while the pinks and blues hint at the inherent grooviness and intrigue of the wild fungi.

Shroom



Delphinium Blue-N
9641



Persian Pottery
9652



Pink Reserve
9120



Stone Steps
8426



Beige Rage
8770



Mystery
8744



Powder Rouge-N
K244

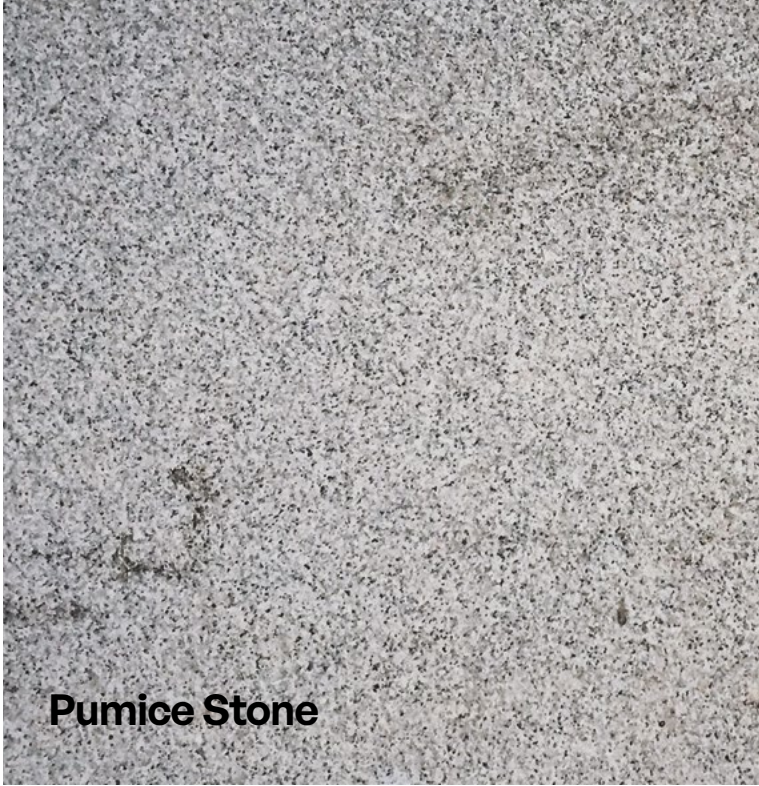
Material Forecast

Hard Materials

Bringing out the uneven, porous surfaces seen on mushrooms, the diverse set of materials represents micro-textures, imperfections and interconnections found in the mycelic world. These materials can be manipulated into an array of formerly unseen forms with an unreal edge and surreal quality.



Baked Mycelium



Pumice Stone



Glazed Ceramic



Agate

Travertine marble—A terrestrial limestone, the stone resembles the uneven, porous nature of mushrooms.

Agate—A semiprecious form of quartz, agate emulates the layers of turkey tail mushrooms.

Ceramic glazes can be made to resemble the visceral micro-textures found in the mushroom world.



Plaster



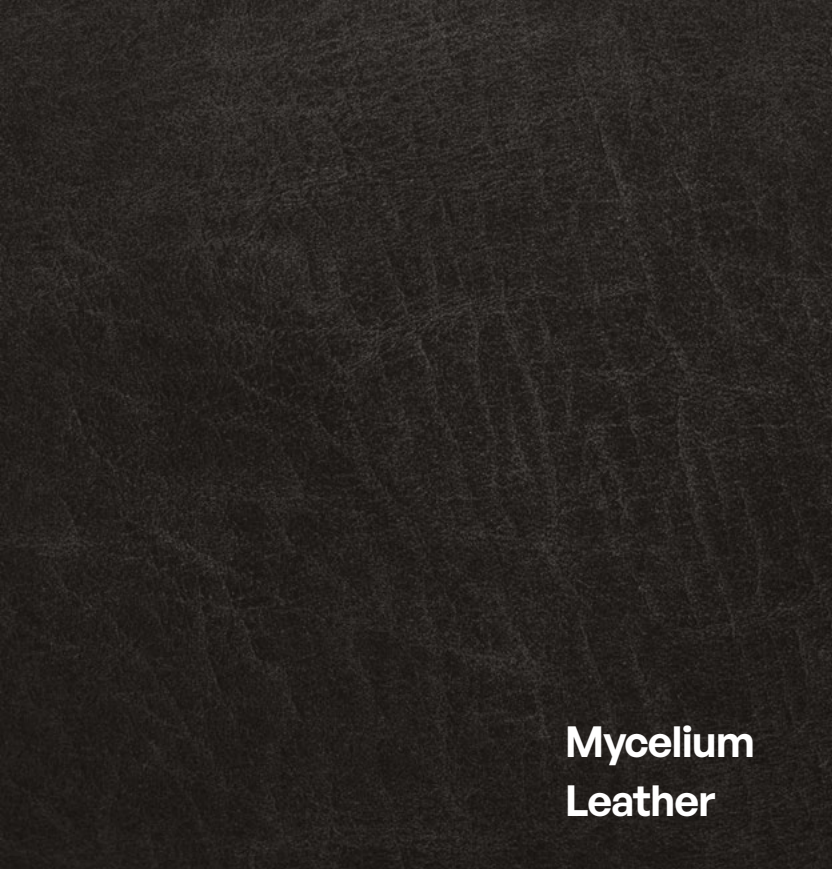
Tie Dye Fabric

Soft Materials

The materials are made to mimic the intricacy and diversity of the fascinating fungi. Simultaneously delicate and strong, while materials such as marbelised fabrics incorporate mushrooms' psychedelic properties, others take inspiration from the layers, unevenness and velvety smoothness of mushrooms. Some of these materials have a homegrown quality as they are made of actual mycelium.



Pleated Textile



Mycelium Leather



Cotton Velvet

Mycelic leather—The smooth mushroom leather is now being used for even the most high-fashion garments and accessories.

Papier-mâché brings out the unevenness of mushroom caps.

Pleated fabrics replicate mushrooms fins while laser cut fabrics are made to resemble the mushroom veil.



Bouclé Fabric

Wallpaper & Texture Forecast

Fluid forms & Tactile surfaces

Intricate and diverse, the wallpapers bring out all the inherent glory of mushrooms, with their varied textures, colours, behaviours and forms. The collection adds a natural yet unpredictable depth to a room with mesmeric textures and patterns, bringing forth a formerly underground, surprising world.



(Left) **Good Vibrations Wallpaper** in use
(Bottom) **Paper Bloom Wallpaper** in use





Royale Play Fern Texture

Visually stimulating & Abstract

A collection of micro-textures that bring out the interconnectedness and layers of mushrooms with their fluid forms and tactile surfaces, these sensory textures range from waxy and smooth to shiny and thread-like, showcasing the diversity, strangeness and strength of mycelium.



Design Examples

Giancarlo Mattioli’s Nesso lamp, designed in the 1970s, has become a legend in itself, selling for thousands of dollars on Ebay.

Image Source: Getty Images



Canadian musician Tarun Nayar is harnessing the sound of the mycelic world. The Hindustani classical singer and biologist says his music is organismic and uplifting, he calls it ‘plant ragas’.

Image Source: Tarun Nayar



Artist Alex Morrison showcases how the subcultural icon that once stood for rebellion and activism went on to become domesticated and ornamental.

Image Source: Official Instagram account of Alex Morrison



Designer Brandon Maxwell looked to mushrooms to create colourful graphics for his spring/summer 2022 collection.

Image Source: Getty Images



The Mycelium chair by Dutch design studio Klarenbeek and Dros combines 3D printing with the fungus to make a chair that emits oxygen and turns into fertilizer eventually.

Image Source: Getty Images

Soft and luminescent or bright and layered, mushrooms lend inspiration to a host of products from rugs to mirrors.



Belgian design company Permafungi uses the leftovers of oyster mushrooms to make lampshades and packaging material.

Showcased here is Permafungi's mycelium-based building material with a map of Brussels.

Image Source: Getty Images



Colour of the Year

SILVER ESCAPADE

The colour of the year Silver Escapade, is an interaction in time, a chronicle of the past and a beacon of things to come. The iterative silver is evocative of a travelling mind, that's going forward through our virtual and physical worlds, informed by the magical stories of our childhoods, a brighter present and a future that will be consciously created by us. Silver is the colour of time travel and technology, it is also the colour of child craft. The past few years forced us into a stillness that we got through by looking at silver linings and as the world finds its feet

again, we are marching to that horizon, on the drumbeat of possibilities. The infinite, illusory colour has the intimacy of a dream, beyond the light and dark, when deep in our minds we can have adventures and experiences that are almost impossible in real life. If silver is the colour of time, we are the time travellers, passing through a portal of memories and dreams to a future that is open, mesmerising and if we reach out enough, within our grasp.

Silver has been the colour of wellness and auspicious new beginnings in India for centuries, a ubiquitous colour of hope, festivities and glamour.

Culturally significant, silver has found expression in intricate zari work, added opulence to Indian sweets and been the gift of choice for newborn babies for its anti-microbial properties. The versatile colour has also signified the future, emerging as the most used colour for gadgets.

As wellness and hope for the future have emerged as the two most important design trends this year, silver has been a colour that encapsulates our past and our future, one that allows us to build a new world with the wisdom and joy of our childhood. Timeless and expansive, the colour transcends physical and digital realms.

TRANSITIONAL

INFINITE ILLUSIONS

MAGICAL

SILVER LININGS

TIME TRAVEL

INDIAN MODERN GLAM



asianpaints

Colour of the Year 2023

Silver Escapade



Silver Escapade

M604

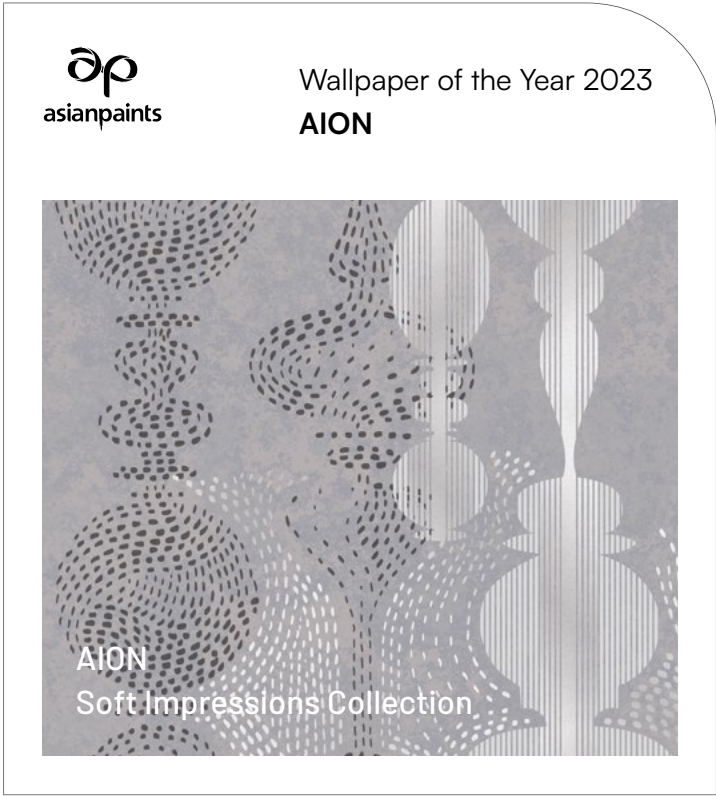
AION

(‘Ahee-ohn’). In Greek mythology, Aion is the God of Perpetual Time, Eternity, and Zodiac.

Arresting and conceptually complex, Aion, the dazzling Wallpaper of the Year, offers more than the eye can see. Enchanting to behold and fascinating to contemplate, a delicate choreography of contrasts fills a space with art and atmosphere, while a tale is told of the universe’s greatest puzzle: Time.

The deft use of tones in different sections of the design makes for a mesmerizing visual palette and an enthralling sense of depth, while fine decorative details

confer dimension. Against a soft wash of colour, hanging chandelier like, receding totem silhouettes signal the way back into myth and mist. And in the foreground, strong graphic lines, powerful and modern, blaze with white intensity, announcing the thrill of an awaiting future.





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