



2017



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COLOR TREND 2017

Boysen's Color Trend 2017 is a collection of contemporary, neutral and classical colors that reflect the major social and design trends of today. Our Color Team developed four palettes — **TRADITION, TECHNOLOGY, MAXIMAL and MINIMAL**.

Although each of the 24 new colors can stand alone, six colors that work together were carefully curated to form a collection so that you can effortlessly create a design scheme.

The four palettes are divided into two sets because the palettes in a set have a clear relationship, albeit a divergent or even opposing one. The design of this brochure reflects this connection.

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TRADITION | TECHNOLOGY

Tradition and Technology are not antithetical but divergent. Both palettes are colorful yet the ambience that one palette creates is very different from that of the other.

Tradition represents the influence of the different aesthetics of handcrafted artistry from around the world, and their combination, on the designers of today. The modern interpretations produced this colorful but muted palette.

Technology is a fresh and exciting palette that takes its inspiration from the developments in the digital world and the invention of new materials, especially with how light influences the hue and saturation of colors.

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TRADITION



BCT17-7508S Scout's Honor



BCT17-7713S African Herbsman

*For Interior Application Only



BCT17-7714S Phoenician Find



BCT17-7408S Tribal Teal



BCT17-7803S Lokal Brown



BCT17-7715S Mystical Jar

*For Interior Application Only

*Apply Multiple Coats





Tradition is a collection of bright but restrained colors, a gentle burst of green, brown, blue and red.

This surprisingly harmonious palette has clear roots from the past, inspired by excellent craftsmanship honed through generations, like folkloric weaving patterns and heirloom tapestries.

Technological advancements have allowed for a cross-pollination, not only through time but also through space, of the vernacular concepts of beauty.

If you want your rooms to speak with a remarkable eloquence, then use this palette to color your space.





TECHNOLOGY



BCT17-7716S Techy Romantic



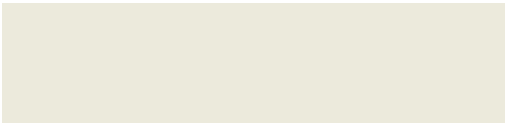
BCT17-7606S Glow with the Flow
*For Interior Application Only



BCT17-7409S Pocket Rocket



BCT17-7410S Space Encounter



BCT17-7010S Crystal Sparkle



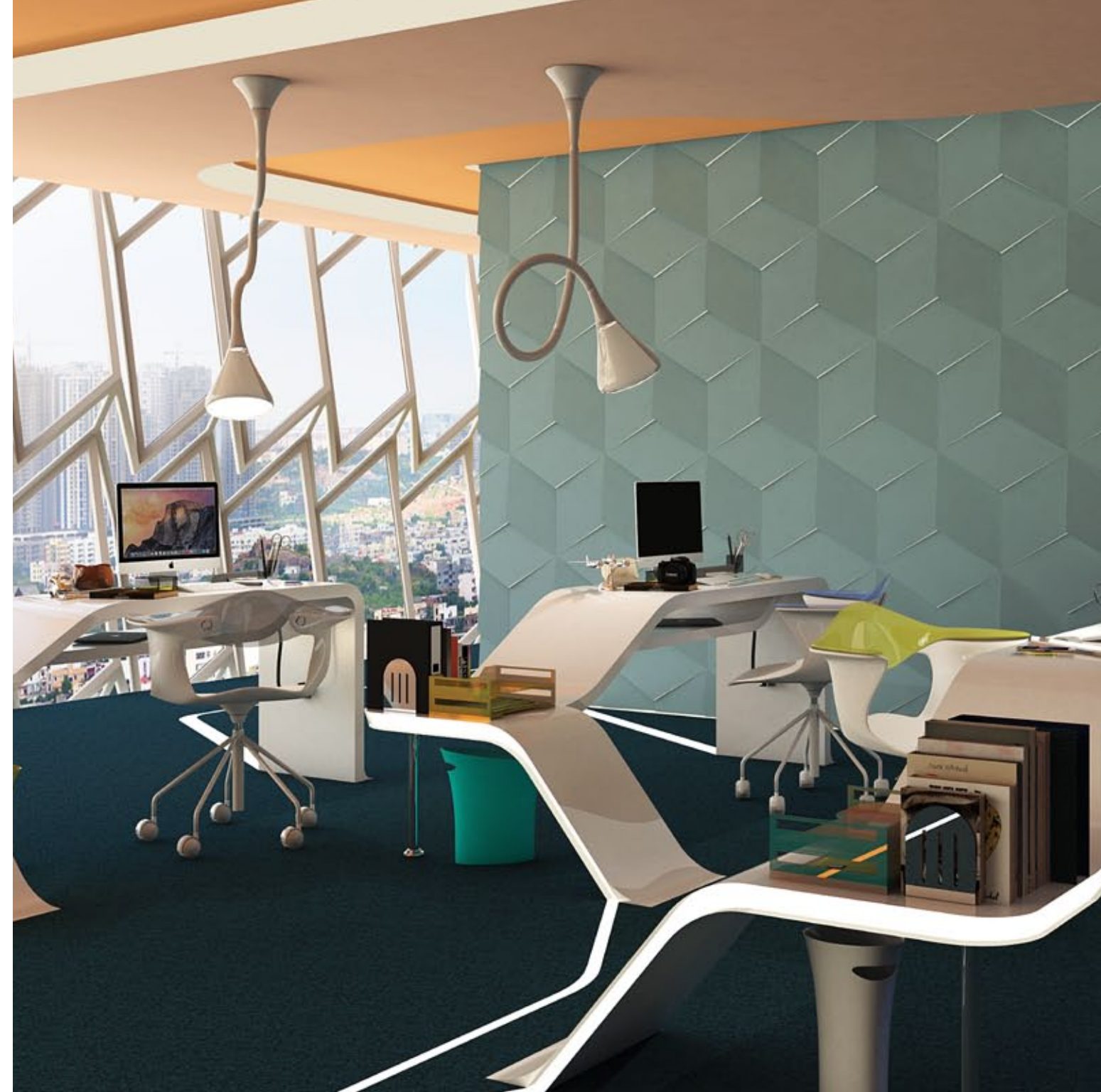
BCT17-7717S Shimmer Shake



Technology is a palette of bright pastel colors saturated with light.

Painting surfaces with these colors will expand the perception of space, and create a buoyant, lighthearted ambience.

These colors of yellow, blue and orange are inspired by the effect of filters on digital images, and the appearance of refracted light penetrating new building materials with varying degrees of transparency.





BOYSEN® COLOR TREND 2017

Available at various Mix & Match Stations nationwide.



PERMACOAT™ Semi-Gloss Latex

Express yourself with colors!

TRADITION

Local. Global. Craftsmanship. Sophistication.



BCT17-7508S
Scout's Honor

BCT17-7713S
African Herbsman
*For Interior Application Only

BCT17-7714S
Phoenician Find

BCT17-7408S
Tribal Teal

BCT17-7803S
Lokal Brown

BCT17-7715S
Mystical Jar
*For Interior Application Only
*Apply Multiple Coats

TECHNOLOGY

Prismatic. Transparent. Filtered. Refractive.



BCT17-7716S
Techy Romantic

BCT17-7606S
Glow with the Flow
*For Interior Application Only

BCT17-7409S
Pocket Rocket

BCT17-7410S
Space Encounter

BCT17-7010S
Crystal Sparkle

BCT17-7717S
Shimmer Shake

MAXIMAL

Complex. Embellished. Bold. Free.



BCT17-7412S
Designer Denim

BCT17-7509S
High Society

BCT17-7413S
Rebel Yell

BCT17-7719S
Tuscan Sun
*For Interior Application Only

BCT17-7720S
Fine Wine

BCT17-7721S
Pink of Wealth

MINIMAL

Bare. Nudes. Shades. Raw.



BCT17-7411S
Underground Harbor

BCT17-7718S
Barenaked

BCT17-7902S
Tinderbox

BCT17-7903S
Dapper Dan

BCT17-7904S
Genuine Article

BCT17-7804S
Basic Blend

*For technical reasons connected with color reproduction in print and paint manufacturing, these colors may not exactly match actual paint color.



Virtuoso™ SILK TOUCH™

SAFE	NON-STICK	SILKY SMOOTH
Odor-less Low VOC Lead Free	Elegantly Matte Easy Clean	Distinctly Smooth to Touch

TRADITION

Subtle intensity



VCT17-7508
Scout's Honor

VCT17-7713
African Herbsman

VCT17-7714
Phoenician Find

VCT17-7408
Tribal Teal

VCT17-7803
Lokal Brown

VCT17-7715
Mystical Jar
*Apply Multiple Coats

TECHNOLOGY

Living with luminosity



VCT17-7716
Techy Romantic

VCT17-7606
Glow with the Flow

VCT17-7409
Pocket Rocket

VCT17-7410
Space Encounter

VCT17-7010
Crystal Sparkle

VCT17-7717
Shimmer Shake

MAXIMAL

Ease in resplendence



VCT17-7412
Designer Denim

VCT17-7509
High Society

VCT17-7413
Rebel Yell

VCT17-7719
Tuscan Sun

VCT17-7720
Fine Wine

VCT17-7721
Pink of Wealth

MINIMAL

Being in balance



VCT17-7411
Underground Harbor

VCT17-7718
Barenaked

VCT17-7902
Tinderbox

VCT17-7903
Dapper Dan

VCT17-7904
Genuine Article

VCT17-7804
Basic Blend

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JOMO - the Joy of Missing Out
- is at the heart of this palette.

Minimal defines the
new necessities of today
— time, healthy relationships,
and privacy.

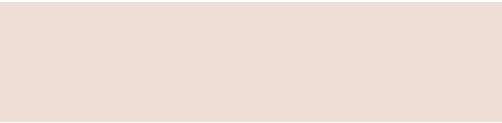
Wellbeing and mindfulness have
become the means to live a full
life. Energy homeostasis, literally
and figuratively, is the new luxury.

The dark, cool greys and
a muted green, can create
a space for cocooning where people
find their balance, equanimity
and peace of mind.

MINIMAL



BCT17-7411S Underground Harbor



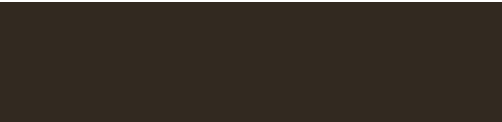
BCT17-7718S Barenaked



BCT17-7902S Tinderbox



BCT17-7903S Dapper Dan



BCT17-7904S Genuine Article



BCT17-7804S Basic Blend







Maximal is the 21st century's definition of flamboyant femininity. Florals play a dominant role in this palette's inspiration.

The jewel tones of blue, yellow and red are rich and opulent, creating a supremely confident, complex palette full of splendor and delicious excess.

This palette belongs to a doyenne's domain or a precocious girl's boudoir, or the living space of a woman in her prime who plays by her own rules.

But what makes this palette even more luscious is that men can use it too, if they have developed the refinement to mine its masculine undertones, or if they have the self-assurance to show their feminine side.





MAXIMAL



BCT17-7412S Designer Denim



BCT17-7509S High Society



BCT17-7413S Rebel Yell



BCT17-7719S Tuscan Sun
*For Interior Application Only



BCT17-7720S Fine Wine



BCT17-7721S Pink of Wealth



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MAXIMAL | MINIMAL

Maximal and Minimal are true opposites, born out of people's proclivity for a particular way of life.

Maximal is a lush life incarnate, an existence replete with exuberance, where the world is embellished, layered, and multifaceted. A space painted with this palette explodes with energy and vigor, befitting intrepid individuals and their bold strokes of expression.

Minimal manifests a restrained, simplified life, where one chooses the essential, cuts the extraneous, and carves out space for what the individual considers important.

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