

wattyl<sup>®</sup>

# Worlds Apart

20  
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Colour  
Forecast



Paint is a **QUICK** and  
**INEXPENSIVE** way to  
**TRANSFORM** a space.  
Adding fresh colour to your  
walls allows you to set the  
scene and create a brand  
new look so you can  
**EMBRACE** the **TRENDS**.

**wattyl**<sup>®</sup>

## INTRODUCTION

# Worlds Apart



As we start a new decade it seems timely to reflect on the last and take stock of where we're at right now, and when we think about it, the duality of life has never been more apparent. The rise of the

digital culture sees us spending more time interacting through screens and it's becoming harder to tell what is real and what is digital and we don't seem to care about the difference.

At the same time we yearn to reconnect with our natural environment and borrow from our past, when times were more simple. We desire the tactility of the organic and embrace the unrefined tones that connect us with nature. Moving forward, whilst looking back, the digital and the natural are so close, and yet worlds apart

*Sarah*

**Sarah Stephenson**  
Wattyl Colour and Design Expert



# Bright Future

Curating reality to look perfect  
in the digital world.

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Side wall, clockwise from top left: Watty! 'Space Odyssey', Watty! 'Grey Ember' and Watty! 'Firefly'. Rear wall, clockwise from top left: Watty! 'Pretty Polly', Watty! 'Firefly', Watty! 'Space Odyssey' and Watty! 'Secret Shrine'.

Lounge and blue ottoman, Valiant Furniture. Yellow ottoman, MCM House. Cushion, Studio Alm. Lamp, Euro luce.



In this new landscape, colours, materials and accessories will be chosen for how they look on screen as much as how they appear in real life. Colour-saturated spaces, contemporary forms and modern materials give spaces a sci-fi edge.



Wall, clockwise: Watty! 'Space Odyssey', Watty! 'Grey Ember' and Watty! 'Firefly'.

Chair, Valiant Furniture. Ottoman, MCM House. Tray, HAY. Cup, Elph Store.

### Create the look

Experiment with bright and deep, bold colours for a vibrant, dramatic outcome. For a more playful feel, use a backdrop of fresh white with bright accents.



The result of our obsession with social media means we constantly curate our real worlds to look perfect in the digital world.

Side wall, clockwise from top left: Watty! 'Space Odyssey', Watty! 'Grey Ember' and Watty! 'Firefly'. Rear wall, clockwise from top left: Watty! 'Pretty Polly', Watty! 'Firefly', Watty! 'Space Odyssey' and Watty! 'Secret Shrine'.

Chair, Valiant Furniture. Bench, DesignByThem. Lamp, Euroluce. Tray, HAY. Cup, Elph Store.



There is a growing focus on artificial and digital tones that pop on screen as much as they do in real life. These youthful, tech brights create a feeling of an art installation.

Wall, clockwise: Watty! 'Space Odyssey', Watty! 'Grey Ember' and Watty! 'Firefly'.

Chair and cushion, Studio Alm.

### Colour tip

Digital blue is a disruptive, statement, accent colour that adds dynamism to any interior. Offering a saturated and vivid intensity, it creates an upbeat, charismatic aesthetic.



BRIGHT FUTURE

# Inspiration



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## About the look

A mixture of geometric and organic shapes, and high energy colours create a stand out look. Light and shadow create pattern and focal points.

Bench, DesignByThem.  
Glass cubes, Becker Minty.

BRIGHT FUTURE

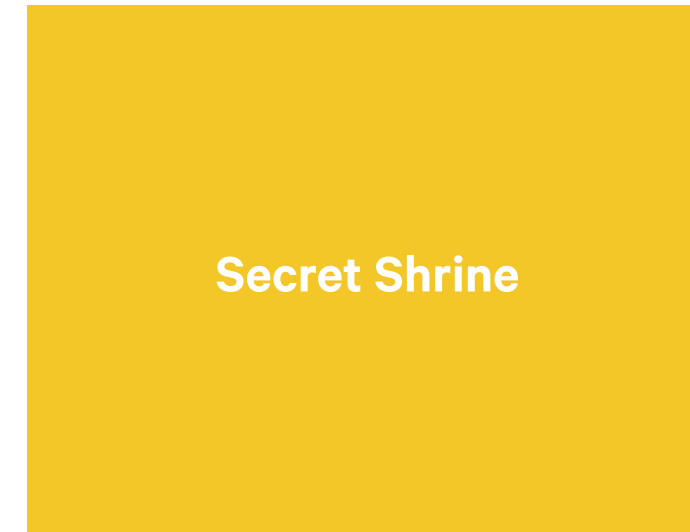
# Palette



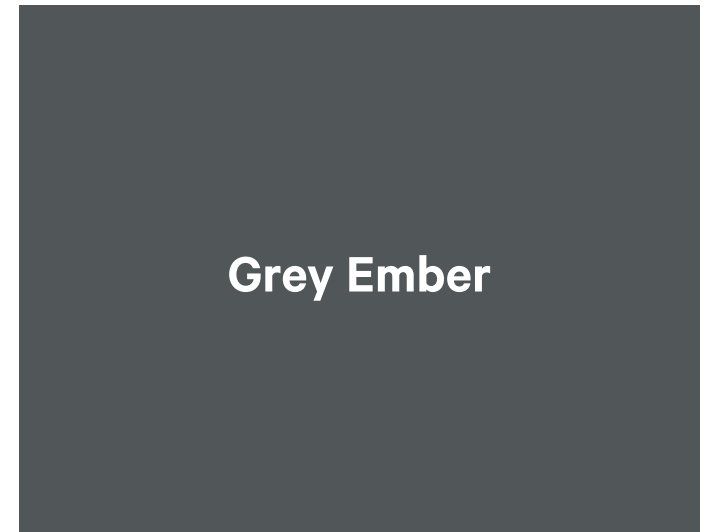
Space Odyssey



Firefly



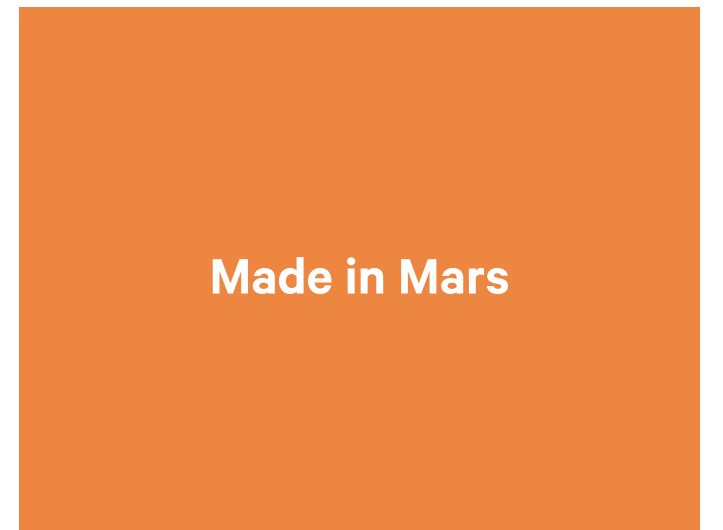
Secret Shrine



Grey Ember



Pretty Polly



Made in Mars

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# Natural Connection

The integration of wellness, nature  
and conscious design.

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Wall in Watty! 'Red Ochre'.

Booth, DesignByThem. Ottoman,  
MCM House. Cushions, West Elm.  
Light, Euroluce. Rug, Project 82.



We desire the tactility of the organic and embrace the unrefined tones that connect us with nature. Layered earthy, mineral hues, textured surfaces and sustainable, authentic materials provide comfort and connection.



Wall in Watty! 'Red Ochre'.

Booth, DesignByThem. Ottoman, MCM House. Cushions, West Elm. Light, Euroluca. Rug, Project 82. Vase, West Elm.

### Colour tip

This palette of deep blush, golden yellow, and terracotta tones has a raw, earthy and tactile appeal, and also plays into a growing importance of transseasonal colour.



Rear wall in Watty! 'Red Ochre', side wall in Watty! 'Sea Grape' and window frame in Watty! 'Moccacino'.

Lounge and rug, Project 82.  
Side table and vase, West Elm.  
Ottoman, MCM House.

Our homes become sanctuaries with a priority of calm and comfort. Warm, natural tones are layered to create a welcoming energy.



### Colour tip

Harmonise mid-tone colours to create a calming, cosy environment.



The layering of sunbaked pinks, ochre and terracotta creates a warm and inviting appeal. Texture is dialled up in plain-dyed textiles and natural weaves.



NATURAL CONNECTION

# Inspiration



We embrace the unrefined, natural, mineral tones that connect us with nature.

## Create the look

Layer warm, spicy colours and organic textures to channel the feel of a glorious sun set.

NATURAL CONNECTION

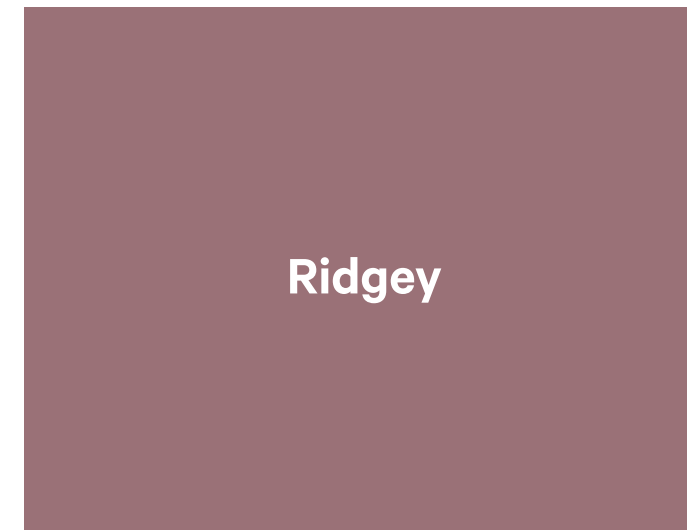
# Palette



Red Ochre



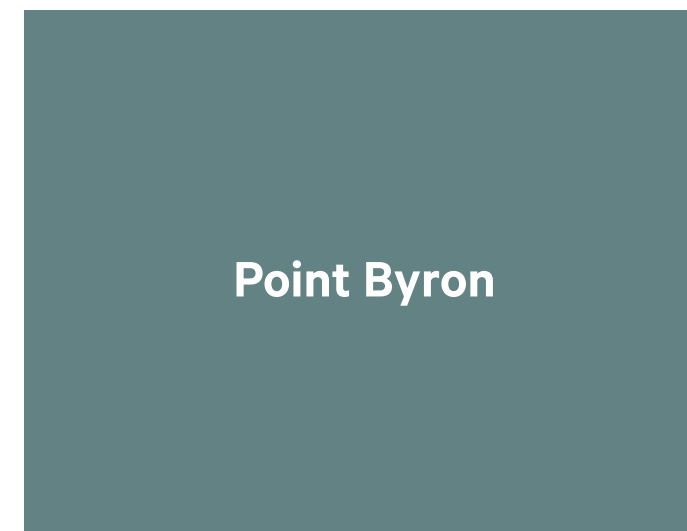
Sea Grape



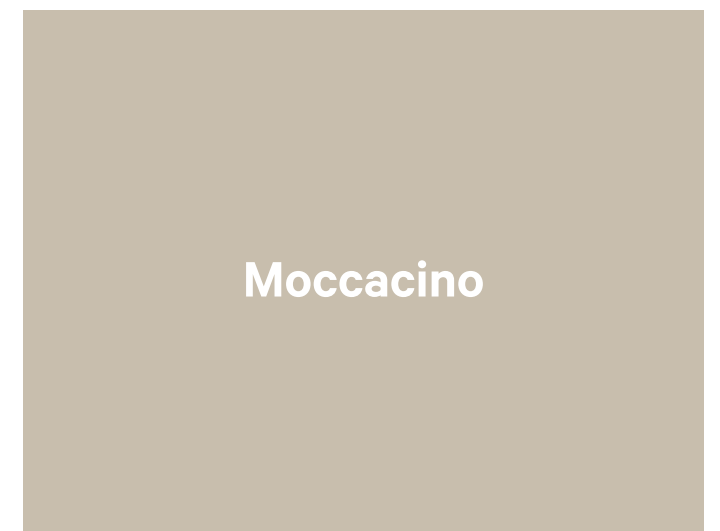
Ridgey



Indiana's Gold



Point Byron



Moccacino



## Suppliers

The designers and retailers helping to bring the 2020 Watty Colour Forecast to life.

<b>Becker Minty</b>	<a href="http://beckerminty.com">beckerminty.com</a>
<b>DesignByThem</b>	<a href="http://designbythem.com">designbythem.com</a>
<b>Elph Store</b>	<a href="http://elphstore.com">elphstore.com</a>
<b>Euroluce</b>	<a href="http://euroluce.com.au">euroluce.com.au</a>
<b>HAY</b>	<a href="http://hayshop.com.au">hayshop.com.au</a>
<b>MCM House</b>	<a href="http://mcmhouse.com">mcmhouse.com</a>
<b>Papaya</b>	<a href="http://papaya.com.au">papaya.com.au</a>
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<b>Studio Alm</b>	<a href="http://studioalm.com">studioalm.com</a>
<b>Valiant Furniture</b>	<a href="http://valiant.com.au">valiant.com.au</a>
<b>West Elm</b>	<a href="http://westelm.com.au">westelm.com.au</a>



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Don't worry,  
whatever you need,  
we can help.

For further information  
refer to the Technical Data Sheets  
available on our website.

Valspar Paint (Australia) Pty. Limited. Level 4, 2 Burbank Place, Baulkham Hills  
NSW 2153 ABN 40 000 035 914. Valspar Paint (NZ) Pty. Limited.

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