

Tiramisu

C2 PAINT

COLOR OF THE YEAR

2023



ORIGINS

Revisiting Our Roots

The laws of nature state that we are all connected, yet every being is unique. In a world of metaverses and virtual reality, our homes remain our source of groundedness, rooting us to our authentic selves.

Our Color of the Year for 2023, Tiramisu, celebrates our origins — the source from which we all rise. This rich, restorative mid-tone brown was inspired by the diverse range and tonalities of natural wood — each offering its distinct beauty — and the rich mineral hues of the soil from which they grow.

FEATURE COLOR

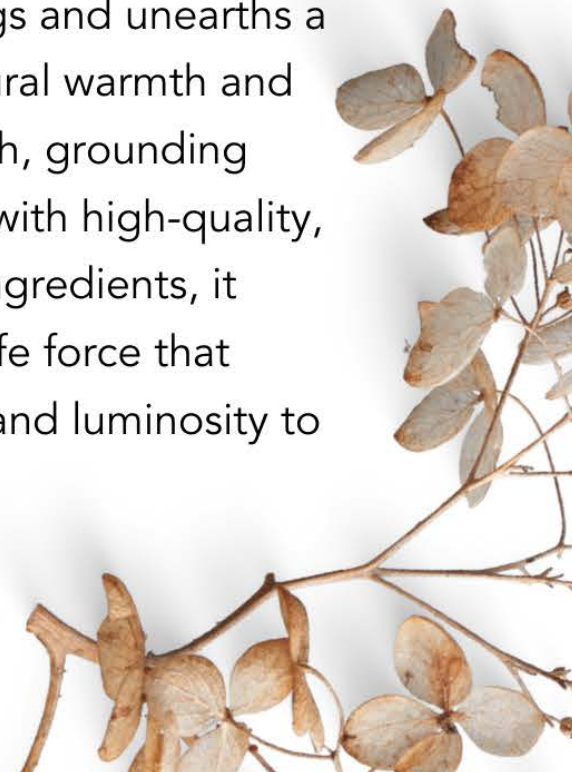


TIRAMISU

C2-600

Nurturing and dynamic, Tiramisu emits warm, ambient undertones that flicker gold and copper, inviting a sophistication and versatility that refuses to go unnoticed.

As a mid-tone brown, it symbolizes genuineness, comfort, stability, endurance, and the strength of simplicity. This nuanced color provides a rich canvas to showcase art and furnishings and unearths a dialog of natural warmth and joy with its rich, grounding tones. Made with high-quality, artist-grade ingredients, it possesses a life force that adds energy and luminosity to any room.





“

We take inspiration from around the globe, imbued by the diversity and wonder of culture, craft, and nature, where each instills a sense of originality and reflects a connection to its source. Our capsule of colours is based on research, trends, and intuition, with much consideration to how they will translate to the human element of design.

”

PHILIPPA RADON
C2 PAINT DESIGN & COLOR SPECIALIST

TIRAMISU

C2-600



grounding
nurturing

emits warm, ambient
undertones that
flicker gold and
copper

CAPSULE COLOR

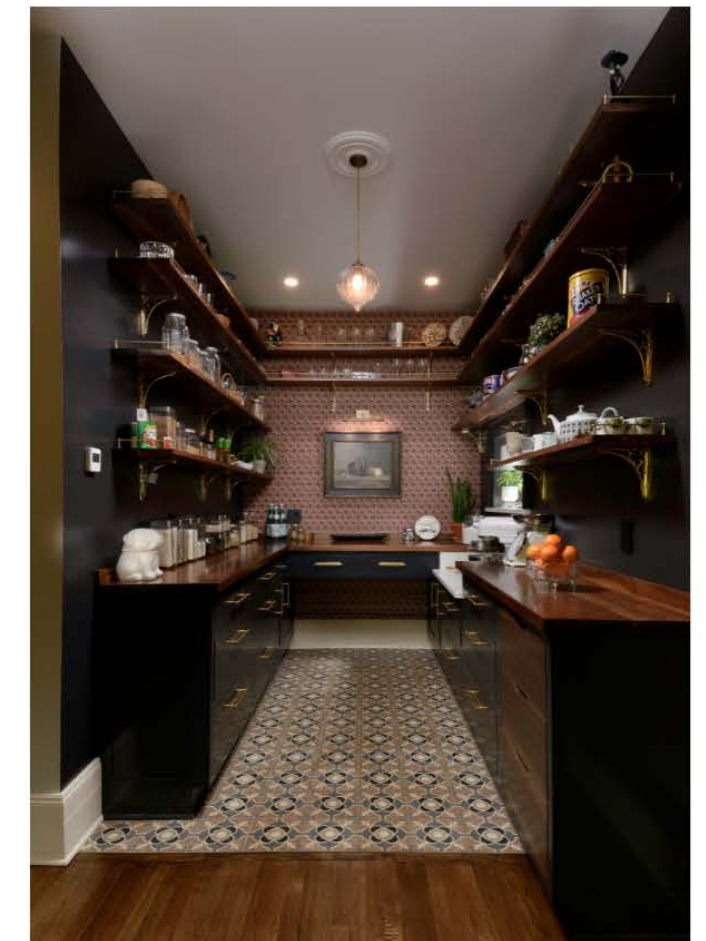


Though its color is velvety and dark, Stout is not heavy due to its multi-colorant base, which gives it a luxurious, versatile sophistication.

STOUT

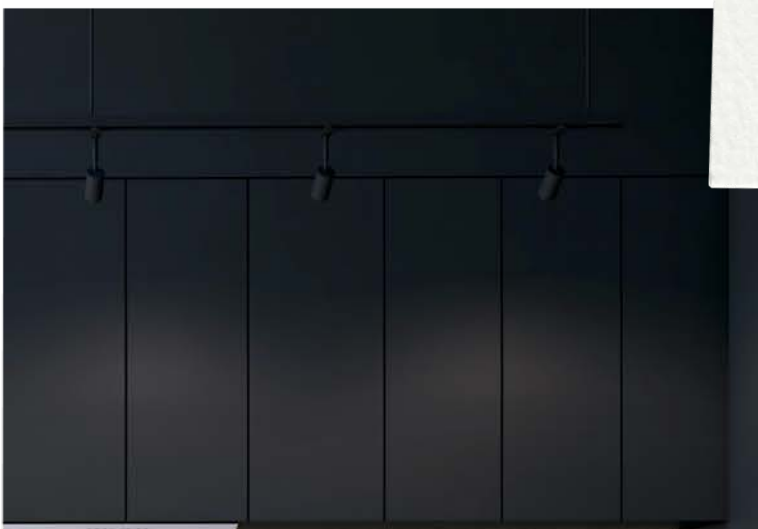
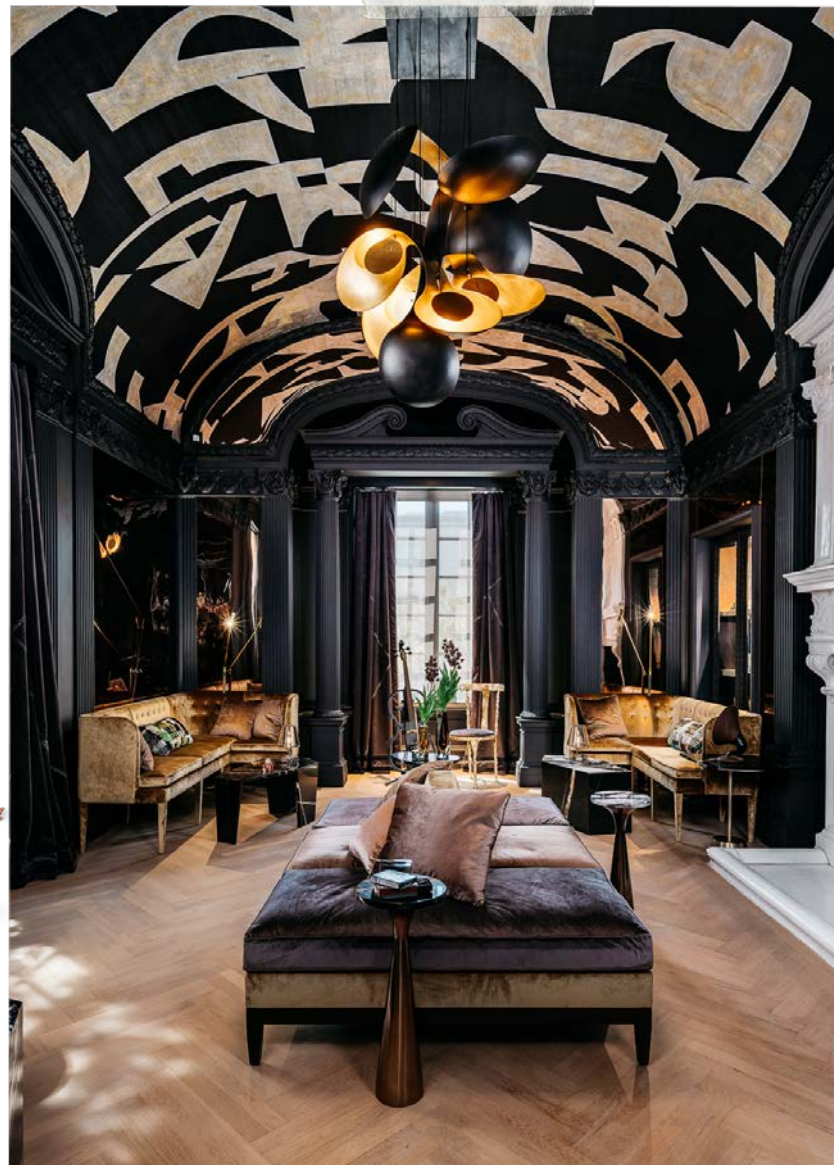
C2-968

Our modern, artistic view of black is ironically made without black ink, allowing it to reflect the full range of natural light – an essential element for deeper tones.



STOUT

C2-965



velvety
artistic

made without black ink to
reflect the full range of
natural light



EN POINTE

C2-851



graceful
nuanced

ambiguous and fluid,
it effortlessly adapts
to its environment





PURPOSE

C2 PAINT

"We chose the theme origins because it brings us back to our roots as a company. Our colors are classic, but our unique, full-spectrum process gives them each a distinct personality, both in name and formulation. As a palette, they represent a refined foundation upon which you can express any version of yourself. Our paint provides a canvas that is less like paint and more like art."

TIA CLARIDA
MARKETING DIRECTOR, C2 PAINT



GET IN TOUCH

PR Contact:

Michelle Kafka

KMG Media

407-603-5716

Michelle.Kafka@KMG.media

C2 Paint Marketing Director:

Tia Clarida

tia@c2paint.com