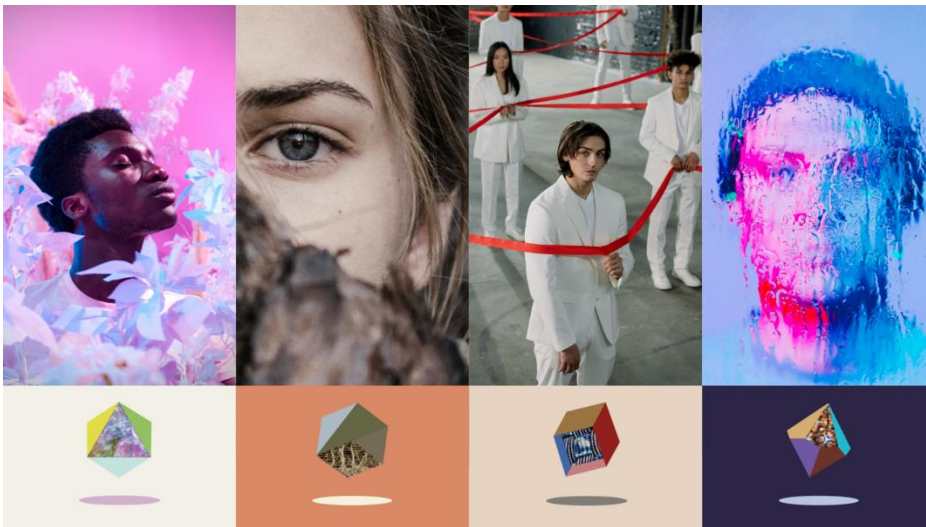


2024 is a year of action and escapism



NCS Colour Trend Forecasting

NCS Colour Trends 2024+ gives a unique insights into international drivers for colours, materials, and finishes, that are applicable cross-industry. The forecast is developed by a team of internationally renowned experts within their fields. As a result, the forecast offers relevant colour palettes and attributes to suit any market and industry.

The Trends for 2024+

INTRODUCTION

2024+ is a year of action and escapism. In recent years, we have embraced a more chromatic and a happier colour direction and much less the colours of nature, and this trend will continue to evolve. However, in 2024, we will also see a brutal parallel return to nature, a Biophilia 2.0, primarily due to the fact that climate change is moving faster than expected

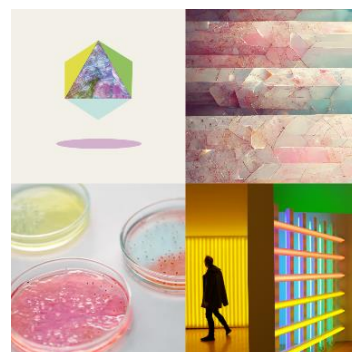
and will touch us directly. A new and critical awareness is emerging about our planet's human footprint. We are about to be introduced to a brand-new era on earth called Anthropocene.

What unites us in 2024 is sustainability and action. Action is triggered by chromatic colours, especially red, the easiest high chromatic to adopt and the colour that represents everything from STOP to action and a symbol of love and passion, good luck and fortune! We also see an increasing use of dark tinted colours, which, by definition, are perceived as more elegant and luxurious, and powerful, which is a direction we have seen in the last years and will be empowered by our need for more luxurious and powerful colours.

THE TRENDS

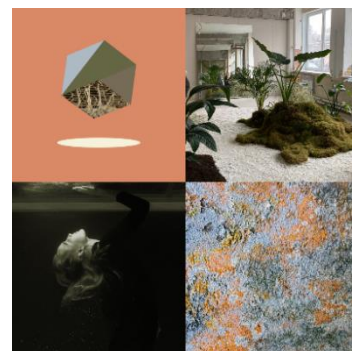
YOUNG FOLK

“From a young Metaverse to a folkloric sustainable physical world, we want happy clean colours reflecting both worlds.”



WOOD KICK

“Living as one with nature, we seek raw, natural colours with a twist of warmth and happiness.”



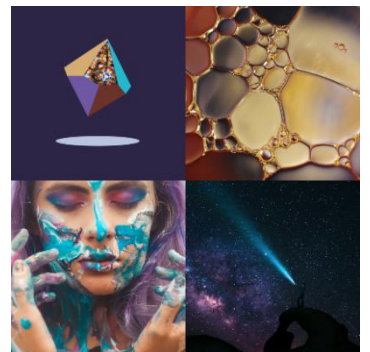
HEART / STOP

“We will put a stop to the madness of this world with love, passion, fortune and luck.”



STAR-GAZER

“As liquid humans, we escape into a kaleidoscope of identities and feelings through powerful colours that reflect mysticism, spirituality and luxury.”



The release of NCS Colour Trends 2024+

Discover the most dominating trends for the coming years, what the drivers are and how it translate into material and colour – cross-industry.

WATCH OUR NCS COLOUR TRENDS TREND TALK
Our renowned Trend Talk is anow available at Youtube and Vimeo.

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NCS COLOUR TRENDS 2024+ MAGAZINE



A collection of the most dominating trend for 2024+. Discover the colour trends for the coming years, what the drivers are and how it translate into material and colour – cross-industry.

A unique insight into the international drivers for colours, materials and finishes. An exclusive edition of NCS Colour Trends 2024+, a trend book with a complementary fan deck. Packed with in-depth insights about the colour trends for coming years and its drivers. Only available in 150 copies.

Complete with colour movements from today and onwards, extended trend stories, unique image collections, important materials, and finishes, as well as international relevant colour palettes, which makes the trends applicable cross-industry.

SPECIFICATION

- New updated format, a premium trend magazine
- A cross-industrial trend colour forecast
- 4 main trend stories complete with insights about the trend drivers
- 4 colour palettes including NCS Notations
- Main and accent colours for each trend arranged in colour proportions
- Important materials and finishes for each trend
- Inspirational mood boards
- Separate colour trend fan deck with NCS QL1 Samples
- Language: English
- Limited edition of only 150 pcs.

The limited edition of NCS Colour Trends 2024+ will be exclusively sold on ncscolour.com

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ABOUT NCS COLOUR

NCS Colour is a global provider of colour communication solutions. For over 40 years, NCS Colour has been revolutionising the way the world communicates colour. Based on NCS - Natural Colour System, NCS Colour offers solutions to industries ranging from Automotive to Coatings, Interior Design and Architecture. Today NCS Colour has sales in over 80 countries worldwide, and forms the national colour standard in countries such as Norway, Sweden, Spain and South Africa.

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