COLOUR TRENDS 2020+

2020+ marks the beginning of a new conscious world.

THE COMING YEARS are a time that is all about a circular approach, integrity, artificial intelligence and being human.

CONSCIOUSNESS is the key word of NCS Colour Trends 2020+ as we introduce four dominating trends based on the most important drivers of today, both independent and interdependent.

IT IS AN INTERESTING mix of colours that not only reflects a new type of era that begins 2020, but the important groups of colours for the years to come. The colour direction for the coming season’s interior colour trends is less bold. Instead they have moved toward a less chromatic area creating a conscious mix of toned-down hues of washed-out pastels, warm greys and rich blues.

TRANSLATED INTO NCS Notations, NCS Colour Trends 2020+ gives you the most important colours to keep track off – presented in four different themes; New Masculinity, Shades of Incognito, Human Identity and Evolving Eclecticism.

FOR THE TREND Colours of 2020+ we have reinforced our colour forecasting by inviting several internationally renowned colour experts to join us. As a result we can now offer an even more globally accurate forecast with international relevant palettes – to suit any market.

A SPECIAL THANK you to Colour Trend Forecasters for their input in this NCS Colour Production: Laura Perryman, Justine Fox, Per Nimér, Laura Perryman, Dagny Thurmann-Moe and Latika Khoshla.
TREND #01

Evolving Eclecticism

A circular approach is the primary driver in this interior trend of dominant bright blue and rusty red as we increase our environmental consciousness.
EVOLVING ECLECTICISM

The environmental impact is the far most important concern of the humanity today. Forced to take action to protect the environment for the future.

THE PUBLIC AWARENESS of our environment has never been as widespread as it is today. There is a new consciousness about the importance of consuming responsibly where sustainability is the core, not only for today but for the future. It is an evolving eclecticism where mass consumption is no longer adopted, instead we carefully choose what we want to keep based on its utility and unique features, and the products that are purchased are made of recycled material.

ONE OF THE MOST important materials in this trend is recycled plastic. Already it is used for fashion and interior design, but it has now evolved into an exciting new surface design element – the New Marble.

EVOLVING ECLECTICISM is a refreshing celebration of an environmental consciousness, creating a new type of luxury based on responsibility. By combining new design techniques with used materials, exciting new interior treasures are created. This trend is all about a mix of carefully selected novelties and vintage design, taking the best of different schools of interior design to create a new hyper-modern touch.

THE CIRCULAR APPROACH is key in this trend, creating colour combinations inspired by plastic, glass, leather, wood and textiles which is reflected in the colour palette. A combination of leading colours as sharp blue and rustic reds with rich greens and blues as top notes. Combined with unexpected accent colours of light blue and warm beige.
TREND #02

SHADES OF INCognito

A soft gradient of browns and greys inspired by the desire for privacy rather than oversharing online. Big data gathering is making us want to go incognito in a more digital world.
SHADES OF INCOGNITO

Seamless connectivity has for years contributed to a digital over-share of our lives. This has now evolved to instead embrace our privacy, with GDPR as a reaction and a first step to conceal in the shades of incognito.

THE ENORMOUS gathering of data from our online behaviour, lifestyles, choices and preferences is happening every second of the day. It is all about big data and the evolution to smart data. As a result, the exposure of customised and targeted content and advertisement online is part of our new reality. Hopefully, our data will not be used in a destructive way. But we do not know this.

THE DATA that once was actively shared and allowed has now had a counteraction as the desire to spend more time in the shades of incognito. As privacy has become more sought after, there is an evolution of new laws being enforced as an important step to protect it. However the only way to go fully incognito in a world of big data gathering is to go completely offline. We disconnect from all online connections, not to be exposed to the risks of user manipulated content – and pass by in incognito.

SHADES OF INCOGNITO is a sanctuary from the digital way of living and a celebration to the analogue. Escaping into the shadows, this trend represents a new type of veil, mixing light and transparent material such as silk, smoked-coloured glass and linen. Creating a tranquil layered colour palette ranging from rich brown to warm beige and light grey.
TREND #03

NEW MASCULINITY

A colourful parade of bright yellow and soft pastels that celebrates us humans, and to questioning the traditional stereotypes.
NEW MASCULINITY

The world today is a place where we refuse to stay put, and it is an era of movements all about equality, human rights and liberation. To be you, whomever you chose to be.

THE SEARCH for equality has created important new movements throughout the world, with the liberation of gender equality as one of the most massive. The new feminism has evolved, and with it the surge of the new (hu)man, as the new masculinity.

WHILE FIGHTING for our rights as humans, the traditional stereotypes are being questioned. The new woman is here and together with a new-born masculinity, they erase all boundaries between masculinity and femininity. Women and men do no longer stand in sharp contrast to each other. It is a paradigm shift where there is only one acceptance of who you prefer to be – as a human being.

NEW MASCULINITY is a celebration to us as humans. A playful trend that mixes soft textiles with hard metals, combined with interior details in different shapes to create a playful yet unexpected interior design. It is a colourful parade of bright yellow and soft reds, purple and blue inspired by the variety among us human beings. A cheerful gender free style with colours that is traditionally not masculine.
TREND #04

HUMAN IDENTITY

Shades of blue reflecting the embedded digital layer as human and artificial intelligence integrates and become one.
In the time of digital innovation at its peak and as artificial intelligence (A.I.) is evolving, human and A.I. unified is no longer something we just see in Si-Fi movies, but has become part of our lives.

SMART PRODUCTS have slowly become a natural part of everyday life. It is discrete, embedded and designed to help, integrated into appliances, apparel and ourselves. An embedded merge of human and artificial intelligence that had made A.I. no longer a threat, but a partner in life, challenging and allowing us humans to focus and develop our own intelligence. A new type of human identity is created, merging human intelligence with the artificial in the shape of an embedded digital layer that we invite into our homes, and even into ourselves.

HUMAN IDENTITY is a statement for a unified intelligent tomorrow, inspired by the merge of human and artificial intelligence to create a futuristic yet subtle design. Combining hard materials such as stone with smooth suede, mixing glossy and matt surface applications as well as regular forms versus irregular to create an interesting expression.

THE COLOURS for Human Identity is a pure and clean blue green palette ranging from dark blue, and muted greens to chromatic blue. Reflecting one of the most important colour areas to come, but also the artificial intelligence that already is significant for a better tomorrow.
Images, courtesy of:


**Evolving Eclecticism**, page 4. Photo by Ragnar Ómarsson, IKEA Livet Hemma. ”Ett vibrerande hemma hos” livethemma.ikea.se

**Shades of Incognito**, page 8. Photo by Ragnar Ómarsson, IKEA Livet Hemma. livethemma.ikea.se

**New Masculinity**, page 12. Photo by Note Design Studio. notedesignstudio.se


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