



AkzoNobel UK  
Communications & Public Affairs

## News release

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**APPROVED**

### **RIBA to host Dulux Trade future proofing design debate**

Dulux Trade has assembled a panel of leading industry experts to share their design insights and initiatives under the theme, 'Future Proofing Design' at RIBA London next month.

The event, on February 26, will incorporate a presentation revealing the insights underpinning the ColourFutures™ 2019 palettes - the annual AkzoNobel snapshot of global current affairs and emerging macro design trends, distilled into separate and distinct colour palettes to inspire specifiers.

Joining the discussion at RIBA HQ in Portland Place will be Rosemary Jenssen from Jenssen Architecture Ltd representing the ProCure 22 Framework; Louise Tod, independent colourist; Ted Szuman, innovation marketing manager at AkzoNobel; Jim Ashley-Down, managing director at Waldmann Lighting plus Flavie Lowres and Mindy Hadi, Associate Director and Head of Social Research at BRE.

The panel will discuss themes around the topic of future proofing design and incorporate the exploration of initiatives that put the occupants at the heart of the design brief. The discussion will highlight how, in a world dominated by new technology, design professionals can cultivate positive connections, wellbeing and productivity in the built environment.

Against a backdrop of increasing budget constraints, this event will explore ways in which designers can deliver greater value for their clients. Capturing the emerging movement to optimize building design through enhanced occupant outcomes, this forum will enable design professionals to understand the significance of introducing a biophilic design application into office spaces as part of the BRE's ground breaking research initiative. This discussion will also explain how the panel are harnessing and acting on research regarding the benefits of an occupant-centric approach to colour and design.

Marking this as the base foundation for all future interior design briefs, they will uncover under-deployed innovations in lighting, surface materials and smart coatings that support ambitions for more sustainable buildings that enable us all to be more productive and to thrive at every stage of life - whether in education, pursuing careers or using the healthcare system.

Attendees will then be given the opportunity to take part in an open question and answer session. Places are extremely limited, but accredited specifiers, designers and architects can book their place by emailing [futureproofingdesign@democracypr.com](mailto:futureproofingdesign@democracypr.com) by 22nd February.

Now in its 16<sup>th</sup> year, the Dulux Trade ColourFutures™ palettes are selected to help professionals make choices for a wide variety of buildings with more confidence, providing support on all steps from inspiration through visualisation, product choice and application.

Central to this is the Dulux Colour of the Year 2019, Spiced Honey™, a neutral shade that struck a chord with the experts during the forecasting workshop. Honey is associated with nourishment and energy and the imagery of bees themselves perfectly captured the idea of a caring, thriving community.

Paul Fleming, Marketing Manager Contractor Specifier at Dulux Trade, says: “The ColourFutures™ palettes are an inspiration to professionals to deliver spaces that help occupants thrive and this event is an extension of that.

“With such a talented panel of leading experts, the discussion is certain to include actionable insights that will be new to many of us and invaluable in our daily working lives. We focus on delivering accessible and action oriented learning opportunities, and we are pleased that this event provides content spanning many RIBA CPD Core Curriculum topics.

“There are so many innovations happening in design at present, with colour at the heart of many of them, that this discussion could not have been better timed.”

The event is at RIBA, Portland Place, London, on February 26 from 9am-11am. To book a seat, email [futureproofingdesign@democracypr.com](mailto:futureproofingdesign@democracypr.com).

All attendees will also receive a copy of AkzoNobel's ColourFutures™ 19 book.

-Ends-

For more information, contact;

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### **About AkzoNobel**

AkzoNobel has a passion for paint. We're experts in the proud craft of making paints and coatings, setting the standard in color and protection since 1792. Our world class portfolio of brands – including Dulux, International, Sikkens and Interpon – is trusted by customers around the globe. Headquartered in the Netherlands, we operate in over 80 countries and employ around 35,000 talented people who are passionate about delivering the high performance products and services our customers expect. The sale of our Specialty Chemicals business is expected to be completed by the end of 2018. For more information please visit [www.akzonobel.com](http://www.akzonobel.com).

### **About AkzoNobel Specialty Chemicals**

Industries worldwide rely on our essential chemistry in the manufacture of everyday products such as paper, plastics, building materials, and personal care items. Building on the dedication of our 9,500 employees and our shared commitment to safety, sustainability, and open innovation, we have established a world-class business and built strong partnerships with our customers. We operate in over 80 countries around the world and our portfolio of industry leading brands includes Eka, Dissolvine, Trigonox, and Berol.