



From left to right:
 Appreciation Trend Board
 Temptation Trend Board
 Vitalization Trend Board

The Scent of Colours

Renolit's newly published Colour Road Trend Report 2020/21 explores colours and scents, capturing the imagination.

Every scent is coded in our subconscious. Around 50 million olfactory receptors connect with our cranial nerves, accessing a vast database of experiences and emotions. "The associated colour shades are also stored in this

database," says Verena Mundle, whose role as part of Renolit's Colour Road team has been to help collate the 2020/21 edition of the Colour Road Trend Report, entitled Scent of Colours. "Colours are scents made visible, translations and bearers of a scent message.



If a person associates a scent with a certain product or colour then they will remember it ten times longer, as the Bochum olfactory researcher Hanns Hatt discovered. It's no wonder that millions are invested in the research and development of scents that can influence decisions to purchase."

Lavender and rose scents entice in the "Temptation" trend world. In the trend subject "Appreciation", complex scents of velvety, elegant wines and aromatic, roasted coffee beans please the senses while "Vitalization" sweeps the reader away to places with memorable scent experiences. Monika Haag, Head of Corporate Design Management at the Renolit Group, believes that such emotional experiences will be increasingly important in the future: "The more anonymous everything becomes in our digitalised daily lives, the more people seek authenticity and a desire to explore personal sensations."

In Renolit's "Temptation", the visual impressions of Wild Rose, Lavender, Lemon and Orange are each directly tied to a distinct scent. Noble Wild Rose delicately balances sophisticated grandeur with a velvety warmth that envelops the skin. Lavender, on the other hand, is a gentle invitation to peaceful respite; both relaxing

and healing. In combination with a clear design, these colours – along with Lemon and Orange – add targeted statements to living spaces. Reserved designs and medium brown oak décor present a contrast with the vibrant colour shades and create a pleasant balance.

"Appreciation" is the trend world with predominantly neutral shades and complex scents. A good Bordeaux contains up to 400 aromatic compounds and a single coffee bean over 800 – two symbols of the various ways love and appreciation are expressed. Both products stand for extraordinary taste paired with craftsmanship and a love for detail, and the passion of an experienced producer. People make conscious decisions about what and how they consume. Sensuous taste experience is accompanied by a sense of responsibility, appreciation and a good conscience with regard to fair production – this is expressed in the shades Almond and Cubanit Grey in this colour world. Another element of this trend subject is high quality material such as dark marble or sophisticated surfaces that embody elegance, durability and value. Designs inspired by natural stone or ceramics create a warming atmosphere of well-being with their neutral shades.



The ocean stands for freshness, open space and "Vitalization". Taking a deep, fulfilling breath, you can relax and slow your pace; everything is blue. Blue is the colour, scent and state of being. The fresh green of the Swiss pine is a casual partner; its scent energises and clears the mind. This is accompanied by lemongrass, an evergreen native to Asia that is used as a spice and medicinal plant. It not only promotes health and uplifts the mood but is also used as an invigorating ingredient in facial lotions, bath and aromatherapy oils. On the blue side, the cool Acai Berry blue adds elegance. The blue and green shades of "Vitalization" pair perfectly with equally natural and stimulating décor partners: wood, either natural or in subtle grey shades, provides a fresh touch and creates a cosy feeling of home.

For more information on the new 2020/21 edition of the Colour Road Trend Report, Scent of Colours, visit www.renolit.com If you are reading this article using the free Furniture Journal App, touch any of the following for an immediate link: [LinkedIn](#) [Instagram](#) [Pinterest](#) Try RENOLIT's new product configuration tool and design your own kitchen scene: www.renolit.it/inspire