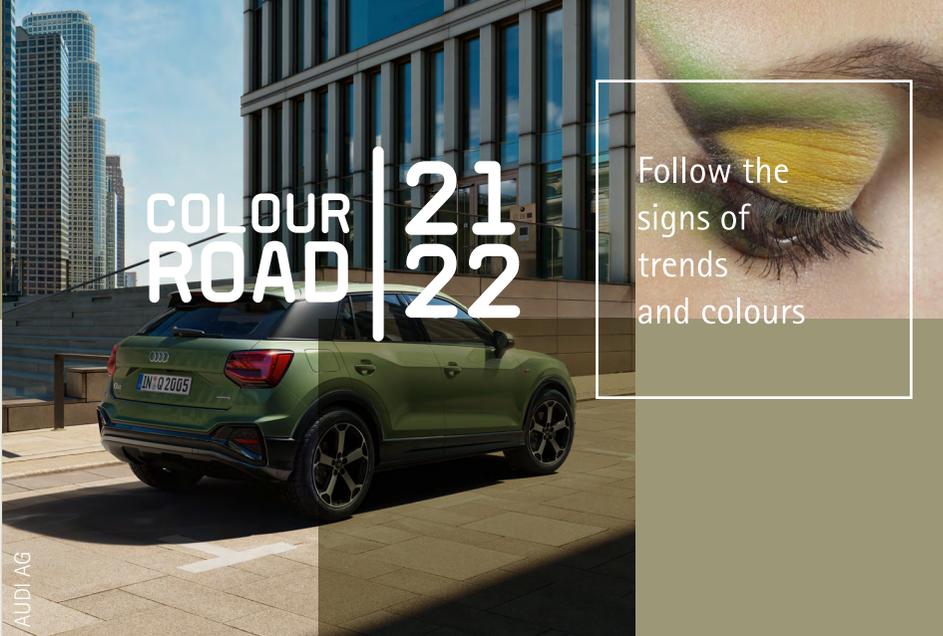




Rely on it.



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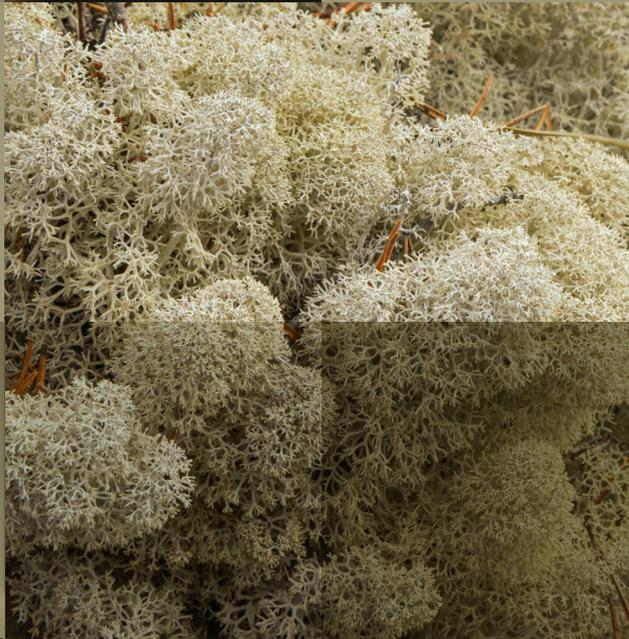
Follow the signs of trends and colours

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AUDI AG

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Inspired by the restrained green of lichen, Lichen Green is a color that invites you to engage with it on multiple levels. At a time when engaging with nature is a coveted treat, Lichen Green delivers a quietly contemplative color moment.

We are tempted to touch wherever the color appears, anticipating the subtle dampness and varied, sometimes porous textures of real lichen under our fingers.

In nature, lichen appears as a single organism, but it is actually in a symbiotic relationship between different organisms, the melding of algae and wood, for instance. Two seemingly become one and it is the sense of "one-ness" that creates a sense of balance in Lichen Green. The muted Grey Green links nature with designed spaces in a color that feels gentle, calming and comfortable.

The new Green suggests a soft, tactile side for upholstered furniture and textiles, especially in smooth fabrics and those with brushed finishes. It also appears resilient and sturdy in furniture design and on full-surface applications. Lichen Green and suggest a sense of sanctuary as unfurls its natural color across rugs, flooring, and architectural coatings achieving harmony in color and design.

Lichen Green creates a perfect backdrop on its own as well as being a welcome element in a landscape of various colors. Mingling with *Raw Cotton* and *Lemongrass*, Lichen Green adds a touch of simplicity as the Grey Green, Off-White, and Yellow Green suggest a sunlit dappled field or garden of floral delights. When combined with *Acai Berry* or *Ocean Breeze*, the colors connote earthly pleasures that tickle the senses and provide happy escapes with crisp air. The looks originate in nature, but translate seamlessly to interior design.

Lichen Green transcends the restraints of a single style, instead flowing easily from traditional to contemporary. In addition to pure colors, Lichen Green also offers its natural beauty to stone and wood looks that, again, suggest its inspirational origins.

No matter the aesthetic, Lichen Green delivers natural style and beauty for an on trend design message.

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