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signs of
trends
and colours

Finger

September
23

Altuzarra

COLOUR ROAD JOURNEY 23/24 | WAVE BLUE



Rely on it.

WAVE BLUE

Blue is a colour of seemingly infinite connections. It is universally embraced in design, symbolizes truth and authority, is cleansing as well as nourishing, and feels free and natural. These attributes may seem subjective, and some true of other colours, but blue is able to weave its many meanings into many colour stories.

As a classic reborn, Wave Blue invites the viewer to journey within the hue's depths. Its immersive dark value, warmed with an influence of red, is as dynamic as the deep oceans and outer reaches of space.

The power and strength of Wave Blue helps style a colourful landscape with other of nature's rich hues when coordinating its deep value with the light beige of *Conscious* and the carefree nature of *Comfort Oak Natural Premier*. They balance the relative cool of the blue with the warmer colours and create a sense of splendor whether in residential or commercial settings.

In a curious twist, its depth is seen as optimism for the future with a sense of attainability. Wave Blue suggests promise, and when employed as a colour for design, pattern, and surfaces, translates its attributes to design spaces from kitchen and bath, to reception, to boardroom. From colouring seating that envelops the guest to suspended cabinets appearing weightless within a room, it creates a dynamic both natural and engaging, and ultimately, comfortable in any surrounding.

Blue can act as a colour of plenty and Wave Blue has appeal in practically any material or application. Furnishings and cabinetry achieve a sense of depth when realized with this hue of deep water, while textiles appear sumptuous, and other surfaces like countertops and walls become majestic backgrounds to whatever appears on or in front of them.

A hue that is considered approachable and inviting, natural and comfortable, Wave Blue can unite the elements of a designed space. Discover the depths and connect to the beauty that is Wave Blue.

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