

# COLOUR ROAD | 23/24

Follow the signs of trends and colours



July  
23



Dries van Noten

COLOUR ROAD JOURNEY 23/24 | WHEAT



Rely on it.

## WHEAT

Waving with rows of long spiked golden grasses, tipped with feathery ends, wheat fields conjure pastoral scenes in paintings, relaxing countryside holidays, and important societal references. The image of wheat is a symbol of fertility and life in many cultures, and is grown on more land areas than any other food crop, making it an important part of economies and the lives of residents.

"Wheat" is a prime, global colour of nature that "decorates" landscapes around the world and easily transitions to indoor spaces to cast its warm glimmer on interiors large and small, formal and casual.

Wheat being a colour of sustenance and health, it is also the perfect counterpoint to the blue of *Open Sky* and the rusty orange of *Values*. That palette can be easily balanced in furnishings, case-goods, and accessories.

Bringing Wheat indoors, in both a figurative sense and a literal colour sense, can certainly add life to residential spaces, but also enhance commercial interior architecture. Applying the rich yellow of the colour to a space or item establishes what the hue suggests; nature, warmth, and sustenance, all things that invite living to its fullest.

The beautiful light of the "Golden Hour" can be translated for a space when Wheat is accompanied by the deeper yellow of *Rich Soil* and the wood grain of *Gold Harbor Oak Classic*. The three form an almost monochromatic collection that feels timeless, but also has a modern edge.

A colour so closely linked to nature creates design-scapes that appeal to all ages, genders, and design styles. The beauty of Wheat not only brings a glorious colour to the landscape, it is also a colour for living.

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