



Nature on wood



Noorvik Anthracite



The guide to wood colors

HOW WOOD DRESSED WITH COLOURS CAN RECALL NATURE

Starting from commercial wood essences, we developed a selection of shades that can change the traditional feeling of wood bringing your home to new landscapes. Walnut wood was selected for its durability, which makes it perfect for high quality furniture and home design. Usually people associate walnut wood to its traditional dark coffee or chocolate colour evoking the image of old-shape wardrobes in grandparent's houses. Oppositely, walnut essence is very versatile and permits a wide range of effects thanks to its peculiar grain.

We decided to dress with our colours American and bicolour walnut essences, proposing an innovative palette that reminds us from the freshness of water and green landscapes to the warmth of summer. Like a dress, our colours are studied to highlight the peculiar features of each piece transforming but not covering the essence grains. Effects and suggestions are thus the combination of wood and colours, giving a completely different sensation.





Anvik Grey



Primrose White



Koyuk Grey



Sutton Tundra Green



Kenai Tundra Green



Akiak Green Blue

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C



Chivkaloon Ice Grey

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O

U



Meadow Blue

S

7



Denali Grey Brown



Kobuk Dark Brown



Kipnuk Dark Brown



Klondike Yellow



Togiak Anthracite



Noorvik Anthracite





ARTICLE
Anvik Grey
ESSENCE
American Walnut
TOP COAT
Low Gloss



White Water

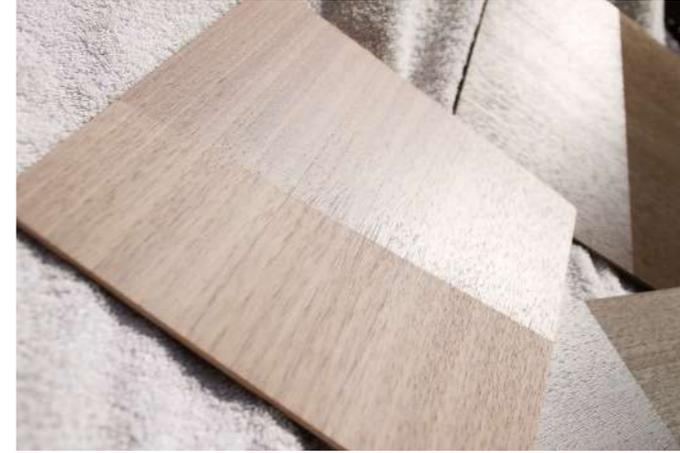
White is the most difficult colour to reproduce on wood, especially when coverage on the surface wants to be avoided. American walnut, named also black walnut, is selected for this section shades, thanks to its light base very different from usual walnut nuances. Another peculiar effect of this base is given by the narrow and deep channels on the surface together with the thin grain, which are the trademark of this essence and makes a perfect base for the study.

Proposed Match: Kobuk Dark Brown, Chivkaloon Ice Grey, Kipnuk Dark Brown, Primrose White



To obtain a peculiar effect, American walnut is often bleached with hydrogen peroxide, chlorine or acids. This is a difficult procedure, in particular for the intrinsic danger of the chemicals used. We propose in this shades a new technique, based on the light staining of the surface followed by a second mild coloration. This allows the obtainment of a fresh effect that can be nuanced from grey to greenish. The lightest shade of the selection is **Primrose White**, which

Proposed Match: Koyuk Grey



Proposed Match: Koyuk Grey, Chivkaloob Ice Grey, Kobuk Dark Brown, Primrose White

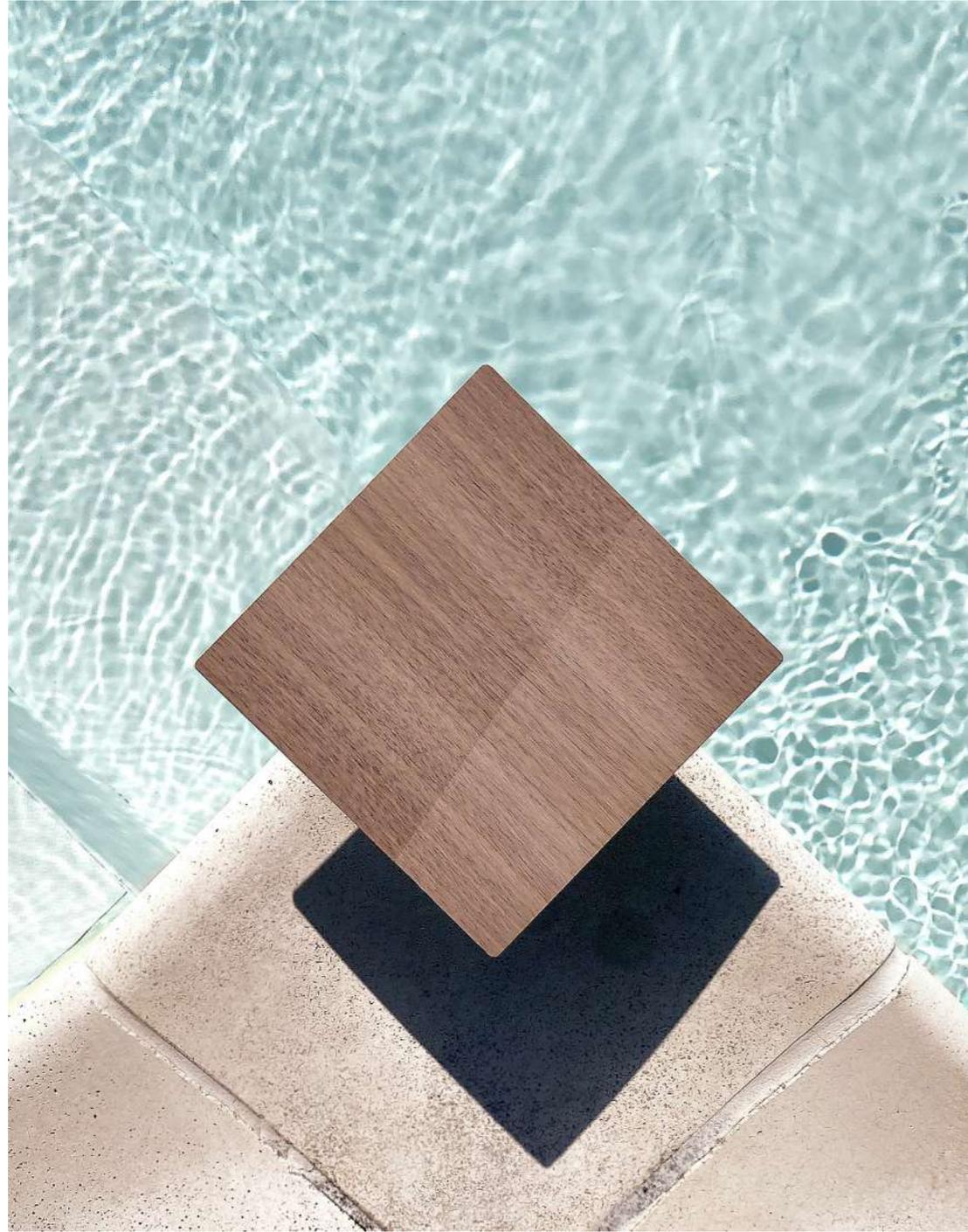


*"It's quick to say white, there's the refined one and the cheap one, every shade has its own character."
- Haruki Murakami*

maintains the warm nuance typical of wood. This tone shows only the "colour discoloration effect". **Anvik Grey** and **Koyuk Grey** remind of the freshness of water with their light greyish shade with a hint of pink for the first one and of brown for the second. Finally, **Chivkaloob Ice Grey** recalls cold ice with its changeable colour turning from grey to greenish or brownish depending on the incident light.

These shades have been developed thinking about the refraction of light and airiness of the house space declined in their different warm and fresh tones.

Proposed Match: Chivkaloov Ice Grey



Proposed Match: Koyuk Grey



ARTICLE
Akiak Green Blue
ESSENCE
Bicolor Walnut
TOP COAT
Low Gloss

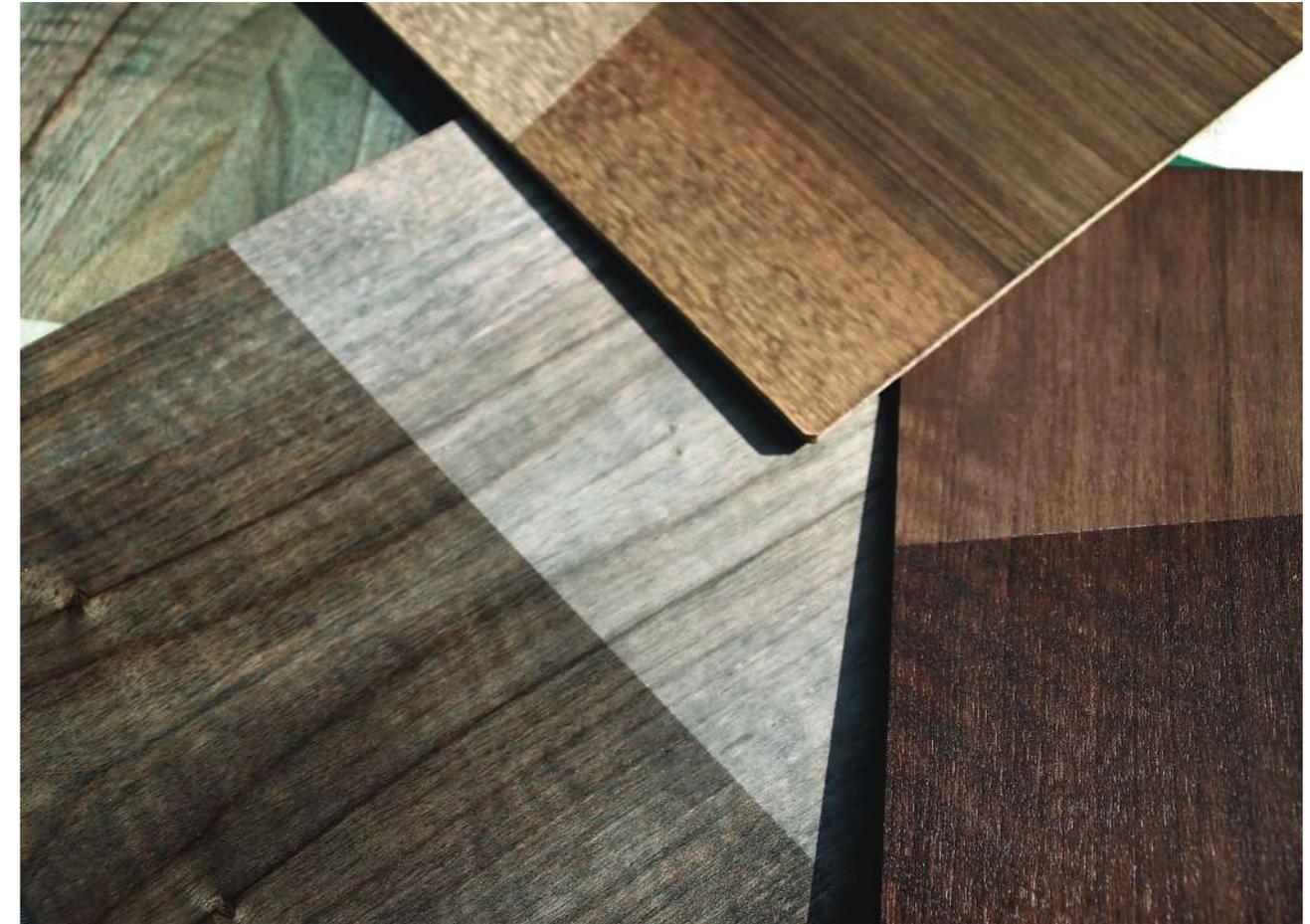


Into the Green

Green effect on wood recalls its life as a tree and can be declined from the brown of the trunk to the different green shades of leaves. For these effects we introduced also bicolor walnut which, differently from American one, has less deep channels but beautiful large summer grains interposed with narrow and dark winter ones and gives a completely different effect when coloured. Bleach is not necessary when green shades are desired, thus these tones are made applying the coloration directly on the surface. This allows the enhancement of the base colour with a great hue effect.



Proposed Match: Kobuk Dark Brown, Kenai Tundra Green, Akiak Green Blue, Sutton Tundra Green



The most particular shade of the group is **Akiak Green Blue**, which combines the blue on the un-finished part of the wood and turns to brown-green when a low gloss finishing is applied. Also **Kenai Tundra Green** is greenish, but with a more yellowish and warm shade. **Sutton Tundra Green** turns to brownish tones, compared to the

“Nature has thousands of colors, and we have made up our mind to reduce the scale to only twenty.”
- Hermann Hesse

Proposed Match: Kobuk Dark Brown, Klondike Yellow, Akiak Green Blue, Meadow Blue



previous ones; while **Kobuk Dark Brown** is definitely a warm reddish brown. The first two are made on bicolour wood to obtain a strongest effect, while the second ones are on American walnut for a more uniform coloration. These colours have been developed for a natural feeling home place, balanced within tradition and a hint of innovation.



Proposed Match: Kobuk Dark Brown, Klondike Yellow, Akiak Green Blue, Sutton Tundra Green





ARTICLE
Denali Grey Brown

ESSENCE
American Walnut

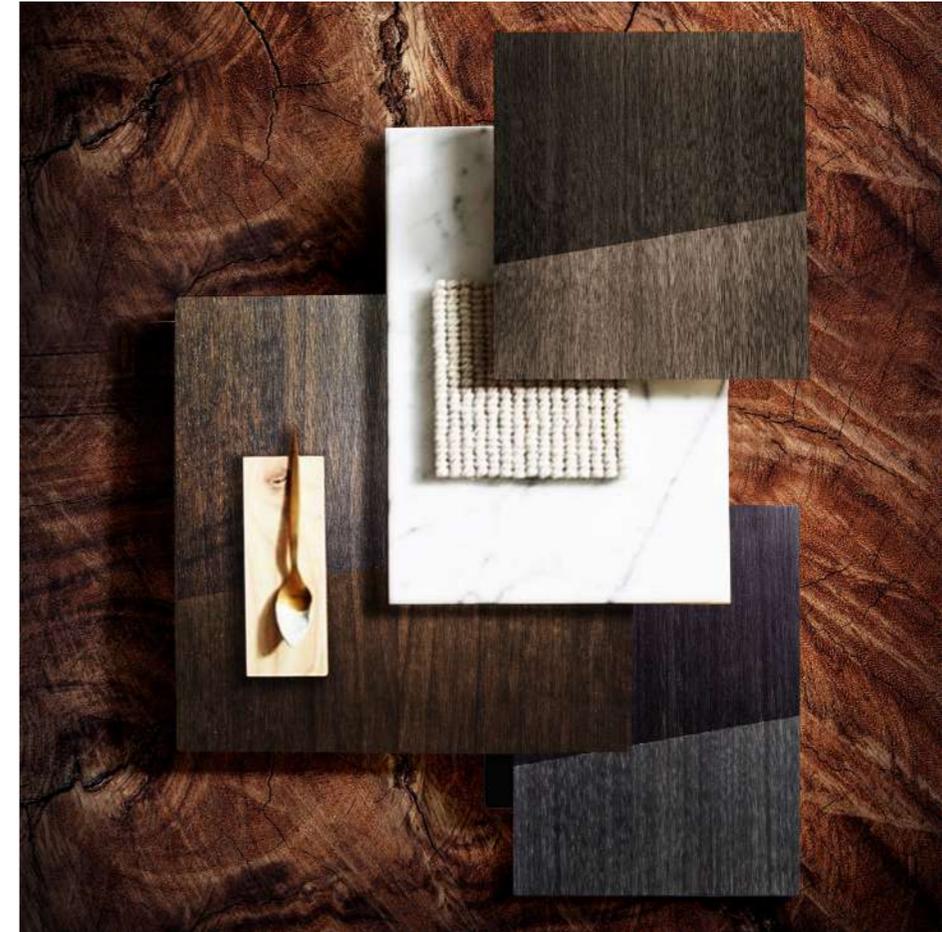
TOP COAT
Low Gloss



Timeless Brown

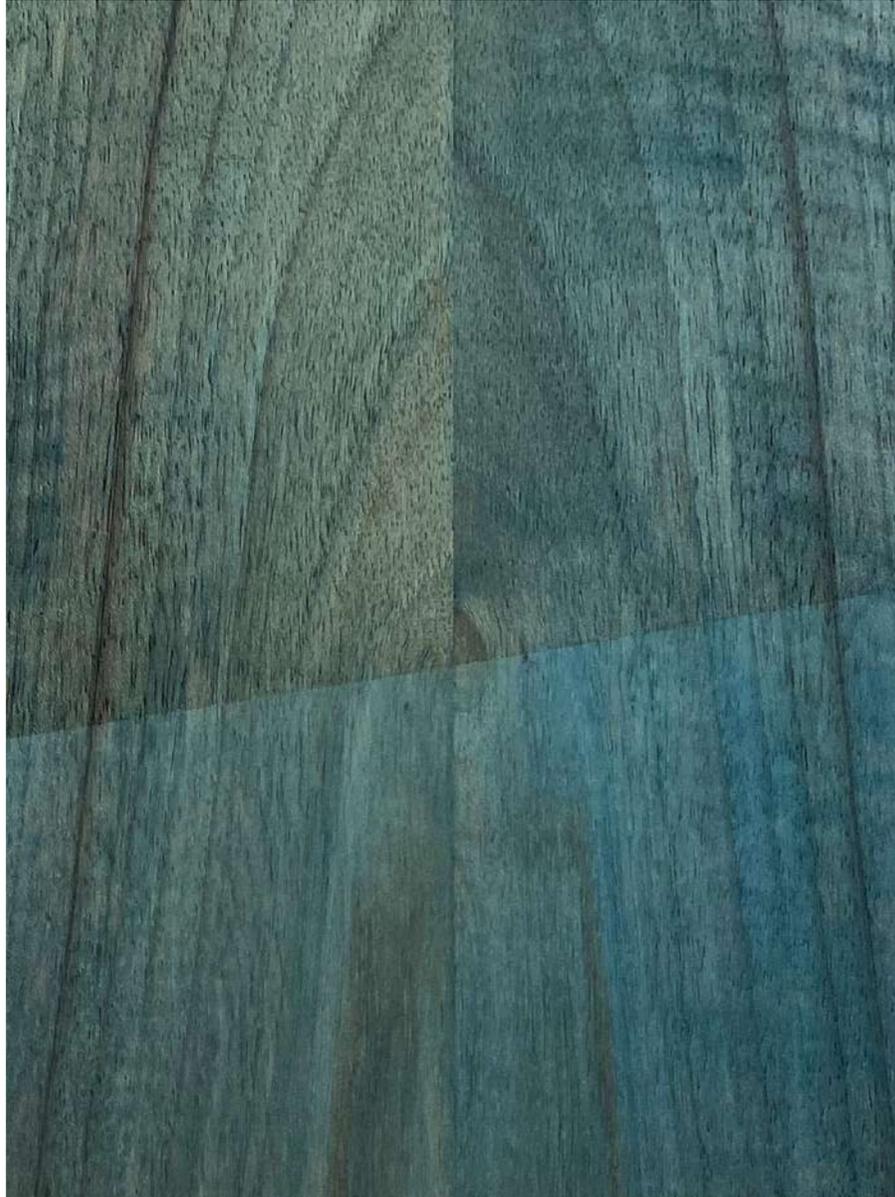
Brown shades cannot be ignored in a fashion trend study on wood. This is because brown means earth, roots and fundament. It is the reassurance of wood natural-looking colour when we think as its past life in a forest. But brown is the hardest colour to define. That's why brown it is not primary, but it is the result of three or more colours combined together. It is usually made with red, yellow and black, but accepts traces of green, orange and even blue. For this reason, speaking of brown without adjectives means nothing, and brown tones are always different and timeless in furniture.

Proposed Match: Denali Grey Brown, Kipnuk Dark Brown, Togiak Anthracite



This year trend suggests a classical-looking **Kipnuk Dark Brown**, with its warm shade waved by the grains of bicolour walnut essence. More modern wood is instead **Togiak Anthracite**, halfway within grey when not coated, and brown, when a low gloss finishing is applied. But the most particular to define is **Denali Grey Brown**, a chameleon fashion wood that combines over American walnut grey, brown and white and reminds of white tones.

ARTICLE
Meadow Blue
ESSENCE
Bicolor Walnut
TOP COAT
Low Gloss



Mountain Green

Imagine a hilly mountain meadow, full of small blue flowers which turns from green to blue each blast of wind, like waves on the sea. Here you are **Meadow Blue**, a peculiar effect obtained on bicolour walnut, which turns to green-brownish when low gloss finishing is applied. Blue colour brings a sense of peace and tranquillity to the human spirit, aiding concentration and helping thoughts clarification. On the other hand, green relaxes our mind, offering refuge and reties our connections with earth and nature.



Proposed Match: Meadow Blue and Nitor SL-26

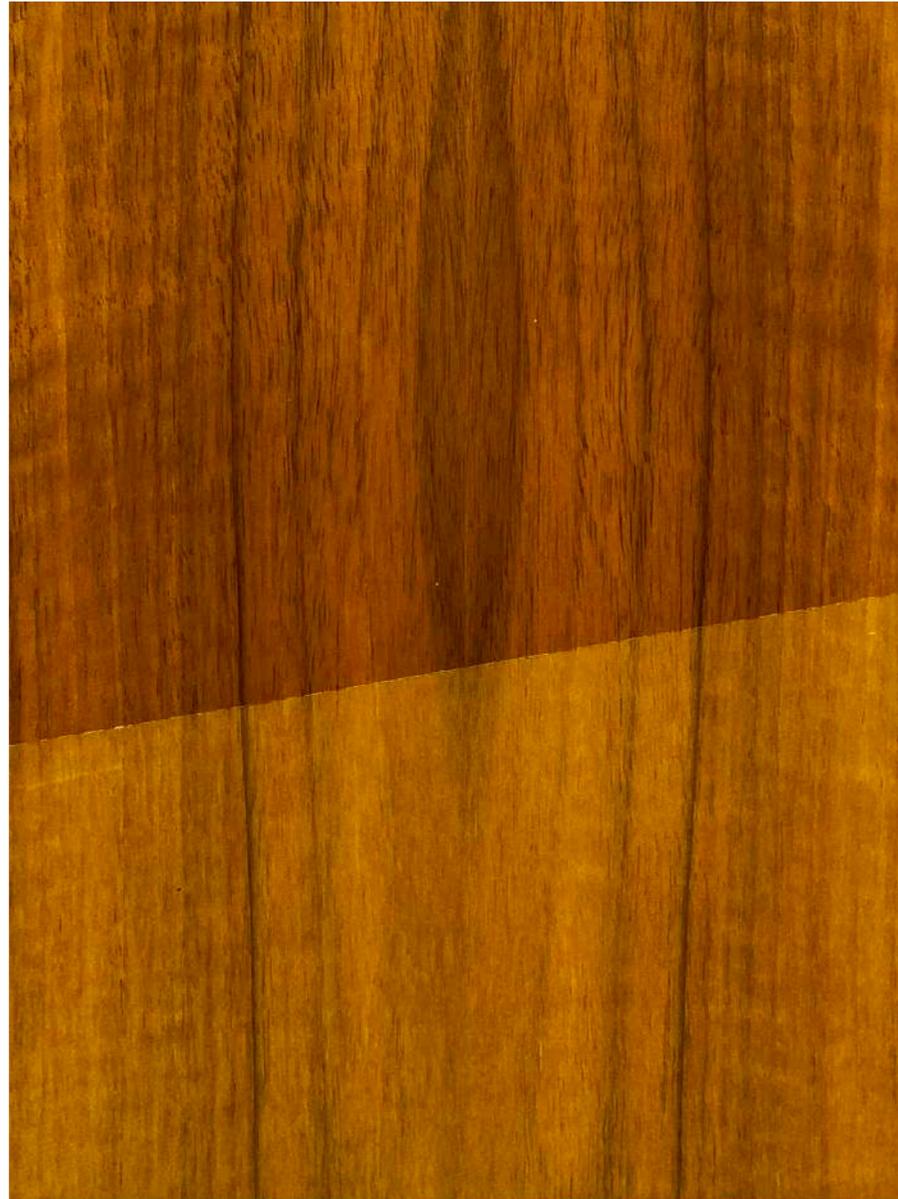


*“One morning one of us had run out of black; and that was the birth of impressionism.”
- Pierre-Auguste Renoir*

Blue reminds sky, sea and deep water; while green is forest, leaves and grass. When used together, they remember us all that nature offers in its magnificence to surround us. If those colours are used in home furniture, the piece will have a strong character, giving a hint of new when matched to classic and plain lines and thought for places that want to be reminded for their peculiarity.



ARTICLE
Klondike Yellow
ESSENCE
Bicolor Walnut
TOP COAT
Low Gloss



Sunbeam Yellow

Different from previously proposed shades, but harmonized with nature feeling, is this touch of summer.

Klondike Yellow joins the warmth of a sunbeam with gold or lemon shades depending on the finishing applied. But yellow is much more than that, because this colour can have wide range of meanings. Depending on the context, yellow has many psychological associations, maybe more than any other colour. It can mean warmth, cheerfulness,

Proposed Match: Noorvik Anthracite and Nitor Yellow SL-R



happiness, positivity, energy, optimism and joy. It helps activate the memory, encourage communication, build confidence, and stimulate the nervous system. Suggested match is with **Noorvik Anthracite**, a classical attention-getting association that can be seen from long distances. But this fashion colour can be combined also with other tones, as orange and reddish brown.

"Yellow always contains within itself the nature of clear, and has a sweetly stimulating quality of serenity and gaiety."
- Goethe

Proposed Match: Klondike Yellow and Nitor Orange SL-Y



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The other colours selected in the pictures are picked from **Nitor SL** range, which are base and bright hues especially developed for wood tinting. **Klondike Yellow** can be applied in interior design both to give warmth to furniture, permitting to feel the sunbeam coziness even in full winter, or to highlight small details for a touch of style in dark-coloured pieces.



Proposed Match: Klondike Yellow and Nitor Yellow SL-R



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