

**TRANSFORM YOUR LIFE**



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West: Mumbai, Ahmedabad, Bhopal, Pune, Raipur.

East: Kolkata, Bhubaneshwar, Guwahati, Patna, Ranchi.

INTERNATIONAL: Sharjah (UAE), Riyadh (Kingdom of Saudi Arabia).

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**TRANSFORM YOUR LIFE**



# PALETTE PRO

**INDIA INTERIORS COLOUR FORECAST 2013**

The freedom to create signature office spaces



# PALETTE PRO

## INDIA INTERIORS COLOUR FORECAST 2013

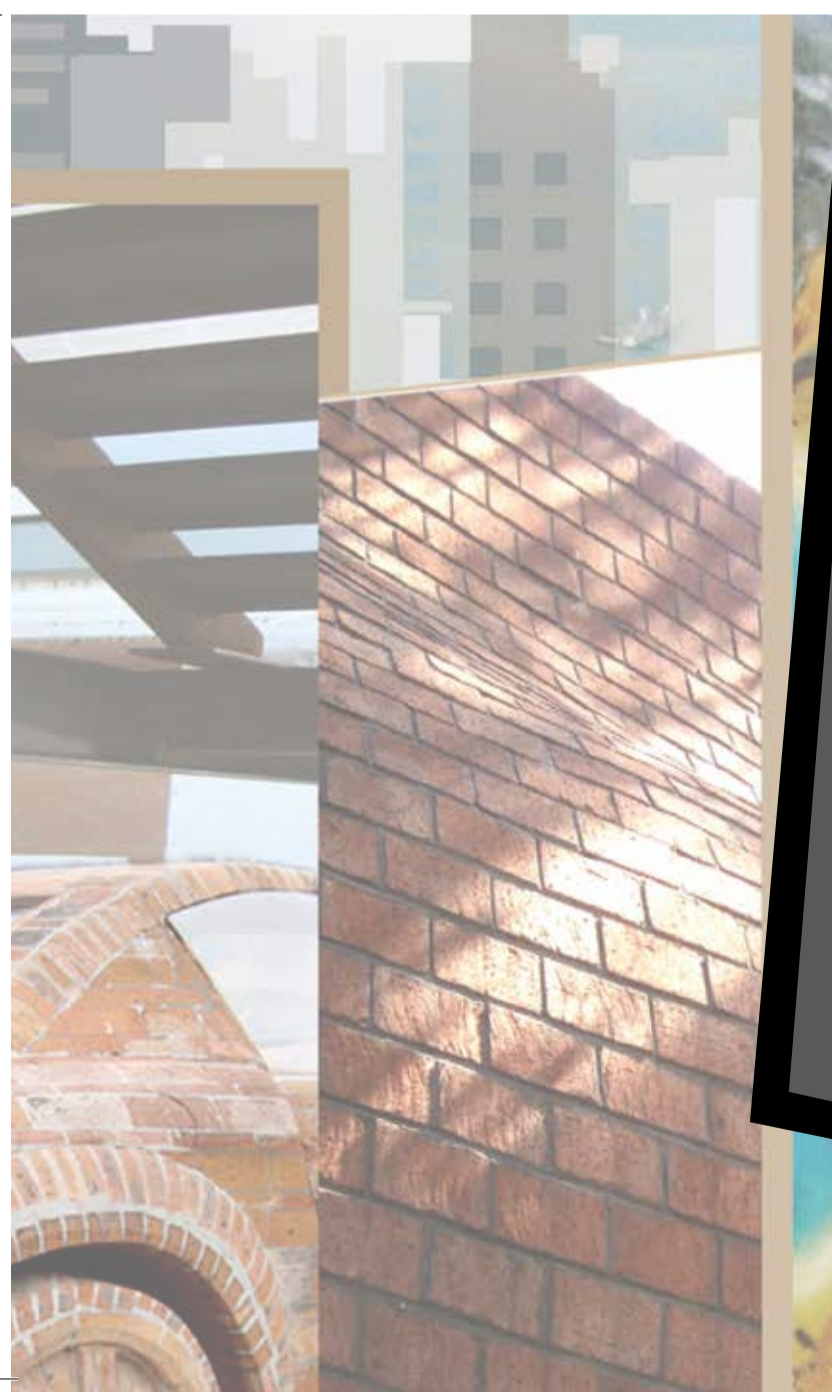
Godrej Interio is pleased to bring  
**"India Interiors Colour Forecast 2013".**

This booklet is the final outcome of an extensive study that was done capturing feedback, preferences, and aspirations of over 150 Interior Designers across the country. We met designers, saw how they apply colour to their work, understood from them how clients pick colours, debated with them why a particular choice; we probed them and sought their take on what the 'future of workspaces' would be like. We married the influence that Megatrends such as fast paced changes in technology and sustainability were having on India and its colour preferences. We incorporated regional colour preferences which are very distinct in various geographies of India such as colours of East and North East, colours of North, West and South to truly capture the aspirations of rising India which is increasingly getting reflected on 'Interiors of Work Spaces'.

Indian Work Spaces today are striving to achieve a balance between these Global Influences of Megatrends and our very Indian tastes and unique colour preferences. Today's generation have seen the world and wants to bring it to their office spaces and yet needs to make space for the other half that is deeply rooted to Indian values. Study of over 650 offices, the way colours are used, indicate that the danger of "COLOUR ACCIDENTS" is real as workplaces strive to achieve this balance.

We also noticed during the study that in an era of global supply chains where different materials are sourced from different geographies of the world, it is a constant challenge to marry colours seamlessly so that elements of office Interiors speak in a "COLOUR UNISON". We, therefore, have used colour experts to develop a Colour Wheel and colour coordinated colour schemes, the application of which will ensure a colour coordinated office. Recommended colour palettes will achieve harmony for the space and avoid 'COLOUR ACCIDENTS'.

India Interiors Colour Forecast 2013 is futuristic. It is a result of Freedom Tree Design's vast experience in colour consulting along with methodical study of both local and global trends. The study of 650+ offices and opinions of 150+ leading designers gives us a confidence to assure that offices that use colours from **"India Interiors Colour Forecast 2013"** will continue to be in fashion, look good and reflect aspirations of modern Indian work spaces for next 5 years.



The colour themes depicted here are based on inputs from the renowned colour consultants Freedom Tree Design.

At Godrej Interio, Design is most critical for us. As people become more engaged with design, they desire more liveable looks suited to changing contemporary workspaces. By infusing a design philosophy into our furniture, we are able to conceive offerings that give our customers joy, and are yet trustworthy and reliable.

We are closely in tune with the changing attitudes to interior spaces.

With sustainability as a core focus area, we follow lifecycle led sustainable manufacturing. Empirical measures have been put in place to reduce, reuse and recycle at every stage of sourcing and production.

Godrej Interio is a Green Office Furniture Manufacturer and Interior Solutions provider. We believe it is an important investment for the overall ambience of the workspace, for aesthetics, for people's health and health of the planet.

# MODERN OFFICES

## FOUNDRY

Form. Function. Foundry is a reflection of the classical world of work. It is a yearning for quality and simplicity. The concept strongly conveys the message that here is an emerging modern country rooted deeply and comfortably in its own enduring traditions and physical surroundings.

## GAIA

The earth - as one living organism. One bio body, one planet, one destiny. The building body will act much in the same way like the bio body, responding to smart intelligence built into the sensory receptors of the architecture.

## CENTER STAGE

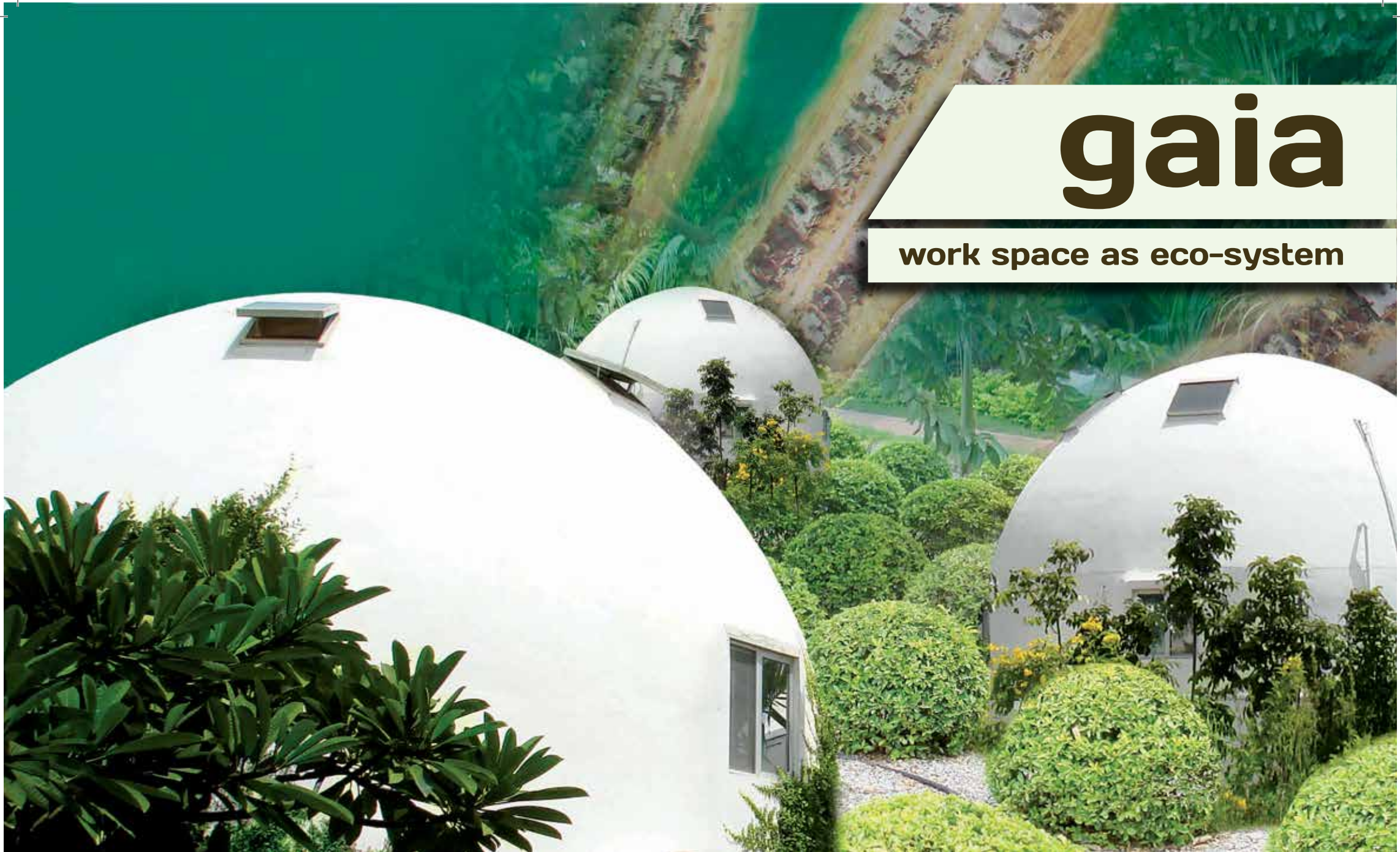
Impressive staging is designed to give expression to power and lend it an imposing frame. The concept of Center Stage stands for persuasiveness, strength and confidence; qualities that have a determination to shape the future.

## 123-D

Efficient manufacturing, processing and assembly lead us to production solutions that are low impact; in energy consumption, materials or processes, transportation and assembly. Welcome to a world of 123-D!

# gaia

work space as eco-system



**COLOUR PALETTE**



# COLOUR MATERIALS FINISHES

## PLAIN LAMINATES



## POWDER COATINGS



7

## GRAINED LAMINATES



## FABRICS



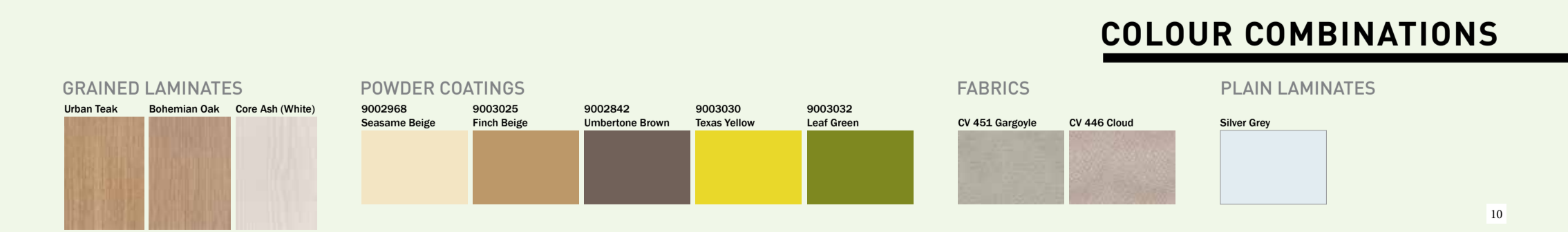
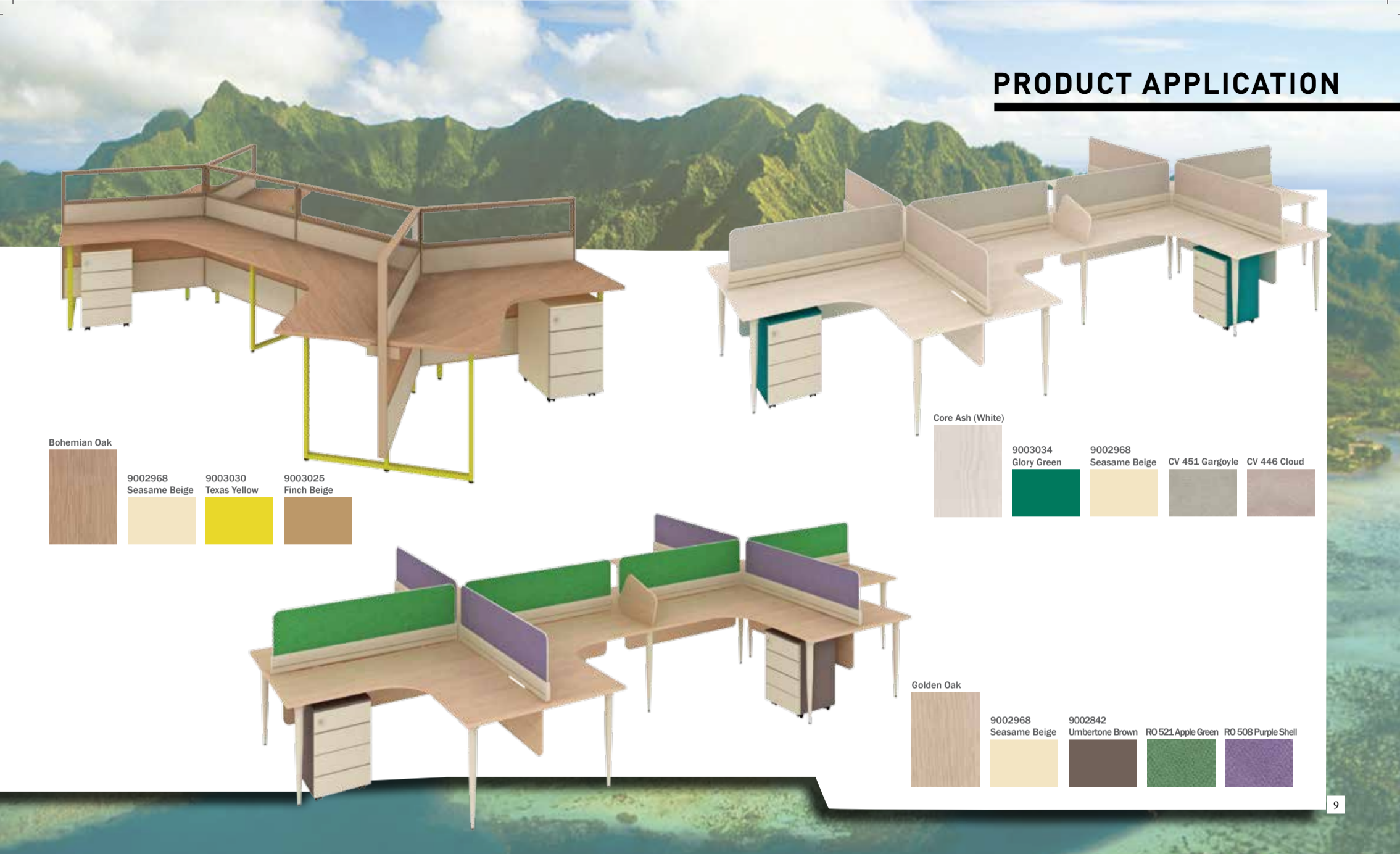
Brands will have to rely on technology and improved design to achieve gains in ecological sustainability. Architecture practices are pursuing concepts such as vertical landscaping and sky gardens as part of many new office projects.

Even as a structure morphs into ‘ecotecture’, interior surfaces and materials are influenced by natural tendencies of air, water and earth. The woodgrains in the Gaia range are planked ash, warm oaks and rich grained tropical walnuts.

The Gaia colour palette contains crisp modern colours of cobalt, techno green and toxic yellow. Floral tints and architectural tones, sit comfortably alongside dark soil and stone, the colours of natural construction materials.

Disclaimer: Colours of Material shown here may not be accurate due to discrepancies in printing. For exact shades and textures please refer to the physical samples in Palette Pro Colour Kit.

8





# foundry

respect for authenticity

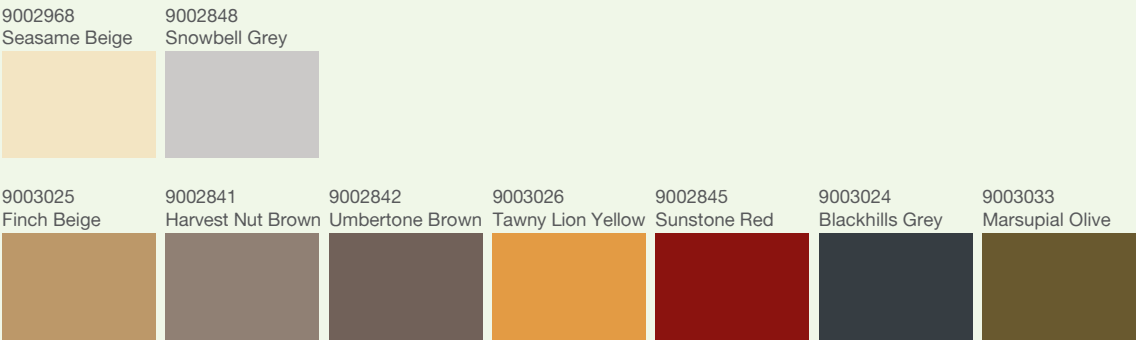
## COLOUR PALETTE



PLAIN LAMINATES



POWDER COATINGS



13

GRAINED LAMINATES



FABRICS



Foundry is an appreciation of the real world of work. Pride, integrity and respect are qualities that can be ascribed to both, the occupants of the office and the materials in the furniture.

The palette is one, of materials - at once, robust and ultra-modern; mellow and traditional. The real materials of strong traditions of yesteryear create the new design horizons of tomorrow. Iron, leather, wood, ceramic and glass are authentic materials of the classical workman and workspace.

Rich wood grains like Indian Teak, Sapelli and Mahogany are used for executive desks. A deeply varied range of colors of brick, ochre, rust, tobacco, moss and stone. Materials and surfaces, touched with a patina of lasting quality are an expression of the enduring.

14

PRODUCT APPLICATION



COLOUR COMBINATIONS

GRAINED LAMINATES



POWDER COATINGS



FABRICS



PLAIN LAMINATES



# Center Stage

every person's right to lime light



## COLOUR PALETTE



PLAIN LAMINATES



POWDER COATINGS



19

GRAINED LAMINATES



FABRICS



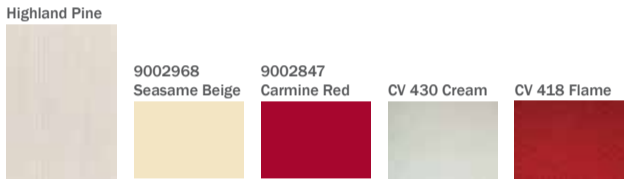
The power shifts from a pyramidal hierarchy to circles of influence. The thematic story gives us luxurious finishes, iconic references and an authoritative stance. Dynamic workspaces are created with a theatrical contrast of colour.

Center Stage, has a clearly defined set of deep rich hues expressed on materials that are dramatic. Oaks in every rendition, with strongly figured grains of Noce and Teak give a chiaroscuro contrast. Strong warm colour transforms furniture in an orchestrated sequence.

The colours have force, with singular purple, bold red and intense black, that sit alongside symbolic whites and the quiet sophistication of neutrals. A series of accent tones are used against silent backdrops in every surface finish exploration.

20

PRODUCT APPLICATION



21

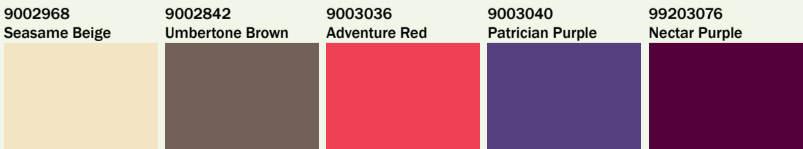


COLOUR COMBINATIONS

GRAINED LAMINATES



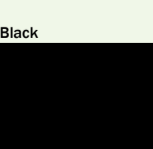
POWDER COATINGS



FABRICS



PLAIN LAMINATES



22



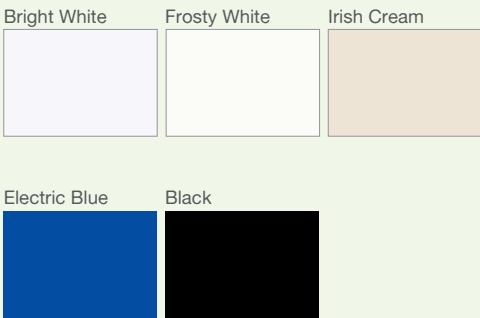
# 123-D

**Flexible and Facete**

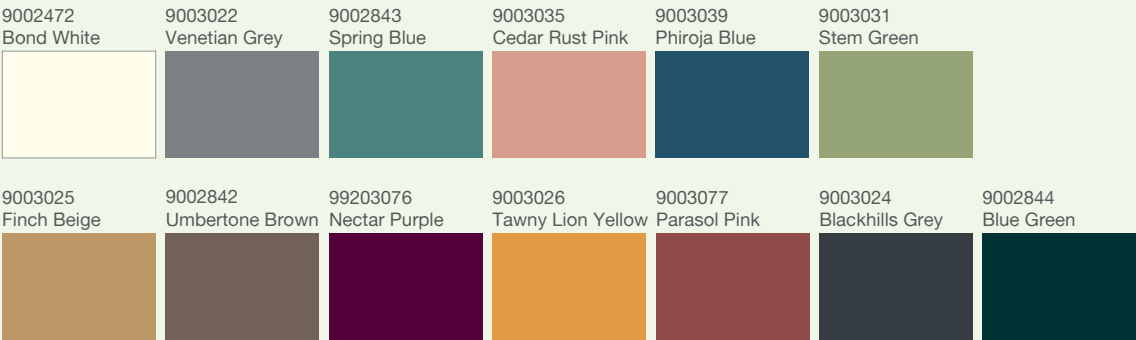
**COLOUR PALETTE**



PLAIN LAMINATES



POWDER COATINGS



25

GRAINED LAMINATES



FABRICS



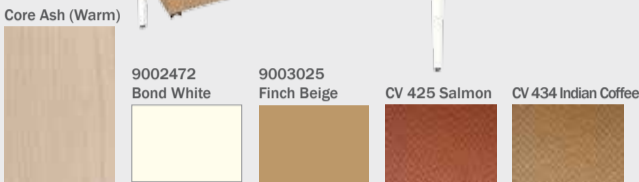
New flexibility, mobility draws upon natural geometrics to set-design and architecture in motion: to make space responsive and adaptable to rapidly changing needs. Interweaving extensions and expansions maximize dimensional possibility.

Multifaceted folding planes have an origami expression. Modish silvered oak, urbane teak, refined wenge and reconstituted straight grains address the executive space in modern offices.

Optimized production makes flat-pack go from 1 to 3D. The theme has a harmonic palette with light natural colours and subdued pastels. A world of tactile textures, refined elements, radiant light and shadowed contrasts.

26

PRODUCT APPLICATION



COLOUR COMBINATIONS

GRAINED LAMINATES



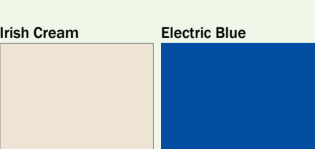
POWDER COATINGS



FABRICS

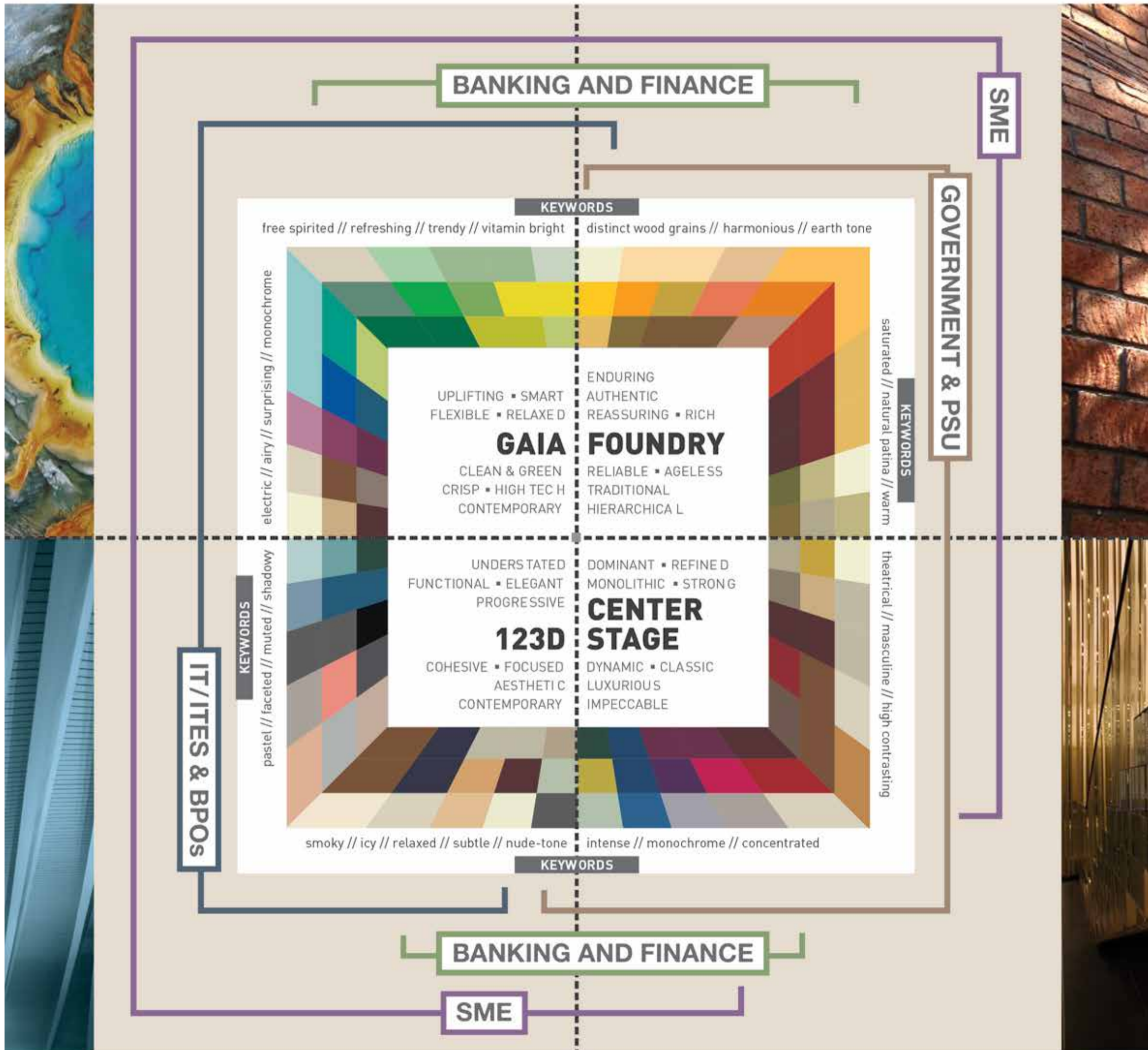


PLAIN LAMINATES



# COLOURGUIDE

Professionals have a clear idea of their brand position, but may not know how to translate these characteristics into a colour palette. The Colour Guide is an easy visual tool to simplify choices and find perfect colour schemes based on current requirements.



- The Colour Guide shows four 'themes': **Gaia**, **Foundry**, **Center Stage** and **123D**.
- Keywords communicate the characteristics of the space that would use a particular theme. A space using colours from the '**Gaia**' theme would have an **uplifting, smart, flexible, relaxed** and **crisp** environment.
- A selection of colours within each theme, complement each other and can be used to create combinations that suit a space best.
- Specific words describe what these colours stand for which fosters a deeper understanding of the colours in use. When using colours from the '**Gaia**' palette we know that these colours are **refreshing, trendy** and **airy**.
- As an overarching idea, colours that complement particular industries have been indicated to help make a better decision. If using the guide for an IT industry that needs focus, it shows that choices could lie within either '**Gaia**' or '**123-D**'.

INDEX

PLAIN LAMINATES

**B**  
B. White  
Pg. 7,25  
Black  
Pg. 19,22,25  
**E**  
Electric Blue  
Pg. 25,28  
**F**  
Frosty White  
Pg. 7,25  
**G**  
Gothic Grey  
Pg. 13,16,19  
**I**  
Irish Cream  
Pg. 25,28  
**R**  
Royal Ivory  
Pg. 13  
**S**  
Silver Grey  
Pg. 7,10,13

POWDER COATINGS

**A**  
Adventure Red (9003036)  
Pg. 19,21,22  
**B**  
Blackhills Grey (9003024)  
Pg. 13,25,28  
Blue Green (9002844)  
Pg. 19,25,28  
Bond White (9002472)  
Pg. 19,25,27,28  
**C**  
Carmine Red (9002847)  
Pg. 19,21  
Cedar Rust Pink (9003035)  
Pg. 25  
**F**  
Finch Beige (9003025)  
Pg. 7,9,10,13,19,22,25,27,28  
**G**  
Glory Green (9003034)  
Pg. 7,9  
Grove Grey (9003023)  
Pg. 19  
**H**  
Harvest Nut Brown (9002841)  
Pg. 7,10,13,16,19  
**L**  
Leaf Green (9003032)  
Pg. 7,10  
**M**  
Marsupial Olive (9003033)  
Pg. 13,16  
**N**  
Nectar Purple (99203076)  
Pg. 19,21,22,25  
**P**  
Parasol Pink (9003077)  
Pg. 25  
Patrician Purple (9003040)  
Pg. 19,21,22  
Phiroja Blue (9003039)  
Pg. 25,28  
**S**  
Sesame Beige (9002968)  
Pg. 7,9,10,13,15,16,19,21,22  
Snowbell Grey (9002848)  
Pg. 13,19  
Spring Blue (9002843)  
Pg. 25,28  
Stem Green (9003031)  
Pg. 7,25  
Sunstone Red (9002845)  
Pg. 13,16  
**T**  
Tamale Red (9003037)  
Pg. 19  
Tawny Lion Yellow (9003026)  
Pg. 13,25,27,28  
Texas Yellow (9003030)  
Pg. 7,9,10  
**U**  
Ultra Blue (9003038)  
Pg. 7  
Umbertone Brown (9002842)  
Pg. 7,9,10,13,19,22,25,28  
**V**  
Venetian Grey (9003022)  
Pg. 25

GRAINED LAMINATES

**B**  
Bavarian Beech  
Pg. 14  
Bohemian Oak  
Pg. 8,9,10  
Bursha Beech  
Pg. 8,26  
**C**  
Core Ash (Warm)  
Pg. 8,26,27,28  
Core Ash (White)  
Pg. 8,9,14,15,16  
**D**  
Douglus Pine  
Pg. 8,14,20  
**G**  
Golden Oak  
Pg. 8,9,14,15,16,20,21,22  
**H**  
Highland Pine  
Pg. 8,20,21,22  
**I**  
Imperial Oak  
Pg. 14,16  
**K**  
Kyoto CG  
Pg. 26,27  
Kyoto (Dark)  
Pg. 26  
**M**  
Modish Oak  
Pg. 26,28  
**N**  
Noce Versailles  
Pg. 20  
**S**  
Sapelli Mahogany  
Pg. 14  
Siam Teak  
Pg. 8  
Silver Oak  
Pg. 26  
**T**  
Thansau Maple  
Pg. 8,14,20  
**U**  
Urban Teak  
Pg. 8,10,20,22  
**V**  
Valigny Oak  
Pg. 26,28  
**W**  
White Cedar  
Pg. 8,26

FABRICS

**A**  
Acron (CV 436)  
Pg. 14,20,26  
Amethyst (CV 417)  
Pg. 8  
Apple Green (RO 521)  
Pg. 8,9,14,15,16,26,27  
Apricot (MR 19)  
Pg. 20  
Arno (CV 447)  
Pg. 20,21,22,26,27  
**B**  
Baby Blue (CV 401)  
Pg. 8  
Blue Glass (MR 25)  
Pg. 8,20  
Blue Ivy (RO 504)  
Pg. 8  
Burnt Orange (CV 421)  
Pg. 14  
**C**  
Cactus (MR 21)  
Pg. 14  
Caramel (CV 435)  
Pg. 14,15,26  
Caspian Sea (RO 502)  
Pg. 26,28  
Champagne (MR 16)  
Pg. 8,14,20,26  
Citrus (RO 519)  
Pg. 8  
Cloud (CV 446)  
Pg. 8,9,10,14,15,20,21,26  
Cold Candy (RO 511)  
Pg. 14,26,27  
Conifer (RO 525)  
Pg. 26  
Cream (CV 430)  
Pg. 8,14,20,21,26  
**D**  
Dago Orange (CV 426)  
Pg. 14  
Droplet (RO 524)  
Pg. 8  
Dry Leaf (RO 523)  
Pg. 8,14  
Duomo (CV 443)  
Pg. 8,14,20,26  
**F**  
Flame (CV 418)  
Pg. 20,21  
Fresh Leaf (RO 520)  
Pg. 8  
Fuscia (CV 414)  
Pg. 20,21,22  
**G**  
Gargoyle (CV 451)  
Pg. 8,9,10  
Ginger Bread (RO 529)  
Pg. 14  
Golden Aura (RO 509)  
Pg. 26  
Granada (CV 452)  
Pg. 20,26  
**H**  
Hazel Nut (RO 528)  
Pg. 14  
Herbal Green (RO 526)  
Pg. 8  
**I**  
Indian Coffee (CV 434)  
Pg. 14,26,27,28  
**J**  
Jungle Cane (RO 522)  
Pg. 8  
**L**  
Latte (ET 533)  
Pg. 14,26  
Lavender (CV 416)  
Pg. 8  
Lemon (MR 17)  
Pg. 14,20  
Luminous (RO 516)  
Pg. 26  
**M**  
Mink (CV 449)  
Pg. 14,20,26  
**N**  
Night Sky (RO 505)  
Pg. 26,27  
**O**  
Ocean Force (RO 503)  
Pg. 8,20,26  
Old Brick (RO 515)  
Pg. 14  
Orange Spark (RO 510)  
Pg. 14  
**P**  
Peach (CV 432)  
Pg. 26  
Peach Cream (CV 431)  
Pg. 14,26  
Pebble (MR 26)  
Pg. 14,20,26,28  
Pink Blossom (RO 506)  
Pg. 8  
Purple Shell (RO 508)  
Pg. 8,9  
**Q**  
Quartz (MR 27)  
Pg. 20,26  
**R**  
Reflection (CV 438)  
Pg. 8,20  
Roasted Beans (RO 530)  
Pg. 14  
Roman Green (CV 440)  
Pg. 14,15  
Rum N Rasin (RO 507)  
Pg. 8  
**S**  
Safari (MR 20)  
Pg. 20,26  
Salmon (CV 425)  
Pg. 14,15,16,26,27  
Sea Ridge (RO 501)  
Pg. 8,26  
Silverline (MR 23)  
Pg. 26  
Snow Drop (MR 24)  
Pg. 26,28  
Stone Path (RO 531)  
Pg. 26  
**T**  
Turchino (CV 411)  
Pg. 20,26  
**V**  
Velvet Dream (RO 514)  
Pg. 20,21  
Verde (CV 442)  
Pg. 8,14  
Victorian Gold (RO 517)  
Pg. 8  
Ville De Sole (CV 424)  
Pg. 14  
Vintage Rose (RO 512)  
Pg. 20  
Vitamin Bright (RO 518)  
Pg. 8  
**W**  
Wild Mushroom (RO 527)  
Pg. 8,14,20,26  
**Y**  
Young Wine (RO 513)  
Pg. 20

NOTES

