



## **TAUBMANS paint by PPG releases ‘Chromatic Joy’ palettes of positivity for bright 2021**

*Paint brand releases 2021-22 colour report, new home-grown palettes for Australia*

MELBOURNE, Australia, Jan. 11, 2021 – Refresh, reinvigorate and recharge with the colours of “Chromatic Joy” from TAUBMANS® paint by PPG – the brand’s uplifting colour collection for 2021-22 that boasts 32 original, home-grown hues created with the *Taubmans COLOURSMITH® app* and *ColourSmith Reader*.

Inspired by the bright and bold injections of colour emerging in international design, the Chromatic Joy collection is a refreshing response to the challenges confronted in 2020. It features a pastel-toned palette of 23 playful colours and nine whites for simple, practical pairings.

The Chromatic Joy colour palette espouses the positivity of vibrant, cheerful colours but is anchored in lightness. It features dialled-down hues to suit Australian sensibilities and the bright southern light. ‘White Light’ – the expertly crafted palette of nine whites – provides balance and harmony in equal measure.

“After a year characterised by crises, great loss and sacrifice, and while we continue to fight the COVID-19 pandemic and all that it entails, the need for joy, lightness, happiness and connection is immense,” said Rachel Lacy, PPG colour category manager, architectural coatings, Australia and New Zealand. “As we look to 2021, we see the themes of inclusion, belonging, celebration and joy emerging in international design through trends like New London Fabulous, a design concept that embraces bold colours, patterns and adornments. We see the pared back, bright white spaces of minimalist design making way for comforting and joyful colour; the deliberate infusion of colour in built environments, acknowledging the vital role it plays in creating emotionally nourishing spaces.”

The Chromatic Joy collection is made up entirely of new colours and whites that are unique to Australia and designed to inspire and imbue optimism. The analogous and opposite hues are easily combined and complemented by any of the carefully crafted whites. They can be incorporated into any space to evoke happiness and promote positivity in the simplest and most transformative of ways.

Released via the interactive [Chromatic Joy microsite](#), the 2021-22 *Taubmans* Colour Report includes interviews with renowned international designers [Adam Nathaniel Furman](#), [Camille Walala](#) and design duo [Wade and Leta](#), whose handmade relief sculptures provide “imagined architecture” that celebrates the colours and ambitions of the Chromatic Joy collection.

“...We have always agreed that colour is a vessel for joy....” said Wade and Leta. “Experimentation is key! The beauty about paint is that it is temporary.... Painting a wall doesn’t need to be a permanent thing and can change just as easily as the seasons shift. ...We encourage everyone to enter a world of insatiable optimism and explosive colour.”

“Colour both empowers individuals and brings people together in a non-verbal form of bonding that is just the most incredible and beautiful thing to behold,” said Furman, whose interior scheme for an apartment in Nagatacho, Tokyo, was one reference for the Chromatic Joy colour palette.

“Colour has a lot of power because it works instinctually on us – you don’t need to have read a certain book or think about something in a particular way,” said Walala, whose Walala Parade project was also a reference for the Chromatic Joy colour palette. “I love this accessibility of colour, especially when it has an immediate impact. We all want to feel welcomed and inspired by the places we are in, and colour is a very important part of that. ...If you are feeling a little radical, you can paint your walls in different ways to experiment; if you don’t like it, you can always just paint it white again.”

British-Nigerian artist Yinka Ilori’s [Happy Street](#) project, which drew on colour theory in the selection of 16 colours for happiness and well-being, is also featured in the report and was an additional reference for the Chromatic Joy colour palette.

In homage to the late Derek Mahon (1941-2020), whose poem “Everything is Going to be All Right” has found fresh prominence during the COVID-19 pandemic, the Chromatic Joy hues were named from verses of the poem using the cut-up technique (découpé). Mahon’s “Lives”(1972) and William Butler Yeats’ “When You Are Old” (1891) also inspired paint colour names in the collection.

To read the full 2021-22 *Taubmans* Colour Report and explore the colours of Chromatic Joy, visit [www.chromaticjoy.com](http://www.chromaticjoy.com)

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**EDITOR’S NOTE:** Limited interviews are available with Rachel Lacy, Camille Walala, Adam Nathaniel Furman, and Wade and Leta. High-resolution images can be downloaded [here](#), and complimentary paint in colours from the Chromatic Joy palettes can be ordered to support editorial.



*Chromatic is any colour in which one particular wavelength or hue predominates. Joy is the emotion of great delight or happiness caused by something exceptionally good or satisfying. Chromatic Joy is the delight we take in colour – consciously or subconsciously.*



# News

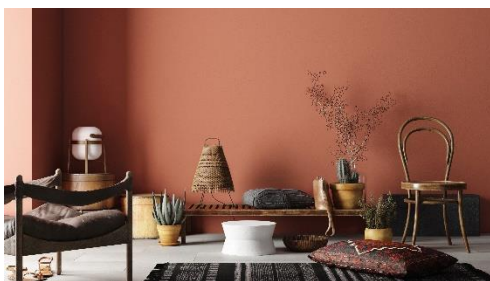
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*Bathe walls with fresh, playful colours from the TAUBMANS® Chromatic Joy colour palette or simply highlight features with an impactful splash. Featured here: Glad Grace (top) and Early Leaf (bottom).*



*Choose from the pastel brights of the TAUBMANS® Chromatic Joy colour palette to invigorate and activate shared spaces like kitchens, bathrooms and living areas. Featured here: Walls in Beautiful and Bright and Everything is Going to be All Right, stair feature wall in High Tide and stairs in Glowing Bars.*



*The nature-based tans, blues, greens and pinks of the TAUBMANS® Chromatic Joy colour palette create restful, restorative spaces, making them ideal for bedrooms and lounge areas. Featured here: Shadows Deep.*