

TIMELESS INTERIORS

The winter edition



TIMELESS INTERIORS

Edition 01

This is a publication from Pure & Original, 2018
www.pure-original.com

Editor in chief & creative director
Iris Floor

Layout
Iris Floor

Text
Iris Floor

Photography
Muk van Lil, Iris Floor, Paul Buskens, Jansje Klazinga



Cover

COLOUR COLLECTION THE NEOMODERNIST

CLASSICO chalk-based paint
and TRADITIONAL PAINT
in the colour BOHEMIAN.
(p. 41)



The warmest season of the year

Dark tints, nuances, structures and even colour is on its way back. Say goodbye to white, grey and black and welcome ocre, terracotta and wine red. Brown is the new black!

I love the tones of the colder days. Not that I don't love summer and spring, I am honestly more of a summer person than a winter person, but the colours, oh, the deep coloured leaves which are falling from the trees, the golden sun and the candlelight. That is what makes the colder days so mystique.

With all the shadows bringing depth and structure, bright light is rarer these days, unfortunately, because bright sunny days fill me with joy and energy.

When moving more and more into the winter season, the trees barely have any leaves left, and only the early Christmas trees stand out.

It's not only the colours I like about the last season of the year. Waking up with snow, well, is one of the beauties of life. The first snow has already fallen, although not yet at my place. Unfortunately, maybe later, I hope so.

But also drinking hot choco, wearing warm woven sweaters, cozying up with warm blankets on the sofa and special dinner nights with family and friends.

WINTER, I AM READY FOR YOU.

Iris Floor



Christmas interior

STYLE: MODERN COUNTRY

Soft BLUE, RUSTIC grey walls with COLOUR NUANCES and GOLD to create a MINIMALISTIC but sparkling CHRISTMAS ambience.
(p. 6)



Dine in style

STYLE: RETRO CLASSIC

Dark BROWNS, soft PINK and bright BLUE. An EXUBERANT mix of COLOURS to create a UNIQUE INTERIOR.
(p. 18)

Cosy winter interior

STYLE: SCANDINAVIAN

Be INSPIRED by CONTRAST and LIGHT, deep COLOUR NUANCES and calm GREYS.
(p. 10)

MARRAKECH WALLS
(p. 28)

DARK PIGMENTS
(p.30)



Living in blue & green

STYLE: COUNTRY

DEEP BLUE tones, RUSTIC
nuances and COSY corners.
Be INSPIRED by this
WARM interior style.
(p. 32)

COLOUR COLLECTION
(p. 38)



Season colours

STYLE: MODERN

Different COLOUR
COMBINATIONS belong to
different SEASONS.
(p. 42)

Earth tones

STYLE: COUNTRY

NATURAL tones for a CALM
ambience. Brings you CLOSE to
EARTH and NATURE.
(p.50)





Christmas home

Text: Iris Floor, photography: Jansje Klazinga

For many people, Christmas is the coziest time of the year. We all move indoors - unless you have a fireplace outside - light up the candles and enjoy our time with family and friends.

Are you a fan of bright colours? It's easy to go all the way with Christmas decoration. But how to decorate your home in a Christmas style, when you are more into sober tones like grey, brown and natural tones? That's a bit more of a challenge. We'd like to help you with a few tips.

- Choose only a few tints for decoration. Make sure these tints are related to your interior. In this case, we go for white and dusty blue.
- Keep it simple and think large!
- Keep a close eye on natural materials. Say goodbye to plastic and welcome wood, glass and plants.



The grey wall is painted with Fresco in the colour Evening Shadow. The inside of the cabinets is painted with Classico in the colour Polar Blue.





COSY

winter interior

A combination of LIGHT and DARK COLOURS, combined with WARM TONES like OCRE and COPPER, can transform a small city appartement into a silent spot in NATURE.





A peaceful place in the middle of the city; yes, it is possible! Natural materials, colours, and contrast are the keywords for this 50sqf apartment. We have painted the base with only a few colours: dark green, white and a soft grey. A natural woven carpet, natural linen curtains, wood and velvet fill the room.

Even though dark colours are used in this apartment, it still appears very light due to the big window frames on two sides of the apartment. One side of the living room is barely called a wall since it is mostly filled with glass. The window frames seem to disappear, as they are painted in white to blend into the windows. Due to the big windows, a dark wall, and statement furniture the room radiates a bold character.

Using furniture with elegant details will keep the space light, not too massive. The couch acts as a room divider between the living room and study so does the big palm plant. It gives a comfortable feeling to have something standing behind the couch. That can be a table, wall, cabinet, or in this case, a plant.

The dark green wall functions as connection between the living room and kitchen since the colour continuous throughout the wall in the kitchen.

(Colours: Black Hills and Silk White)





The bedroom is painted with a dusty blue and bright white, combined with a soft grey. The nuances in the lime paint provide a personal and robust look. The white is clean and quiet.

Did you know that blue is the perfect colour for a bedroom? And not only because it is a lovely colour, blue is calming for the mind. It is a peaceful and quiet colour. It calms down thoughts and creates a fresh room for waking up.

(Colours: Steel Blue, White and Ashes)



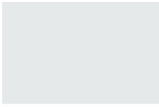
SPLENDIDWILLOW



MINERAL WHITE

CANNONBALL

FONDANT



EVIL



DEC

SILK WHITE

ENING SHADOW

ARTISAN TAN



WINTER HOME

STYLING BY AYAME STYLING AND DESIGN

Pure & Original

*"I bet you have never
seen anything like this
before."*





Dine in style

Text and photography: Iris Floor

When you are in Norway, you have to take a bite at Heim. The restaurant is located in Gjøvik, not too far from Oslo. The ambiance is ABSOLUTELY WONDERFUL. I bet you have NEVER seen anything like this before.

The interior exists of a huge mix-and-match. Most of the time when you mix-and-match, you are looking for the perfect match. But at Heim, they looked for the perfect mismatch. And all together, it is a perfect match.

The colour palette can easily be called bold. Very bold. They worked with soft pink, intense red, deep purple, black, warm orange, brown, and many more colours. Yes, all together! So, if you still think that different colours don't match? Take a good look at these pictures and give it a second thought.



Walls in Classico Skin Powder, paneling in Traditional Paint Chocolate Dreams, ceiling in Classico Chocolate Dreams, door in Traditional Paint Elephant Skin, contrast wall in Classico Topaze and heater in Traditional Paint Topaze.



Comfy lounge chairs, sofas and even a chess play. Welcome at the salon. Here, you can sit next to the window and enjoy your view. The space is decorated with a lot of mismatches on the shelf. It gives the space that cosy home-feeling.

The salon is painted in warm pink (Skin Powder), dark brown on the ceiling and paneling (Chocolate Dreams), orange in the corner and on the heater (Topaze), grey doors (Elephant Skin) and oh look at that wonderful bright pink detail! Such a contrast with all the soft tones! This piece is painted with the colour Flamingo. Well, that's a special door.



At Heim, you dine surrounded by soft nude tones (Classico in the colour Skin Powder) and dark brown paneling on the wall (Traditional Paint in the colour Chocolate Dreams).

To give the bar that 'old brown café' feel, it is coloured with warm tints, like red (Lipstick), Ocre, brown (Praliné) and dark brown (Chocolate Dreams).

Did you know you can easily paint a heater? If you use a good quality lacquer, capable of being warmed up, like Pure & Original Traditional Paint, you can even paint surfaces like heaters in your favourite colour!





And at the room at the end... It is all blue. Yes, all. All the four walls are blue. All painted in the colour Majestic Cloth. A deep purple blue-ish colour, very rich with the golden details, big painting and big windows. As well very mysterious as it is almost black in the shadows. I hear you thinking 'but what about the ceiling?' Well, the ceiling is not white, no! What did you think? The ceiling is painted in a dark brown, the same as on the paneling and the door frames in the rest of the restaurant (it is Chocolate Dreams).



The toilettes are painted with Licetto in the colour Black. Licetto is a very good choice for a space like this because it cannot be hurt by water, easy to clean and still has a very matt finish.

REBECCA NEWPORT



APPLE BLOSSOM

LAVA WHITE

OLD ROSE

C

F

S



CARRIE HARWOOD

CASA BLANCA

LANNEL GRAY

SKIN POWDER



THE INTERIOR ART LOVE



WISHWISHWISH

ROMANTIC CHRISTMAS

STYLING BY AYAME STYLING AND DESIGN

Pure & Original



MARRAKECH WALLS

Text and photography: Iris Floor

Marrakech Walls, with the appearance of CONCRETE or a SOFT TADELAKT LOOK, will be a true EYE-CATCHER in your HOME. The results can vary from a CLASSIC to INDUSTRIAL style. The choice is yours.

It's possible to achieve several results, depending on the application technique:

- A finish with a subtle nuance, by applying just one layer Marrakech Walls.
- More depth and texture by applying two layers of Marrakech Walls.
- Tadelakt look with a soft shine, when finished with Lime soap or a high-gloss finish with Italian Wax.
- Make your Marrakech Walls water resistant and washable with Dead Flat Eco Sealer.
- A glamorous, high-gloss finish by applying and polishing Italian Wax.

This 100% all-natural, heavy-bodied paint offers many different possibilities, fitting many different styles depending on the application technique and the choice of different finishing products. Would you like to receive more specific information about this? Come along to one of our selling points.

Advantages and disadvantages of Marrakech Walls

Is easy to apply yourself.

Opaque with a single layer.

Is waterproof and washable after applying finishes.

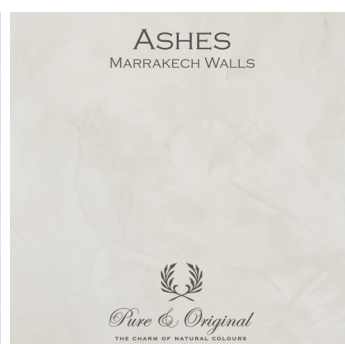
Is a 100% mineral paint.

Used to create a warm, cosy atmosphere.

Despite the good washability of the paint after applying Dead Flat Eco Sealer, we do not recommend applying Marrakech Walls on the interior side of a shower. For usage in the rest of the bathroom and in the kitchen, we recommend protecting the Marrakech Walls with Pure & Original Dead Flat Eco Sealer.

Marrakech Walls is available in 2,5L and 5L. And in over 100 colours. From white to grey to purple and yellow.

For more information check www.pure-original.com



Dark pigments

Text and photography: Iris Floor

Dark pigments are BEAUTIFUL, but it's oh, so hard to CREATE that one and true DEEP COLOUR. But at Pure & Original, we have a SPECIAL TRICK.

You may have seen it before when you bought a dark colour in Classico, Fresco or another paint quality. There is a big sticker on top telling you the base, and big chance that it says XD. But what is XD?

XD base

Obviously, there is no word named 'XD'. It is an big abbreviation for Extra Dark. Meaning this base is only used for the darkest colours like Aubergine, Dark Secret, Majestic Cloth and Praliné. XD gives the colours a unique never-ending deep colour depth.

Diluting dark colours in Fresco and Marrakech Walls

There are some ticks and tricks you may notice when you want to start working with dark colours for the first time. For example, you want to work with Fresco in Black Smoke, as on the pictures on the right page.

Fresco is a paint type based on lime. Lime is white. Black Smoke is a deep grey, almost black colour. Fresco is an unique paint quality known for the robust look, due to the natural colour nuances. These colour nuances are caused by the working of the lime inside the paint. The lime creates darker and lighter spots. This is why we like lime paint, right?

But when you work with darker colours, you don't want to have white spots, but a nice blend of darker and lighter tones.

Here is the thing: when you dilute lime paint, the lime becomes more active. Creating more contrast and lighter spots, which is not a problem when you work with a light colour. But when you work with a darker colour, this may give too much contrast in the nuances.

So it's best to only dilute when it is necessary. The paint is best to apply when it has the thickness of skinny yogurt. It may not even be necessary to dilute at all. And before you start, always apply the paint on a test piece first. For example behind the cabinet where you cannot see it. This way you can try your techniques, and see if you like it, before you paint the whole wall. Always follow the instructions on the technical sheet from the website.



Fresco is available in 1L, 2,5L and 5L and in over 100 colours. For more information check www.pure-original.com





Living in blue & GREEN



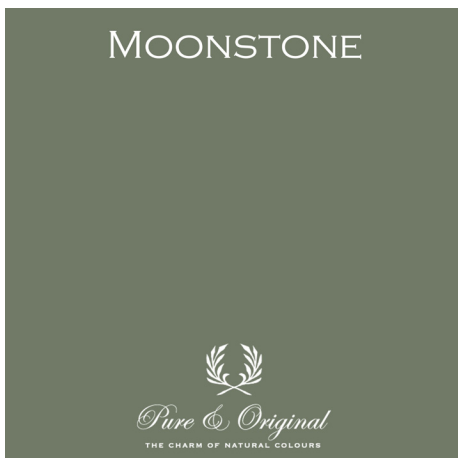




For this interior, a combination is made between the beige, green and blue range. The basis of this interior is Flannel Grey in a Licetto finish. Licetto is easily washable so perfect use for the kitchen. The kitchen itself is painted with Carazzo in the colour Steel Blue. Yes, the cabinets! Carazzo is a super strong lacquer, scratching and bumping will not harm. The blue is a perfect match with the massive marble top. What makes the kitchen so interesting, is that a charming combination is made between styles, you would not fit together easily: the kitchen fronts are in a country style, the handles as well, the oven is an antique piece, the marble top is a contemporary design-style and the lightning is more classical. A true mix-and-match!

The living room is a good mix as well. The walls are painted with Fresco lime paint in the colour Moonstone; a perfect combination with the old wooden floor. The bright orange of the berries lifts up the interior. It gives a contrast touch to the green and beige as does the pink flowers and bright green in the kitchen. Fresh flowers, herbs, and, vegetables always look good in a kitchen!

The mystique hallway, with the plates on the wall, is painted with Marrakech Walls in the colour Country Blue. The personal handwriting is clearly visible. Nothing gives a home more personality as a piece like this.









Colour Collection The Neomodernist



The new Colour Collection is out now!



Pure & Original
COLOUR COLLECTION
THE NEOMODERNIST





BOHEMIAN


Pure & Original
THE CHARM OF NATURAL COLOURS

SEASON COLOURS

Text and styling: Iris Floor, photography: Muk van Lil

Whether you like it or not, the SEASONS come and go. Right now, we are enjoying a true 'INDIAN SUMMER', 'till this flows into real AUTUMN and then WINTER. There is not only a change in COLOUR, SKY and TEMPERATURE outside the house, but there is also a lot moving inside of me and in my INTERIOR.

New season, new colours. For me, this goes hand in hand. In the summer I am attracted to light, fresh colours. Against which, in the darker months, I am more into deep, full colours. So when the leaves change colours, my hands start to itch.

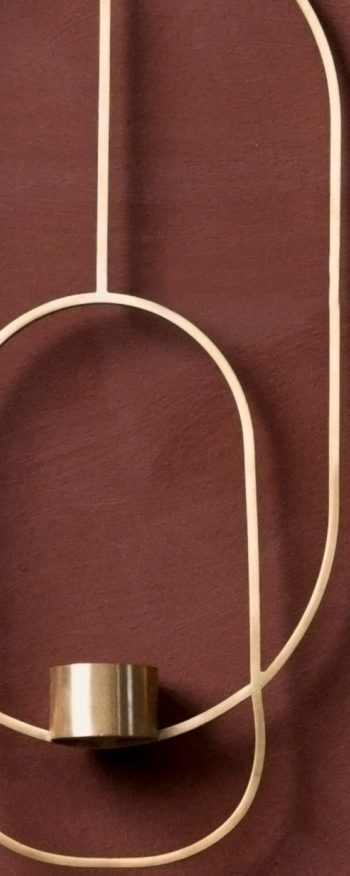
Pink flows into red and brown, pastel green into a deep shade of green all the way to black. And with a small touch of yellow, I'm the happiest girl on the world.

Full colours, like really full colours, is something which is not easily done. You need a good quality to achieve depth like that. I am all into warm, soft, rough and cuddly materials. Think velvet, heavy cotton, linen and wool. Plastic is a no-go!

This is the reason why it is so important that the walls comfort the base of my interior. It is literally the base I'd like to play with. A hard, pale wall doesn't feel cozy at all. The walls have to live, embrace, take me in and flow into all the furniture in the interior.

To achieve the feeling, as described above, lime paint is one of my favourite paint qualities. Lime paint is just a cannot-miss in my interior. At least one wall must be painted with this natural paint with colour nuances. Most of the time, I'd like to combine lime paint with chalk-based paint. This paint quality is a bit more 'boring' but certainly indispensable. The paint is full, with endless deep colour and powdery soft. Yes, just like velvet! Yes. It is true.

A newbie in my favourites is Marrakech Walls. I applied this paint quality as a true eye-catcher in my living room. I think this is the best way to make a statement. No fuss, no cabinets. It's a piece of art.



Combining lime paint and chalk-based paint

The two of these fit together perfectly! It creates a beautiful, full base which you can play with endlessly. You can combine new things and change your interior every day if you like. Want to add a new colour? Some new pillows will do the trick. A new material? Just add a new vase and lamp. It is so simple to play with all the pieces as long as the base is solid.











(left) Fresco in Steel Blue, (right) Marrakech Walls in Sahara Dust and Classico in Ocre, (right page) Fresco in Cardinal Red.

As I said, in the winter I am more into darker, warmer colours. Actually just as the days get shorter and darker, and the sweaters thicker. The feeling of a cozy evening around the fireplace, or candles. Think about it: how amazing would it be, when you can reach into this feeling just by adding the right colours and materials to your interior? You are always coming home into a warm, comfortable house.

For me, these images radiate precisely the feeling of autumn. Or better said, how I want to feel in the fall. Not cold, wet and shaky. But warm, satisfied and comfortable. The colour nuances bring the wall to life, give depth and show all kind of shades in the same colour. Light, dark, shadow or lightened out. You can find all shades.

I'd like to combine the dark shades with a more lighter, softer colour, as this warm sandy colour. I quickly find white too hard in combination with a colour as shown above. A warm colour as this sand enriched the red perfectly.

And not to forget, this wall is painted with Marrakech Walls! How beautiful are these structures! Just a bit more rough compared to lime paint.

The sandy tint is easy to combine with natural wood, wool, leather and reed in natural tints. With as eye-catcher: the ocre yellow paneling and big brown vase. These elements are in a solid colour which creates a nice contrast between the mixed colours of the natural materials and the nuances in the Marrakech Walls. The yellow accent brings the WOW!

Blue is a beautiful, full colour and much easier to combine as you may think. Try blue with pink, dark green or canary yellow.

A ton-sur-ton creates a soft ambience. You can complete this look with some natural materials. For a true colour-pop effect, you do not combine blue with ton-sur-ton tints, but with a true pop colour, as bright yellow. To bring the tints a bit more close to each other, you can play with tints as greyed green, a tint between yellow and blue.

Special thanks:

Esatto Rijnsburg - www.esatto.nl
 Nijhof Baarn - www.nijhofbaarn.nl



"The ambience is so cozy to the use of these colours from nature!"



EARTH TONES

BROWN, shades of BEIGE and NATURAL TONES. That's the SPIRIT of this HOME. Introduce OUTDOOR to indoors and BE ONE with NATURE!



TEXT: IRIS FLOOR, PHOTOGRAPHY: JANSE KLAZINGA









It is no secret, Marloes is a fan of lime paint. At first sight, when all walls were only painted with primer, the kids thought it would be kind of dull. But then the lime paint went on, and they were filled with joy! As was Marloes.

All quarters were cast in another earth tint so they would fit as one, but still be unique and play with the various light. The livingroom is painted in the colour Artisan Tan, the kitchen in Drift, Dried Clay was applied in the hallway and the office and the masterbedroom got a shade of Soft Taupe.



Original


Pure & Original



Pure & Original
THE CHARM OF NATURAL COLOURS

www.pure-original.com