



*Pure & Original*

COLOUR COLLECTION  
COSMOPOLITAN CHIQUE



Pure & Original is a Dutch, family-owned premium paint brand, best known for their original mineral paints, including Classico chalk-based paint, Fresco lime paint and Marrakech Walls.

The colours associated with the brand are usually muted shades of grey, beige and white, which have been driven to perfection over many years.

The hidden gem of Pure & Original's colour collection are the bright colours – the jewel tones, the earth tones and the pale tones, with sophisticated nuances that are oh so difficult to achieve. By using only natural colour pigments, this collection will reflect the colours in a richer and a deeper way than is possible with traditional paints made of synthetic colour pigments. Not only will the surface get a feeling of richness, it appears touchable, soft and even the brightest colours have a surprisingly calming effect.

For the Cosmopolitan Chique Colour Collection, Iris Floor, second generation of the Floor family at Pure & Original, has worked with a Norwegian creative team to show a small collection of the most interesting colours from the Pure & Original library. "Meeting the colourful era that we are steadily approaching, it feels only natural for us to show how beautiful our different paint types look in some of the most stunning colours from our archives," explains Floor. "It has been exciting to work on showing a totally different approach of combining colours, where the natural pigmentation, colours and different paint qualities enhance each other," she continues.



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## Applied paint qualities

### Classico chalk-based paint:

This bestseller is an environmentally-friendly, ultra matte and powdery chalk-based paint.

### Licetto:

This paint has the appearance of Classico but is more durable, making it the perfect application for areas like hallways and kitchens. Highly washable.

### Marrakech Walls:

Marrakech Walls creates a textured appearance of Tadelakt or concrete, with either a matte or a high-gloss finish. 100% mineral ingredients.

### Traditional Paint lacquer:

Perfect for doors, window frames, woodwork, radiators, metal, etc. Heat resistant.

For all paint qualities, please scan the QR code:



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Copyright: Pure & Original  
Creative Direction: Dagny Fargestudio  
Styling: Kirsten Visdal  
Photographer: Margaret de Lange  
Visual Manager: Iris Floor

Colour Collection Cosmopolitan Chique  
Art. nr. 108330





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*Original*

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*Pure & Original*

The warm yellow, brown and red tones in the hallway welcome you into the home. By accenting the ceiling with yellow, the room looks even higher.

The ceiling is painted in Classico chalk-based paint in the colour Ocre, while the panels and doors are painted in Licetto in the colour Praline. The window frame is painted with Traditional Paint lacquer waterbased, also in the colour Praline.

Traditional Paint  
lacquer waterbased  
Praline

Classico  
Ocre

Licetto  
Praline



Licetto  
Praline



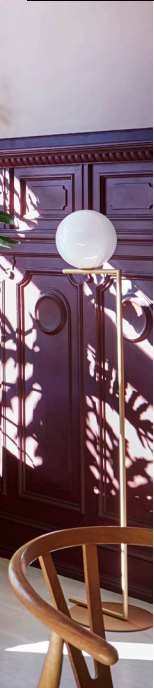
Traditional Paint  
lacquer waterbased  
Old Wine

Classico  
Old Rose

Classico  
Skin Powder



Licetto  
Old Wine







In the dining room, there is a rich combination of pinks.

The walls and ceiling are painted in Classico chalk-based paint in the colour Skin Powder and the accents on the ceiling are also in Classico chalk-based paint in the colour Old Rose. The mouldings are painted in Licetto in the colour Old Wine, and the window frames and heating element are also in the colour Old Wine, but painted with Traditional Paint lacquer waterbased.

At the workspace, ceiling, walls and cabinets are all in a monochromatic red. This is a warm, calming red which does not feel overwhelming, but comfortable and calm.

The walls and ceiling have been painted with Classico chalk-based paint in the colour Brown Red. Traditional Paint lacquer waterbased, also in Brown Red, is used on the window frames and cabinets.



Classico  
Brown Red

Traditional Paint  
lacquer waterbased  
Brown Red

Traditional Paint  
lacquer  
waterbased  
Brown Red



Classico  
Brown Red

Traditional Paint  
lacquer waterbased  
Brown Red



Classico  
Belgian Wilderness

Classico  
Steel Blue

Classico  
Landscape

Traditional Paint  
lacquer  
waterbased  
Landscape





The family room is painted in complementing blue and green tones. This colour scheme brings harmony to the home, because the blue and green colours are also used in the kitchen, which is on the other side of the room.

The walls are painted in Classico chalk-based paint in the colour Landscape. Window frames and heating elements are also in the colour Landscape, painted with Traditional Paint lacquer waterbased. The ceiling is painted in Classico chalk-based paint in the colour Steel Blue, while the detailing on the ceiling is in Classico chalk-based paint in the colour Belgian Wilderness.



The kitchen has a fresh and light atmosphere, with blue and green tones. The warm, red accent connects the kitchen to the dining room.

The walls are painted in Marrakech Walls in the colour Polar Blue. The ceiling is also in the colour Polar Blue, but in Classico chalk-based paint. The window frame is Traditional Paint lacquer waterbased in Polar Blue, as well. The kitchen cabinets are finished with Traditional Paint lacquer waterbased in the colour Black Hills.



Classico  
Polar Blue

Marrakech Walls  
Polar Blue

Traditional Paint  
lacquer waterbased  
Polar Blue



Traditional Paint  
lacquer waterbased  
Black Hills

## I have to admit that I felt like a kid in a candy shop.

I've been using Pure & Original's colours for a long time for various projects and the brand is one of the best in the industry when it comes to making high-quality colours that last over time. In a sense, many of them are not "one season wonders", but they have a sense of longevity that I really appreciate. This project, where the objective was to show a new and bolder side of the Pure & Original brand, was extremely interesting and rewarding.

Pure & Original has always had an elegant quality to the brand and image material. I wanted to keep the elegant feel, but with a bit of eclecticism and bold colours. The process started with finding the right location - I knew I wanted high ceilings and interesting architectural features with big windows, not to mention the right owner. The owner is important, because I wanted the end result to stay - and to match the person living there. Thankfully, we found a perfect match - the owner's sense of aesthetics matched exactly the look we wanted to go for.

What I love about all of Pure & Original's qualities, is the natural colour pigments. They give the colours a deeper and more intense feeling, while at the same time synthetic pigments are unable to achieve that same nuance richness. We're approaching a new colour era, that includes almost the entire colour wheel. The biggest trend is that there are no trends, personal choices and personal style will become the most attractive feature in a home. Here, I wanted to show a more complex use of colour, that inspires the customer to think outside the box, and also use colour on window frames, ceilings and not shy away from the bolder colours - if used correctly, they can also feel incredibly relaxing and calm. One of my favourite paint qualities is Classico, ultra matte, with a fabric-like kind of richness to it. The colours look so good that you want to touch them (no, not kidding, it's really amazing). A new favourite is the Marrakech Walls quality that we used on the kitchen walls. It looks a bit like



chalk paint, but it's more like tadelakt, and has a very shiny surface. It's such a great contrast to all the matte paint qualities, and is also incredibly touchable. My aim was to create a kind of "hug the walls" experience, and I think we succeeded in that.

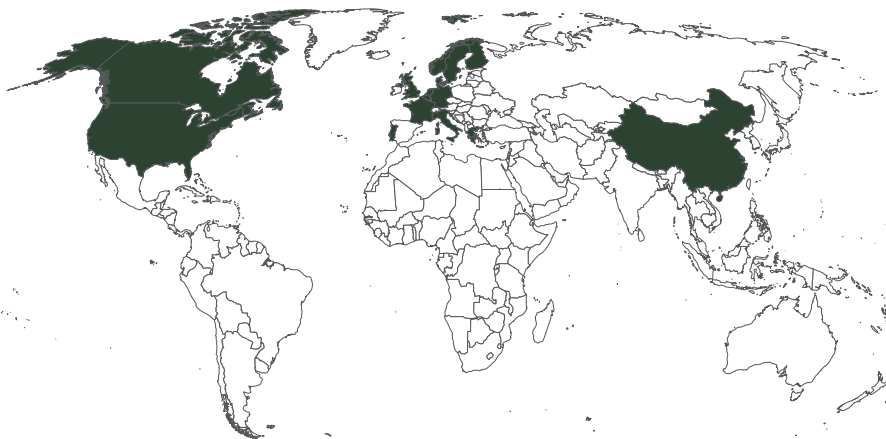
It feels exactly how I pictured it in my head. I never decide on actual colours before we start, but I always have a sense of what I want it to feel like. I had some ideas of what colours to use, but I never decide 100% before I do a tour of the location and talk to the owner. Thankfully, the owner of the house loved the initial ideas and we ended up going for all of the suggestions I made in the first draft (although we did have some lengthy discussions regarding some of them, even making optional palettes). I'm very happy that Pure & Original and the owner ended up loving the campaign look and colour design.

The future of colour is bright! We're heading towards the most colourful era in decades, and I absolutely love the freedom and "break all rules" attitude that's increasing in popularity. Old neutrals will eventually be replaced by green, blue and brown, and we'll be seeing a more playful, complex and elegant approach to colouring our surroundings.

*Dagny Thurmann-Moe*  
Colour expert



"The colours look so good that you want to touch them (no, not kidding, it's really amazing)."



Belgium  
Canada  
China  
Denmark  
Finland  
France

Germany  
Great Britain  
Greece  
Italy  
Norway

Portugal  
Scotland  
Sweden  
The Netherlands  
United States

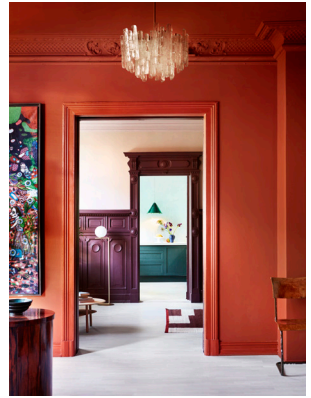
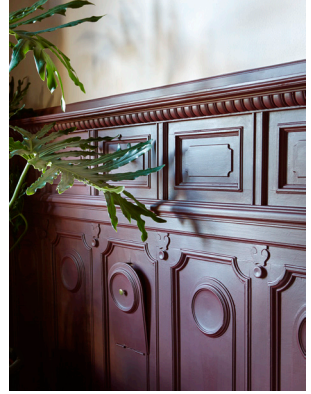
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