



*Pure & Original*

COLOUR COLLECTION  
UPSIDE DOWN



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.

Iris Floor, second generation of the Floor family in Pure & Original, has teamed up for the third time with colour designer Dagny Thurmann-Moe from KOI Colour Studio in Oslo, Norway. For the 2020 collection, Floor has also decided to team up with Siri Zanelli from London based architectural firm Collective Works.

“We wanted to create a collection that has both personality and flexibility – the colours we included can create a large variation of different looks and work with different types of architecture”, explains Iris Floor, Creative Director of Pure & Original.

The current collection moves from various shades of dusty green, to peachy shades of pink, to the most saturated ochre, over to lavender and the vivid Yves Klein blue. This collection has a wild mix of colours, and can be used to create calm, eccentric, historical and modern palettes.



*Pure & Original*<sup>®</sup>

## Applied paint qualities

### Classico chalk-based paint:

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

### Marrakech Walls

Unique concrete- or Tadelakt look for your walls. Ultra matte or high-gloss polished with Italian Wax.

### Traditional Paint lacquer:

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

### Carazzo lacquer:

Universal matte lacquer for doors, window frames, floors and stairs.

For all paint qualities, please scan the QR code:



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Copyright: Pure & Original

Photographer: Margaret de Lange

Styling: Kirsten Visdal

Creative Director: Iris Floor

Colour Design: Dagny Thurmann-Moe, KOI Fargestudio

Architect & Interior Design: Collective Works

Colour Collection - Upside Down

Art. nr. 109418



*Pure & Original*

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*Pure & Original*

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*Pure & Original*

Classico  
Hop





In the heart of London is a place where you can feel at peace. It offers moments of stillness, in the middle of the hustle of the city. It's calm, there are no sounds to disturb you, only the singing of birds in the garden. It is an old house, you can feel the soul and history of the antique bricks. You can imagine all those who have walked the same creaking steps before you. Extending above and below, are modern twists, looking into the future.

Facing the garden, you will find the kitchen, dining and sitting room, flooded with sunlight and surrounded by green plants. The walls are painted in Hop, Classico style, and make the sun shine, even on a rainy day.



Classico  
Hop

Licetto  
Olive Drab

Traditional Paint  
Poetic Blue





*A place for connecting with yourself, your family,  
the world, and nature.*

By creating one open space for the kitchen, dining and sitting room, the whole family can enjoy their time together. Cooking, eating and relaxing all take place in the same space. By creating multifunctional spaces, lives start blending into each other. One is reading, someone else can be working or playing, while some else cooks their favorite meal.

All walls are painted with Hop, Classico style, while the staircase leading to the storage and drawing room is painted with Olive Drab, Licetto, and the banister is painted with Traditional Paint in the colour Poetic Blue. The staircase leading upstairs, to the main hallway and front door is painted in the colour Green Room, using the Marrakech Walls finish.

Classico  
Poetic Blue

Classico  
Sea Moss

Marrakech Walls  
Green Room

Carazzo  
Black Hills

Traditional Paint  
Green Room





Traditional Paint  
Sea Moss


*Delicate variations in the same colour tone bring a calm atmosphere, which feels comfortable and salvaged. Combining dark green, blue green, fresh green and a pastel green creates a certain sense of depth, without making the space too overwhelming.*

The house welcomes you as you enter the fresh green front door. The busy life of London is left behind as you step into the narrow hallway and enter another world.

It is a world of warmth, quietness, cosiness and comfort. A unique home that captures all of family life. A place to connect, and occasionally disconnect. The house has six different levels over four floors, all connected by a green hallway that guides you all the way up. In this way, every family member has their own private space to retreat and find a moment of repose. At the lower levels of the house, you find multiple multifunctional rooms where the family can come together and enjoy each other's company. Down the stairs from main hallway, you

find the family's favorite spaces: the heart of the house which opens to the sky and allows the garden to flow in.

The walls in the hallway are painted with the colour Green Room, Marrakech Walls finish, and finished with Italian Wax for a high-gloss effect. The high gloss allows the sunlight to reach further into the narrow hallway. The ceiling is painted with Sea Moss, Classico, and the ceiling cornices are painted with Poetic Blue, again Classico finish. The plinths are painted with Traditional Paint in the colour Green Room. The original staircase is painted with Carazzo, suitable for timber floors, in the colour Black Hills, and the front door is painted with the colour Sea Moss, using Traditional Paint for woodwork.



Classico  
Old Ocre

Traditional Paint  
Old Ocre



*Surround yourself in colour by using the same tone for all surfaces, including the ceiling and the doors. Let it all blend into each other. The yellow room invites you in to the depth of the soft sofa to immerse yourself in the warm colour.*

Yellow is a colour which invites the sun in, every day. A sparkling colour like this fits perfectly in a room which is not privileged with many windows. The warm, orange toned ocre is a yellow that creates a cosy atmosphere, which perfectly allows you to play with other warm colours like orange and brown, soft materials as plain wood and velvet, and green plants. To bring some contrast a touch of white and black are added.

The walls, ceiling and ceiling rose and cornices are painted with the colour Old Ocre, Classico style, and the yellow doors are painted Old Ochre, in Traditional Paint.

*Calm and refreshing, the perfect  
room for reading and studying*



Classico  
Nutmeg Powder

Classico  
Soft Flamigo









Traditional Paint  
Soft Greek

Traditional Paint  
Soft Flamingo



*When the room is not over decorated with furniture and ornaments, details become even more important. The right wood finish, a perfectly milled plinth and well chosen furniture do the trick.*

Stacking a room with furniture and decoration does not make the room feel right. In many cases, less is more. When you carefully pick what you show, the pieces will get more attention. When you show a lot, you won't see much. In this room a desk and a chair are the only pieces of furniture, accompanied by a blue tiled fireplace, surrounded by timber bookshelves. To keep the room quiet and calm, there is not much decoration. A precious Japanese kimono, a bonsai tree, some ceramic, glass vases with flowers, three pillows designed by a Swedish designer (Josef Frank) are the carefully selected objects. The modern pendant lamp is a nod to the combination between the historical side

of the house, and the modern addition.

The room is tinted with only three colours: a soft pink, energetic blue-ish purple and a muted beige. These three tones match in their colour depth, none are too bright, none too soft. The combination creates a fresh and energetic atmosphere that fits the purpose of this room perfectly.

The walls, ceiling and architraves are painted with the colour Soft Flamingo, Classico style, the plints are painted with the same colour, Traditional Paint. The ceiling decorations are painted with Nutmeg Powder, Classico, and classical sash window are painted with the colour Soft Greek, Traditional Paint.



*Feeling a bit watched but enjoying the natural sunlight? If you don't want to cover up the windows in the bathroom, why don't cover them with some beautiful big plants?*

Blue and green are great colours for kids' rooms. Energetic, but at the same time they calm down the overstimulated mind of a child. In a kid's room, it is allowed to play with interior and colours as you probably won't in another room in the house. In this room, there is a secret ceiling created by painting it in a bright blue colour. A mystery you won't see when you come in. Surprises like this stimulate a child's mind and creativity.

Both the walls and the ceiling in the bathroom is painted with the colour Lagoon Water, using Licetto style paint. The walls in the children's bedroom are painted in Sea Moss, Classico. The lower ceiling is painted with Kiwi White, Classico, and the secret ceiling is the colour Blue, Classico finish. The architraves around the traditional timber sash windows as well as the cast iron radiator are painted with the colour Sea Moss, Traditional Paint.



Classico  
Kiwi White

Classico  
Sea Moss

Classico  
Blue

Traditional Paint  
Sea Moss

Traditional Paint  
Sea Moss

Classico  
Mauve Love

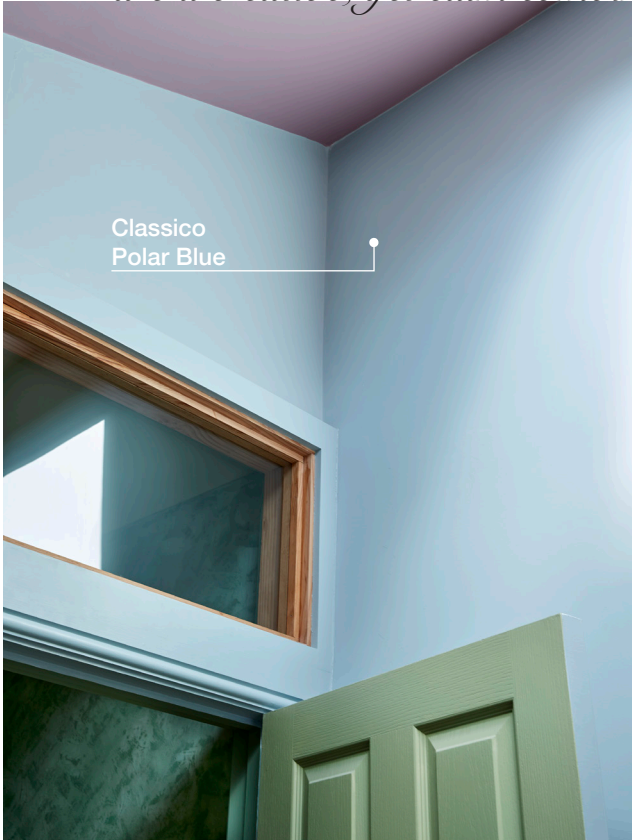
Traditional Paint  
Mauve Love

Traditional Paint  
Mauve Love

Traditional Paint  
Sea Moss



*Purple blue and green  
are a creative, yet calm combination*




Classico  
Polar Blue

Classico  
Polar Blue

Traditional Paint  
Polar Blue





Marrakech Walls  
Green Room

Traditional Paint  
Black Hills

A new loft is created on the top floor. Here you find the master bedroom, a walk-in closet and en-suite bathroom. To make the space feel bigger, all sections are given their own colour. The bedroom is painted in a dark green hue. A colour like this helps to clear your mind and sleep well. The walk-in closet is painted in a quiet but bright, soft blue. This blue also marks a walking path, to walk from the bedroom, across the bathroom, into the dressing room. By marking the threshold space in blue, the colour brings together these three functions and a quiet atmosphere is created. The wall with the bathroom door is fully painted in blue, which creates an optic illusion, where the blue meets the green colour of the bedroom.

The hallway is painted with in the colour Green Room, using the Marrakech Walls style, and finished with Italian Wax. The bedroom is painted with the colour Black Hills, Classico style, and, the bedroom door is painted with Black Hills, but Traditional Paint for woodwork. The walk-in closet is painted with Polar Blue, Classico style, and the bathroom door is painted with the same Polar Blue, but Traditional Paint.



*The natural sunlight brings out all colour nuances in the green wall. From deep dark green all the way to soft pastel green. Because of the variation in nuances it is easy to make a combination with another colour in the same tone.*



Classico  
Black Hills





Traditional Paint  
Nutmeg Powder

Licetto  
Nutmeg Powder

*A warm tint in the bathroom makes your skin look better when you get up on an early morning. It feels like the sun is out and the day is ready to begin.*

In this bathroom, a warm beige is combined with a powdery pink colour. This warm base creates a perfect backdrop for other colours and materials, such as natural wood, concrete, bright orange fabrics and white. To bring the room to life, a structured paint is used for the walls, and made water-resistant by using a sealer.

The pink walls are painted with Marrakech Walls finish, in the colour Old Rose, and the beige walls and the ceiling are painted with the colour Nutmeg Powder, Licetto finish. The door is painted with the colour Nutmeg Powder, in Traditional Paint. The master bedroom is painted with the colour Black Hills, Classico paint.

Marrakech Walls  
Old Rose



*“I like to turn things upside down, to watch pictures and situations from another perspective.”*

*Ursus Wehrli*

And what is that perspective?

“With this collection we wanted to shake things up a bit, and interpret the traditional London Victorian Terrace in a, well, “upside down” manner. With references to the original use of colour that was common in this highly ornamented type of architecture, we wanted to shake it up, and give it a more contemporary feel, with additional references to Scandinavia, Australia and Japan.”  
says Dagny Thurmann-Moe.

*Where did you find your inspiration?*

When I first saw the terrace house, I was incredibly excited – it had a huge personality, and Siri was very keen on keeping all the details that tell its story, but also adding new details, that continue telling the story. It's an ideal starting point for the development of the collection.

My inspiration is the architecture, and as always, Pure & Original's extensive colour library. This time it was especially interesting to interpret both the colours and the use of colours of the Victorian era but apply it in a contemporary manner. The architectural era of the Victorian terrace of course plays a significant role in developing the colours for the collection. I love the fact that Pure & Original has natural colour pigments, which again makes it easier to reference the historical use of colours. We wanted to pay homage to the Victorian era, so the colour combinations are in several rooms quite complex. We did not apply the approach to all rooms, as that can be too much, so we balance between high and low complexity in the different rooms – the highest degree of complexity is actually in the hallway.

*Can you tell something about the used colours?*

Each room has a little surprise. I'm not going to let you know what here, but if you study the photos carefully, you'll probably be able to spot them.

We avoid black, white and grey tones as they create too high levels of contrasts – it's easier to create a harmonious and relaxing look if you avoid greyscale, which is in high contrast with the colour circle.

*Why did you pick a blue-ish purple for the windows in the front living room?*

I wanted to do something unexpected with the front living room. It could easily be just pretty, but I wanted something more. Something you have to analyse, and then decide for yourself, if it's something you like or not. I personally love it.

We combined both warm and cold colours in the same colour palettes in different rooms, because it can create a more "full" look, as only staying at one side of the colour wheel, can in some instances make a space seem too cold (or sterile/depressing) or too warm (stressful, too much energy). It's not always needed, but, when it is, it can create a sense of calm, perfection or just interesting contrast.



*Dagny Thurmann-Moe  
Colour expert*

*Why are there no white ceilings?*

I avoid white ceilings in my projects, because they create too high of a contrast towards the colours on the walls and the rest of the interiors – it's like having a giant iceberg on top of the interior.

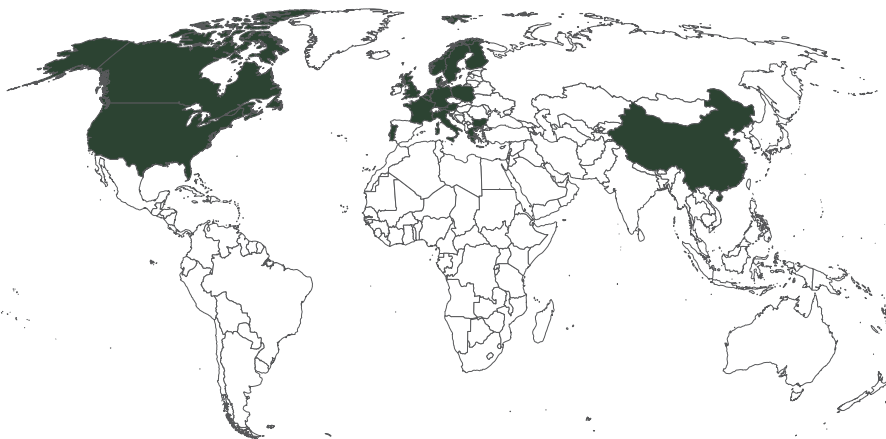
*Why did you paint the blue secret ceiling?*

Pure & Original's Blue, is such a bright and saturated colour, it reminds me of the legendary "Yves Klein Blue". It has absolutely nothing to do with the Victorian era, but is such a fun surprise, that you can only see when you're standing in the middle of the room – it's invisible from the doorway, and it also enhances the modern touch of the ceiling.

*What can you tell about the used paint types in the hallway and the bathroom?*

The Marrakech Walls quality is usually seen in grey or beige, and with the Italian high gloss Wax, it just makes the walls into a piece of art from themselves. We decided to use a brighter colour of green, and the effect of the paint looks much like Tadelakt – very old, beautiful and with an amazing patina. It's the jewel of the house.

I love to use washable wallpaint in bathrooms and here, it's like the icing on the cake. Soft, pastel tones, that perfectly blend in together, none of them making a statement, but together, all of them creating something magical.



Austria  
Belgium  
Bulgaria  
Canada  
China  
Denmark  
Finland

France  
Germany  
Great Britain  
Greece  
Italy  
Luxembourg  
Norway

Poland  
Portugal  
Scotland  
Sweden  
Switzerland  
The Netherlands  
United States

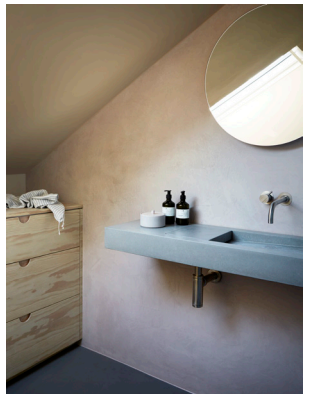
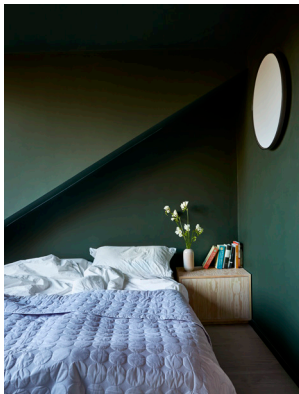
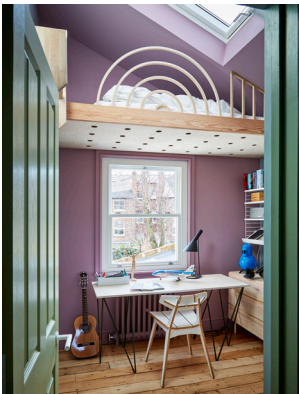
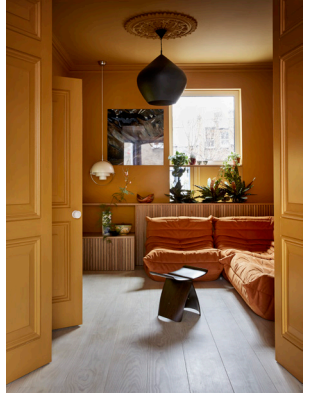
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