



Pure & Original

COLOUR COLLECTION
THE NEOMODERNIST

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 second time with colour designer Dagny Thurmann-Moe, to show a small collection; a homage to the use of colour in the 1930s Europe. "The original approach to colours in the modernist era is growing as source of inspiration. We wanted to show how our carefully developed collection can be used to achieve this form of refined and personalized use of colour", explains Floor. Colours and colour blocking can be a powerful tool in creating visual interest, personality and style to a space, and this collection is meant to inspire to just that.



Applied paint qualities

Classico chalk-based paint:

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

Traditional Paint lacquer:

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

For all paint qualities, please scan the QR code:



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

Colour Collection - The Neomodernist
Art. nr. 108705



Original

Pure & Original
Original

Pure & Original



Bohemian

Polar Blue

Blue Reef

Black

Skin Powder

Honey Glow

Kenyan
Copper

Honey Glow

With yellow being one of the most interesting colours at the moment, a soft and comfortable nuance, which is easy to work and succeed with, has been carefully developed. Honey Glow will give any room a feel of warmth, sophistication and happiness.

Kenyan Copper

A deep and powerful nuance of terracotta, rich and comfortable, a colour that feels current, refined and interesting. Perfect for social spaces.

Skin Powder

The perfect new base colour, that has a soft and sophisticated touch to it. Warmer than beige, not pink and not peach, but somewhere in between, you will find pure wall perfection.

Polar Blue

One of Pure & Original's most popular colours is Polar Blue, with its soft and comfortable nuance of blue with a dash of green in it. Works with almost any other colour.

Bohemian

As nuances of purple increases in popularity, this classical lavender creates a cozy, yet elegant, atmosphere.

Blue Reef

A dusty nuance combined of blue and green creates a cool and spacious feel, and especially interesting when combined with other colours.

Black

Just black. Simple, uncomplicated, dramatic, and perfect on details, to add that eclectic feel of the 30s.

Classico
Honey Glow

Classico
Kenyan Copper

Traditional Paint
Black





Welcome into pure comfort. Warm, bright colours bring a warmth as never seen before. Feel embraced, leave stress behind and let yourself be overwhelmed by the perfect colour harmony.

The contrast between the black and orange gives a little catch, yes you are still awake. The soft yellow on the other hand lightens it all up. Higher and higher goes the ceiling.

The wall is painted in Classico chalk-based paint in the colour Kenyan Copper, ceiling in Classico colour Honey Glow and window frames in Traditional Paint colour Black.

*A soft and delicate
entrance for your beloved ones*



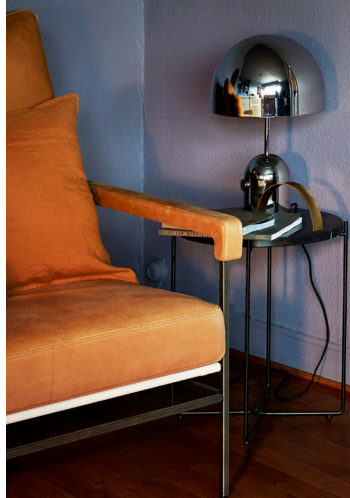
Classico
Kenyan Copper

Classico
Skin Powder

Traditional Paint
Black

A soft pink with orange touch welcomes you into this bright home with 30s feeling. The subtle orange framing on the ceiling gives a hint of the colourful secrets, playing inside the rest of the house. But yet, not too much. Let's explore!

Classico
Bohemian



The ultimate nest feeling can be achieved by painting the room in darker colours, as here is chosen for a classic purple. Add some big book cases and comfy furniture, and dream away.

The walls and ceiling are painted in Classico chalk-based paint in the colour Bohemian, window frames in Traditional Paint colour Black, to add a magical spark.



A voluminous room can feel lost, but by playing with colour in the right way it can feel spacious yet intimate. Only a few furniture pieces here and there can create an atmosphere like a chic hotel or almost a modern museum.

The warm and cold colours flow in and out each other, Polar Blue on the walls, Kenyan Copper on the ceiling and warm Honey Glow on the heigher ceiling. Almost as the sun comes through.

An accent with Kenyan Copper on the wall on the right creates a connection between the colours.

The door in high-gloss Traditional Paint matches with the stand-alone furniture.




A modern interior space with a high ceiling and a large mirror. The ceiling is painted in a warm, golden-yellow color. The walls are painted in a light blue color. A large mirror is mounted on the wall, reflecting the room. A black chair is positioned in front of the mirror. A small table with a lamp and a water bottle is next to the chair. A black door is visible on the right side of the room. The floor is made of polished wood in a herringbone pattern.

Classico
Honey Glow

Classico
Kenyan Copper

Classico
Polar Blue

Traditional Paint
Black



Classico
Honey Glow

Classico
Kenyan Copper

Classico
Polar Blue

Traditional Paint
Bohemian

Sit down and relax.
Soft velvet, ultra matt walls and muted tones.
A home was never so calm and quiet,
and yet so colourfull.

*Warm and cool colours
in refined harmony*



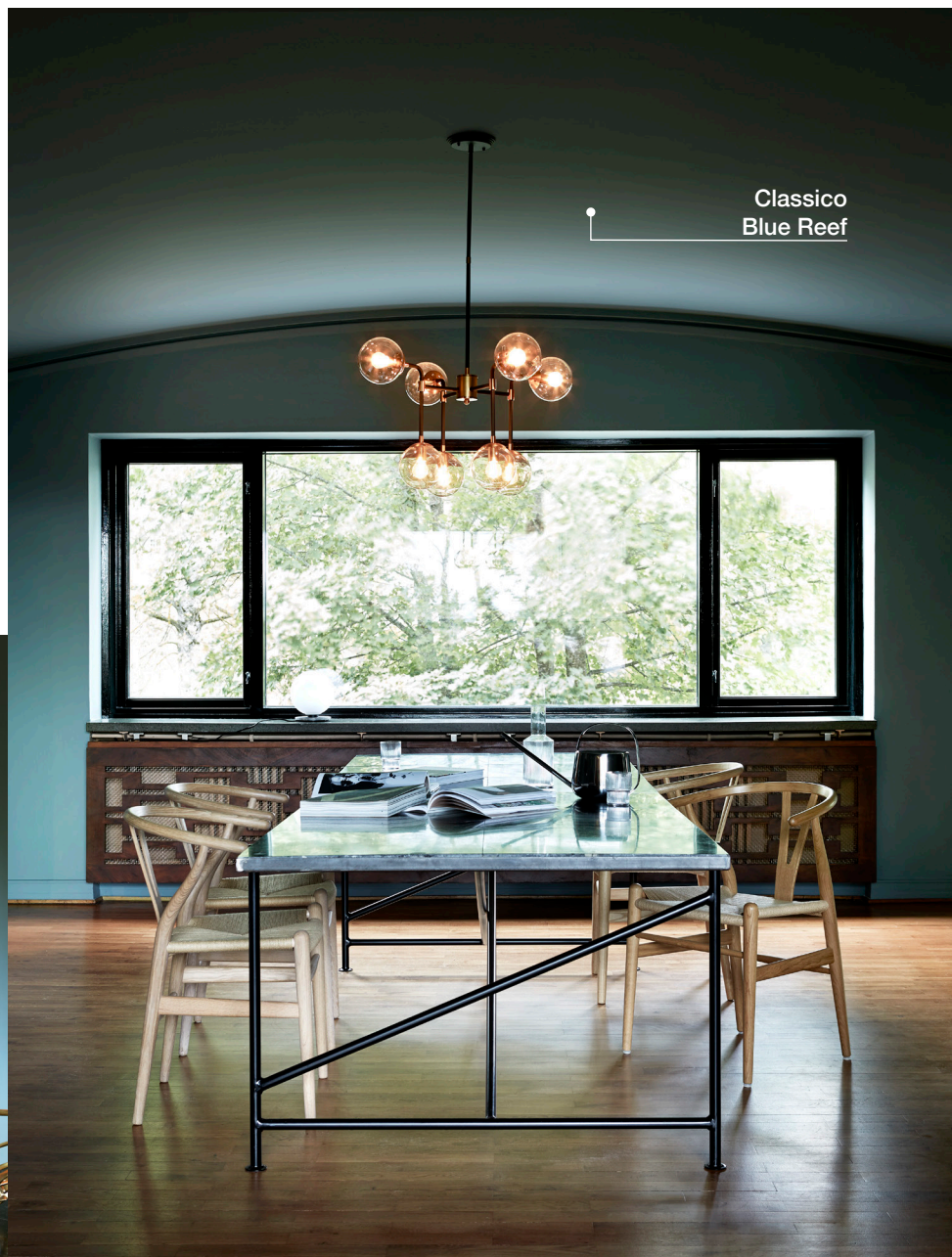
This dining room is the perfect room for long family dinners or parties with friends. The long stone table lends seats up to eight people, and even more if you shift in.

The natural wooden chairs and thin black legs of the table give balance to the heavy tabletop. The blue walls and ceiling breath a hint of green, to add warmth, and at the same time cool, to the room.

The walls and ceiling are painted in Classico chalk-based paint in the colour Blue Reef, window frames in Traditional Paint colour Black.



Classico
Blue Reef





Like always, when I start a new project, I begin with spreading out all of Pure & Original's colours across my worktable.

This gives me a feeling of what stands out, what feels fresh and new, and what we can reinterpret. What I love about Pure & Original's colour library, is that it's filled to the rim with historical colours from most decades from the past and current century, in quality nuances. This means that the colours are not that sensitive to trends, but can be interpreted in almost any trend or style direction.

For this collection, we wanted to do something different from last year, but still give a full extravagant colour experience. We have put a lot of work and consideration into what colours we wanted to group together and how.

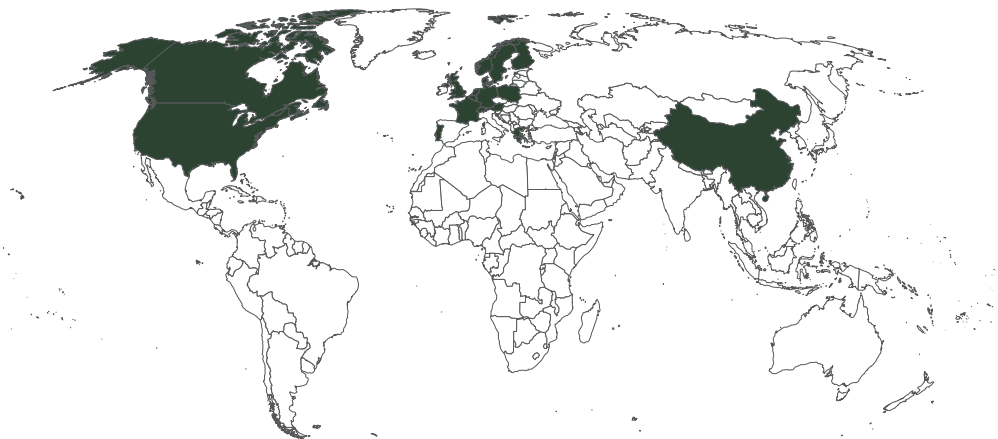
I knew I wanted to refer to the modernist era and how they used colours - it is so different from what many think - full of crazy and eclectic colour combos, but with a refinement we rarely see today. It was complex, with a deep understanding of how to play with light, colour, angles, materials and shadow, and sometimes extremely over the top. It felt free in a way. So we wanted to tap into that, but with a contemporary approach. The goal is that the colour design feels new and fresh, but also has historical references. Contemporary architecture has a lot in common with modernism, so referencing the use of colours in this project, can easily be done in a home built this decade.

We were lucky to get the perfect location, designed by noted Norwegian architect Ole Øvergaard and finished in 1932/1933. It had the architectural features and qualities to tell the right story. The colours we wanted to use in the collection almost fell into some kind of symbiosis with the architecture. It felt like it had always been that way, that they belonged with the house.

We're at the beginning of the era where many feel a bit sick and tired of trends. Constantly being reminded of what's in and what's out. And it is boring, isn't it. Not to mention not particularly eco-friendly. And the reaction to these strict rules of how to decorate the "right" way, is making personal choices. Ignoring advice. Instead, working with the architecture of your home, your personality and your own wants and needs. The truth is, sometimes, all the advice on how to work with neutrals, basics etc may not be the right choice for you. It could be entirely different. And this era is about to show us a whole lot of just that. Enjoy!

Dagny Thurmann-Moe
Colour expert

"I knew I wanted to refer to the modernist era and how they used colours - it is so different from what many think - full of crazy and eclectic colour combos, but with a refinement we rarely see today."



Austria
Belgium
Canada
China
Denmark
Finland
France

Germany
Great Britain
Greece
Luxembourg
Norway
Poland

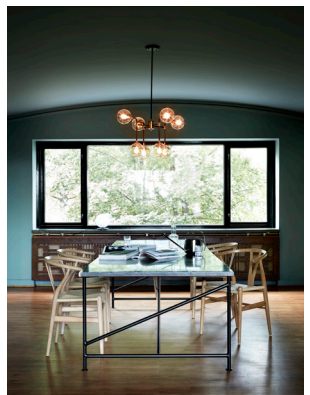
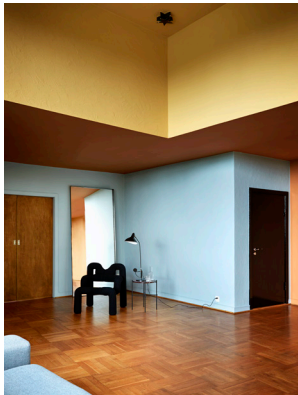
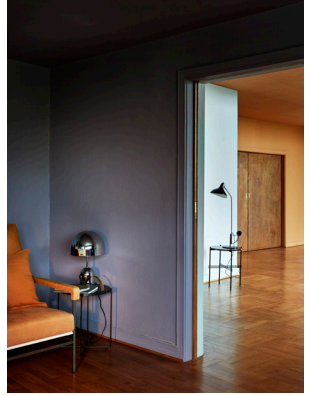
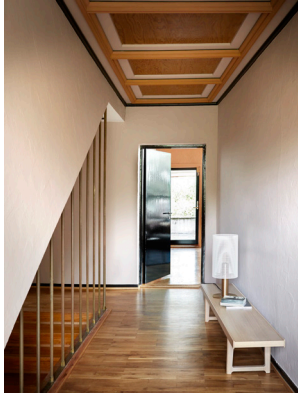
Portugal
Scotland
Sweden
Switzerland
The Netherlands
United States

Our Star Dealers offer a wide range of all our Pure & Original products. They can provide additional information about our products and are available to assist you with paint and colour selections.

For more information, selling points and applicators,
visit our website at

www.pure-original.com







Pure & Original

THE CHARM OF NATURAL COLOURS

www.pure-original.com