



Pure & Original®
THE CHARM OF NATURAL COLOURS



Capsule Collection

new dawn



Pure & Original is a Dutch, family-owned premium paint brand, best known for their original mineral paints as Fresco lime paint and Marrakech Walls. One of the newest developments is the launch of Licetto, a highly durable wallpaint which is very easy to clean. The colours associated with the brand are usually muted shades of grey, beige and white, which have been driven to perfection over many years.

This year Pure & Original is launching it's first Capsule Collection together with KOI Colour Studio. A series of colours that go perfectly together, divided into several base tones and exciting statement colours. The collaboration between Pure & Original and KOI Colour Studio goes back many years. An example of this unique collaboration are the Colour Collections, inspiring colourful homes to stimulate your imagination.

For the Pure & Original x KOI - Capsule Collection, both parties joined forces and started working together on a collection of new colours to complement the current colour collection of Pure & Original. The unique thing about this Capsule Collection is that you can use it in many ways. Use one of the shades as an accent colour to complement a current interior or give an entire home a perfect makeover.

The New Dawn Capsule Collection contains all the colours for a personal and comfortable interior, whatever type of home or interior style.

*"Let your creativity run free and
create the interior of your dreams."*



Applied paint qualities

Classico chalk-based paint:

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

Licetto washable wallpaint:

A highly durable wallpaint with a matte finish. Perfect for commercial areas, bathrooms or kitchens.

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.



Copyright: Pure & Original
Photographer: Margaret de Lange
Styling: Kirsten Visdal
Colour Design: KOI Colour Studio

Capsule Collection - New Dawn
Art. nr. 111653





*A new era is on the rise.
Full of positivity, a dash of individualism
and an overall comforting scheme
prepares us for the new tide.*

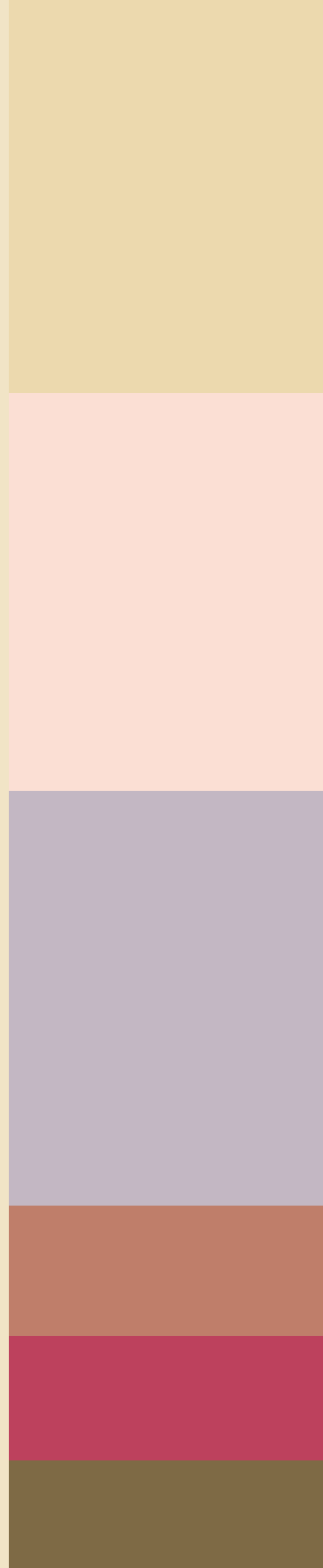
New Dawn consists of three easy
hues to set the tone, and three
statement colours to match.

BASE COLOURS

Daybreak, Pale Terracotta, Caspia Lavender.

STATEMENT COLOURS

Uluru Haze, Dragon Fruit, Wetlands.



DAYBREAK

WETLANDS

PALE TERRACOTTA



DAYBREAK

A relaxing and calm nuance of yellow with a subtle touch of red that will create a warm and elegant atmosphere.

Daybreak is used on the walls (Licetto) and the ceiling (Classico), the mouldings (Traditional Paint Eggshell) and the window frames (Traditional Paint High-Gloss).

WETLANDS

Bold and interesting, love it or hate it: This colour takes a stand.

Wetlands is used on the mouldings (Traditional Paint Eggshell and Traditional Paint High-Gloss) and window frames (Traditional Paint Eggshell and Traditional Paint High-Gloss).

PALE TERRACOTTA

A colour that makes all other colours shine.

Pale Terracotta is used on the ceiling decorations (Traditional Paint High-Gloss) and on the wall in the left room (Licetto).







Uluru Haze

Deep and rich, like a holiday for the soul.
Uluru Haze is used on the walls (Licetto)
and the ceiling (Classico).









WETLANDS

DAYBREAK

CASPIA LAVENDER

PALE TERRACOTTA

WETLANDS

A complex and almost green, and also almost brown nuance with a clear reference to the oh so wonderful 70s. Go for it!

Wetlands is used on the mouldings (Traditional Paint Eggshell and Traditional Paint High-Gloss) and window frames (Traditional Paint Eggshell and Traditional Paint High-Gloss).

DAYBREAK

Easy like Sunday morning.

Daybreak is used on the ceiling (Classico) and in the room on the right; on the walls (Licetto), the ceiling (Classico) and the mouldings (Traditional Paint Eggshell)

CASPIA LAVENDER

Traditional, minimalistic, eclectic, Scandinavian, rustic - its all up to you. This elegant lavender is an incredible base colour that will work as the ideal backdrop towards pretty much any other colour.

Caspia Lavender is used on the table leggs (Carazzo).

PALE TERRACOTTA

The perfect base colour is somewhere in the middle between red and yellow pigments, and it will make any room sing, in a calm and refined manner.

Pale Terracotta is used on the walls (Licetto) and the ceiling decorations (Traditional Paint Eggshell).





DRAGON FRUIT

ULURU HAZE



DRAGON FRUIT

Intense, fun and impossible to avoid. Nothing for the faint of heart. A bright and saturated pink full of energy, that will create the ultimate statement effect.

Dragon Fruit is used on the walls (Licetto) and the ceiling (Classico).

ULURU HAZE

Soft and lush, this clay tone is incredible elegant and sets the perfect mood for social gatherings.

Uluru Haze is used on the wall in the living room (Licetto).





Who is KOI Colour Studio?

KOI Colour Studio is a design studio located in Oslo and is today made up of ten highly skilled and enthusiastic designers all specializing in colour. The studio works with a wide array of projects, ranging from product design, to a broad spectrum of interior projects for commercial, public and private clients, as well as exteriors, facades and cityscapes. The studio was founded by Dagny Thurmann-Moe in 2014 and her collaboration with Pure & Original has spanned over over half a decade.

Pure & Original has for many years collaborated with KOI Colour Studio on creating mouth watering campaign photos for the brand and is a household name in the design world, with Dagny Thurmann-Moe being named no. 1 most inspiring designer in Living Etc Magazine in 2020. Since 2019 the studio consists of three partners, with designer Elisabeth Limi and interior architect Sarah Leszinski completing the trio, each leading their own team of designers.

Together, we create magic.

The Capsule Collection - New Dawn is a natural extension of a longstanding collaboration and is the love child of KOI in close dialogue with the creative lead of Pure & Original. In the majority of their interior projects, KOI Colour Studio uses Pure & Original paint, both due to the high quality and beauty of the paint, their mineral colour pigments, and also because Pure & Original produces their products with as little environmental impact as possible.

The Pure & Original x KOI Capsule Collection will be launched in four collections and consist of both easy to use basic colours , as well as statement colours to elevate details or bold moves, all of which have great relevance for a broad specter of interiors. With KOI's extensive knowledge of Pure & Original's colour archives, they have worked together on developing new colours and nuances that compliments and fills gaps in the archives.

Tips

How to succeed with colours in your home

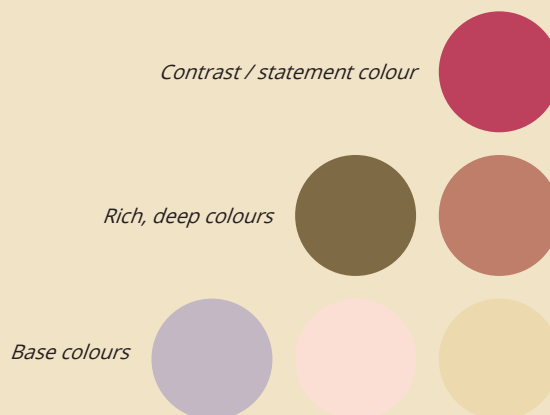
What is your colour aesthetic? Try to find out what kind of colours and nuances you've loved for years, regardless of trends. Make mood boards on Pinterest or with paper clippings to see if you can spot a pattern. If this feels difficult, get help from a professional.

Make a written down and illustrated long term plan for your entire home. You don't have to do everything at the same time, but when you have a goal and direction to move towards, making the right investments will be a lot easier, and reduce buying things you don't need or like.

Don't choose all colours from the same collection. Including this one. We've developed lasting nuances that will stand the test of time, but we still want you to expand beyond these colours. Pure & Original has a magnificent colour archive. If you want the colours of your home to last decade after decade, choose colours from different launches, and pair some of them together in an unexpected manner.

Vary the nuances. If every room has different colours, but in the same nuance, the overall experience will seem a bit flatter and two dimensional. Try to choose colours that fits the purpose of the different rooms. Most people would like a relaxing colour in their bedroom, while the dining room needs colours for social interaction and enjoying a good meal.

Don't be afraid to make choices that are outside of your comfort zone. In the end, that can be what you end up loving the most.



New Dawn

The first Capsule Collection goes under the headline "A New Dawn" and marks the beginning of an exciting period of colourful optimism. The collection consists of easy to work with base colours, rich, deeper nuances and one striking and bold colour for those that dare.

Base colours

Daybreak - a creamy, pale shade of yellow. Gives your room that sunny feeling without feeling overwhelming. Its just warm and cosy, with a dash of elegance.

Pale Terracotta - a very light shade of terracotta that will work in any space and any room. Compliments every colour of the colour wheel and you will love it forever.

Caspia Lavender - The perfect lavender that is an excellent base colour. It also works with pretty much any other colour, and leaves an elegant and sophisticated atmosphere.

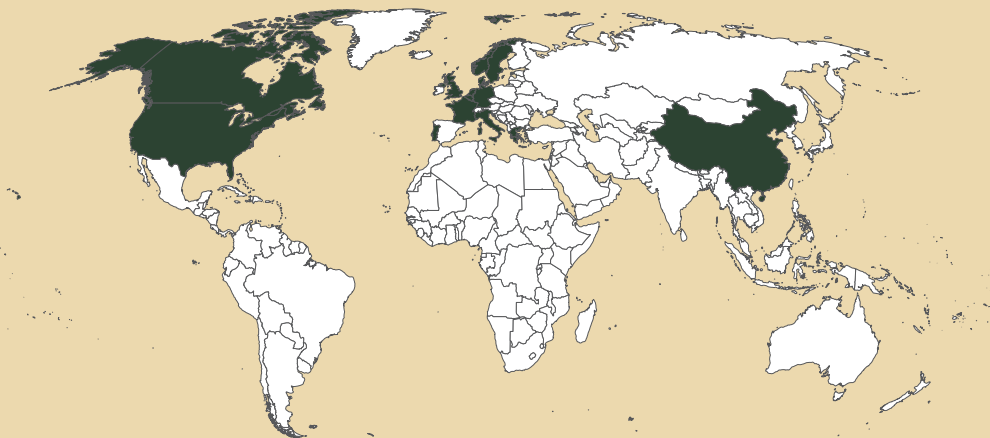
Rich, deep colours

Wetlands - An old colour, a strange colour and a colour that can make the most interesting colour combinations. Up your colour paletting game, and combine it with the most gentle, dusty nuances - it works with pretty much any colour you'd like. And what colour is it? Is it green, brown or yellow? It's up to you.

Uluru Haze - The deeper terracotta tones creates lush and elegant rooms, and are perfect for spaces for lounging and socializing. Is surprisingly easy to work with.

Contrast / statement colour

Dragon Fruit - The colour you didn't know you needed in your life. It's the colour that doesn't really work for bedrooms, but would make an awesome hallway, you can use it on all walls and ceiling in the toilet, or on all of the doors of your home. It's an intense and deep pink that surprisingly doesn't feel that intense, just fabulous. We dare you - try it!



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