



Pure & Original®
THE CHARM OF NATURAL COLOURS

Capsule Collection Grounded Beautitude

KOI



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 the Elements Collection, a sparkling variation on the current colour collection. The colours associated with the brand are usually muted shades of grey, beige and white, which have been driven to perfection over many years.

Pure & Original is launching its second 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 Grounded Beautitude 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.

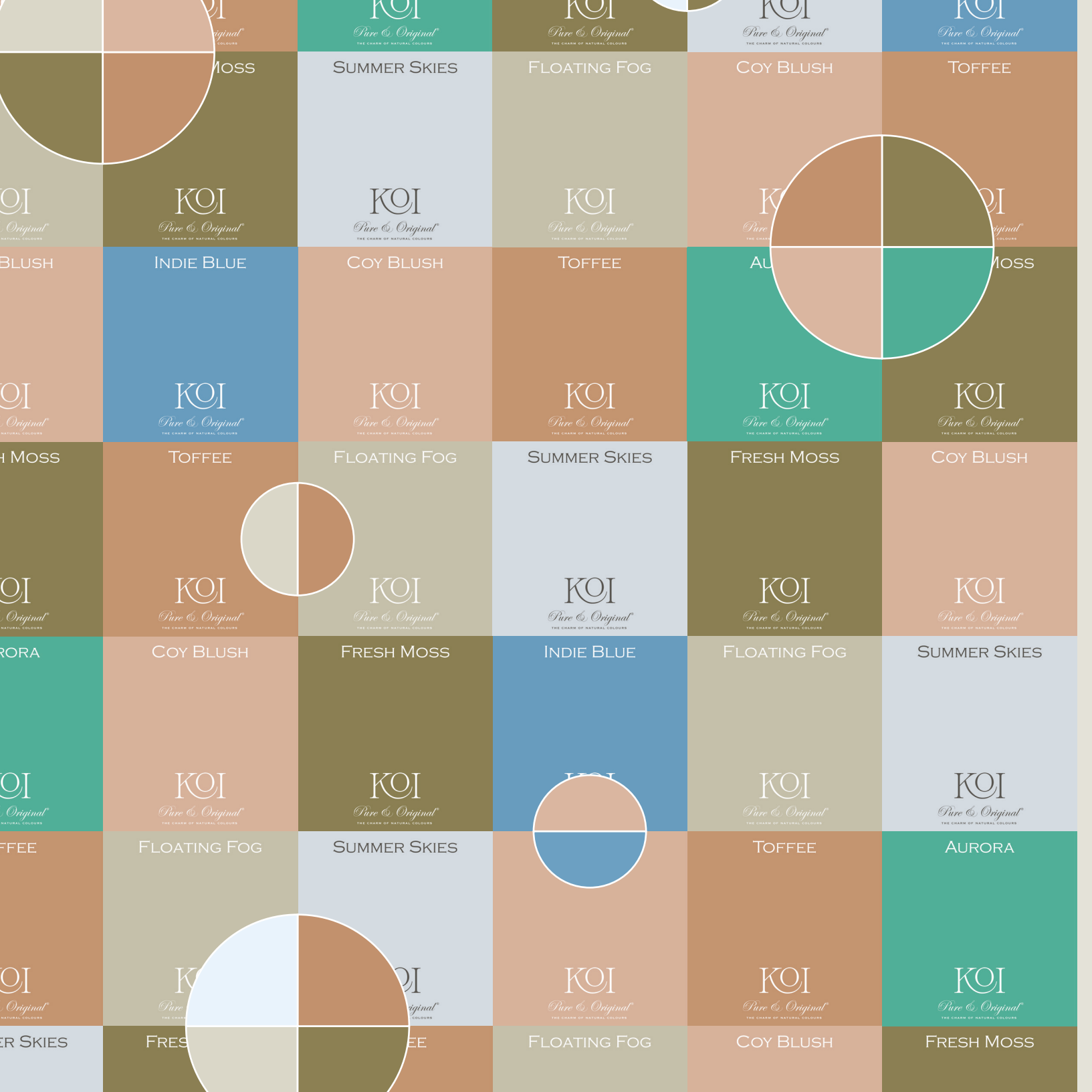


For all paint qualities, please scan the QR code.

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

Capsule Collection - Grounded Beautitude
Art. nr. 112622





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MOSS

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SUMMER SKIES

KOI
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FLOATING FOG

KOI
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COY BLUSH

KOI
Pure & Original
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TOFFEE

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BLUSH

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INDIE BLUE

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SUMMER SKIES

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FRESH MOSS

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COY BLUSH

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COY BLUSH

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COY BLUSH

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FRESH MOSS

“Earthy, lush and airy, the shades of Grounded Beautitude set the tone for cosy living under the clear blue sky. Accents in rich, warming and cooling hues provide comfort and revitalize.”

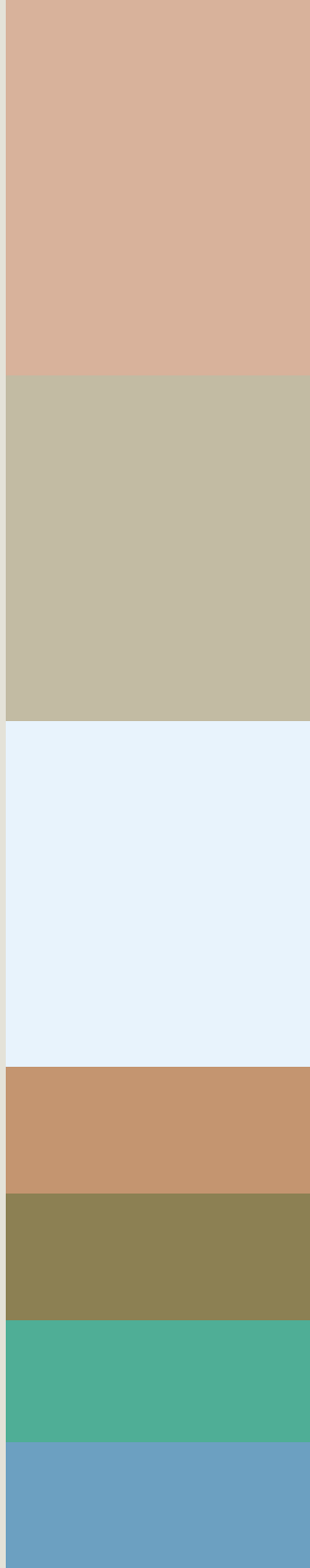
Grounded Beautitude consists of three easy hues to set the tone, and four statement colours to match.

BASE COLOURS

Coy Blush, Floating Fog, Summer Skies.

STATEMENT COLOURS

Toffee, Fresh Moss, Aurora, Indie Blue.



TOFFEE

COY BLUSH

AURORA



TOFFEE

This caramel-like colour is lush and delicious. A mix of yellow and red that is different and interesting. A beautiful colour with a subtle, lush and pleasing expression.

Toffee is used on the kitchen cabinets (Traditional Paint Eggshell).

COY BLUSH

One of the most important basic colours of the coming era. Perfect for any room in your home.

Coy Blush is used on the wall (Licetto).

AURORA

This cool green is a bit intense, but not too much. It's interesting and quite challenging, you won't regret it.

Aurora is used on shelves (Traditional Paint Eggshell).







Toffee

This caramel-like colour is lush and delicious. Toffee is used on the kitchen cabinets (Traditional Paint Eggshell).









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Coy Blush is used on the wall (Licetto).

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This cool green is a bit intense, but not too much. It's interesting and quite challenging, you won't regret it.

AURORA









Floating Fog

Is it green? Or beige?
It's up to you what you want it to be.
Floating Fog is used on the walls (Classico).





SUMMER SKIES

INDIE BLUE

SUMMER SKIES

This light shade of blue is like a warm and pale summer sky. It is a perfect base colour that goes with any other colour. It gives your room an airy and spacious feel.

Summer Skies is used on the walls (Classico).

INDIE BLUE

It's fresh, it's fun, it's clear and it's bold. An honest blue with no fuss.

Indie Blue is used on the ceiling (Classico).







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 Capsulle 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 Capsulle 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.



Grounded Beautitude

The second Capsule Collection goes under the headline "Grounded Beautitude" and evokes feelings of peace, calm and timelessness.

Base colours

Coy Blush - One of the most important basic colours of the coming era. Perfect for any room in your home.

Floating Fog - Is it green? Or beige? This will change throughout the day. It's up to you what you want it to be.

Summer Skies - This light shade of blue is like a warm and pale summer sky. It is a perfect base colour that goes with any other colour. It gives your room an airy and spacious feel.

Rich, deep colours

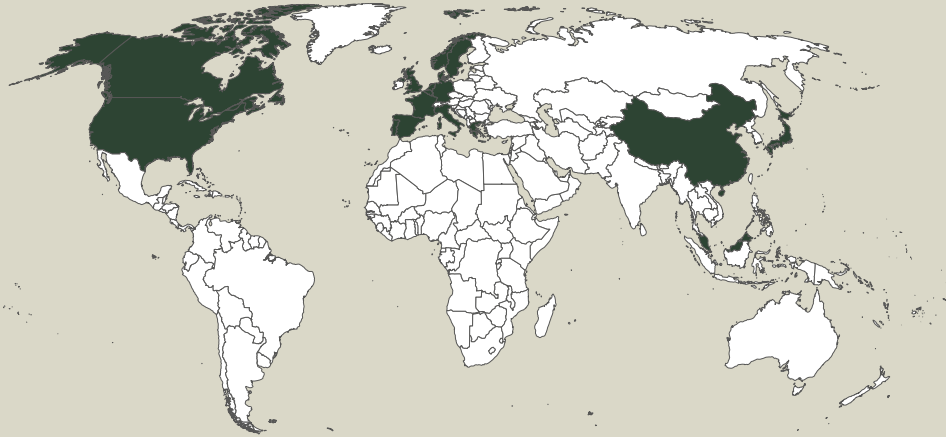
Toffee - This caramel-like colour is lush and delicious. A mix of yellow and red that is different and interesting. A beautiful colour with a subtle, lush and pleasing expression.

Fresh Moss - It's the green you never knew you needed. It's almost camouflage, but just not quite. Incredibly interesting compared to the colours in the collection. A shade of green for a lush heart.

Indie Blue - It's fresh, it's fun, it's clear and it's bold. An honest blue with no fuss.

Contrast / statement colour

Aurora - This cool green is a bit intense, but not too much. It's interesting and quite challenging, you won't regret it.



Belgium
Canada
China
Denmark
France
Germany

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Italy
Japan
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Portugal
Singapore

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Sweden
The Netherlands
United Kingdom
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