



Capsule Collection
Natural High

Pure & Original is a Dutch, 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 Massif, a ready to use mineral stone paint suitable for indoors en outdoors.

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 it's third and final 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 the unique location in the Lofoten, Norway and the ability to 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.

For Natural High, we photographed the colours at Brakøya in Lofoten. It is a raw, layered and just a both understated and spectacular place, where old and new, colour and pattern, weathered materials and refined details exist naturally side by side. That made it a wonderful setting in which to show the collection in use, not as isolated colour samples, but as part of real and complex interiors.

"Painted by nature, perfected by craft."



Brakøya is not an island to be tamed. Here, nature sets the rhythm of each day. The wind sweeps freely across the rugged cliffs, the ocean relentlessly shapes the shoreline, and the light transforms with every passing hour. In the Lofoten Islands, the seasons are defined not only by temperature, but by colour, texture and contrast. Every moment reveals a different story.

Here, colours are not created at a drawing board, they are shaped by the elements. Salt water softens wood and stone into gentle shades of grey. Moss and lichen bring deep greens to life across ancient rocks. Mist drapes the landscape in cool blues, while the low Arctic sun bathes the mountains in warm earth tones, copper, ochre and delicate blush pinks. Even the darkness of winter holds a rich palette, where charcoal, slate and the dancing Northern Lights exist in perfect harmony.

On Brakøya, colour is never decoration; it is a reflection of nature itself. From weathered fishermen’s cabins to the layered hues of sand, stone and sea, everything belongs effortlessly to its surroundings. Nothing feels forced. Everything has been shaped by time, wind, rain and salt.

It is this raw, untamed beauty that inspires. It reminds us that the most beautiful colours emerge when nature is given the freedom to do what it has always done. Not perfect, but authentic. Not fleeting, but timeless.

Because on Brakøya, nature reminds us every day that colour is more than something we see. It is something we feel.

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.

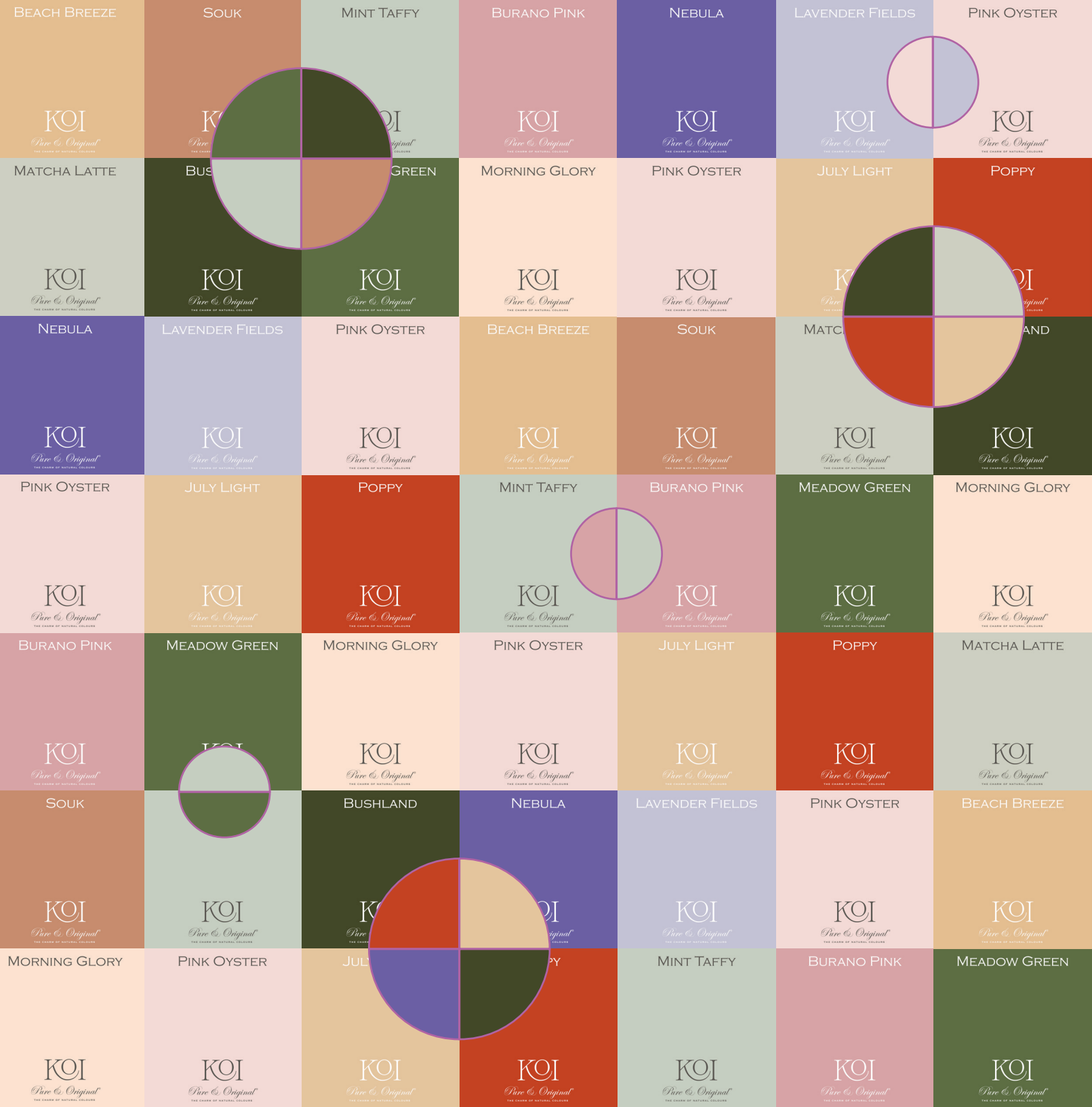
For all paint qualities, please scan the QR code.



Copyright: Pure & Original
Photographer: Marte Garmann
Styling: Kirsten Visdal
Colour Design: KOI Colour Studio

Capsule Collection - Natural High
Art. nr. 111656





The collection is an ode to pure life at altitudes where the air seems brighter and daylight reveals itself in endless nuances.

Natural High consists of 10 easy hues to set the tone, and three statement colours to match.

BASE COLOURS
Morning Glory, Pink Oyster, July Light, Beach Breeze, Matcha Latte, Mint Taffy, Lavender Fields, Souk, Meadow Green, Bushland

STATEMENT COLOURS
Nebula, Poppy, Burano Pink

Acompanied by seven existing Pure & Original colours for endless colour combinations

Aurora, Indie Blue, Blue, Uluru Haze, Courtly Rose, Provincial Gold & Daybreak

Check out all colours used in this collection on our website www.pure-original.com



AURORA

MINT TAFFY

MEADOW GREEN



AURORA

A cool green - a bit intense, but not too much. It's interesting and may be a challenge. You won't regret it.

Aurora is used on the inside of the cabinet (Traditional Paint Eggshell)

MINT TAFFY

A subtle green, reminiscent of the soft mineral tones of historic lime paint and the faded colours of old botanical illustrations. It exudes the freshness of misty fields and the delicate colours shaped by time.

Mint Taffy is used on hallway walls (Classico chalk-based paint)

MEADOW GREEN

A rich, organic green reminiscent of the lush landscapes painted by 19th-century Romantic artists. With echoes of Arts & Crafts interiors and the deep, enveloping hues of historic botanical dyes, this colour connects past and present through the enduring presence of nature.

Meadow Green is used on the ceiling beams (Traditional Paint Eggshell)

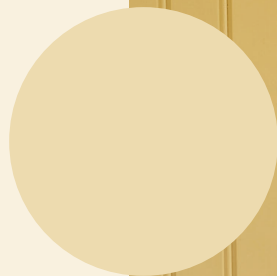




Meadow Green

A rich, organic green reminiscent of the lush landscapes painted by 19th-century Romantic artists. With echoes of Arts & Crafts interiors and the deep, enveloping hues of historic botanical dyes, this colour connects past and present through the enduring presence of nature. Meadow Green is used on the doors, ceiling beams and skirting boards (Traditional Paint Eggshell)







BUSHLAND

A deep, protective green reminiscent of the robust, hand-mixed pigments of historic country houses and the lush green of centuries-old woodlands. Used in traditional country houses and large botanical illustrations, it offers a powerful yet grounding appearance.

Bushland is used on all the woodwork in this room (Traditional Paint Eggshell)

BUSHLAND



BEACH BREEZE

ULURU HAZE

COURTLY ROSE

SOUK

MINT TAFFY

MEADOW GREEN



BEACH BREEZE

A sun-drenched neutral shade reminiscent of weathered coastal houses, vintage linen and the soft patina of old stucco. It evokes the light, airy interiors of Mediterranean holiday homes and radiates the gentle warmth of spaces shaped by time and tides. Beach Breeze is used on the ceiling (Traditional Paint Eggshell)

SOUK

A warm, sunny hue, steeped in the tradition of ancient markets and centuries-old spice routes. Souk reflects the golden hues of Moroccan pottery and woven Berber textiles and is a colour that carries within it the richness of history and the warmth of artisanal craftsmanship. Souk is used on the skirting boards (Traditional Paint Eggshell)

MINT TAFFY

A subtle green, reminiscent of the soft mineral tones of historic lime paint and the faded colours of old botanical illustrations. It exudes the freshness of misty fields and the delicate colours shaped by time. Mint Taffy is used on ground floor walls (Classico chalk-based paint)

MEADOW GREEN

A rich, organic green reminiscent of the lush landscapes painted by 19th-century Romantic artists. With echoes of Arts & Crafts interiors and the deep, enveloping hues of historic botanical dyes, this colour connects past and present through the enduring presence of nature. Meadow Green is used on the ground floor doors and skirting boards (Traditional Paint Eggshell)





Lavender Fields

A poetic, floral hue reminiscent of the lavender fields of Provence and the soft pastel tones of Rococo interiors. With its roots in natural dyes and historical botanical prints, this colour embodies both artistic expression and the ephemeral beauty of nature. Lavender Fields is used on the walls (Traditional Paint Eggshell)

MEADOW GREEN

MATCHA LATTE

BEACH BREEZE

PROVINCIAL GOLD

MEADOW GREEN

A rich, organic green reminiscent of the lush landscapes painted by 19th-century Romantic artists. With echoes of Arts & Crafts interiors and the deep, enveloping hues of historic botanical dyes, this colour connects past and present through the enduring presence of nature.

Meadow Green is used on the ceiling beams (Traditional Paint Eggshell)

MATCHA LATTE

This subtle green-beige hue, a delicate balance between earth and sky, evokes the understated refinement of Japanese tea ceremonies and the soft patina of antique ceramics. A calm yet confident neutral colour that carries the depth of history within it in its organic simplicity.

Matcha Latte is used on the ceiling (Traditional Paint Eggshell)

BEACH BREEZE

A sun-drenched neutral shade reminiscent of weathered coastal houses, vintage linen and the soft patina of old stucco. It evokes the light, airy interiors of Mediterranean holiday homes and radiates the gentle warmth of spaces shaped by time and tides.

Beach Breeze is used on the walls (Traditional Paint Eggshell)





Who is KOI Colour Studio?

KOI is a leading colour studio and design agency that develops knowledge-driven colour and material strategies with a clear identity and strong visual impact. With interdisciplinary expertise in architecture, interior architecture, and colour, we create environments that are both functional and captivating.

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 collaborated with KOI Colour Studio for many years 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.

"For us, this launch is really about finally seeing the KOI x Pure & Original Colour Collection as a whole."

Across New Dawn, Grounded Beatitude and now Natural High, the collection consists of 26 colours. They were never intended as isolated statement colours, but as parts of a larger palette, with different functions, temperatures, levels of saturation and intensity.

Our approach to colour is very much about relationships. A colour is never experienced on its own. It changes depending on the colours around it, the materials it meets, the architecture, the light and the way a space is used. Some colours need to be quiet and supportive, others can carry a room, and sometimes it is the unexpected contrast that makes everything else fall into place.

The collaboration with Pure & Original has given us the opportunity to add colours and nuances that we felt could add something to the existing archive, while making sure they could also work with the colours already there.

With all three capsules now launched, those relationships become much clearer. The 26 colours can be combined across the collections and with the wider Pure & Original palette, creating a much larger system rather than three separate colour stories.

For Natural High, we photographed the colours at Brakøya in Lofoten. It is a raw, layered and just a both understated and spectacular place, where old and new, colour and pattern, weathered materials and refined details exist naturally side by side. That made it a wonderful setting in which to show the collection in use, not as isolated colour samples, but as part of real and complex interiors.

For us, that is ultimately what a good colour collection should do: give people the tools and confidence to create spaces that are personal, complex and lasting.

Tips

How to succeed with colours in your home

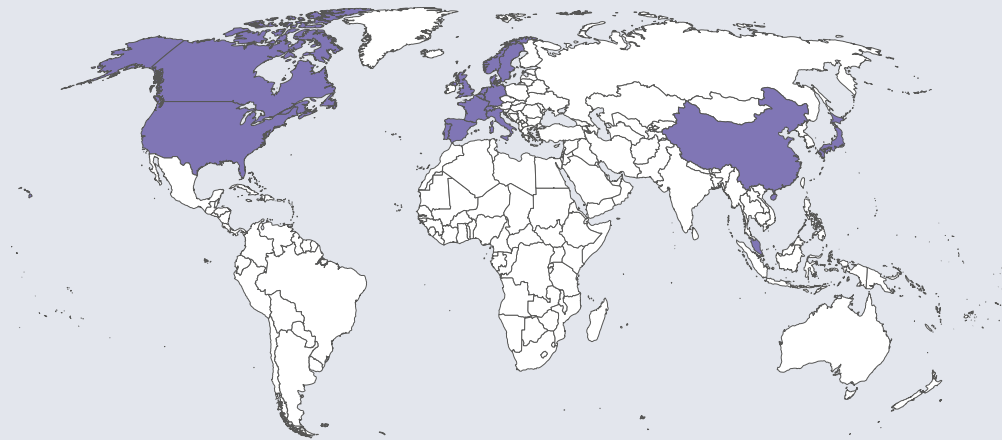
What is your colour aesthetic? Try to find out what kind of colours and nuances you've loved for years, regardless of trends. Make mood boards on Pinterest or with paper clippings to see if you can spot a pattern. If this feels difficult, get help from a professional.

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 fit 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.



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