**Color Design® Lechler – “The Way of Accent”***The timeless collection for timeless spaces.*

Lechler, manufacturer of paints since 1858, today distributed in over 65 countries in the world, has been promoting for ever the colour culture by studying trends and future scenarios as well as by developing technological solutions to realise it.

Through the concept Color Design®, which links the development of chemistry to the evolution of colour language, Lechler gives indications, recommendations and technical information making colour and finish selection easier to design home environments and to harmonise at the same time furniture, accessories and walls.

In the context of Color Design® Lechler presents “**The Way of Accent**”, the new proposal that has the ambition to be “timeless”.

The range proposes four collections inspired by the timeless colours of quartzes and agates. The variegation of the geodes reveals accents and colours on neutral schemes going back millions of years ago.

It’s not a case that the union between nature and chemistry is represented by a natural element strongly affected in colour by chemical reactions as the geode.

The formation of crystals takes thousands (sometimes millions) of years; therefore, geologically the geode is the “timeless” natural element par excellence.
The geode colour is generated by the chemical reaction of the various minerals inside the stone: iron oxide and cobalt create a red colour, titanium is blue, nickel or chrome is green, manganese is pink and copper can make stone appear red, blue or green etc.

A revision and an evolution of the concept of neutral is then proposed: here colour doesn’t disappear, but it is used in a different way.

Neutral colours last longer and have a longer visual duration.

To feature the environment in a neutral context you must give an accent, that is enhance a point (a manufactured item, a piece of furniture, a wall).

You work, therefore, by keeping the visual reading as a priority: the accent is fire.

Also accents last over time, as they feature valuable elements: paint protects and enriches objects of which you grow fond, that matter and accompany you in your life.

They will become almost art objects going far away from the timeline determined by fashion.

You will have accents made to last, in contexts made to last.

The collection also presents a technological innovation: through a path of coloured and overlapped clearcoats you can obtain precious supreme gloss finishes recalling the antique and refined Japanese lacquers from a modern perspective.

In the showroom neutral, iridescent, dark and deep colours alternate in unprecedented schemes allowing you imagine landscapes and spaces of the future. Spaces in which, thanks to unprecedented chromatic alchemy between pigments and translucence, colour becomes a protagonist engendering new different-coloured combinations.

The 4 collections Yellow Accent, Green Accent, Red Accent and Orange Accent are born to recreate in environments the endless and apparently random variety of mineral colour schemes.

***Color Design® Lechler – “The Way of Accent”***  *5th-10th September 2021
c/o “The Falegnameria” Via Tortona 26
Sunday-Thursday 9.30-19.00
Friday 9.30-18.00*