A CHANGE IN HUE

COLOR INSPIRATIONS FOR EVERY ERA
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DAVIES
Paint Reinvented
A CHANGE IN HUE
COLOR INSPIRATIONS FOR EVERY ERA

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Some people walk into a room of powdery pastels, and immediately relive the sweet picturesque summers of their youth. Others would wine and dine in spaces of deep reds, blues, greens, and grays, and reminisce about the roaring glamour of the jazz age—even if they’ve only seen it in movies. Some would choose to quiet their restless soul in this modern day, by keeping whites and cool hues in their surroundings.

Color has the power to influence our way of living. It connects us to the precious moments of our lives, makes us feel a spectrum of emotions, allows us to recreate scenes from our imagination—inevitably defining who we are in that moment.

Much like people, eras also have their own personalities, represented with palettes of colors. These were the hues, shades, and tints that defined our history—what society found beautiful in that age, what inspired their generation, and what ultimately defined the significant moments of their time.

In celebration of DAVIES Paints’ 35 years in the industry, we partnered with One Mega Group to publish this special edition Color Book that takes you back through the decades. See how every period defined history—and allow yourself to be inspired by palettes that can speak of who you are today.

Let this book serve as your guide in transforming your home to the perfect space. Allow us to be your partners in making it a reality.

It’s time to begin a colorful journey with us.

Albert Gan Lee
Vice President
Davies Paints Philippines, Inc.
THE DESIGNER'S PERSPECTIVE
A FOREWORD BY 
IDR. MIKE SUQUI

Hue—or more commonly referred to as color—is one of the most important elements in interior design. It speaks to emotions and affects attitude of users. I am always fascinated in experimenting with colors from reserved and bold, muted and bright, to monotone and crazy combinations. When I was commissioned to work with the talented teams from Davies Paints and One Mega Group, I was filled with excitement as I know how important color is to an interior designer.

Looking back in time, I was reminded how the use of color evolved and influenced interiors. Different color combinations can evoke signature looks reminiscent of a certain period in design history. Only with this understanding can we innovate and be able to create something special out of the ordinary.

With the help of Davies Paints and their wide range of color selections, we were able to do just that: utilize the power of color to change ordinary spaces into something extraordinary.

I hope this book gives you inspiration and the confidence in your endeavor no matter your level of expertise—whether you’re a homeowner who wants to update interiors or a design professional in search of a great creative pursuit.

IDr. Mike Suqui, PIID, IFI, APSDA
Vice President for Internal Affairs,
Philippine Institute of Interior Designers (PIID)

Senior Designer,
Mike Suqui Designs + Consultancy
OLSN Design Studio Inc.

Instructor,
University of Santo Tomas
People are constantly in search of change. It can be as bold as making history or as simple as trying out something new. The way a person evolves can manifest in his style, character and perspective. Change can even start in your comfort zone, in your very home.

Davies Paints invites you on a time travel experience to show how color trends have developed through the years. A Change in Hue paints a picture of how certain shades transform the home, while mirroring the breadth of time.

In particular, this book showcases a collection of different eras, different palettes and different design inspirations interpreted to fit the homes of today. Find a space that reflects who you are. It all starts with A Change in Hue.
Welcome to the roaring period of glamor and extravagance. People dash from one celebration to another. Flappers, dressed in high fashion, dance to the trumpet sounds of jazz. Life is a party, as they say.

It reflects in the interiors with deep shades of red, blue, green and gray complemented with gold trimmings to further set the mood.
CHAPTER 1
THE JAZZ AGE

2385C
DEEP MARINE

2561P
LIMELIGHT

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CHAPTER 1
THE JAZZ AGE

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TAMALE RED

2126C
TAMALE RED

2561P
LIMELIGHT

LIMELIGHT

CHAPTER 1
THE JAZZ AGE

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Suburban life becomes the height of sophistication. Powdery pinks and blues are painted on the walls. Decors are mostly in white to brighten spaces. These make things sweeter for the picture-perfect family.

Davies Paints Philippines does not make any proprietary claims to the actual paints used in the photos throughout this chapter. The purpose of these photos is to solely illustrate the interior color trends, complement the theme and inspire the readers.
CHAPTER 2
PASTEL DREAMS

CLARE DE’ LUNE

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2499P
KELSEY
CHAPTER 2
PASTEL DREAMS

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A group of free-spirited souls flock the streets. They are the hippies who make history happen. They wear earthy browns and mossy greens to express their care for Mother Nature. Hints of gold, orange and yellow bring light to their message of peace, love and happiness.
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CHAPTER 3
HIPPIE REVOLUTION

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As globalization intensifies, people get more and more immersed into the world of pop culture. MTV plays on, bringing an explosion of personalities from pop stars in screaming colors of purple and pink to rock stars in electric blues.
CHAPTER 4
POP ATTACK

2301C
PATRICIAN PURPLE

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CHAPTER 4
POP ATTACK

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CHAPTER 4
POP ATTACK

GRAPE NECTAR

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2259C
GRAPE NECTAR
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CHAPTER 4
POP ATTACK

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In the arrival of social media, people are more connected. Information is just a click away. Smartphones make the job easy. Things are simplified in breezy blue walls, white spaces and gray displays.

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CHAPTER 5
THIS MODERN LIFE

FRAGRANCE

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In this chapter, design goes one step ahead with a vision for the modern home. Discover the palette and other key elements which are deemed vital in refining interiors into a comfort zone.
A RETURN TO NATURE

Unearth a refreshing aesthetic that breathes new life to the home

STYLED BY Dr. Mike Suqui
PHOTOGRAPHED BY Ed Simon of Studio 100
SET DESIGN BY Tipping Point Collective
The bustling city, a 9-to-5 routine and everything in just a click—this is how people usually spend their lives on a daily. But at the end of the day, what people yearn is a sanctuary where they can escape the stress and nurture their well-being. It’s about time that people go back to their roots. This idea can spring from the home. Interior design explores a sustainable, conscientious effort to breathe new life not only for the living space but also for the people who live in it. Combining the concept of biophilic and organic design, one gets to unite the urban space and the natural habitat.

People find comfort in nature. It is a universal stance. When stress levels are high, we usually plan our ways to unwind—sometimes at the beach, on top of the mountain or even in the middle of a forest. These experiences help clear the mind. They provide a moment to recharge, so at the time of return, one comes back with a renewed sense of purpose. It is a road paved towards a more fulfilling life.

Biophilic brings that feeling to the home. It comes in breezy neutrals to relax the eyes, complemented with rustic reds and oranges for a hint of personality. Plants add semblance of life to plain walls and empty corners. All things green lighten the ambiance whether in the workspace or in the living room.

A hint of organic design is also envisioned for the home with the use of refurbished furniture. Its rustic touch meshes with the nature-inspired sanctuary. Metallic elements are subtly placed to achieve balance between country and urbane. The overall look of the interiors remains true to the promise that the world is your home.
DESIGN TIP
Enhance your workspace with fresh indoor greenery. Plants are great home decors as these make the ambiance relaxing, allowing you to fully unwind at home.
A CHANGE IN HUE

WORN WHITE
DESIGN TIP
Add character to the interiors with a combination of plains and patterns. A distressed brick wall is a bold statement that complements the solid-colored walls.
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CHAPTER 6
WHAT’S NEXT?

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DESIGN TIP
Use old planks to create an organically designed wall. A distressed finish can highlight the wood grains which are essential in achieving the desired rustic effect.
## COLOR DIRECTORY

### CHAPTER 1
**THE JAZZ AGE**

- **2385C DEEP MARINE**
- **2561P LIMELIGHT**
- **2325P FAITH**
- **2420C THUNDER BAY**
- **2669T TINKERBELL**
- **2039T NANETTE**
- **2119C POPPY ORANGE**
- **2919P SILVER SCREEN**
- **2126C TAMALE RED**
- **2984T SORCERER**

### CHAPTER 2
**PASTEL DREAMS**

- **2409P CLARE DE' LUNE**
- **2022P CHARDONNAY**
- **2499P KELSEY**
- **2331P PETULA**
- **2464P ICED CHIFFON**
- **2205P ICED CHIFFON**
- **2472P SILKY**
- **2472P SILKY**
- **2141P PINK PEARL**
- **2989P BUBBLE GUM**

### CHAPTER 3
**HIPPIE REVOLUTION**

- **2616C POND MOSS**
- **2055D SUNDAWN**
- **2892P SLATE BEIGE**
- **2140C SCORIA**
- **2840C MUSKETEER**
- **2720D ACORN**
- **2889C CASTLEGATE**
- **2860D CHOCOLATE MOUSSE**
- **2090D PUMPKIN PATCH**
- **2699D GOLD DUST**
FINDING YOUR HUE

With over 35 years of experience, Davies Paints Philippines, Inc. has become a well trusted company in the Philippine paint industry. Our advanced paint technology has enabled us to produce quality products. True to our core commitment in innovation, we have formulated thousands of precise colors which made us the leader in colors.

Over the years, we have produced numerous products with pioneer technologies, such as Bio-Fresh+™ and Aqua Glass-it; complementing it with every consumer’s need through our wide selection of products, such as Megacryl, Sun & Rain, and Roofshield.

Innovation is constant in every aspect. We aim to provide the best in customer care with tools and services that everyone can enjoy. Be inspired by the magic of color from the comforts of your very own home with a few clicks on the iColor App. Get the perfect color with just a short visit to the Color Factory and let your choice of color become reality.

STEP 1  CAPTURE
DAVIES iCOLOR APP

Take a photo of your inspiration with the iColor App and let it find a match from our color collection. Choose the perfect complementary colors and visualize it in a room. Explore our iColor App’s other helpful features to guide you in finding the perfect paint, and calculating the amount needed for your projects.

DOWNLOAD THE DAVIES iCOLOR APP:
STEP 2  MIX

DAVIES COLOR FACTORY

Visit the Davies Color Factory and witness your selected color as it turns into paint. Our Davies Color Factory is a fully-computerized paint mixing machine that gives you the precise colors that you need in just a few minutes. Simply bring your chosen color palette and let our color specialist bring your dream color to life.

The Davies Color Factory is available in selected DIY stores nationwide.

STEP 3  PAINT

Start your color journey as you paint your own space and witness colors through a whole new perspective. Explore thousands of colorful possibilities and get the perfect color that fits your personal style with Davies.
Davies Paints offers the most number of ready-to-use colors in the market. The standard colors of Megacryl, Bio-Fresh+, Aqua Gloss-It, and Sun & Rain lead the pack with hues consistently mixed to match your paint preference. These products are certified lead-safe and environment-friendly. Available in leading retail and hardware stores nationwide.
MEGACRYL

A premium 100% acrylic water-based interior and exterior paint recommended for stucco, masonry, plaster, bricks, hollow blocks, cement boards, gypsum boards, acoustic boards, bagasse boards and properly primed wood & metal.

**Features**
- 100% acrylic water-based, lead and mercury free.
- Advanced rheology technology.
- Low odor.
- Tough paint film for outstanding weather resistance and durability.
- High hiding and coverage, thus fewer paint coats required.
- Superior scrub, dirt and stain resistance.
- Triple action algae, mildew and mold protection.
- Tintable to more than 7,000 colors with the Davies Color Factory fully-computerized tinting system.
- Available in 74 ready-to-use colors.

**Finish**
- Flat
- Semi-gloss
- Gloss

**Colors**

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<td>MOONLIGHT</td>
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<td>MCS - 0105</td>
<td>WISP OF WHITE</td>
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<tr>
<td>Semi-gloss</td>
<td>MCS - 0106</td>
<td>MY SHADOW</td>
</tr>
<tr>
<td>Semi-gloss</td>
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<td>WHITE GYPSUM</td>
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<tr>
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<td>Gloss</td>
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### ACCENT COLORS

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<tr>
<td>MCS - 3103</td>
<td>AQUA PARADISE</td>
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<td>SONG OF GREEN</td>
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<td>MCS - 3107</td>
<td>GREENPEACE</td>
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<td>MCS - 3108</td>
<td>CORAL HARVEST</td>
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<tr>
<td>MCS - 3109</td>
<td>FAIRY BALLAD</td>
</tr>
<tr>
<td>MCS - 3110</td>
<td>MELLOW MELON</td>
</tr>
<tr>
<td>MCS - 3111</td>
<td>LOVELY BLUSH</td>
</tr>
</tbody>
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PASTEL AND MIDTONES

MCS - 1101 PRETTY IN PINK
MCS - 2103 SEA SPRINKLE
MCS - 4101 BRIGHT WONDER
MCS - 5109 FLICKER FLAME

MCS - 1103 BALLERINA
MCS - 2104 WINGS OF BLUE
MCS - 4102 YELLOW BOUQUET
MCS - 9103 COOKIE BEIGE

MCS - 1102 CARNIVAL PINK
MCS - 2105 SYMPHONY IN BLUE
MCS - 4109 MARCH SOLSTICE
MCS - 9102 NATURAL TIMBER

MCS - 2101 EVENING HAZE
MCS - 2110 AZURITE CRYSTAL
MCS - 4106 GLORIOUS YELLOW
MCS - 9101 BROWN MUD

MCS - 2102 BLUE WISH
MCS - 6101 CLOUDY GRAY
MCS - 4104 LIME LILY
MCS - 9104 TIGER TAN

MCS - 2108 TRANQUIL WATERS
MCS - 6102 GRAY STONE
MCS - 4103 LEMON PEEL
MCS - 9105 COCOA CHIP

MCS - 2106 SUMMER FEST
MCS - 6103 DARK SMOKE
MCS - 4105 YELLOW RAIN

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DAVIES PRODUCTS

BIO-FRESH+

Davies Bio-Fresh+ is a water-based, stain-resistant premium interior paint with ultra low volatile organic compound (VOC) level. It emits less pollutants into the air and has no unpleasant smell. It has a special anti-bacterial formulation that helps inhibit the growth of disease-causing bacteria such as Escherichia Coli and Staphylococcus Aureus. Its stain-less technology gives painted surfaces the ability to resist the penetration of common household stains such as coffee, juices and ink. Stains simply roll away in beads, making surfaces easy to clean.

**FEATURES**

- The first odorless and anti-bacterial paint in the Philippines
- Anti-bacterial
- Ultra low VOC
- Stain-less Technology and Surface Protection
- No added lead and mercury
- Easy application, maintenance and clean-up
- Fast drying
- Tintable to more than 7,000 colors with the Davies Color Factory fully-computerized tinting system
- Available in 48 ready-to-use colors

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DAVIES PRODUCTS

AQUA GLOSS-IT

Davies Aqua Gloss-It is a high gloss, 100% acrylic water-based paint formulated as an alternative to conventional solvent-based alkyd enamels. This latest breakthrough in waterborne paint technology combines the high gloss and smooth finish properties of solvent-based alkyd enamels and the fast-drying and environment-friendly features of water-based paints.

Davies Aqua Gloss-It dries to a tough and durable finish due to its room temperature cross-linking capability. The low odor formula means rooms can be used sooner.

**FINISH**

- Gloss

**FEATURES**

- Low Odor
- Low VOC
- Non-toxic
- Excellent wet and dry adhesion to aged alkyd enamel
- Easy to apply
- Fast drying
- Dries to a smooth, glossy and durable finish
- Very good gloss and color retention / non-yellowing
- Excellent resistance to alkali, water and mildew growth
- Ideal for wood and metal surfaces such as door and window trims and grills
- Tintable to more than 7,000 colors with the Davies Color Factory fully-computerized tinting system
- Available in 30 ready-to-use colors

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Colors shown on this page are the closest representation possible. For color accuracy, please refer to color chips available in DIY and hardware stores or call (02) 570-7000 for assistance.
Davies Sun & Rain is an odorless self-priming and water-proofing Low Sheen Elastomeric Paint. Unlike ordinary elastomeric paints, Davies Sun & Rain Odorless Elastomeric Paint utilizes 100% Acrylic Technology that gives excellent UV and water resistance resulting to a more durable and attractive paint finish.

**Finish**
- Sheen

**Features**
- Odorless
- 2x Weather Durability
- 2x Color Fading Resistance
- 2x Dirt Pick-Up Resistance
- 100% Acrylic Elastomeric Paint
- For exterior & interior concrete surfaces
- Tintable to more than 7,000 colors with the Davies Color Factory fully-computerized tinting system
- Available in 80 ready-to-use colors

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SR - 472 SUNNY DAY
SR - 507 ZESTY ORANGE
SR - 414 DOUBLE MUSTARD
SR - 429 LOTUS PEACH
SR - 011 WINTER MORNING
SR - 933 CHOCO BROWN
SR - 609 GRAY DELIGHT

SR - 418 LOVELY DAYS
SR - 504 JOLLY ORANGE
SR - 506 ORANGE SPRAY
SR - 411 CREAM SURPRISE
SR - 008 ALABASTER
SR - 911 BURGER BROWN
SR - 601 SMOKE GRAY

SR - 413 CHEEZEE YELLOW
SR - 593 TERRAZA ORANGE
SR - 901 SAND BEIGE
SR - 040 TINKERBELLE
SR - 001 ROSE WHITE
SR - 913 TASTY TAN
SR - 608 SEAL GRAY

SR - 481 YELLOW BREEZE
SR - 505 FLAMINGO SWEET
SR - 902 MOCHA BLANCH
SR - 012 MILKY WAY
SR - 005 CORNSILK
SR - 912 BIG BACON BEIGE
SR - 914 MUD O’ PIE

SR - 408 MAIZ CON HIELO
SR - 508 SEXY SALMON
SR - 425 BONE IVORY
SR - 015 LIP TINT
SR - 021 TULLE WHITE
SR - 004 PAPER MACHE
SR - 060 TINGE OF GRAY

SR - 482 CLARION YELLOW
SR - 509 ANGEL BLUSH
SR - 462 IVORY
SR - 020 APRICOT WHITE
SR - 010 APRICOT WHITE
SR - 012 APPLIE GREEN

SR - 501 PEACH
SR - 513 INFINITE PEACH
SR - 083 LINEN CREAM
SR - 013 WHITEWASH

ALSO AVAILABLE IN
SR-100 White
SR-660 Black

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