Tikkurila to continue collaboration with the ColorVoyant® Watch blog

Since 2102, Tikkurila Oyj has been publishing a trend blog as part of its Profe service concept for professionals. The blogger is US-based **Doty Horn**, a frequent speaker at design industry trade shows and a trend commentator in various media outlets. For Tikkurila’s audiences she is familiar from the Color Seminars held in 2011 and 2014 in Helsinki, Finland, and 2014 in St Petersburg, Russia. Ms. Horn’s most recent blog report was posted in late January on Tikkurila’s website for professionals at <http://blogit.tikkurila.fi/2014/01/22/silence-color-and-trend-forecast-for-2015>

*The ColorVoyant*® *Watch* will review trade show highlights, leading trend global design talents, in addition to a perceptive eye to design and color trends, utilizing the Tikkurila color notations and references, when appropriate. Ms. Horn will give her readers the “big picture” view of trends so that they can translate these trends for their specific markets and clients. She also hopes to give them a refreshing perspective that will increase their awareness in the world of design.

In her most recent blog post, Doty Horn shares with her readers her color and trend forecast for 2015. The mega theme is *Silence* with four supportive themes – *Noise, Braille, Blur & Quiet.* In her own words, listening has become a rare art. "The noise in our daily lives crowds our minds, demanding immediate attention, while taking precious creative time to see the bigger picture."

For her next blog report, Doty Horn will be reviewing the buzz around the New York City art and design scene. There will be regular blog posts on Tikkurila's website throughout the year 2014.

**Further information:**

Tikkurila Oyj

Arja Schadewitz, Marketing Communications, BU Finland

Phone +358 20 191 2155, mobile phone +358 40 518 0059

E-mail arja.schadewitz@tikkurila.com

<http://blogit.tikkurila.fi/>

[www.colorvoyant.com/trend-forecasting](http://www.colorvoyant.com/trend-forecasting)

**Photos:** [Doty\_Horn\_Color\_Forecast\_2015](http://213.138.147.67/tikkurila/Engine?id=0LSrYu6C)

 If the colour link above does not work, copy the following address to your browser:

 <http://213.138.147.67/tikkurila/Engine?id=0LSrYu6C>

For 150 years already, Tikkurila has provided consumers and professionals with user-friendly and sustainable solutions for surface protection and decoration. Tikkurila wants to be the leading paint company in the Nordic area, as well as in Russia and other selected Eastern European countries.