STYLE GUIDE · AW27 · FREE SAMPLE

Scandinavian / Nordic

Colours, materials and form for Autumn/Winter 2027



Illustrative AI mock-up – not a paint match.

What this is: a free 3-page excerpt of the BusinessCraft **Style Guide AW27**, covering the Scandinavian / Nordic style only. The full guide (31 pages) covers seven interior styles, NCS combinations, form trends and a complete source list – available as a paid edition.

Edition 2026-11-04 · English

STYLE 01 · COVERAGE: STRONG · CORE

Scandinavian / Nordic

AW27 turns warmer and more mineral: darker wood, curated 60s/70s nostalgia and gloss against raw surfaces.

MATERIALS Dark oak, walnut and smoked oak with visible grain; cork, wool, linen and jute. Brushed metal instead of polished chrome; rusted Corten. Lacquer and glazed ceramics used sparingly against raw wood and matte surfaces.

FORM Sculptural tables, tubular chairs moving towards S-curves, metal-framed 70s leather recliners and softer, rounder forms.

AW 2027 · INTERIOR COLOUR & MATERIAL

Scandinavian / Nordic FULL COVERAGE

Warmer than recent years: mineral and clay bases, darker wood, curated 60s/70s nostalgia, gloss accents against raw surfaces. NCS: "warm minimalism" (Pale) and "deeper muted tones that offer calm through weight" (Dark) [S10][S11].

Swatch key: exact: hex/RGB stated on brand page · ≈ approx from NCS code · NCS = truth · ≈ viz from name/code · not brand data

COLOUR · BASE / SECONDARY / ACCENT

Base

- Heartland / Sydänmaa (warm stone beige) — Tikkurila S483 · NCS 4508-Y23R — hex #9C8C7B · brand page S13 + tikkurila.fi · publicerat — *RGB 156,140,123 on tikkurila.fi (screen approx)*
- Nötcreme (beige/taupe, golden warmth) — ≈ viz from name · not brand data — S12 · publicerat — *no code on press page*
- Quiet layers · 60% — NCS S 2030-Y10R — approx · NCS = truth — S10 · prognos
- Muted clay / mineral tones — ≈ viz from name · not brand data — S20 · prognos

Secondary

- Quiet layers · 30% — NCS S 5005-Y20R — approx · NCS = truth — S10 · prognos
- Quiet layers · 10% — NCS S 1005-Y — approx · NCS = truth — S10 · prognos
- Soulful Sage (silvery green) — Dulux / Nordsjö — ≈ viz from name · not brand data — S7 S8 · publicerat — *Dulux UK: "simple, Scandinavian-style look"*
- Butter yellow — ≈ viz from name · not brand data — S21 · prognos
- Honey — ≈ viz from name · not brand data — S21 · prognos
- Caramel — ≈ viz from name · not brand data — S21 · prognos
- Linen — ≈ viz from name · not brand data — S21 · prognos
- Light peach — ≈ viz from name · not brand data — S21 · prognos

Accent

- Pea green (lime-khaki) — ≈ viz from name · not brand data — S20 · prognos
- Beetroot — ≈ viz from name · not brand data — S20 · prognos
- Soft lavender — ≈ viz from name · not brand data — S20 · prognos
- Klein blue (bold contrast) — ≈ viz from name · not brand data — S20 · prognos
- Terracotta — Fargerike FR1413 — ≈ viz from brand name+code · not brand data — S21 · prognos
- Rust — ≈ viz from name · not brand data — S21 · prognos
- Burgundy — ≈ viz from name · not brand data — S21 · prognos
- Clay ("red gets roots") — ≈ viz from name · not brand data — S21 · prognos
- Amber Red — Jotun 20118 — ≈ viz from brand name+code · not brand data — S17 S18 · publicerat
- Kilim — Jotun 2993 — ≈ viz from brand name+code · not brand data — S17 S18 · publicerat
- Biri (1960s archive green) — Jotun 0290 — ≈ viz from brand name+code · not brand data — S17 S18 · publicerat
- Morning Glow — Jotun 11365 — ≈ viz from brand name+code · not brand data — S17 S18 · publicerat
- Sama — Jotun 4223 — ≈ viz from brand name+code · not brand data — S17 S18 · publicerat
- Midnight Blue — Jotun 4403 — ≈ viz from brand name+code · not brand data — S17 S18 · publicerat

MATERIALS

Wood	Darker oak, walnut, smoked oak with visible grain [S20]. Fargerike instead cites light/golden oak flooring: wood tone splits by surface [S21].
Stone	Carved stone, polished stone [S20].
Textiles	Wool, linen, jute, wall-to-wall carpet, layered rugs [S21].
Metal	Brushed metal instead of polished chrome; rusted Corten [S20]. Chrome appears in Fargerike gloss trend [S21].
Finish	High-shine lacquer + glazed ceramics used sparingly vs raw wood and matte [S20][S21]; full-matte walls, silk-matte details [S17].
Other	Cork [S21]; hand-finished tactile ceramics [S20].

FORM

Sculptural tables; tubular metal chairs evolving to S-curves and metal-framed leather recliners (70s) [S20]; rounder, softer forms [S21].

Source: businesscraft/research/aw2027-interior-color-material-brief-2026-11-04.md (Research, sources accessed 2026-11-04; S# = source list in brief).
Colour rule: exact = hex/RGB stated on brand page · "≈ approx · NCS = truth" = estimate from NCS code · "≈ viz" (corner tick) = visual approximation from the colour name / brand name+code, NOT brand colour data.

MOCK-UP · SCANDINAVIAN / NORDIC AW27

The look in a room



ILLUSTRATIVE AI · NOT PAINT-MATCH

COLOURS (FROM THE FULL GUIDE)

Base: Tikkurila Heartland S483, Beckers Nötcreme, NCS "Quiet layers" S 2030-Y10R / S 5005-Y20R / S 1005-Y. **Secondary:** Nordsjö/Dulux Soulful Sage; butter yellow, honey, caramel, linen. **Accent:** clay, pea green, beetroot, lavender, Klein blue; terracotta (Fargerike FR1413), rust, burgundy. **Jotun Journeys:** 0290 Biri, 20118 Amber Red, 2993 Kilim, 11365 Morning Glow, 4223 Sama, 4403 Midnight Blue.

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Want all seven AW27 styles? The full Style Guide AW27 (31 pages) adds Japandi, Soft Warm Minimalism, Mid-Century, Eclectic, New Heritage and Industrial, NCS combinations beyond 2027, form trends and the complete source list.