

Aronson's Introduces Le Corbusier Architectural Paint Palettes from Swiss Manufacturer kt.COLOR to the US

New York, NY March 2007 – This month Aronson's will introduce two modern collections of flat and satin interior paints in sublime shades selected by artist and architect Le Corbusier to the United States. Handmade by Swiss specialty paint manufacturer kt.COLOR, these exceptionally hued and beautifully textured paints expand upon the discerningly curated range of floor coverings Aronson's offers to architects and designers.

At core of the 106-color kt.COLOR collection are two palettes chosen by Le Corbusier for their spatial and physiological effects. The LC 32 series consists of forty-three pastel hues from the monochrome 1930s Salubra wallpaper collection, which he used against the white background of the purist architecture of the time. The twenty powerful colors of the LC 43 series, introduced in the 1950s, provide dramatic contrasts against natural materials such as lime plaster, raw concrete and wood.

kt.COLOR founder and chemist Katrin Trautwein, inspired by her work with artist pigments and wishing to offer architects a palette of colors as rich as those available to artists, licensed the exclusive rights to manufacture the original Le Corbusier colors from Fondation Le Corbusier in 1999. Working with samples from the Salubra archives, Trautwein re-created the shades from the same pure mineral pigments used by Le Corbusier in contemporary, environmentally safe binders and first offered them in Europe in 2000. kt.COLOR has since added other historically important colors, such as Yves Klein's Ultramarine Blue, and developed new colors, including a stunning array of subtle variations on white.

The extraordinary vividness and depth of color found in kt.COLOR paints is the result of combining more than 100 vibrant and sometimes rare pigments traditionally used by artists, without the usual addition of black. By comparison, the commercial paint industry uses just fourteen industrial pigments to create all colors.

About kt.COLOR

kt.COLOR, located in the foothills of the Swiss Alps near Zürich, is a highly specialized manufacturer of fine paints for interior use. The company combines pure mineral pigments in modern, environmentally safe binders, to create a range of 106 beautiful



colors, including the sixty-three that comprise Le Corbusier's LC 32 and LC 43 series. kt.COLOR also offers custom color consulting to create or match colors outside the collection. Founder Katrin Trautwein holds a PhD in chemistry and has 20 years of experience formulating high-quality paints.

About Polychromie Le Corbusier

Le Corbusier's sophisticated color theories, outlined in his *Polychromie Architecturale* writings, were influenced by his experiences as both an artist and an architect. The color palettes he selected for Salubra were systematized in chromatic 'keyboards' with accompanying cut-out cards to isolate color combinations. The LC 32 series are organized into groups based on mood, from which a smaller palette of three to five harmonious colors can be selected. The stronger colors of the LC 43 series appear on one page, with color proximity and the cut-out cards enabling selection of two to three vividly contrasting colors. A three-volume set of Le Corbusier's writings and color selections, edited by Arthur Rüegg, was published in 1997 and updated in 2005.

About Aronson's

Aronson's is a niche leader in the floor covering arena with a history and presence in New York City for more than 140 years. Having transformed over the last decade into a boutique architecture-and-design-focused enterprise, Aronson's works closely with architects and interior designers as well as with manufacturers and artisan fabricators to provide custom design solutions for retail, commercial and residential projects. Aronson's floor covering collections feature natural fibers and rapidly renewable materials, reflecting a commitment to sustainable and environmentally friendly products. Owner Carol Swedlow is a licensed architect, member of the USGBC and is working to complete LEED certification. She has helped to change the conversation about design materials, artisanship and sustainability in the field through her relationships with architects and designers, her work with artisan materials fabricators around the world, and her workshop series on the subject for architects and designers.

For more information about kt.COLOR fine paints now available in the US exclusively from Aronson's, please visit www.ktcolorusa.com or contact Carol Swedlow at 212.243.4993 x24 or cs@ktcolorusa.com. This press release and accompanying images are available on the site: About > Press.

