MODERN STYLE



WELCOME TO THE WORLD OF



We create oases of wellbeing at the center of your home and at the very center of life. representative and inviting, In harmony with your lifestyle and the surrounding architecture, Both timeless and modern in color and design, sophisticated in material and equipment, consistent in quality and function.

Chairman Picasso Kitchens

Abdulaziz Alashrafy









MAGIC OF COLOUR

3

















CREATIVE TENSION

It is only in contrast that character and special qualities are revealed; the juggling of contrasts inspires and stimulates, encouraging creativity. Colours and materials provide endless possibilities: warm shades meet cool nuances, striking structures combine with smooth surfaces, shiny contrasts with matt.





















They say you plant an olive tree for your grandchildren. It outlives generations – as does a well-made masterpiece. What is fascinating about such things is that they have a look of perpetuity, even though they are young and new. This quality is in high-grade, perfectly finished wood, shown to even greater advantage with contrasting materials and colours.





SPACIOUS AND ELEGANT







EMOTIONAL POWER OF COLOURS

Colours move us, influence how we feel. Dark, slightly subdued shades give the impression of something lasting. Shades in off white and natural mustardy yellow are both harmonising and vitalising. A place designed in this spectrum is vital and never tires of providing a warm reception.





TIMELESS ARCHITECTURE



LIVING COLOURS

The colour white conveys freshness and lightness. And in our culture is also associated with sunlight, joy, purity and calm. In connection with warm natural colours or combined with wood, the non-colour white suddenly has a homely feel.









BALANCE OF COLOUR









POWER OF COLOUR

Red, the colour of energy, is associa-ted with the heart and ensures pleasant lighting moods within a room. This is no doubt why the Pantone colour of the year is "Marsala", a cool, earthy red. It evokes memories of holidays, pictures of Tuscany. An attractive colour trio: red, anthracite grey and wood.





MODERN LIVING





COLOUR COORDINATION

Like the colours of daybreak or fog rising from damp meadows, grey too is an interim colour between black and white. Achromatic and matter-of-fact. But grey is not cool at all, particularly in combination with colours and materials from nature.











HARMONY OF COLOUR

A harmonious colour concept within a room triggers positive feelings. Colour harmony is created, for example, with a combination of blue and grey, two colours from the cold colour range. Natural materials are a lively contrast, as a small and deliberate "interruption" to the cool harmony.









COLOUR EFFECTS

Rooms have a harmonious and at the same time vital feel, when the colours are sensitively coordinated and are also in proportion to one another. Certain areas or functions can be emphasised in this way. Depending on which colour dominates, the room will appear to be on the warm side or the cool side.



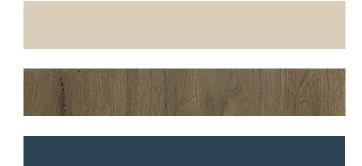






NATURE OF COLOUR

Natural wood with its characteristically vital and characterful surface is particularly expressive, synonymous with homeliness and a pleasant atmosphere. Together with a plain counterpart from the natural range, for example mud, and a few colourful, for example blue, accessories, the overall result is a harmonious one.

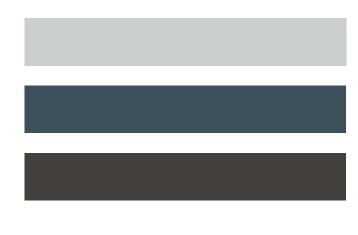






PSYCHOLOGY OF COLOUR

Petrol is the colour of depth and expanse; in its transition from green to blue, it is reminiscent of the sky and deep water. It is characterised as the colour of conviviality and friendship, and is thus particularly suitable for use in kitchens that are used as living areas. A dark grey background lets it shine.









RENAISSANCE OF COLOUR







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