ORGACHIM

2027 EDITION

Malinara

Color of 2027

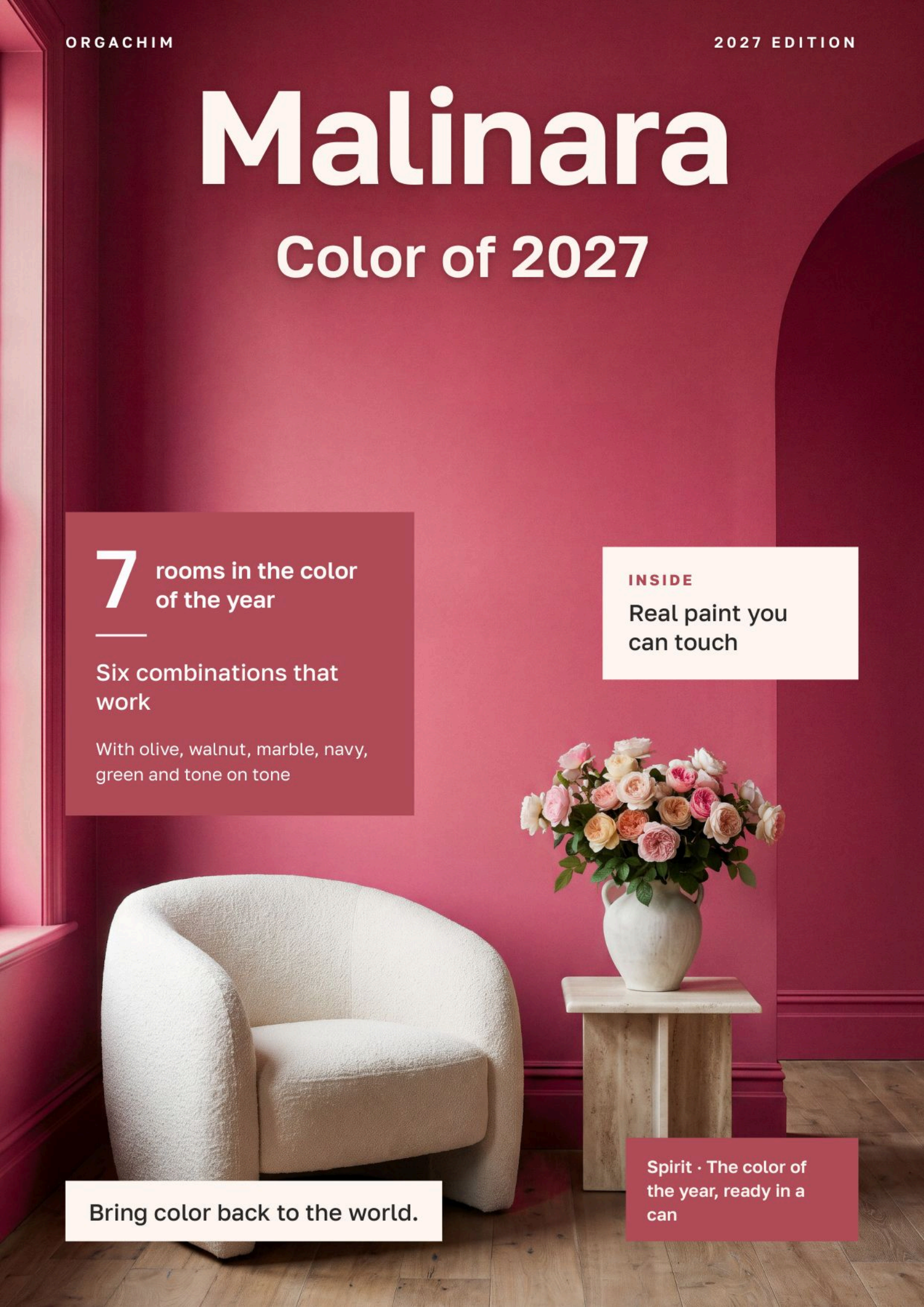
7 rooms in the color of the year

Six combinations that work

With olive, walnut, marble, navy, green and tone on tone

INSIDE

Real paint you can touch



Bring color back to the world.

Spirit · The color of the year, ready in a can

Dear readers,

Every year we look for a color that says something about the time we live in. For 2027 we chose Malinara: a warm, rich and slightly daring raspberry shade.

It comes from two things we love: the ripe raspberry at the end of summer and the passion of dance. It is bold, but it does not shout. It changes a room without taking it over.

In this booklet you will see it in seven rooms and six combinations, read how to use it and touch it: in the middle there is a card painted with the real paint.

Bring color back to the world. Start with one wall.

The color experts, Orgachim



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In stores and in a Spirit can



Along the way, the world turned grey.

Grey walls, grey facades, grey days. Safe, comfortable, quiet. Remember this room: you will see it again on p. 8.



Mali

Color of



Bring color back

nara

2027



to the world.

WHY THIS COLOR

A color with taste and character

The raspberry and the dance: that is where Malinara comes from. One brings the warmth, the other the energy.



The raspberry: warmth and taste.



The dance: passion and movement.

The raspberry is the first association, and not by chance. Ripened at the end of summer, it is warm, juicy and real: a color associated with its taste. In an interior it brings the same feeling of something alive and natural that does not look factory-made.

The second is dance. The red of flamenco and tango is passion, fire and emotion. Malinara takes that energy but mutes and softens it with a warm undertone, so you can live with it every day, not only on special occasions.

“Bold enough to change the room, and soft enough to stay in it.”

That is why it is the color of the year: bold, but it does not shout. It changes a room without taking it over, and it sits well with wood, linen, stone and brass.

COLOR PASSPORT

Malinara

HEX (for screens)	**#B24D5A**
RGB (for screens)	**178 · 77 · 90**
CMYK (for print)	**15 · 80 · 50 · 5**
CIELAB (measured paint)	**L 44,7 · a 43,2 · b 13,9**

Lab is the measurement of the tinted paint (spectrophotometer, D65 10°). HEX and RGB are for screens, CMYK is for print.

The color on paper and on screen is approximate. The real one is on the card in the middle of the booklet.



LIVING ROOM

Malinara + olive

The same room, one change. Olive velvet balances the warmth of the raspberry, and travertine and wood tie them together.

In the photo: walls in Malinara, matt. An olive-green velvet sofa, a travertine side table, a brass floor lamp, linen curtains, oak parquet.





DINING ROOM

Half a wall, a whole change

Malinara below, warm white above: the room stays bright and the table gets a frame.

A painted lower wall is the easiest way to bring in a strong color without closing in the room. Dark walnut and rattan add texture, and linen softens it.

Tip. Place the line at the height of the chair backs. A bowl of raspberries on the table is the simplest decoration that repeats the color.

THE COMBINATION

Malinara	Walnut	Rattan	Linen	Copper
Color of 2027	Weathered	Antique	Caprice	Mullah
	97B07	66B04	13A02	124B07



Detail: raspberries and figs on the table repeat the color of the wall.

KITCHEN

Cabinets with character

Malinara on the cabinets, marble and brass around them: a kitchen like in an old city apartment.

The kitchen is where color works hardest, because you see it every day. Painted cabinets are bolder than a wall but easier to change: if needed, simply repaint them.

White marble cools the raspberry, brass warms it, and an oak shelf with ceramics brings them together.
For the cabinets: Leko Totall Paint.

THE COMBINATION

Malinara	Marble	Brass	Graphite	Pearl
Color of 2027	Quarter Past 3WB06	Angkor Wat 66B05	Black Jack 169B07	Man in the Moon 3WA01



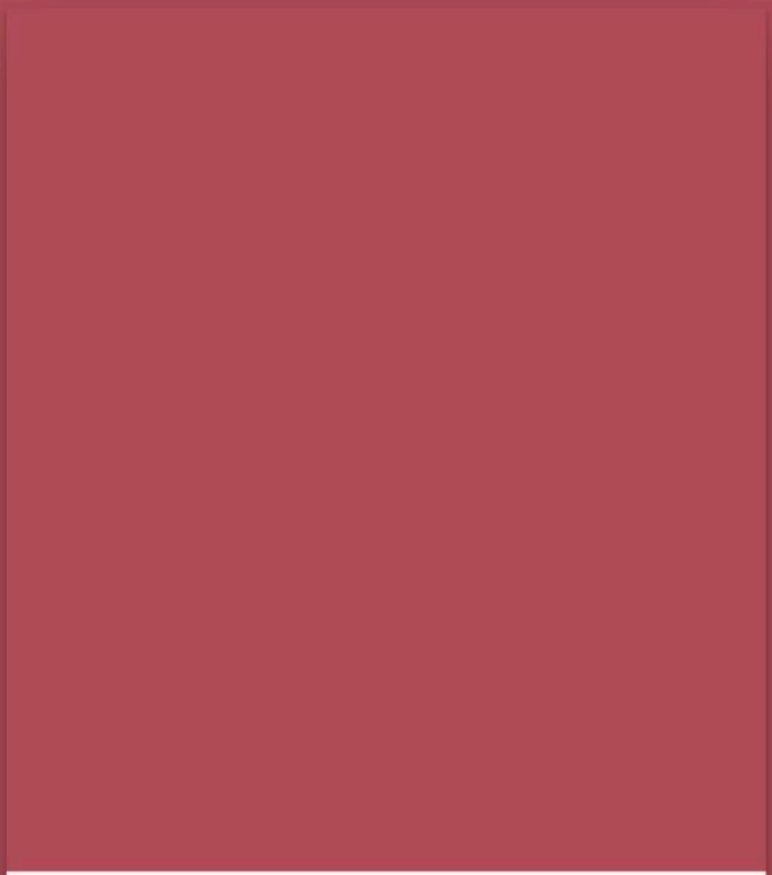
Detail: brass warms the raspberry, marble cools it.



Malinara

Color of 2027

Real paint. Touch it.



Malinara

A real paint sample in the color Malinara.

BEDROOM

Tone on tone

Malinara on the wall, a darker shade on the headboard, pink in the textiles. A single-color bedroom is quiet and cosy, not dull.





HOW TO DO IT

Take three shades from one family: the wall in Malinara, a deeper one for the headboard or curtains and a lighter pink for the textiles. Wood and terracotta add warmth.



HALLWAY

Color everywhere

Walls, ceiling, door and trim in one color. The trend is called color drenching, and it is easier than it sounds.

When everything is in Malinara, the edges disappear and a small hallway feels more whole. The eye does not stop at corners and frames but goes straight into the color.

It works best in small spaces: a hallway, corridor, cloakroom or study. A light stone floor and a round mirror bounce the light back.

TIP

Matte on the walls, a more durable satin on the door and skirting, in the same color. The difference in sheen adds depth.

Products: Spirit Tint Base Matte for the walls and ceiling, Leko Totall Paint for the door and skirting.

THE COMBINATION

Malinara	**Dark Malinara**	**Walnut**	**Sand**	**Linen**
Color of 2027	Amaryllis	Weathered	Camel	Caprice
	136A03	97B07	12A03	13A02



Detail: wood, wool and stone soften the deep color.

LIBRARY

Malinara + navy

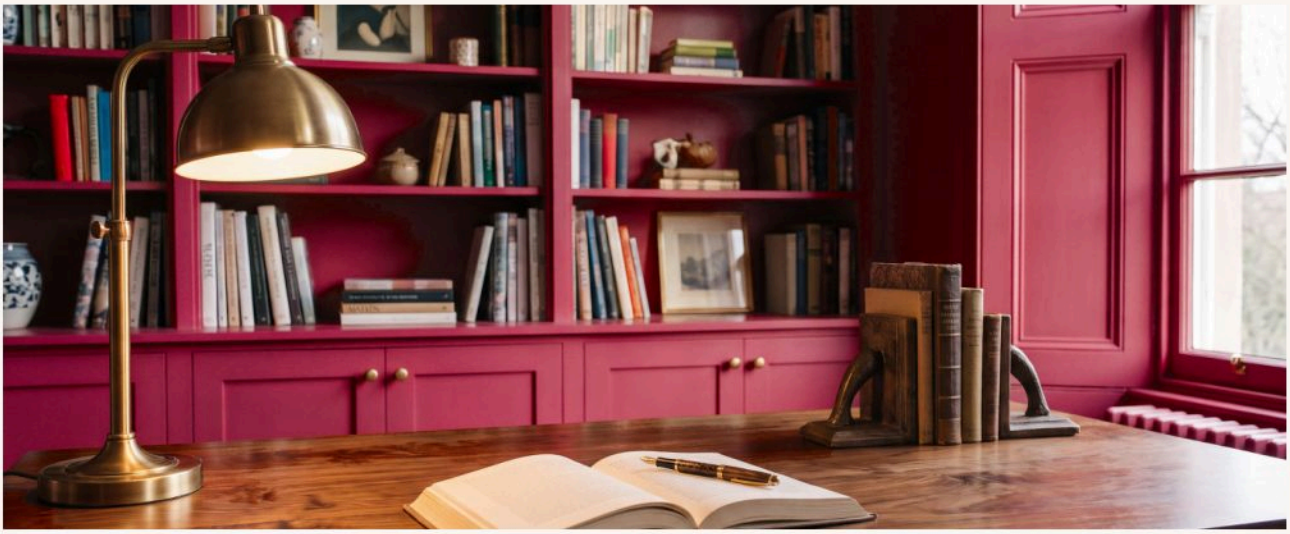
The boldest combination in this booklet, and perhaps the most elegant.

Navy velvet and raspberry shelves: a classic from old city libraries. The two colors have the same depth, so they do not clash but strengthen each other.

Painted shelves turn books into decoration. Walnut and brass add warmth, and the green of the plant completes the picture.

THE COMBINATION

Malinara	Navy	Ink	Brass	Velvet
Color of 2027	Sagan Blue	Almost Black	Angkor Wat	Verve
	143B07	142B07	66B05	103B07



Detail: walnut and brass in front of the raspberry shelves.





BATHROOM

Malinara + green

Two opposite colors, but muted: together they look fresh, not loud.

The dark green glazed tiles and the raspberry wall give the bathroom a southern mood. Paint above the tiles right up to the ceiling and the room will feel taller.

The white bath and linen towels add air, and brass ties the two colors together.

THE COMBINATION

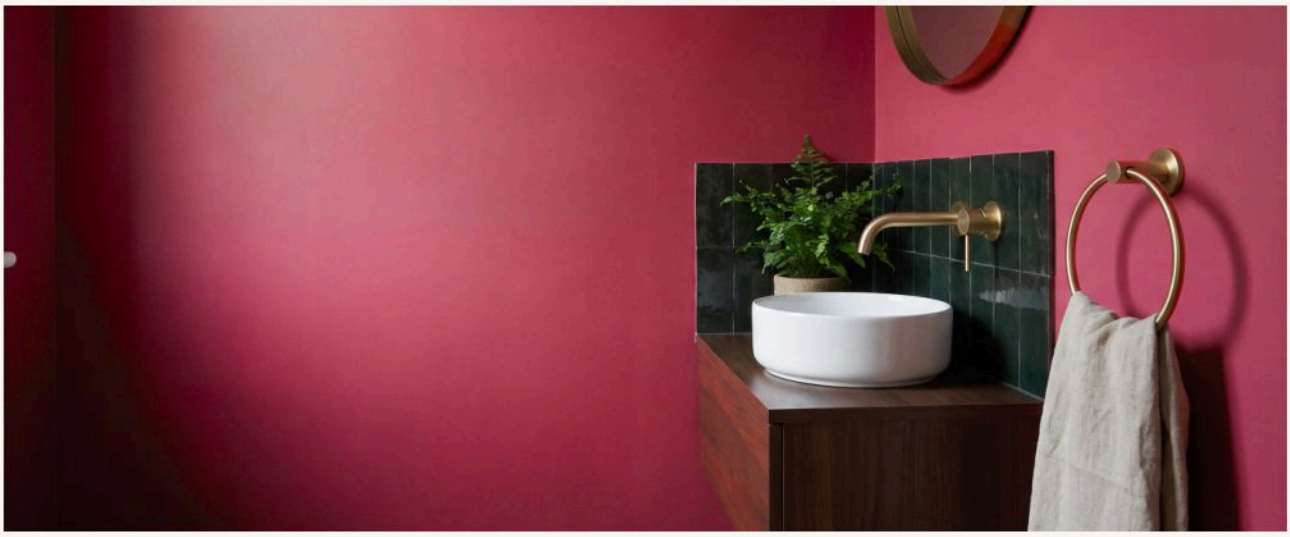
Malinara
Color of 2027

Green
In the Canopy
112B07

Moss
Greenhouse
85B06

Mint
Sandals
3B07

White
Man in the Moon
3WA01



The same combination in a small guest toilet.


Малинара

COMBINATIONS

Six ways to combine it

+ olive · Warm and earthy. Velvet, travertine, wood. p. 8

Malinara	Olive	Sand	Terracotta	Cream
Color of 2027	Rural Tones	Camel	Italian Tile	Coconut Ruby
	31B06	12A03	71B05	4WB07

+ walnut and rattan · Natural and cosy, for the dining room. p. 10

Malinara	Walnut	Rattan	Linen	Copper
Color of 2027	Weathered	Antique	Caprice	Mullah
	97B07	66B04	13A02	124B07

+ marble and brass · A classic kitchen with character. p. 12

Malinara	Marble	Brass	Graphite	Pearl
Color of 2027	Quarter Past	Angkor Wat	Black Jack	Man in the Moon
	3WB06	66B05	169B07	3WA01

Tone on tone · A quiet, soft bedroom. p. 16

Malinara	Powder	Light Malinara	Dark Malinara	Burgundy
Color of 2027	Guitar	Lotus Blossom	Amaryllis	Plumbago
	46A01	75A01	136A03	101B06

+ navy · Bold and elegant. p. 20

Malinara	Navy	Ink	Brass	Velvet
Color of 2027	Sagan Blue	Almost Black	Angkor Wat	Verve
	143B07	142B07	66B05	103B07

+ green · Fresh, with a southern mood. p. 22

Malinara	Green	Moss	Mint	White
Color of 2027	In the Canopy	Greenhouse	Sandals	Man in the Moon
	112B07	85B06	3B07	3WA01

The colors next to Malinara are from Orgachim's range: name and code.


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OUTDOORS

And outside

A front door, shutters or a terrace wall. Outdoors Malinara sits well with stone, greenery and terracotta, and the evening sun makes it even warmer.

Products: DEKO Professional T8500 silicone render for the facade, Leko Totall Paint for the door and shutters.

THE COMBINATION

Malinara	Terracotta	Olive	Sand	White
Color of 2027	Italian Tile 71B05	Rural Tones 31B06	Camel 12A03	Man in the Moon 3WA01



The terrace wall at sunset.

Bring color back to the world.

Start with one wall.



Learn more about the color and watch the video

The dance that revealed Malinara, the rooms and the combinations.

color.orgachim.bg

WHERE TO FIND IT

Malinara is ready for you

In Orgachim stores and at partners

Find Malinara in Orgachim's own stores, in our partners' retail network and in the online store.

Spirit Malinara – limited edition

The premium interior paint Spirit in Malinara comes ready in a 2.5 L can – a limited Color of the Year 2027 edition. Open it and paint.

Tinting of your choice

The Malinara shade can also be tinted on Orgachim's tinting machines.

Choose your way to bring Malinara home.

Malinara
Color of 2027

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Malinara · 2027 edition

Printed colors are approximate. The real Malinara color is on the card on p. 15.

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SPIRIT FINE PAINTS

The color of the year. Ready in a can.



Malinara · 2.5 L · color.orgachim.bg

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since 1901