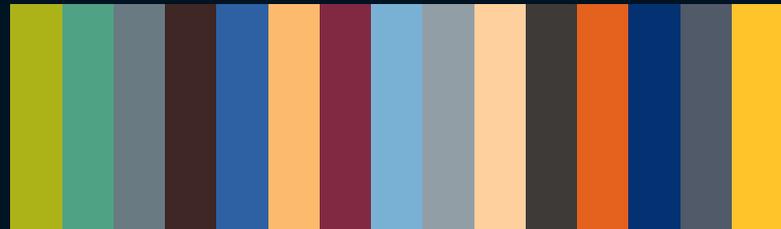


Les Couleurs®  
Polychromie Le Corbusier

polyChro®



"The practical difficulty is to show colours in such a way that the individual can detect his own 'affinity'. And that is why the colour keyboards have been invented ... In my opinion, they offer a method of approach which is accurate and effective, one which makes it possible to plan, in the modern home, colour harmonies which are definitely architectural and yet suited to the natural taste and needs of the individual." *Le Corbusier*

Le Corbusier  
Semi-detached house  
Weißenhof estate  
(Weißenhofsiedlung)  
Stuttgart  
©FLC/ADAGP



# Polychromie architecturale – Le Corbusier`s colour keyboards

---

The tool  
for convincing  
colour design

Le Corbusier doubtlessly was one of the most important and influential architects of the 20th century.

He attached crucial significance to the colour scheme of a building: “Colour in architecture – a means as powerful as the ground plan and section. Or better: polychromy, a component of the ground plan and the section itself.”

From his profound understanding of being an artist, Le Corbusier developed the first colour range consisting of 43 architectural colours in twelve sentiments with picturesque names such as space, sky, velvet, and sand, in 1931. In 1959, he added another 20 deep, dynamic shades: bright colourful nuances, strong earthy colours and deep black.

Le Corbusier`s choice of colours was subjective – he selected colours from nature, with a historic, artistic and associative background.

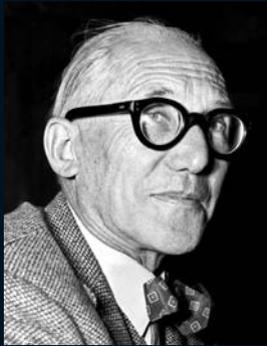
This is probably exactly why both collections stand out as being uniquely aesthetic as beautiful, strong and modern as ever even decades later.

All shades of the colour keyboards can be harmoniously combined.

“Polychromie architecturale” is a practical tool and a work of art at the same time.

# Two colour visionaries: Le Corbusier, architect and artist ...

Le Corbusier -  
icon of modern  
architecture



Charles-Édouard Jeanneret-Gris alias Le Corbusier (1887-1965) caused a sensation as an architect, urban planner, designer, artist and architectural theoretician, and was ahead of his time in many respects.

Le Corbusier began his career by training to be a watch engraver at the local vocational arts college, but soon discovered his passion for painting and architecture. During the 1920s, he moved to Paris as an architect, writer and painter. The villas he designed there set the standards for modern age architecture.

Together with his pseudonym Le Corbusier, horn-rimmed glasses and a bow tie became his trademarks.

Three masterpieces stand out from the wealth of his achievements, meanwhile becoming concepts in their own right:

- "Five Points of Architecture", an essay that laid out the principles for a free ground plan and facade design.
- The "Modulor", a system for the scale of architectural proportion based on the golden ratio.
- "Polychromie architecturale", a unique tool for harmonious colour selection.

Le Corbusier's great designs are based on the "synthesis of art", integrating architecture, interior design, furnishing and colour design. They are convincing and authoritative, right through to the present day.

## ... and Adolf Wilhelm Keim, skilled craftsman and inventor

A. W. Keim -  
foresighted  
lateral thinker



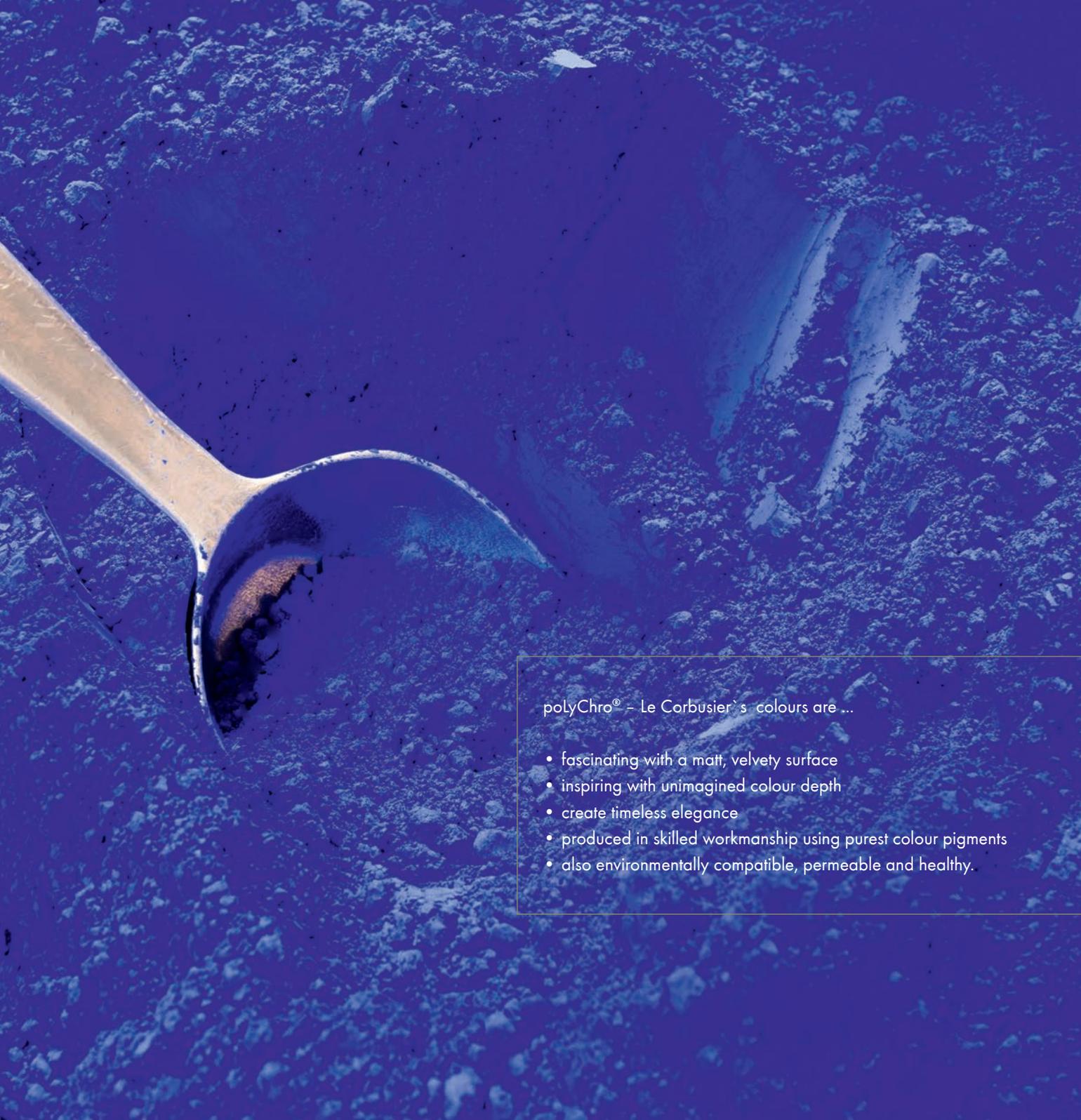
Adolf Wilhelm Keim (1851–1913) was a trained potter who studied chemistry at Augsburg Industrial College before lecturing in Augsburg and Naples; last but not least, he was a brilliant inventor.

As before him the great poet and inspired scientist J. W. von Goethe, Keim was fascinated by the chemistry of mineral pigments and binding agents and how to produce a paint that looks like lime but is as indestructible as stone. His research led to the development of a binding agent made of liquid potassium

silicate for renders and paintings which formed a highly stable bond with the mineral surface.

In 1878 he received the imperial patent for his invention of the KEIM mineral paints that set new standards in terms of durability and colour stability that remain unsurpassed to this day.

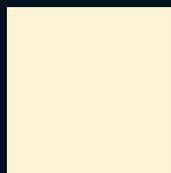




polyChro® – Le Corbusier's colours are ...

- fascinating with a matt, velvety surface
- inspiring with unimagined colour depth
- create timeless elegance
- produced in skilled workmanship using purest colour pigments
- also environmentally compatible, permeable and healthy.

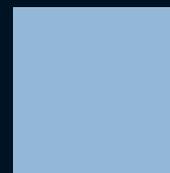
# Le Corbusier`s Polychromie architecturale



32001  
blanc



32012  
gris moyen



32021  
outremer moyen



32010  
gris foncé 31



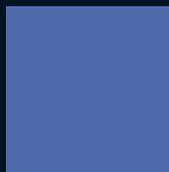
32013  
gris clair 31



32022  
outremer clair



32011  
gris 31

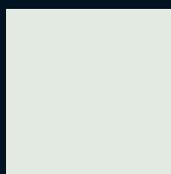


32020\*  
bleu outremer 31



32023  
outremer pâle

The colours shown may vary from the original tones; \* the colours marked with this sign contain organic pigments



32024  
outremer gris



32040\*  
vert anglais



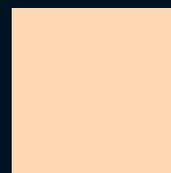
32053  
vert jaune clair



32030\*  
bleu céruléen 31



32041  
vert anglais clair



32060  
ocre



32031  
céruléen vif



32042  
vert anglais pâle



32080\*  
orange



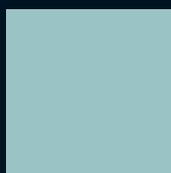
32032  
céruléen moyen



32050\*  
vert foncé



32081\*  
orange clair



32033  
céruléen clair



32051  
vert 31



32082  
orange pâle



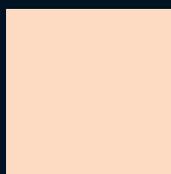
32034  
céruléen pâle



32052  
vert clair



32090\*  
rouge vermillon 31



32091  
rose pâle



32112  
l'ocre rouge clair



32131  
ombre brûlée claire



32100\*  
rouge carmin



32120\*  
terre sienne brûlée 31



32140  
ombre naturelle 31



32101\*  
rouge rubia



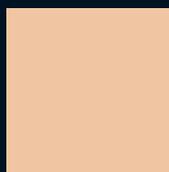
32121  
terre sienne brique



32141  
ombre naturelle moyenne



32102  
rose clair



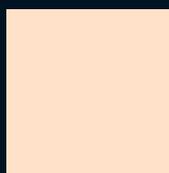
32122  
terre sienne claire 31



32142  
ombre naturelle claire



32110  
l'ocre rouge



32123  
terre sienne pâle



4320A\*  
rouge vermillon 59



32111  
l'ocre rouge moyen



32130  
terre d'ombre brûlée 31



4320B  
blanc ivoire



4320C\*  
rose vif



4320J  
terre d'ombre brûlée 59



4320P  
terre sienne claire 59



4320D  
terre sienne brûlée 59



4320K\*  
bleu outremer 59



4320R\*  
ombre naturelle 59

4320E  
noir d'ivoire



4320L  
ocre jaune clair



4320S\*  
orange vif



4320F\*  
vert olive vif



4320M\*  
le rubis



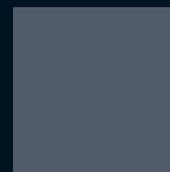
4320T\*  
bleu outremer foncé



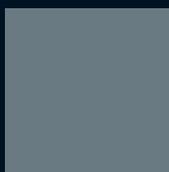
4320G  
vert 59



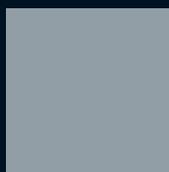
4320N  
bleu céruléen 59



4320U  
gris foncé 59



4320H  
gris 59



4320O  
gris clair 59



4320W\*  
le jaune vif

# polyChro® – makes colour an experience

---

polyChro® –  
Les Couleurs®  
Le Corbusier  
by KEIM

Le Corbusier's 63 masterful colours, implemented in colour recipes of unique quality – that's polyChro®, LesCouleurs® Le Corbusier.

polyChro® is the perfect symbiosis of a matt, velvety surface with a fascinating depth of colour. It offers colours that are full of life, hugely intensive and yet reservedly elegant.

The folding colour chart offers a first overview of Le Corbusier's unique colour world. Immerse yourself and be inspired!



# The most beautiful colours are now also the best!

Timeless colour  
culture with  
Le Corbusier  
and KEIM

Mineral paints by KEIM are an accompanying feature for architecture in the 20<sup>th</sup> and 21<sup>st</sup> century, from historicism to Art Nouveau and Bauhaus to today's spectacular deconstructivist buildings. Generations of renowned architects, craftsmen and artists are convinced of and inspired by KEIM's mineral paints.

The basic principle of their unsurpassed durability persists unchanged to this day: Water glass as the silicate binding agent enters into an inseparable bond with the surface in a chemical process known as silicification. Water glass is transparent and lets rays of light pass through unhindered to the colourful inorganic pigments, generating crystalline reflections in a certain angle and thus colouring the material.

The result is an unsurpassed depth of colour, combined with a matt, velvety surface effect. The colour shade becomes a solid colour.

This architectural approach is tailor-made for Le Corbusier's colour keyboards. It is therefore no great surprise that KEIM has now been exclusively authorised to offer Le Corbusier's unique colour collection under the name of "polyChro®". Using the strictest standards of quality and sustainability for which KEIM has been known for more than 140 years as global market leader in silicate technology, the most beautiful colours are now also the best!

Mineral paints by KEIM are as timeless as Le Corbusier's "Polychromie architecturale", for individual colour concepts that blend with the architecture.



Le Corbusier  
Villa Savoye, Paris  
©FLC/ADAGP

Colordesign with polyChro®  
Hotel Miramonte, Bad Gastein  
Colordesigner: Ernst Muthwill



# "Les Couleurs® Le Corbusier" Partner Network

## Anker Carpets

[www.anker-teppichboden.de](http://www.anker-teppichboden.de)



## Runtal Radiators

[www.runtal.com](http://www.runtal.com)



## Arte Wall Coverings

[www.arte-international.com](http://www.arte-international.com)



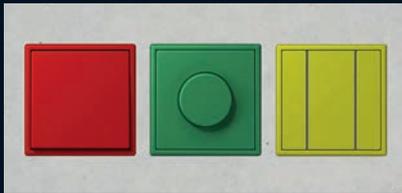
## Dauphin System Furniture

[www.dauphin-group.com](http://www.dauphin-group.com)



## Jung Switches and Systems

[www.jung.de](http://www.jung.de)

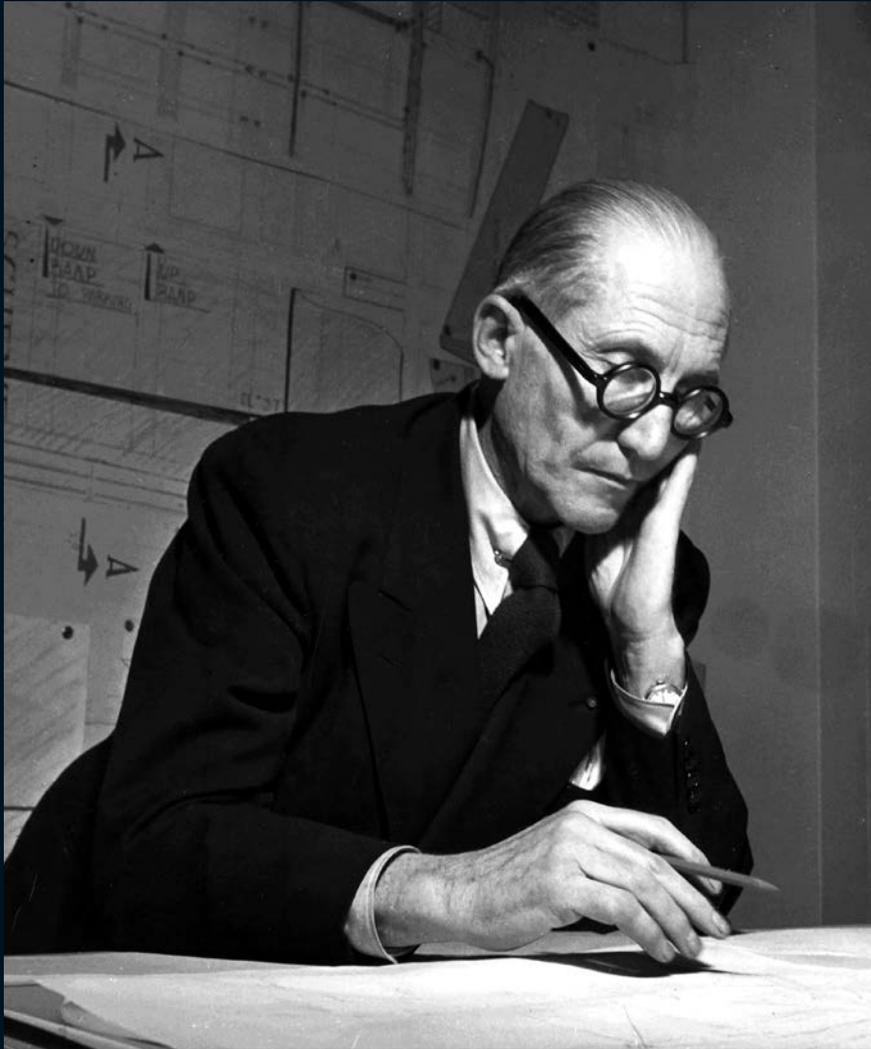


## Gigacer Porcelain Slabs

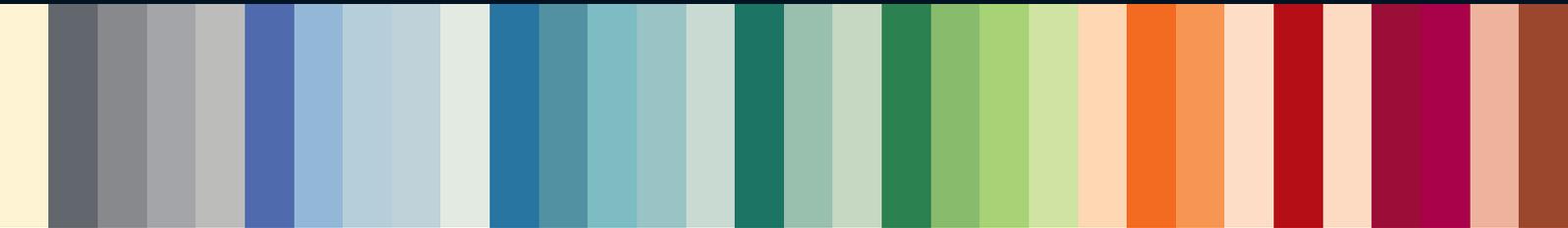
[www.gigacer.it](http://www.gigacer.it)



"Les Couleurs Suisse AG" protects the heritage of Le Corbusier's work: Polychromie architecturale. The colour collection is made exclusively available to selected partners for implementation in particularly high-quality products in the field of architecture and design.



Le Corbusier ©FLC/ADAGP



[www.keim.com](http://www.keim.com)