

PRESS RELEASE

R-M AUTOMOTIVE REFINISH

January 2018

René Turrek creates an exclusive color design for an Aston Martin GT8 in R-M® project THE CODE

The German designer René Turrek is one of twelve selected European artists who are letting their creativity run free in the project THE CODE, developing unique, new color designs. For THE CODE, R-M, a premium paint brand of BASF, has joined forces with the first mobility concept store and media TheArsenale, which specialises in exclusive design vehicles. Dynamism and style in motion: this is what René Turrek had in mind as he designed for THE CODE the new paintwork for an Aston Martin GT8 with the color palettes of R-M. The perfect conditions for this paint job were provided by the car bodywork and paint workshop Detlef Rauhut GmbH in Auetal.

The only thing that René Turrek needs is the spark of an idea. With its special color expertise, based on technical expertise combined with decades of experience, the R-M brand has one particular aim in mind: to inspire Europe's most innovative paintwork artist to create extraordinary concepts and think in whole new ways. R-M's extensive color database is unrivalled in the industry. The perfect resource for the German designer to draw on for his sophisticated concept in connection with the project THE CODE. For René Turrek prefers to be guided by spontaneous ideas, which he records right away in his workshop where he creates individual paintwork for luxury cars for his clients.

Design means emotion

With the Aston Martin GT8, the paintwork artist's main aim was to create "nice vibes". René Turrek thus developed a sophisticated, atmospheric concept that is fully harmonised down to the smallest detail: the key starting point is the emotions. The epitome of precious: gold. The paintwork designer emphasises the flowing lines of the luxury car with various gradations of the warm color, ranging from gold to bronze and amber. And like items trapped in amber, he inserts into the coloring the refined chequerboard pattern that runs from the back to the front.

René Turrek realised the paintwork at Detlef Rauhut GmbH in Auetal. He built up the mother-of-pearl colors in three layers, which are further accentuated by the precious golden glimmer. He designed the ornaments with a matt clear coat, to enable the light to change between matt and gloss surfaces.

Colors that inspire



Perfection made simple



The possibilities available to René Turrek for creating an exclusive color design are literally unlimited thanks to the colors of R-M. Thanks to the product paint series, every color available in the R-M database can be turned into an entirely new, never-before-seen paint color with targeted adjustments.

This has led to a special detail that gives the design its exclusive touch: the decorative stripe. Under normal lighting, it seems classic, almost black. But when the sun shines on the paintwork directly, the stripe glitters and sparkles in red. To create this color effect, René Turrek selected a special tone of red: Apple Candy. It gives the perfect finishing touch to the entire design. Glittering flakes were added to the red at the final stage, giving it a sparkling diamond effect. In the end, the designer pulled out all the stops in his artwork: with the colors of R-M, the Aston Martin GT8 has become an extraordinary unified work of art, with no equal anywhere in the world.

Watch the film about the project on youtube.com/rmpaint in the playlist THE CODE <https://youtu.be/SUJKDp1MsFY> and follow us on [Instagram.com/rmthecode/](https://www.instagram.com/rmthecode/)

R-M Automotive Refinish Paints: an important part of BASF Coatings

Under the R-M brand, BASF markets a comprehensive range of paint systems for vehicle refinishing. Special focus is given to ecologically efficient water-based paints and high-solid paints. By using these systems all legal solvent-reduction requirements can be complied with anywhere in the world, and with regard to appearance and resistance, the products meet the same quality standards as solvent-borne paints. In this area, the company offers a wide variety of services to support its customers. R-M Automotive Refinish Paints is approved by most of the leading car manufacturers for aftermarket repair and chosen by the world's most prestigious car companies for its colour expertise.

For all further information, please contact:

R-M Automotive Paints - Clermont de l'Oise (France)

Contact: Gesine Arend-Heidbrinck

Phone + 33 (0)3 44 77 73 70

E-mail: gesine.arend-heidbrinck@basf.com

www.rmpaint.com

www.rmthecode.rmpaint.com

www.youtube.com/rmpaint

www.facebook.com/rmpaint

www.instagram.com/rmthecode/



Perfection made simple

