

Further to the information found under Colour Psychology of the Younique Designs Ltd web site here follows a little more information regarding the use of colours in Interior Design. The responses noted are, of course, highly dependant upon the shade, tone and hue of each colour, and by adding grey, white or black you significantly alter the vibration and therefore the response to any colour.

### Firstly the Warm/Cool Phenomenon

A learned response. We call certain colours such as red, orange and yellow "warm" because they remind us of warm things such as fire or sunshine. Psychologically they make us feel warm. Conversely, "cool" colours such as some greens, blue and violet remind us of cool water, verdant landscapes and therefore makes us feel cooler and calmer.

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#### Red

Has a high degree of emotional impact and actually stimulates the pituitary gland increasing heartbeat and blood pressure. It is an appetite stimulant, encourages action and is associated with passion and sexuality. Red in a dining room will stimulate the appetite, in a bedroom it can make you extremely restless, and in a workroom or exercise room can stimulate activity. If you are feeling stuck or sluggish, paint a wall red somewhere in your life.

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#### Orange

Is warm and stimulating, but much lighter and less intense than red. It is responded to as cheerful and friendly. It is a happy, social colour and works well in any room where people gather casually, especially family rooms.

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#### Yellow

Is a highly visible colour and therefore draws attention to itself. It receives a welcoming response and is therefore good for entrances, especially in cold grey climates. It stimulates the intellect, enlivens communication and is good for concentration and clarity of thought. It is also a good choice for a home office or any room where you study, write or exchange information.

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#### Green

Is in the middle of the warm and cool colours and can go wither way depending on its composition. It is the dominant colour in nature and is considered relaxing, refreshing and restful to the eye. It symbolizes balance, harmony and rejuvenation. It is a good colour for any room as it is restful and at the same time energising.

# Using Colour

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## Blue

The colour of the sky and water is said to stimulate fantasy. It is cool, calming and tranquilizing. It is used by colour therapists to lower blood pressure and anxiety, relieve pain and stimulate healing. Blue stimulates creativity, inspiration and inner peace. It is excellent in bedrooms and meditation rooms, but is not good when used around food, so is not recommended for kitchens and dining rooms.

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## Violet

Is often considered to be the power colour. A little bit of this colour goes a long way. It can be regarded as regal or a little pompous. In its high vibration it represents spiritual perspective and intuition. Lavender (violet mixed with white) is a good shade for convalescence and healing but can be interpreted as too feminine, so not the best choice for home staging.

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## White

White is thought to denote delicacy, refinement, sophistication and purity. White is good around precision work environments. Pure white can be harsh in bright climate and will grey in overcast weather. Off-whites are better suited to these conditions.

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## Black

Black is the power colour and can be intimidating and off putting in large doses. It is responded to as dignified and sophisticated. It enhances any colour it is coordinated with as it visually recedes. Best used in small proportions as an accent colour.

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## Brown

Brown denotes warmth and comfort. Because it is a colour found often in nature, it is good for both work and living environments. It co-ordinates easily with most other colours in its various values from chocolate to terracotta to beige. It has the sophistication of black without the intensity.

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## Grey

Can lack assertiveness but suggest intelligence, guarded behaviour and a sense of discipline and restraint. Best used in architecturally defined, contemporary interiors.

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## Tips for using colour to create harmony and interest

- There is no such thing as a 'bad' colour just bad colour combinations
- All colour is relative – no colour appears in isolation
- Never use a colour just once in a room
- Spots of colour scattered around a room create energy
- Colour intensifies with area. On large spaces, choose a shade or two lighter than you think you want
- Plain areas of colour give the eye a rest. Pattern and texture add interest and excitement and relieve boredom. Balance is the key
- Equal areas of the same chroma, value or all light tints may be dull – introduce brighter, darker or richer accents
- You can manipulate the size and shape of a room using colour. In general cool, pale colours expand, while darker warm colours shrink space
- Light effects colour. Paint out your colour on a moveable sample board to be viewed during different times of the day and under artificial and natural light
- Never attempt to judge a colour until paint is completely dry
- Architectural features can be enhanced by painting them in a contrasting colour or value while unsightly features can be made to disappear by painting them to blend in with the background
- What is outside a room can affect the colour inside – green lawn, blue water, red wall, etc. What is inside a room can affect the wall colour – floor, woodwork, lighting, furniture, curtains etc.
- Pick a colour scheme from a dominant feature such as a rug, painting or fabric and run this theme throughout your home.
- The colour scheme in the entire house especially in adjacent rooms should visually flow from one room to the next.
- Avoid dark colours on large areas, as they can be depressing. Paler shades work best
- Generally warm colours should predominate, cool subordinate
- Use neutral colours on large areas, including floors, and large pieces of furniture
- As areas reduce in size, the value and chroma (intensity) should increase proportionately (darkest and strongest colours should be reserved for accents)
- Save brighter colours for your accents. No more than three in varying proportions
- In general, walls should be lighter than floors to give the feeling of being grounded.

# Using Colour

Colour cannot exist without light.  
The type and quality of light will greatly affect colour.

Natural (outdoor) light changes in colour and intensity as the day progresses.

Bright colours become more muted  
Colour values equalise

Rooms with:

Northern Exposure - never receives direct sunlight – most 'normal' light.

- Can be cool and bluish – use warm colour to counteract

Southern Exposure - receives bright sunlight that weakens or washes out colours.

- Select muted mid tones and neutrals to counteract

Eastern Exposure - receives warm morning sun

- Use a slightly muted mid value warm colour

Western Exposure - receives warm light, but less so than southern

- Choose a cool palette of light values

Artificial lighting can also affect colour

- Incandescent light is warm and 'yellows' a room
- Florescent light tends to be cool and adds a blue tinge
- Halogen light is the closest to natural light but can be harsh when used alone.

# Using Colour