



the power of COLOUR

THE APPLICATION OF COLOUR HAS THE ABILITY TO SET A MOOD AS WELL AS CHANGE IT, AS JOELEN BETTINI DISCOVERS.

EVER wondered why actors believe sitting in a green room can help them relax or why hospital walls are almost always white?

Perhaps you've raised the question of why we paint a girl's room pink and a boy's room blue.

It's no coincidence that trends such as these exist.

For centuries scientists have experimented with a theory known as colour psychology, which is based on the understanding that colour is light and light is energy, hence its ability to conjure a physical or emotional reaction.

It is, however, still a relatively unknown concept among the general population.

But, as various experts explain, once understood, this system has the potential to serve as a powerful and even life-changing tool.

Motivational speaker and life coach Deborah Storer says she was surprised to discover the power of colours in determining a person's emotional state through a science called neuro-linguistic programming.

"By immersing our minds in particular colours

we really can change the way we feel," she says.

"And through changing the way we feel, we can affect many other areas of our life."

Deborah explains that certain colours, particularly vibrant ones, have the ability to light up a person's neurology, which in turn alters their physical or emotional state.

"So, the key is to immerse ourselves in the colours that make us feel the way we would like to," she says.

Dulux colour planning and communications manager Andrea Lucina-Orr agrees that the theory of colour affecting emotions is widely accepted, especially in the paint and interior decorating industry.

"Colours really do have an affect on how we feel," Andrea says.

"The environment around us plays a part on our emotions, especially in our own space – our home.

"The colour team at Dulux do take this, among other things, into account when planning colour strategies, colour tools and colour schemes."

According to the theory, there are 11 basic colours, all with fundamental psychological properties that are universal, regardless of the shade, tone or tint used.

These include the primary colours red, blue, yellow and green, their subsidiaries – violet, orange, pink, grey, black and brown – and white.

The trick in applying these colours, as Andrea explains, is simple – all we need to do is follow the basic rules of painting any home.

"Nature conditions us to expect the darkest value at our feet, the medium value at eye level and the lightest value above us," she says.

Avoiding monotony is also crucial.

To create interest and contrast Andrea recommends combining warm and cool colours, light and dark colours, bright and dull colours or smooth and textured finishes.

Other factors to consider when using the emotive colour theory to decorate a home include personal likes and dislikes, the size of the room, the main function of the room and the style of the home.