

Questions- How do Interior designers use visual and sensual cues to create spaces which encourage physical harmony and balance?

Shaping an experience that a person will encounter
The way we inhabit space impacts our mood, creativity , wellbeing
Lighting - sets the mood of the space
Colour- emotions, atmosphere
Green is balance (talk about meanings of colour).
Energy and attitude of a space
Texture

Relate harmony & balance to mental health

Japan's interior - achieve a calm open space/ earthy colours/wood/texture
The importance of a place to rest which can be achieved by applying colour to an interior space, bringing a sense of serenity and lifting our spirits.
Japanese understand how colour communicates on an emotional level and always delivers the message as, they "have always been very sensitive to the importance of colour in the stimulation of the senses and how they must all work synergistically to achieve the proper balance in or on the body" (Eiseman, 2005, p.82)

Dissertation

Colour is a visual language that we emotionally respond to.
According to Issac Newton, colour comes from light as "by splitting white light, Newton identified the visible... rainbow spectrum"(Loske, 2019, p.11) signifying that light creates colour. As described by Tilley (2010, p.3), light travels in waves and each colour absorbs different wavelengths which strike our eyes in different ways and are transferred through our eyes as electrical impulses which go to the hypothalamus, located in our brain. Thus, colour is created when our brain interprets these impulses and, we can see the colour black because it traps light whilst we see other colours because light is reflected off a surface or an object. Furthermore, hypothalamus affects different functions in our body "thermoregulation, energy control, the sleep, wake-cycle, the memorisation process" (Uwaifo, 2020, p.3) and our behavioural patterns. This suggests that there's much more to colour than just the aesthetical aspect conveying, that colour is a visual language that is both physical and an emotional tool of communication which our body corresponds to.

VISUAL LANGUAGE OF COLOUR

In interior design, colour carries out an important role by having the power of connecting people emotionally and physically to a space, affecting our own aesthetic consciousness because, “colour invariably conveys moods that attach themselves to human feelings or reactions” (Eiseman, 2017, p. 26) due to different wavelengths of light triggering different emotions. Thus, colour is a powerful tool used in interior design to create an emotional connection to our environments. As, a person will hold an emotional response to colours that they are drawn to and repelled by, indicating that colour is a visual language. These emotional responses can depend on the different colour tones used as softer colours are more calming whilst brighter colours are more energetic by, “changing the exact hue or saturation of a colour can evoke a completely different feeling” (Champan, 2021).

However, each person will have a different reaction to the same colour depending on how they perceive it and what memory they associate it with as stated by Albers, “the associations and reactions which are experienced in connection with the colour and the name, probably everyone will diverge again in many different directions” (Albers, 1963, p.3). This portrays that our brain can interpret colour in many ways depending on our previous experiences, affecting our visuals and perception. Thus, colour communicates through the use of our memories which are associated with colour, changing our behaviour by, having the power to express our own emotions or impact the feelings of others by the use of colour in an interior space.

However, people have been consumed with the ideas of interior designs that we see in a magazine or on social media by seeing “the results of someone else’s design journey we see a picture” (Olderey, 2017). This means that people have been visualising their own interior space through the eyes of others instead of taking their own design journey to reflect upon their own identity and thinking emotionally about their own comfort when considering the colour choice. This is important because the energy aesthetic of colour is the dynamic that makes our surroundings more lively, allowing us to flourish. As stated by Fettel Lee, “Colour is an indication of the richness of our surroundings. It is an unconscious signal not only of immediate substance but of an envious that is capable of sustaining us over time” (Lee, 2018, n/a). Thus, we make sense of the world around us by using colour as an expression which generates thoughts and feelings in our mind, acting as a tool of expression in our surroundings.

Chapter 1 - Psychological effect of colours in a mental institution and public space (school)

Colour can evoke our senses through the way in which colour affects our behaviour, mood, emotions and most importantly our well being as, “colour consists in a power or disposition of something to produce sensory experience of colour in a perceiver” (Thompson, 1995, p.1). Consequently, in Interior Design it is essential to choose a suitable colour palette that will suit the clients needs and deliver an emotional experience. The choice of colour is important especially for people who are experiencing mental health problems because “colour has specific effects that influence us on all levels- emotional, mental and physical” (Haller, 2019, p.26). This suggests that colour is a therapeutic tool that can either improve our mood or can impact our emotions negatively by making us feel overwhelmed, uncomfortable and melancholy.

In facilities such as the mental health facility for children and young people in Edinburgh (fig), design features such as colour, pattern, shape and space play an important role into making the interior space feel non-institutional in order to “make patients feel at ease, but to also look distinctly different than a domestic environment” (Frearson, 2021, n/a). Thus, the interior design of this facility has resulted in creating a space with its own identity that feels different from a home or a hospital.



Fig.

This photograph of a room (fig.) shows a playful design that consists of a balanced colour scheme featuring the bright orange accent colour and muted, cooler tones, harmonising the space and creating an uplifting atmosphere and a fun environment that’s achieved through the use of geometric shapes. Each design element was chosen by taking into consideration patients needs, this is emphasised by the choice of colours (fig.) which have their own psychological meaning. As, the designers used cool colours because “cool colours have a relaxing effect and that’s why they are commonly used in healthcare facilities” (Ferrara and Bengisu, 2013, p.83). Hence, these colours will make patients feel calm which is what they require in such health facilities.

Furthermore, colours play an important role by shaping our emotions even so, the “colours you choose for your physical surroundings can help to shape your moods... make you feel happier, calmer, more nurtured, romantic and connected” (Eiseman, 2005, p.87). The designers used this power of colour to create a space which will impact patients thoughts and feelings through the application and use of colour.

Colours consist of their own meanings, such as the ones shown in figure.

From a scientific point of view orange colour is made up of red and yellow meaning that “it combines two of the psychological primaries, one that relates to the physical (red) and the other to the emotions (yellow)” (Haller, 2019, p.26). This is because, yellow is a cheerful colour that positively communicates happiness and optimism which is important in order to be hopeful about the future and, have the confidence to be able to improve our wellbeing. Whereas, red is an expression of strength, passion and excitement. Therefore, orange is a warm and an upbeat colour which lifts the space up due to being an expression of energy that invites innovation, enthusiasm and socialisation, allowing people to express themselves more freely. I feel that this may increase social interaction which plays a tremendous role towards the fulfilment of wellbeing, empowering young people to communicate, opening up about their problems. Since “Visual, mental and spiritual phenomena are multiply, interrelated in the realm of colour and the colour arts” (Birren, 1970, p.12). This is why colour matters and when used accordingly to the patients needs it can improve their wellbeing and their experience at the facility.



HeywoodFloyd • a month ago

This sort of interior design would be garish no matter what the program, but for a mental health facility?

^ | v 1 • Reply • Share >

thepixinator • a month ago • edited

JEE-zus the last thing I could have handled when I was treated for severe anxiety caused by Bipolar II was a wall-to-wall orange room and a bunch of giant spiraling orange and yellow stripes. None of the seating looks remotely comfortable and I would stay curled up in bed with sunglasses on to escape that interior. No, no, no, no, no. No!

^ | v • Reply • Share >

Dennis Hanshew • a month ago • edited

I worked for four years in a psychiatric facility, albeit many years ago (1970s), and it had been designed to minimize stimuli by using soft pastel colors throughout and rounding edges rather than having right angles. It was also carpeted throughout and had various noise mitigation factors built in. This Edinburgh design does just the opposite. The color scheme is jarring as are all the awkward angles. Anyone with anxiety disorder, schizophrenia or any number of other mental illnesses would be traumatized simply being in such an environment. What were they thinking?

8 ^ | v • Reply • Share >



Jane Simpson → **Dennis Hanshew** • a month ago • edited

Couldn't agree more, what were they thinking?

^ | v • Reply • Share >



don_bronkema • 2 months ago • edited

Chroma that mismatched guarantee relapse. Choose unsaturated blue, green, yellow. Red/orange trigger emesis in many, syncope in some.

Fig.

Although, some people may argue against this space design (fig), feeling less positive about the colour palette and pattern used, associating it with a more negative experience and reflecting upon the design features as overwhelming, overpowering and even triggering mental problems even more.

However, personal opinion of colour depends on that persons experience with colour since, “human’s experience things through their senses according to their own culture that gives sensations their meanings, from which arise emotions” (Ferreira and Bengisu, 2013, p.82). There are different cultures thus, different meanings and associations. As well as this, a person who loves blue will often be drawn to it because they have a positive association with it, for instance swimming or surfing down the beach. This means that people may feel

differently about the same colour because, “colours are forces, radiant energies that affect us positively or negatively” (Birren, 1970, p.12), depending on personal experiences and associations.

A persons colour association can be negative due to a bad experience for example, a person can want to avoid orange because they were in a car crash involving an orange colour car. Furthermore, the intensity of colour is vital because people will experience a different feeling when looking at an intense orange in comparison to a softer, more pastel orange which is more comforting and less overpowering. This is because the “intensity or value of a colour can alter both the perception of temperature and psychological message of a hue” (Eiseman, 2017, p.17). Thus, there is more to colour than just the aesthetics aspect. Colour is a vital tool that impacts how we go about our lives as, “colour of the pigment on walls or the fabrics on furnishings can affect and change our moods, lift our spirits and bring a sense of joy or serenity to us” (Eiseman, 2005, p.82). For that reason, a designer will choose a colour palette that will be suitable for the space that they are designing and the people who will be using that space which, in this case, are the mental health patients.

Also, I feel that as a society we need to be more understanding of different cultures and meanings which, would allow people to understand the reasoning for the choice of colours in specific design spaces. As mentioned previously, colour effects our emotions therefore, if a person understands the reasoning for their own colour choice this will, enable them to improve their mental health with their own interior space.

ADD A QUOTE

Colour in public spaces- Laeeque and Akmal & Ruth Lande Shuman of Publicolor

In public interior spaces such as schools, there is a lack of colour as mostly the classrooms will have white or cream walls with a few posters on the wall and every door will be the same and, this can have a negative impact on the students work process and their motivation. As proven by Laeeque and Akmal in their study of ‘Colour on Motivation toward Learning’ conducted in the two public schools in a village named Rao Khan Wala, “colour helped children in learning better by becoming a positive stimulus and ... had a lasting impact on memory of children helping them in learning effectively” (Laeeque & Akmal, 2017, p.15). Therefore, the research and the attendance of the students (fig.) proved that colour can have profound effects on students and their learning experiences. It is an element used to strengthen educational experiences.

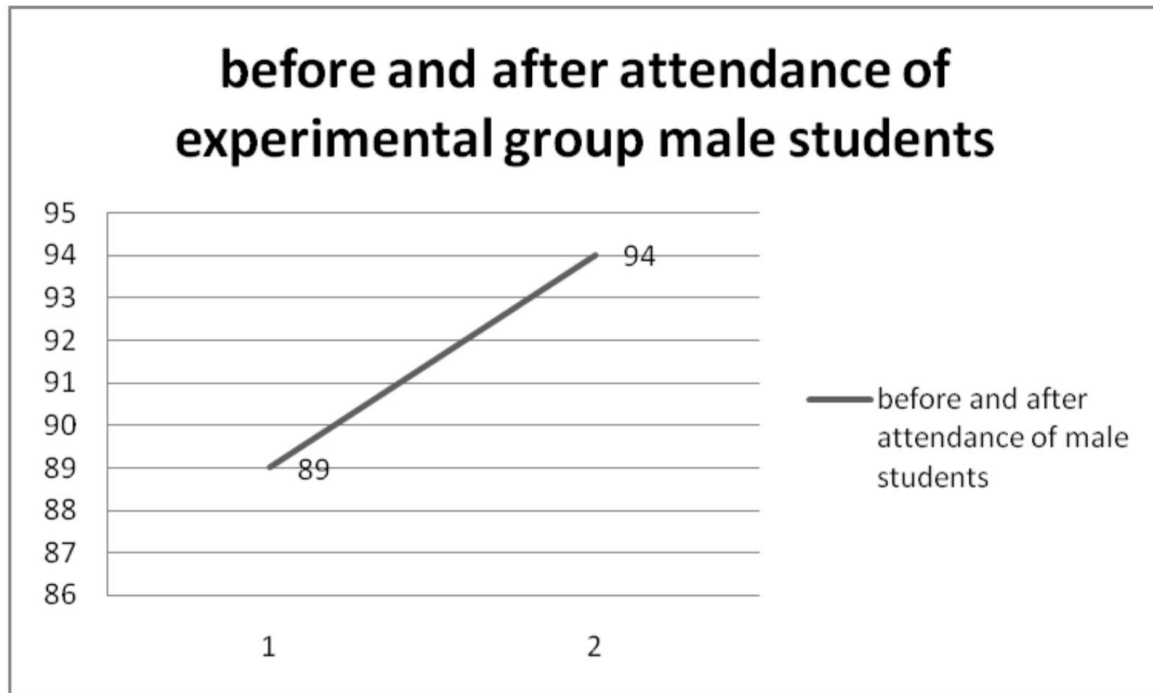


Fig.

Green calmness and tranquility to a space

Can reduce tiredness

Blue evokes calmness

“65% of the students agreed that blue calms them down”

Warm colours inculcate motivation

Color is linked with cognitive development of students and unconsciously plays a role in a child's development to an adult. (Torrice and Logrippo 1989).

This case study proved that the role of colour in school spaces is to motivate students towards learning by capturing their attention, enabling them to be more creative and to create different emotional reactions which will impact their behaviour and wellbeing.

Ruth Lande Shuman of 'Publicolor' uses color as a tool to impact the environment of a school by influencing the behaviour of people. Shuman states, “I feel very strongly that by introducing design and color you can change attitudes and behavior as well as create visual order in environments where chaos reigns supreme” (Shuman,



Fig.

Figure shows how filling public interior spaces with colour in schools can transform a space visually which, will make students feel more energised by reducing sensory deprivation. As Schumans work has proven that “both student and teacher attendance improves...difference in test scores.. and students consistently say they feel safer in a school that has been painted by Publicolor” (Lee, 2018, n/a). Thus, colour can shape our behaviour by motivating and enchanting a persons energy, making them more active.

Can produce relaxing sensation having a soothing psychological impact

To perceive colour we need to understand its influence

“Green is perceived as cool, naturally restorative and healing colour” (Eiseman, 2005, p.97).

“Colored lightning, colour therapy, and colour health-care setting are all critical areas for exploration and enlightenment” (Eiseman, 2005, p.80).

Pink 1733 (Too many words)

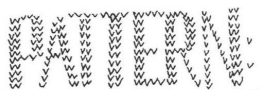
MORE REFERENCES NEEDED LOOK AT NEWSPAPERS / Angela Mcrobie

The colour pink is “a colour between red and white” (Blegvad, 2019, p.12) that, has countless associations varying from shade to shade but, is generally associated with love, femininity and kindness and it symbolises health and romance. The influence of pink has become apparent through history and its symbolism has been interpreted in many ways depending on culture and society beliefs. As pink can be believed to be

“feminine...sweet...romantic...bold and vulgar” (Blegvad, 2019, p.9) thus, pink has many connotations and can be used as a visual communication tool in design to encourage physical and emotional response.



Fig. Voice of America



Pussy Power Hat
By Kat Coyle, The Little Knittery, Atwater Village, CA

Yarn: Malabrigo Worsted (210 yd per 100 grams), in Fuchsia Pink, 1 skein
(any shade of PINK & any worsted weight yarn will do)

Needles: US 8/ 5mm straight

Gauge: 18 sts and 23 rows = 4" in St st

Finished size: before seaming 11" wide and 17 1/4" long

Pattern:

To fit: medium/large

CO 50 sts. Leave a long tail for seaming.

Rib: K1 * k2, p2; rep from * end p1.

Work Rib for 4 1/4".

Work in Stockinette (knit right side rows, purl wrong side rows)
until piece measures 13" from cast on edge. Begin Rib on right side row.

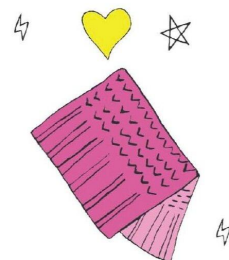
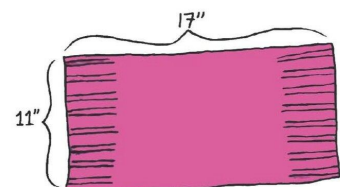
Rib: P1 * p2, k2; rep from * end k1.

Work Rib for 4 1/4". Piece measures 17 1/4" from cast on edge.

Bind off all stitches. Cut yarn leaving a long tail for seaming.

Fold hat in half and sew each side seam. Weave in loose ends.

Put on hat, and the cat ears will appear!



FOR AN EVEN SIMPLER PATTERN,
SEE OUR WEBSITE!

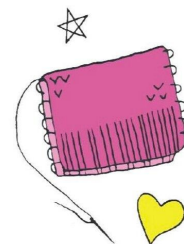


Fig. 'Pussyhat Design'

On January 2017, as many as 500,500 people took part in the women's march in Washington DC and an estimated 4.6 million throughout the United States (Rafferty,2017), against Trump inauguration process (Rafferty,2017), wearing a knitted pink hat which, “became a global symbol of female solidarity and the power of collective action” (Gardner, 2017). This implies that the colour pink is a powerful meaningful and a tool of communication that can be used politically and to empower culturally. As shown in (fig), a striking visual statement expressing the pink hat as a symbol of political activism and resistance, empowering the solidarity of women's rights and their rebellion to the Trump regime. Furthermore, the 2017 ‘cat ear’ design hat by Jayna Zweiman and Krista Suh (fig.) was a response to the release recording of Trump “during the election campaign, in which he claimed to “grab them by the pussy””(Harrison, 2019) hence, the name ‘Pussyhat’ which is now recognised as an expression of female solidarity that visually demonstrates support for women's rights and “de-stigmatize the word “pussy”” by transforming “it into one of empowerment” (Pussyhat Project, n/a). Thus, this fourth-wave feminism empowered modern feminists by, reclaiming pink from its sexist feelings that pink can evoke. As, ‘Pussyhat’ colour, enhanced the symbolism of pink which is associated with kindness, love and femininity, through the united strength of these protesters supporting one another by what they believe in. Therefore, the pink colour proved to be meaningful by being the main feature of a considerate act of kindness and peace.

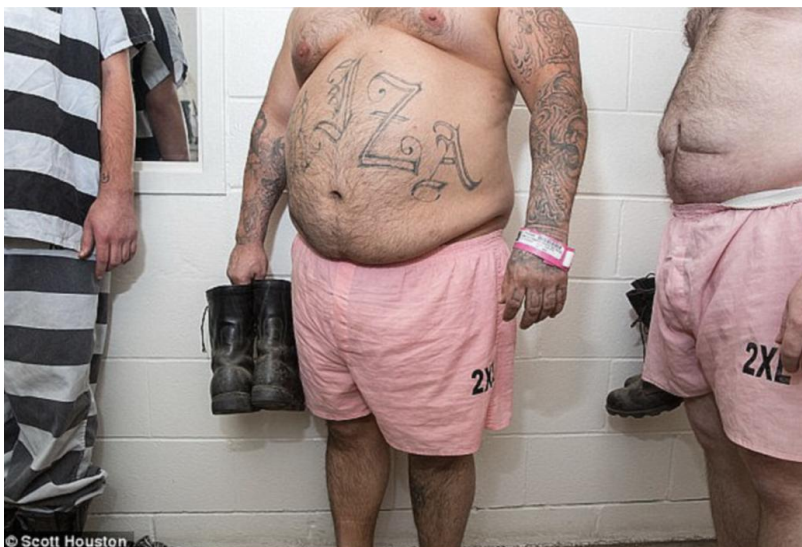


Fig. Georgia Prison



Fig. City jail in Georgia.

However, the colour pink can be juxtaposed by applying it in different ways to symbolise different meanings and have different outcomes. As, pink can empower but it can also be used to belittle and humiliate which is the opposite of the pink's true meaning. In Arizona prisoners (fig.), have pink towels and “parade in pink underwear for the general public to see” (Yekani et al, 2016, p.85). This is humiliating for the prisoners and is a type of punishment strategy. As well as in the city jail in Georgia where explained by Towner, inmates who are serving for minor crimes, wear hot pink uniforms when they pick litter up from the city roads (Towner, 2015). This strategy uses the colour pink as a tool for good behaviour, influencing the inmates mentally as, “inmates commented they do not want to return to the jail if they have to wear the color” (Towner, 2014). This portrays colour pink as a

weapon used against the inmates so that they would not offend again as, the warden himself “believes in pinks punitive quality” (Yekani et al, 2016, p.85), controlling their behaviour thus, contrasting to the effects of pink and its purpose. As, both prisons had different tones of pink yet, had the same emotional response of embarrassment. In comparison to the women's march (fig), pink can be a tool of empowerment but it can also be a tool used for punishment. This is contrasting to the effects of pink and it's purpose.

In contrast, in a jail in Washington years back (fig), pink in prison was found as “therapeutic” due to its “calming effect” (Yekani et al, 2016, p.85). As, pink can influence our mood by having the power to be physically soothing, tranquilizing the feeling of anger by producing calming effects on the nerves. As, “the colour pink has been found to calm violent prisoners” (Johnson, 2017) meaning that, it can have a soothing effect on a persons mind influencing their physical response.



Fig. [Photo: Bryngelzon/Getty Images]



Fig.

The experiment by Dr. Alexander Schaus (fig.) who “studied the impact of colour on blood pressure and pulse rate” (Fraser, 2017, n/a) by painting prisoners cells in the specific ‘Baker-Miller pink’ colour (fig), has proven to have a calming effect on prisoners by reducing aggressive behaviour. This was shown through the prisoners response which were positive to this nurturing colour as, “aggressive outbursts and violent behaviour reportedly declined” (Fraser, 201, n/a), proving that a specific shade of pink can control aggressive male behaviour by having a soothing effect.

Conversely, these results were gained by prisoners having to “squeeze a dynamometer” (Eiseman, 2005, p.79) were different in comparison to females, as “men responded by, in fact, becoming weaker, while the women became stronger” (Eiseman, 2005, p.79). Thus, the same colour can have a different effect depending on the gender due to seeing the same colour from a slightly different perspective. This is “because males need a longer light wavelength than females to see and perceive the same shade of colour” (Braam, 2020) and longer wavelengths are connected with warmer tones such as red or yellow thus, males are more likely to see warm colours more warmer. In this case the colour pink will be more warmer to males than females resulting, in males feeling more calm whilst women more empowered, as they have felt during the women's march.

The meaning of pink and what it symbolises can be contradicting as it can affect gender differently. The reason for the pink connotation in such a contrasting point of view would be the stereotypical association with 'pink colour being for girls' and 'blue for boys', because of different traditional values that portray pink as part of culture to define gender. In Japan, gender colour defining is indicated as "the symbol of the male lavatory is often colored blue, whereas, that of the female lavatory is often colored pink or red" (Kunio et al, 2019, n/a). Thus, pink is linked to femininity through culture, society and can be expressed in design by using colour to express its symbolism. Since a young age we have been exposed to categorisation of gender by the use of pink and blue colour and this has caused such different perspectives on the use of pink and its purpose, relating to the influence of pink on behaviour. Therefore, this is embedded in our mind through the way in which we experience the world as "the association between color and gender in memory becomes stronger through experiences of gender categorization by color" (Kunio et al, 2019). Therefore, the use of pink can be controversial as, the importance of pink colour is what it symbolises love and kindness which both men and women experience thus, it should not seem less significant because of the way that it has been used to symbolise gender, leading to men feeling humiliated and women empowered. The way in which pink dominates people differently, has controversially made pink less important rather than powerful as stated by Lawley, "pink paradoxically empowers and trivialises women" (Lawley, 2018). This reflects upon the cognitive distortion of pink.

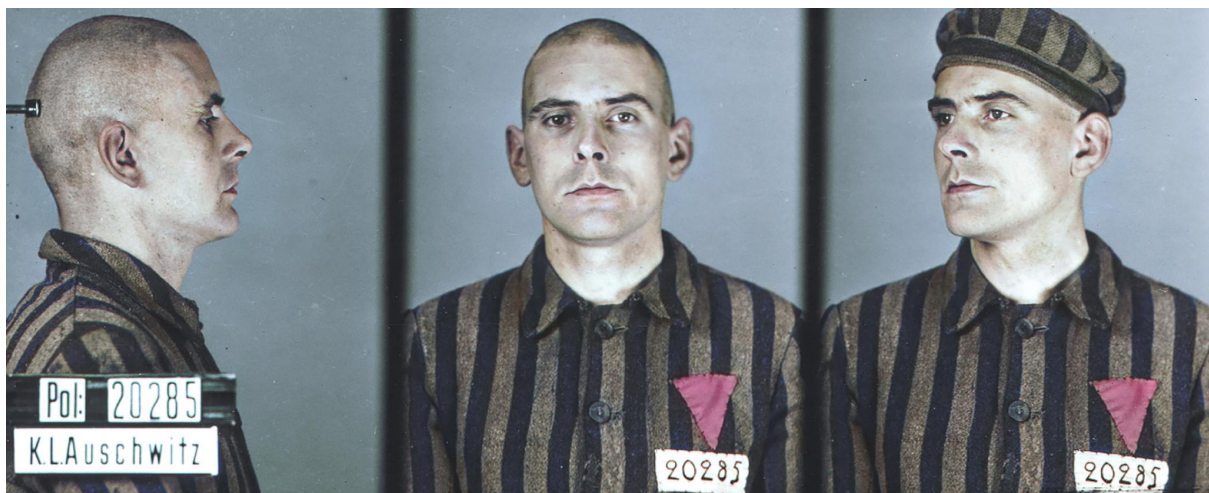


Fig. Walter Degen

Additionally, pink conveys crucial semiotic implications due to historical associations with male homosexuality (fig). During the war "the Nazis marked homosexuals with a pink triangle" (Vänskä, 2017, p.199). This was discriminating and portrayed pink as a visual communication tool used to represent gender and sexuality because of such repellent use of colour, pink influences society's perception differently. This is because colour association can be influenced through the translation of the same concepts and ideas by being apart of the same society as stated by Hall, "to belong to a culture is to belong roughly to the same conceptual and linguistic universe" (Hall, 1997, p.22). Therefore, society associates pink with sexuality and gender because of having the same historical cultural influences. Although, before the 19th century, pink was considered to be a boys colour whilst blue a girls colour because pink was considered "as a watered-down, bold, dramatic red, which is a fierce

colour” whilst “blue, was associated with the Virgin Mary in Christian Europe” (Frassantonito and Pettorini, 2008, p.2). Therefore, pink has served a variety of meanings relating to gender specification, leading to different symbolism of pink and pink no longer seems as warming but instead as weak. However, pink is being reclaimed to no longer have this stereotypical image perception as provoked by the ‘Pussyhat’ protest, it is rather being embraced. Also, pink is a bold statement colour of raising an awareness for breast cancer. The pink ribbon “signifies a good and moral cause” (Sulik, 2012, p.27) and is a cultural language that symbolises hope and fight thus, strength rather than weakness in comparison to the effects that pink has on inmates. Therefore, pink is being reclaimed by being promoted for a good cause and to support, making pink culture visible and abolishing its cliché associated meaning. As pink being a colour of strength not weakness.

This research implies that people can have a different relationship with colour because colour can influence our social cognition depending on our perception of the meaning, its symbolism and personal concepts in memory. As in theory, different cultures have their own language to translate concepts and ideas enabling them to “see the world from within the same construal map and to make sense of it through the same language system” (Hall, 1997, p.22). Thus, culture will impact meanings and representation of colours through the use of language in which they use to translate concepts and ideas. A designer can use the power of colour to visually stimulate meanings and to evoke emotions, creating a connection between the designers work and the viewer since, “a designer may use red colour... to get attention of the customer or reader, but this may be associated with romance, eroticism, or passion as in European culture, or luck as in Chinese culture” (Ferrara and Bengisu, 2013, p.83). This portrays that designers cogitate culture when choosing colours.

“We are able to build up a shared culture of meanings and thus construct. A social world which we inhabit together” (Hall, 1997, p.18)

“blue and pink are associated with gender-related concepts, a contact with pink or blue would affect gender-related social cognition”

<https://web-s-ebshost-com.ezproxy.uwtsd.ac.uk/ehost/detail/detail?vid=0&sid=c6705dee-d eb1-4ada-89b1-2f0527d5ebe1%40redis&bdata=JnNpdGU9ZWhtvc3QtbGl2ZQ%3d%3d#AN=135667062&db=aph>

CONCLUSION

Colour within my practice

In Surface Pattern Design colour is a big part of the design process because it reflects upon the pattern and motif design, adding character and creating a mood or a feeling that will evoke an emotional encounter, between the targeted clientele and the design.

Include example maybe of my work

As, wellbeing can be achieved in life through the suitable choice of colour “ QUOTE

Much more subconscious understanding of colour

Perceiving Colour with the influence of cultural consciousness, history

“Colour is fundamental to our experience of the world around us” (The secret of colour by Kassia St Clair)

Colour is a visual stimulus & shape our behaviour

“Colour consists in a power or disposition of something to produce sensory experiences of colour in a perceiver” (Thompson, 1995, n/a). It is a mental perception that delivers an emotional experience.

Relate to our concepts in memory

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