

# The Impact of Color – Part 2

## Choosing Colors for Specific Rooms

It is best to focus on one room at a time so you can complete the project without feeling overwhelmed. Before you start your decorating project, try to determine the general mood or feeling you want to evoke in the room. For example, do you want to design a quiet retreat, or a space that will help people to converse with one another? Do you want the room to be expansive, cozy, calm, or exciting? Once you have established a clear purpose for the room, you can easily choose colors that will help you accomplish your decorating goals.

Listed below are some of the general social associations tied to common colors as well as some of the physiological responses the body has to them based on scientific research. Understanding this can help you to decorate your homes and choose colors based on more than simply aesthetics

**Blue:** Blue is associated with peace, safety, tranquility, and calm. It symbolizes loyalty, productivity, justice, strength, perseverance and service. Pale blue suggests insecurity and introspection, as well as imagination.

Blue causes the body to produce chemicals that are calming. It can increase productivity and strength. Blue is the color most likely to produce the lowest pulse rate, blood pressure, respiration, heart rate, and eye blink frequency. If overused, this color can be depressing and a bit cold. It is the least appetizing (who wants blue food?). Good rooms for decor in blue are the master bedroom, children's rooms, guest room, the bathroom, library, study, the spa, and family room.

**Purple:** Associated with royalty and wealth, purple is theatrical, magical, sophisticated, intellectual, romantic, and spiritual. It can also be considered artificial and decadent. Lighter shades reflect innocence, imagination, femininity, and a love for the aesthetic.

It reduces hunger and stimulates the upper brain. It depresses heart muscles and motor nerves. It helps to maintain ionic balance and increases the power of meditation.

Good rooms for decor in purple are the bedroom, living room, and bathroom.

**Green:** Associated with being calm, safe, and relaxed, as well as friendly and comfortable. It is used in hospitals to relax patients. It represents order, frankness, honesty, and practicality. Dark green is conservative and solid. It is associated with wealth, security, success, tenacity, and good judgment. Lighter greens represent new growth and inexperience. Green is associated with money. Physically easy on the eye compared to all other colors, green can actually improve vision. It is calming and refreshing to the mind, and helps build tissue cells like muscle and bone. It relieves tension, lowers the blood pressure, dilates the capillaries, produces a feeling of warmth, stimulates the pituitary, and helps even out the emotions. Green acts as a hypnotic upon the sympathetic nervous system. Good rooms for decor in green are the guest room, bedrooms, bathrooms, living and family rooms, the media room, the garden room, and the library.

**Black:** Associated with power and authority, as well as violence. Black is sleek and sophisticated, and the color of drama. It enlivens other colors. It is also the color of submission and mourning (in Western Cultures). In small quantities it stimulates. In large quantities it is oppressive. It can quickly bring on a feeling of depression. Good décor uses for black are to accent other colors such as in frames for art or pictures, on lamp bases, and in accessory pieces. For best results use black in moderation.

**White:** White symbolizes purity, innocence, light, crispness, and coolness. It represents sterility, cleanliness, sharpness, and openness. White represents mourning in some Asian cultures. It causes a lower pulse rate; blood pressure, respiration, heart rate, and eye blink frequency than almost all colors except blue. Good rooms for decor in white are guest rooms, entryways, the master bedroom, bathrooms, the music room, and the spa.

**Red:** Red is associated with arousal, anger, aggression, passion, love, mental energy, control, excitability, as well as danger. It represents valor and courage. Rich red is sophisticated, and also denotes compassion. Adrenaline is released in the presence of red. It stimulates appetite, heightens the sense of smell, raises the pulse, and increases

blood pressure, respiration, and heart rate. It is highly visible and causes an increase in eye blink frequency. Good rooms for decor in red are the kitchen, dining room, party room, game room, and some small spaces.

**Pink:** Associated with fun, music, celebration, and excitement. Lighter shades are associated with sweetness and can be calming. Very pale pink is sometimes associated with lethargy—mental and sometimes physical loss of energy. Good rooms for decor in pink are a playroom (in bright pink), a guest room or bedroom (in lighter shades).

**Orange:** Orange is associated with excitement, affection, radiance, and heat. It is warm, friendly, inviting and denotes commonality, and a sense of home. Deep oranges are associated with dependability, strength, rich beauty, wealth and fame, and lighter hues represent comfort and the relieving of stress. Orange increases appetite, induces relaxation, slows down the rates of blood flow, increases the potential for sleep, increases the pulse rate, but does not affect the blood pressure. It promotes assimilation and circulation and helps relieve muscle cramps. Good rooms for decor in orange are the dining room, the family room, the formal living room, the guest bedroom, the guest bathroom, and the entryway.

**Yellow:** In its true form, yellow denotes happiness, warmth, cheerfulness, optimism, energy, and life. It represents renewal, intensity, talkativeness, prestige, love, and intellectual stimulation. Paler shades denote wisdom, intelligence, enlightenment, goodness, and clarity. Light shades also represent freshness, inexperience, youth, and cleanliness. Yellow causes vision to take place relatively quickly compared to other colors. It is hard on the eyes (use in moderation), speeds metabolism, and can make us emotionally uneasy and argumentative. Paler shades enhance concentration and clear thinking (yellow note pads). Yellow rooms cause babies to cry more often, and cause allergies to flare up more frequently in people of all ages. Good rooms for decor in yellow are the kitchen, dining room, study, playroom, children's' rooms, and the sewing room. Use appropriate shades and in moderation.

**Brown:** Associated with the earth, brown implies sincerity, genuineness, and being solid and reliable. It reduces irritability and mental tension, promotes the synthesis of serotonin, eliminates chronic fatigue, and stimulates the formation of prostaglandin E1 (which has many functions in the actions for the womb, brain, lungs, and kidneys). Good rooms for decor in yellow brown are the study, the library, the media room, the sewing room, a baby's room (mixed with other colors for fun and stimulation), and a guest bedroom.

If you need help with the final step of actually selecting the specific colors, visit us at BOGARI, and bring along your notes on the room you are decorating, its function, purpose and the mood you want to achieve. We will enjoy working with you.

Our next design topic will be *Turn on Good Design Through Lighting*, which we will have in October or November. To receive our special announcements on future design events you can go to our web site: [www.bogarifurniture.com](http://www.bogarifurniture.com) and sign to become a VIP.

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