

# Design Newsletter

**July 2007**

More than ever before, the home has become a sought out retreat from life's busyness and outside influences. People are returning to the home in droves for sanctuary, entertainment, and for family connection. Our customers are not simply looking for furniture and accessories. They are looking for a better life! The BOGARI design team would like to share with you through series of design newsletters our knowledge to help you bring a unique feeling of comfort and harmony into your home.

Our first newsletter is useful color information shared by design professionals such as Margaret DeGange, M.Ed home fashion designer and Ivet Ivanova, designer and owner of Bogari.

## The impact of color

Color is all around us, and it affects everyone. No one is exempt. You are rarely aware of the fact that you make decisions based on color everyday. Psychologists have studied color's effect on people for years. The research supports the notion that people share many common responses to color. The impact of colors in an interior space can be subtle or obvious. They influence and even persuade customers consciously as well as unconsciously on four important levels: Emotional, Psychological, Physiological, And Relational.

Most of you attending our seminar today have a lot of questions about choosing colors for walls, furniture, window treatments, or home accessories. Color use in interior decorating does not have to be haphazard. Although colors can, and often are, chosen on the basis of a vague feeling or general preference, more deliberate choices can serve to improve the quality of life for every member of your family.

If you use color with a specific intent or purpose in mind, it will reinforce the idea that color can truly serve us. There are definite benefits to using the right colors to accent and highlight the features of interior spaces and furnishings.

Specific color choices can be used as design tools to:

- Help create and elicit certain moods within the home.
- Calm people down for relaxation.
- Liven up a room for entertaining.
- Help concentration.
- Increase appetite.
- Make us feel good.
- Lessen the tendency for arguments in the home.
- Accentuate art and strengthen other colors.
- Make various complexions and skin tones look their best.
- Receive lighting well.
- Promote physical healing.
- Make homes look beautiful.

## Color Serves a Purpose in the Home

You can use color to elicit responses in others that support a desired mood or atmosphere. For example, the color red increases hunger. This information may be helpful when selecting paint for a breakfast nook, or when setting a glamorous table for a special dinner party.

You can use color to serve a specific purpose; to bring out the best in yourselves, to spark creativity, to calm yourselves down, or to invite others to sit beside you and converse.

You may be limited in your use of color in some environments such as at work, but your home is the one environment where you have a lot of control. It is the place where you can use color to your advantage, greatly improving the quality of your lives.

Did you know that using a pale, soft green in the bedroom of someone who is ill can actually speed their recovery? And did you realize that the color apricot— and many variations of it— makes a splendid backdrop for any color complexion? In other words, if you paint a party room a pretty apricot, everyone will look great in the room and your guests may actually stay a while and visit with one another more meaningfully.

Here's another example. Being exposed to bright yellow for prolonged periods of time can irritate people and make them feel easily provoked. Obviously then, bright yellow may not be the best choice for a baby's room or for a room that two children share.

All of these examples describe ways that color can serve you. There are hundreds more. To allow color to serve you in your home, first consider the space you want to decorate, and then choose colors to support the purpose and function of the room.

We are working on the second part of "The impact of color" - **Choosing color for specific rooms**. If you would like to get a print out, please visit our showroom to pick up one. You can also receive it via e-mail, just e-mail us to: [info@bogarifurniture.com](mailto:info@bogarifurniture.com) and put in the subject line Design Newsletter- color.

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, it's function, purpose and the mood you want to achieve. We will enjoy working with you.

Ivet Ivanova

Interior Designer-owner

**BOGARI**

[Ivet.Ivanova@bogarifurniture.com](mailto:Ivet.Ivanova@bogarifurniture.com)

[www.bogarifurniture.com](http://www.bogarifurniture.com)

(864) 254-0770