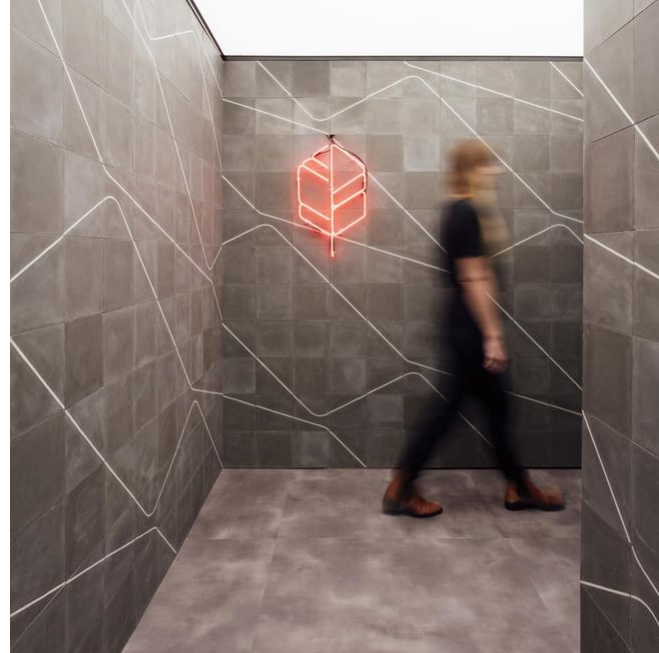


The importance of colors in architecture



MATILDE FONSECA | CVUT | DESIGN STUDIO

The importance of colors in architecture

Introduction: Psychology of colors



Primary Colors:

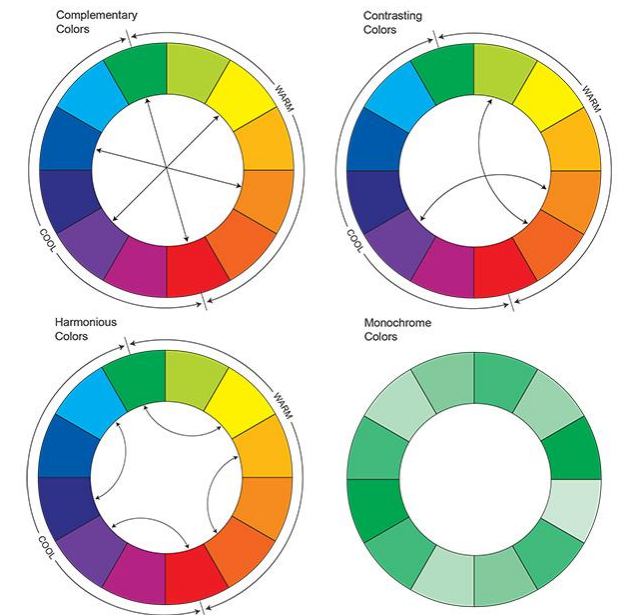
- Yellow
- Red
- Blue

Secondary Colors:

- Orange
- Green
- Purple

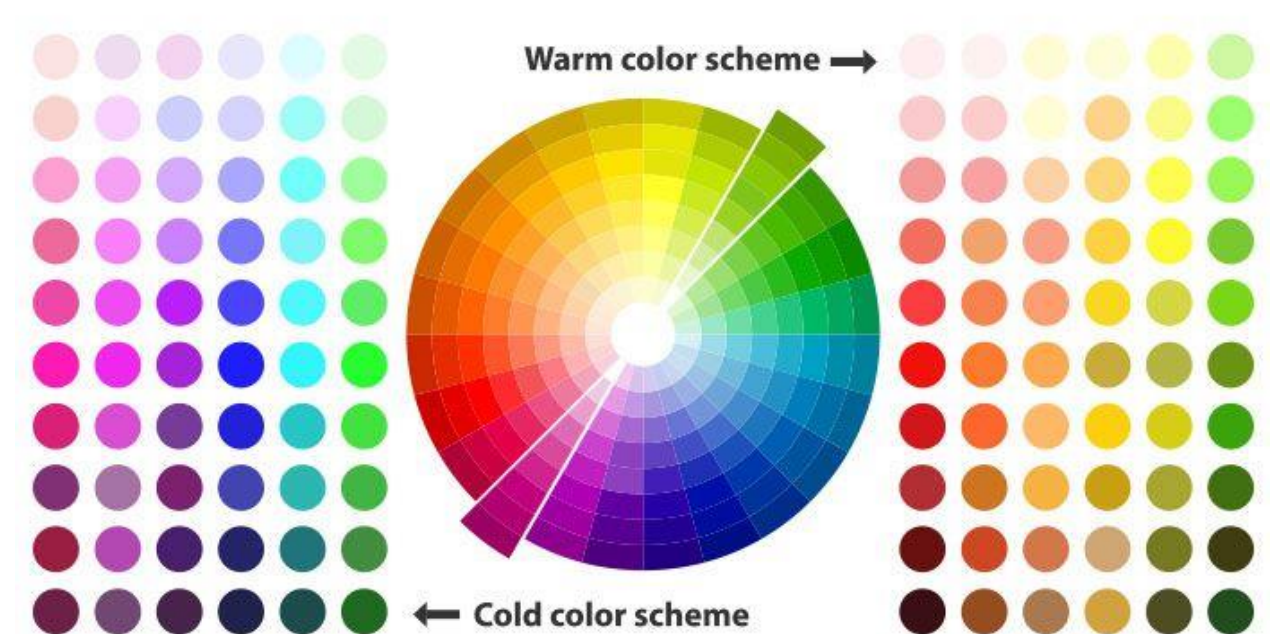
Tertiary Colors:

- Amber
- Vermillion
- Magenta
- Violet
- Teal
- Chartruese



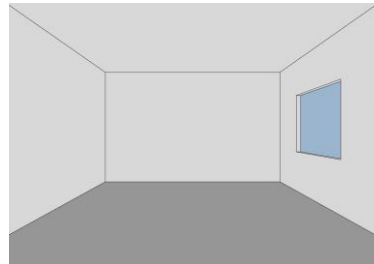
Psychology of Colors:

- Warm Colors - Stimulants; Cheerful; Exciting
 - Red
 - Orange
 - Yellow
- Light Warm Colors - Finesse; Femininity; Kidness; Joy
- Dark Warm Colors - Vitality; Power; Wealth; Stability
- Cold Colors - Calm; Sedatives; Depressing
 - Blue
 - Green
 - Purple
- Light Cold Colors - Fresh; Delicacy; Rest; Solitude; Hope
- Dark Cold Colors - Melancholy; Depression; Heaviness; Mystery



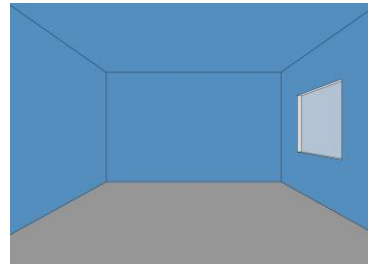
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Introduction: Display of colors



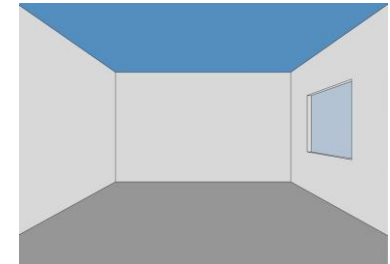
ENLARGE

By using light colors on all the walls and ceiling, it creates a feeling of spaciousness in the space.



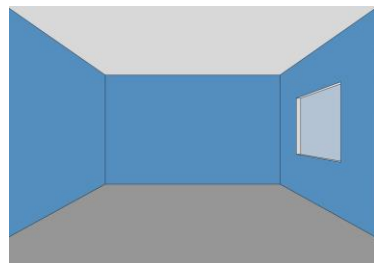
COMPRESS

As darker colors absorb most of the natural light, using them on all surfaces in the space makes the space appear more compact and cozier.



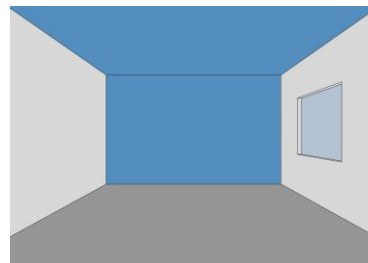
LOWER THE CEILING

When painting it in a darker color than the walls or leaving the material texture visible, this feature will give the impression that the ceiling is lower.



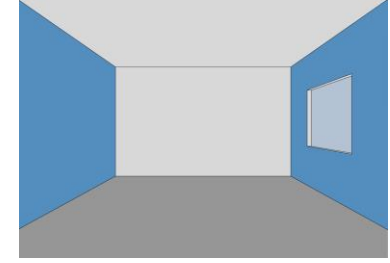
STRETCH

Painting the walls in a darker color and leaving the ceiling white makes it feel like a higher ceiling.



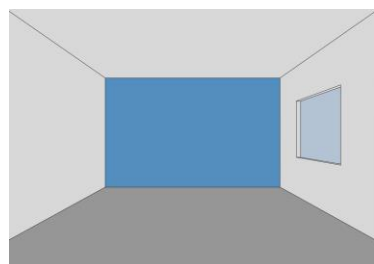
WIDER

Painting the back wall and the ceiling with the same darker colors and leaving the side walls lighter will make the space appear wider and more spacious..



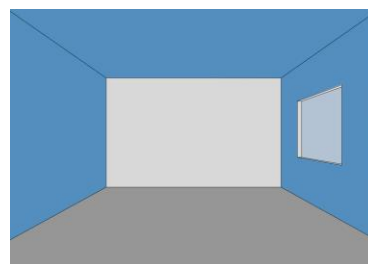
STRENGTHEN

Painting the two opposing side walls dark colors and leaving the background and the ceiling in light colors will make the space narrower.



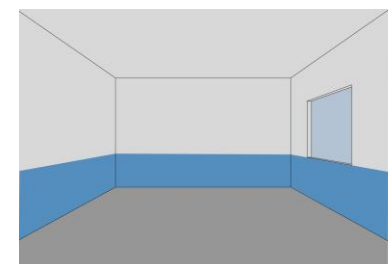
SHORTEN

For a large space invest in dark tones on the back wall in contrast to lighter colors elsewhere



HIGHLIGHT A WALL

To highlight a wall, it is recommended to keep it a lighter color while others have a darker one.

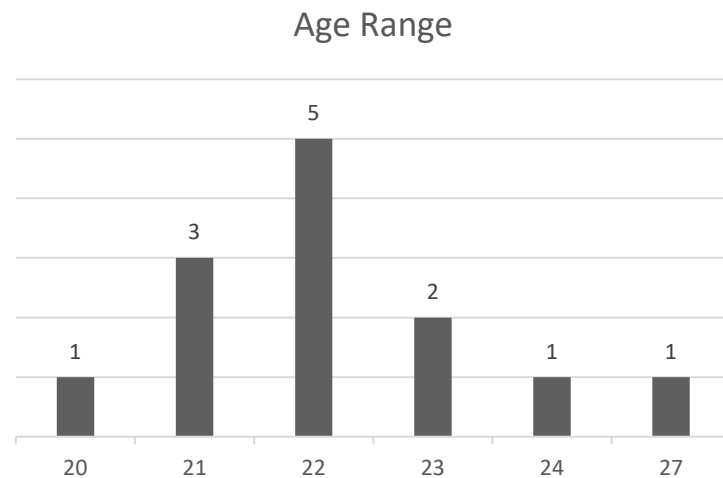


SHORTEN THE WALLS

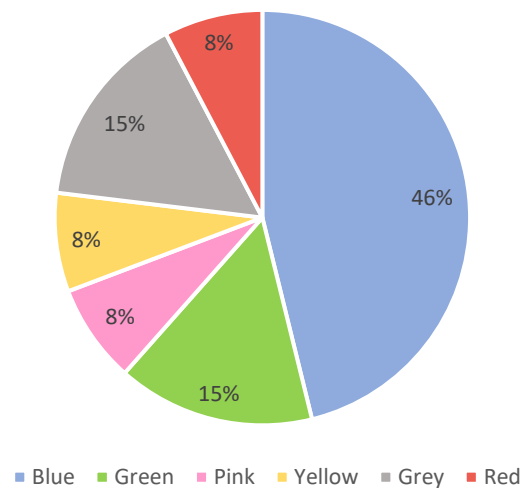
To make the walls shorter, applying a darker shade to the bottom of the wall will work.

The importance of colors in architecture

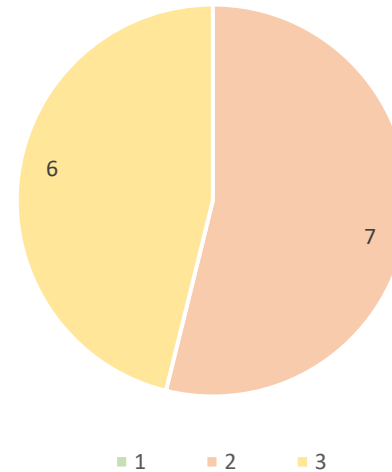
Analysis of data obtained through the form



This analysis will be done through the results obtained in a form to which 13 people responded.

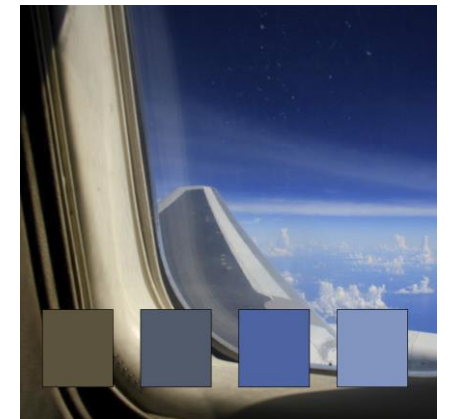


Which image do you like the most?



I started by asking which of these 3 images, shown on the right, each person preferred and what feelings/sensations the chosen image conveyed to them, this without the person knowing the reason behind the analysis and without knowing about the existence of the color pallet that I would do from each one, with this we got the following answers:

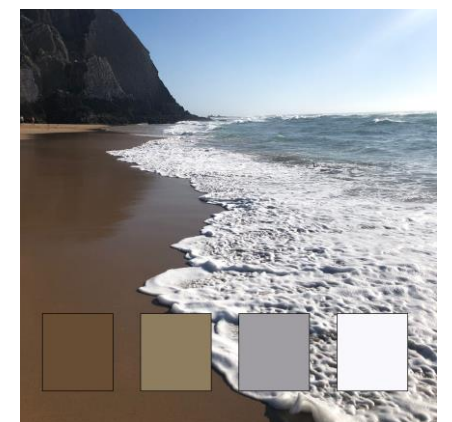
- 6/13 votes in option 3 that conveyed feelings of peace, tranquility, happiness, comfort, serenity, silence and happiness;
- 7/13 votes in option 2 that conveyed feelings of peace, serenity, tranquility, calm, happiness;
- 0/13 votes in option 1.



Option 1



Option 2



Option 3

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Analysis of data obtained through the form

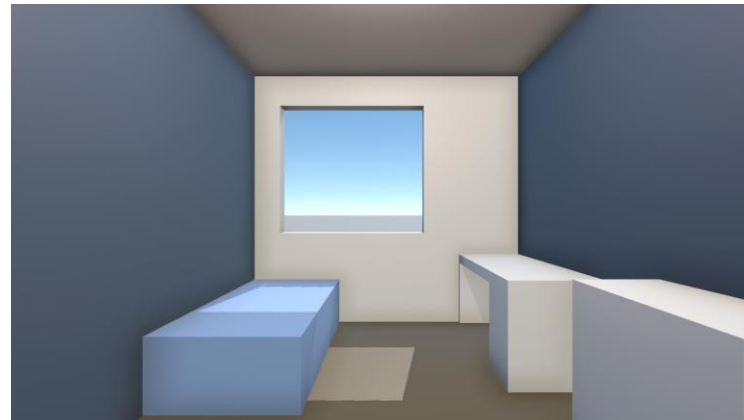
BLUE PALLETTE

Option 1



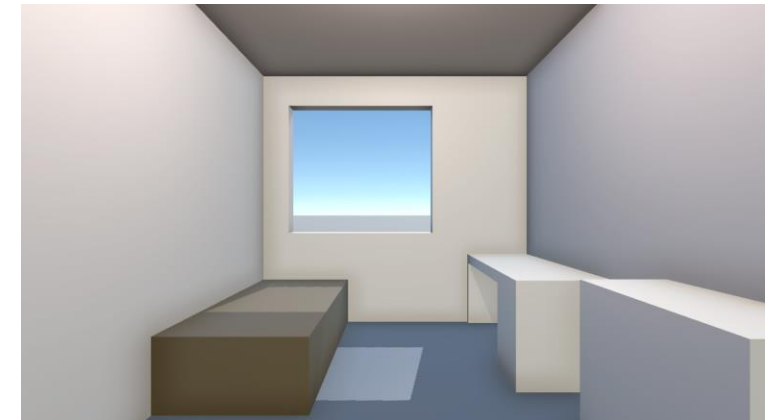
Open mind | Concentration | Security | Focus

Option 2



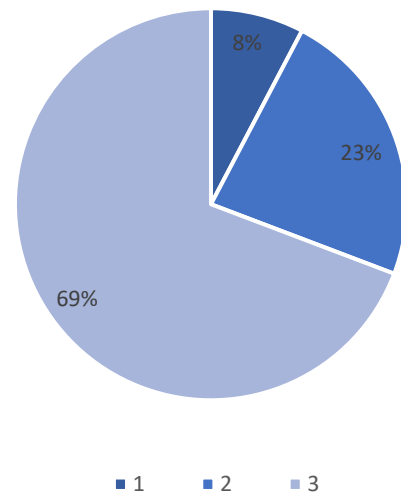
Peace | Comfort | Coziness | Freshness

Option 3

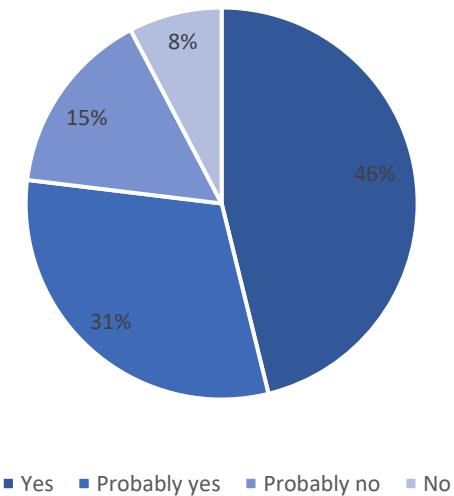


Calm | Tranquility | Safety | Protection | Peace
Balance | Relaxation | Luminosity | Organized

Which would be the best one in your opinion?



Would this placement and color scheme be an option you would use in your bedroom?



The importance of colors in architecture

Analysis of data obtained through the form

ORANGE PALLETTE

Option 1



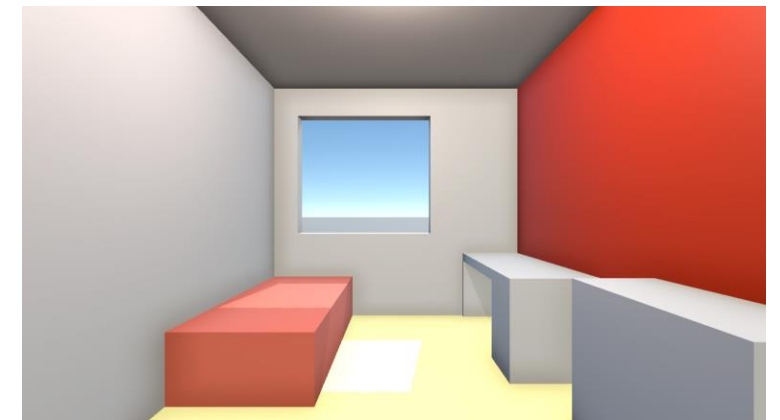
Stress | Energy | Discreet | Happiness
Harmony | Youthfulness

Option 2



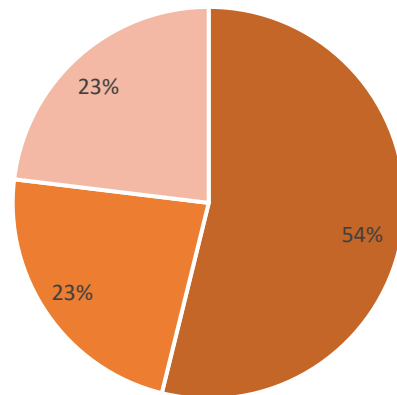
Comfort | Anger

Option 3



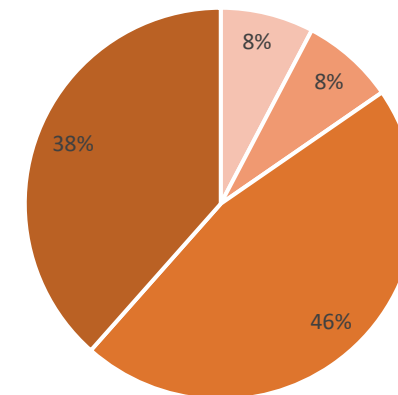
Anger | Boldness | Stress | Anxiety | Class |
Comfort

Which would be the best one in your opinion?



■ 1 ■ 2 ■ 3

Would this placement and color scheme be an option you would use in your bedroom?



■ Yes ■ Probably yes ■ Probably no ■ No

The importance of colors in architecture

Analysis of data obtained through the form

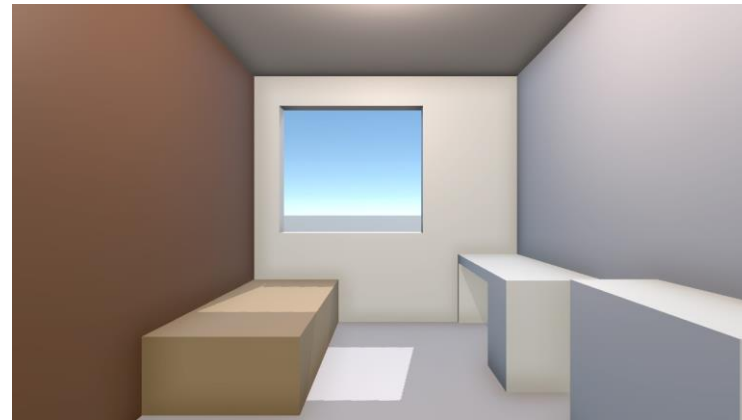
BEIGE PALLETTE

Option 1



Calmness | Neutral | Formal | Comfort
Focus | Methodical

Option 2

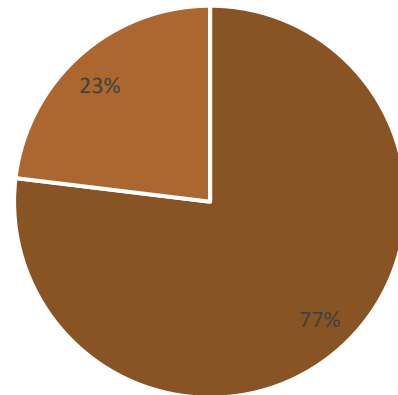


Comfort | Peace | Calm

Option 3

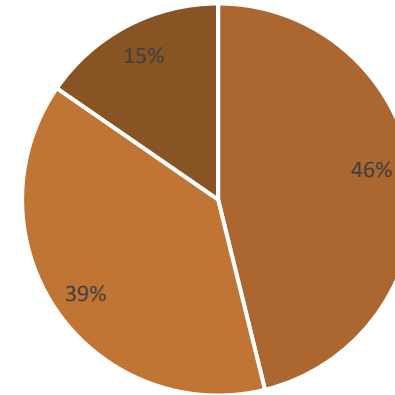


Which would be the best one in your opinion?



■ 1 ■ 2 ■ 3

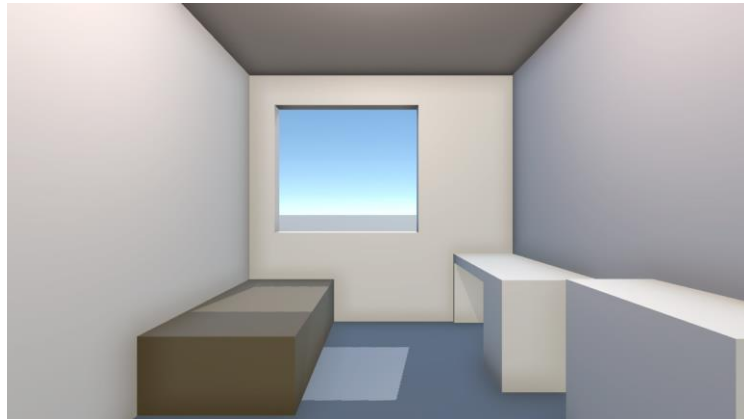
Would this placement and color scheme be an option you would use in your bedroom?



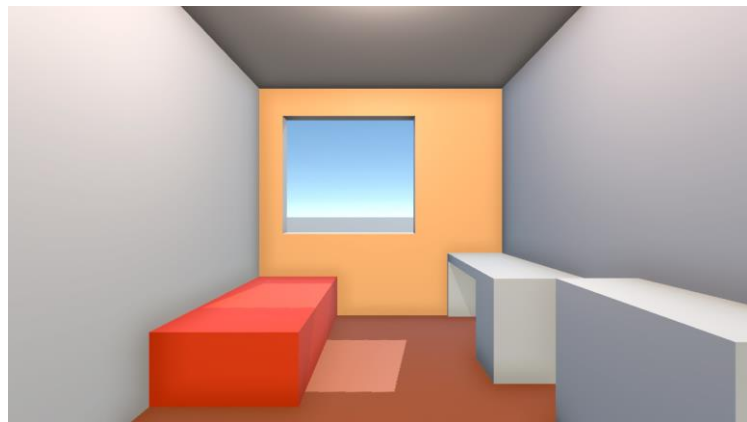
■ Yes ■ Probably yes ■ Probably no ■ No

The importance of colors in architecture

Conclusions



Calm; Tranquility; Safety; Protection; Balance;
Relaxation; Peace; Luminosity; Organized

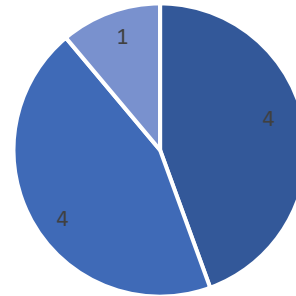


Stress; Energy; Discreet; Happiness; Harmony;
Youthfulness

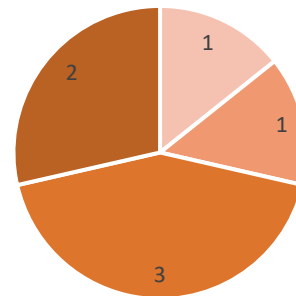


Calmness; Neutral; Formal; Comfort; Focus;
Methodical

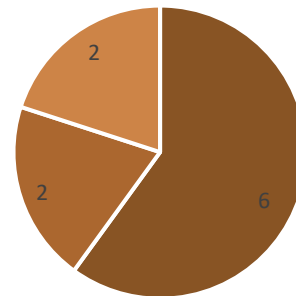
Would this placement and color scheme be an option you would use in your bedroom?



■ Yes ■ Probably yes ■ Probably no ■ No



■ Yes ■ Probably yes ■ Probably no ■ No



■ Yes ■ Probably yes ■ Probably no ■ No

After the results obtained from the room pallets, I joined the room with the best qualification of each pallet to compare results.

Through the people who voted in each room that was qualified, I repeated the analysis of the question “Would this placement and color scheme be an option you would use in your bedroom?” to understand if, even choosing one of the three rooms, it would be an option that they would use in their own rooms, and so we can see that:

- 4/9 people who voted in the elected room of **blue pallet**, responded positively;
- 1/7 people who voted in the elected room of **orange pallet**, responded positively;
- 6/10 people who voted in the elected room of **beige pallet**, responded positively.

On one hand, we cannot notice that the results obtained from the orange pallet, when it was used in the rooms, were quite negative considering that the pallet was made using the image with the most votes in the form.

On the other hand, we were able to conclude that when we put together the results obtained in choosing the favorite image and with the results obtained in this last analysis of the rooms that were made with the color pallet of the images, we were able to remove a pallet and a winning room option, the beige pallet, a room with neutral and earthy colors.