COLOR IN ARCHITECTURE
DESIGN PROJECTS M - ARCH: DONATA BIGAZZI

COLOR INFLUENCE

Color Psychology
One of the most striking results concerning color connotations and color mood associations is its consistency cross-culturally from one individual to another and group to group. The great number of studies comparing human subjects worldwide, such as men to women, children to adults, laymen to architects, and even monkeys to humans show that color is an international visual language understood by all.

Kruitof Diagram: the lower illuminance warmer the light is, for this reason a source producing an illuminance of blue color is innatural.
The impression of a color and the message it conveys is of utmost importance in creating the psychological mood or ambiance that supports the function of a space. A classroom has a different function than a hospital patient room; an office space is not a production line, etc.

To mention a few examples concerning colors and what they convey:

- **White** expresses open, vast, neutral, sterile. The message being purity, sterile, emptiness, indecisiveness

- **Pastel yellow** gives the impression of sunny, friendly, soft. The message in the interior space is stimulating, brightness, coziness.

- **Red** is arousing, passionate, provocative, fiery, aggressive. The message in the interior is aggressive, advancing, dominant.

- **Orange** links red and yellow, gives the impression of warning. The message is caution in case of danger.

- **Green** is balancing, natural, calm with the message of simplicity, security, balance.

- **Blue** is the color of silence, gives an idea of calm, and restness, but is also the color of melancholy, that can produce a feeling of frost.

- **Grey** is a quiet color increase curiosity, meditation and imagination.

Obviously this is a very small example since all colors change their character when modified in their lightness factor (light to dark) and saturation.
INDIZIO VISIVO

CONTRASTO

MORBIDO, scarso ed insoddisfacente: una distribuzione luminosa troppo uniforme può generare un senso di monotonia.

DURO: un contrasto violento costituisce un elemento negativo.

ARMONIOSO: per una distribuzione armoniosa delle luminanze sulle varie superfici di un ambiente non basta il solo illuminamento; i fattori di riflessione devono essere scelti in modo che non si determinino differenze eccessive di luminanza tra la zona di lavoro e l'area circostante.
Cromoterapy is particularly important in Hospital, where sick people have to be kept in touch with reality and have to be encouraged in the healing, in fact there is a optical vegetative system that through light diffusion can influence our hormones production.
FENG SHUI

Today Feng Shui practitioners are brought in to advise corporations, homeowners and even studio apartment dwellers. Feng Shui is a rigorous discipline whose reach extends beyond most western ideas of interior design. Like Western design, Feng Shui practice can incorporate concepts of order, arrangement, scale, symmetry, propriety and economy to create a harmonious-looking design. From a Feng Shui perspective, however, room design takes on additional meaning that permeates the more subtle areas of the way a person relates to him or herself, family, society and the environment. Feng Shui adjustments can be made in a yard, a house, a room, or even on top of a single piece of furniture. For some home furnishings merchants, Feng Shui can provide an additional tool to convey the “idea” to customers that they want to help them to create a beautiful, healthy home environment.

Feng shui is an ancient art and science developed over 3,000 years ago in China. It is a complex body of knowledge that reveals how to balance the energies of any given space to assure health and good fortune for people inhabiting it. Feng means wind and shui means water. In Chinese culture wind and water are associated with good health, thus good feng shui came to mean good fortune, while bad feng shui means bad luck, or misfortune. Feng shui is based on the Taoist vision and understanding of nature, particularly on the idea that the land is alive and filled with energy.
Feng Shui examines how the placement of things and objects within it affect the energy flow in your living environment, and how these objects interact with and influence your personal energy flow. Your personal energy flow affects how you think and act, which in turn affects how well you perform and succeed in your personal and professional life. Feng Shui affects you every moment of the day — whether you're aware of it or not.

Feng Shui considers and examines the flow of energy, or “ch’i” (as the Chinese refer to it) in a space. The flow of this ch’i is the result of several factors: how the space was structurally built, what occurred with the previous owners/tenants, and what the current occupants bring with them. One other determination of ch’i flow is how furniture is set-up. Furniture arrangement can send certain messages to the people who live there, whether they are aware of these messages or not.
**Davanti alla porta d'ingresso**
Il bagno non dovrebbe mai trovarsi proprio di fronte alla porta principale (v. sopra), suggerendo a causa dei problemi dei flussi di energia (v. pagg. 96-97).

**Vicino alla cucina**
Il bagno non dovrebbe mai stare vicino alla cucina (v. a sinistra). Se non potete evitarlo, tenete la porta sempre chiusa. In alcuni paesi questa disposizione è proibita per legge sulla base di norme igieniche. Si tratta di divieti che rispondono a una esatta interpretazione.

**Disposizione appropriata**
Provate a vedere questa casa (v. sopra) come un corpo umano. La cucina (la stomaco) si trova nella zona della porta d'ingresso (la bocca). Il bagno (organo di deiezione) sta sul retro. Si tratta di una disposizione aderente alla natura.

**Da evitare**
In questa casa (v. sopra) l'ordine naturale è invertito: il bagno si trova in prossimità della porta principale d'ingresso e la cucina sta sul retro. Nonostante si tratti di una situazione riscontrabile di frequente, è meglio evitarla.

**Al centro della casa**
Se tirate delle diagonali tra gli angoli della piantinetta di questa casa (v. a destra) scoprirete che il bagno si trova esattamente al centro. In tal modo la funzione escretoria sta nel centro del «corpo» della casa. Il consiglio dell'esperto di Feng Shui è non andate ad abitare in questa casa, oppure chiudete il bagno che è nel sottoscala; oppure ancora spostatelo in qualche altro punto della casa.