

# LIGHTING FOR INTERIORS

- **COLORS-** Lecture 5
- **LIGHTING**

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# COLOR APPLICATION IN INTERIORS

- **Offices**
- **Educational Facilities**
- **Medical Facilities**
- **Restaurants**
- **Retail**
- **Industry**

## Color Application in Interiors

- Color is a design tool.
- Its practical application ranges from using luminescent colors for safety in highway signs and markers to using specific colors for hunting gear, life jackets, and reflectors for bicycles in order to be seen instantly.



# COLOR APPLICATION IN INTERIORS

## OFFICES



## Offices

- Job performance is closely associated with satisfaction in the working environment.
- Because the work environment has a direct relationship to employee efficiency, dull offices can be counterproductive.
- It is important to design office spaces that will lift spirits, not depress them.



## Offices

- Off- white, beige, and gray color surroundings are not very stimulating if additional color is not used effectively.
- Earth colors can be yellowish-beige color in an office environment, and yellow has been found to create a cheerful atmosphere and improve work concentration

Accents of color are used on these workstations to offset the neutral background of this office.





## Offices

- More saturated colors, such as deep green or purple, are often used as accents, especially in reception areas, to give a feeling of status and respect.



These bright-colored “Fit” chairs by Kimball Office liven up this touchdown station in an office environment.

## Offices

- In some office environments, creating a formal or corporate image is important.
- Black, gray, and white with one or more accent colors might be used, for example.
- Another way to express prestige and status is through the use of natural materials, such as marble and wood.
- However, the brightness contrast ratio needs to be proportionate.
- Because white reflects 80 percent of light, and black approximately 5 percent, a brightness contrast ratio of 16 to 1, there could be physical eye discomfort.



## Offices

- Gray can be ideal for desktops and working surfaces since it is a neutral color and not distracting.
- And because it creates a good balance in contrast between black and white, gray is able to keep the eye at a comfortable and uniform brightness level.



## Offices

- In offices where a great deal of concentration is necessary, cool hues tend to be a better choice.
- In general office areas, either warm or cool hues can be used, depending on users' preferences.
- High-stress environments can use color to achieve a calming atmosphere.



## Offices

- Low-reflective surfaces should be used in areas where workers must use their eyes a great deal for visual tasks.



# COLOR APPLICATION IN INTERIORS

## EDUCATIONAL FACILITIES



## Educational Facilities

- Traditionally, a pale green has been thought to be a good color for school walls because it creates a quiet mood that enhances concentration.
- However, pale green can also create a very boring environment and should be used for specific situations, not a general scheme for all spaces.





## Educational Facilities

- Warm, bright color schemes are thought to be a good choice for preschools and elementary grades, since children in these age groups tend to be more extroverted.
- Such schemes also can reduce anxiety and can stimulate activity.



North Andover Early Childhood Center / North Andover, MA





## Educational Facilities

- In secondary schools, beige, light greens, and blue-greens are often used to create a more passive effect while enhancing the ability to concentrate.
- Brightly colored accents can add cheerfulness and encourage participation among students.



## Educational Facilities

- Using a different color for the front walls in classrooms where students face a specific direction not only draws attention to the front of the room but creates an effective contrast with visual aids, such as chalkboards to allow students to relax their eyes when looking up from their desks.



- Visual boredom can be lessened also by adding a contrasting color to the front wall. The side and back walls then could be more neutral, such as tan or beige.

# COLOR APPLICATION IN INTERIORS

## MEDICAL FACILITIES



## Medical Facilities

- The correct application of color in medical facilities contributes to the well-being of the patient and the efficiency of the staff.
- In the study “Effects of Color,” M. N. Bartholet hypothesizes that color could be used to motivate sick people to get well and, possibly, to improve nursing care.



## Medical Facilities

- It was also concluded that since green is frequently associated with sickness and nausea, patient rooms should not be painted this color.
- After doing research into color preferences of a depressed group, Dr. Deborah T. Sharpe reported in *The Psychology of Color and Design* that the group members had a strong preference for bright colors





## Medical Facilities

- In general, warm neutrals, light greens, and blues are used in healthcare environments.
- Blue walls create a calming effect and give an impression of expanded space that will help keep patients from feeling confined. This does not necessarily mean, however, that all walls should be blue.
- Medium tones of green or blue-green are recommended for operating rooms, as discussed under “Successive Contrast or Afterimage.”





## Medical Facilities

- Large expanses of yellow used in hospital patient areas can give patients a sickly pallor.
- Pure white is seldom used for hospital walls because it is highly reflective and harsh on the eyes. Even though white has been traditionally associated with sterilized environments, such as hospitals and healthcare facilities, it, too, can make a patient appear sickly.
- Gray is not a good color to use in large applications for healthcare facilities, because it appears cold and harsh.



## Medical Facilities

- Public areas of healthcare facilities, such as waiting rooms and corridors, generally use more brightly saturated colors to create a cheerful atmosphere, and can be used as a method of way finding throughout a facility.

Bright colors and artwork are used in this reception area of the Helen DeVos Children's Hospital to create a cheerful atmosphere. Graphics used in the flooring aid in way finding, to help guide the patients throughout the hospital.



# COLOR APPLICATION IN INTERIORS

## RESTAURANTS



## Restaurants

- Color is used in a number of different combinations and accents for restaurants and other eating establishments

This restaurant uses a variety of colors for an inviting atmosphere





## Restaurants

- Color is a major factor in our evaluation of the freshness, ripeness of food. Experimental studies show that people's appetites are stimulated by viewing food under normal light.
- When colored light is substituted, unnatural food colors are produced, such as dark-gray meat or violet potatoes. Even though people know the food is edible, many are not particularly drawn to it.



## Restaurants

- Other studies on appetite and color reveal certain trends to stimulate appetites. Red, red-orange, and orange tend to produce the most favorable appetite sensations.
- Blue-greens, such as aqua and turquoise, can be used successfully as backgrounds for food displays because their afterimage of red-orange enhances these colors.
- Green salads will appear greener on cool pink backgrounds.





## Restaurants

- Another consideration for color in restaurants is the use of color flattering to human complexions(skins), for example using pink or warm lights to shine on warm neutrals or soft red and oranges.
- However, in a fast-food establishment, bright, stimulating colors and light tend to encourage rapid eating and movement.



# COLOR APPLICATION IN INTERIORS

## RETAIL



## Retail

- Color can also be an important element in the marketing and selling of merchandise(goods).



## Retail

- Yellows and reds are used for aggressive, attention-grabbing messages,
- whereas earth tones are often used for subtler product messages.
- Brighter hues are often used for store shopping bags to assist in image making and ease of purchasing.





# COLOR APPLICATION IN INTERIORS

## INDUSTRY



## Industry

- Color is important in industrial plants and related manufacturing areas.
- Using intense colors for warnings in hazardous areas or on potentially dangerous machinery and products emphasizes safety.
- Light colors (except stark white) can be used over all to reflect light and can be accented with bright, cheerful colors.





## Industry

- Eye fatigue can be lessened by reducing contrasts and the afterimage phenomenon.
- Matte surfaces are also preferred over shiny, reflective ones where workers must concentrate on a specific task or product.



Thank You!

