

## Phycology of colours in Interior Design: A Review

<sup>1</sup>Shruti Maghnani <sup>2</sup>Ar. Prashant Singh (Assistant Professor, CSJM University, Kanpur)

### Abstract

*Interior Design is all about choosing the right things that fit the space well, choosing the right light, the right texture, pattern, the right form and most importantly the right color. One of the basic quality factors of interior design is colour. As easy as it seems, color psychology has more to it than a being can imagine. The power color holds are life changing.*

*It is a powerful communication tool that can be used to influence moods, signal actions and even physiological reactions. With so much psychology and emotions attached to the shades, it can make your end users feel all kinds of feelings. Based on some analysis, conclusions are drawn about the implementation of colours in public spaces. Their effects on productivity and disposition of employees, creativity, and mood of the client. The goal of this report is analysing effects of colours used in an interior space and on the users of the corresponding area.*

### 1. INTRODUCTION

Color being the most influential and the most fundamental aspects of interior design, color selection is a major factor in determining the success or failure of a space. The right use of color can unify finishes and furnishings to produce a cohesive and eye pleasing result. One of the essential roles of interior design is to design environments that sustain the occupants' psychological well-being. This role is made even more important because, in modern society, more than seventy percent of a person's lifespan is spent indoors.

Color can be used to change the proportion or apparently the size of a room, the choice between warm and cool colors or between light and dark tones can magnify or simply minimize the dimensions of a room, making small rooms seem spacious and spacious ones appear smaller. It can make a bright room feel cozier or simply light up a somber room.

Since the client and their friends, family, and colleagues will spend hours in the rooms we design, we need to take the psychology of colors into account for their benefit.

### 2. WHAT IS COLOR PSYCHOLOGY?

#### Color

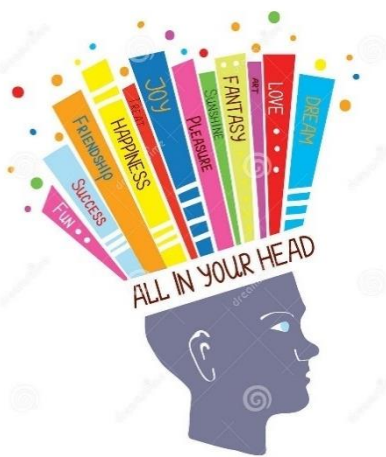
Psychology is a theory of how each color affects one's mood, cognitive functions, creativity, and one's productivity.

(The Psychology of Colors in Interior Design, n.d.) Cool tones

make a person feel all calm and at ease. Blues represent trust, creativity, and calmness. While greens are associated with nature, freshness, jealousy.

Those blues and greens, like the plants, greenery, the sky all of it provides the mind a sense of calmness (Impact And Importance Of Colour In Interior Design, 2019).

Whereas, the loud vibrant tones such as red, wine, or orange, they feel passionate and energetic. Since warm colours increase metabolism and make you hungry, the interiors of restaurants are often hues of red, yellow and orange to increase one's appetite. Similarly, neutral one's such as white or grey make one feel serene. Ideally light and cool



colours are the best fit for south facing rooms while the north facing rooms will do better with warmer colours.

Color Psychology is based on the scientific effect of different hues of each color of the spectrum, on the human brain. Although the effects of the colors may seem similar, studies have shown that each individual responds differently to standard color schemes. Ideally light, cool colours are the best fit for south facing rooms while the north facing rooms will do better with warmer colours.

Colours greatly impact the mood of the viewer. Since warm colours increase metabolism and make you hungry, the interiors of restaurants are often hues of red, yellow, and orange to increase one's appetite. Blues represent trust, creativity, and calmness. While greens are associated with nature, freshness, jealousy.

### 3. HOW DOES COLOR PSYCHOLOGY AFFECT INTERIOR DESIGN?

We've already discussed how much power the colour of a space holds or a colour in general. Talking about Interior Design, the colour of the interior elements be it the walls, lights, furnishings, artifacts or fixtures each one of them play a major role in the psyche of the inhabitant. They spend hours surrounded by the colour scheme we choose.

Therefore, choosing the colours that suit and cater to the client's personality and lifestyle is very essential. colours that reflect a client's personality will provide him a sense of ease and increase his creativity and productivity in that space.

Various studies have proved that every person has a varied reaction to each color.

Let's say for instance the color black or grey is demotivating and depressing for someone but for a gen z the same color black is cool and aesthetic. For some red is inspiring and energetic but for some it comes out to be threatening.

So, to keep in mind client's needs and his personality is important to make a space more functional. It's best to ask your clients what kind of colour schemes they find most appealing. Even if they can't choose the colours, you will get an adequate idea about what they like and what they don't. Let us discuss the effects of the popular colours in detail so you can make an informed decision while implementing your design ideas.

### 4. WHAT DO DIFFERENT COLORS SIGNIFY?

#### BLUE

Blue is among the most *calming* colors in the palette for interior design. In regard to the psychological effects of color, blue *relaxes the mind* and *lowers heart rate, metabolism, appetite, blood pressure and hypertension*. It instils the sense of *serenity* and *peace*. Aquatic shades of blue such as sky blue and light blue have a *healing* effect on the mind. It reminds the inhabitants of the sea or swimming pools. Blue is the only color that has an array of positive effects, and little to no negative effects on the psyche (Ćurčić, 2019).

It is well suited for bedrooms, offices, and extremely sunny rooms.



Darker shades such as royal blue can be used as a primary colour and pair it with yellow and use it for the kitchen, playroom, etc. A combination of light and dark blue colours in the bedroom and dining room can never go wrong.

Most dark shades of blue are associated with *elegance, luxury, and royalty*. All in all, blue is an excellent colour scheme that works well with all *modern* and *contemporary* interior design trends.

## GREEN

Color green gets people thinking of nature. The human psyche associate's nature with *freshness, peace, and trust*. Thus, green is a powerful color in interior design. Additionally, pale green is promptly associated with the color of pea soup, which is comfort food. It helps relax the senses and lower the levels of *hypertension and blood pressure*.

Brighter and lighter shades of green are used to indicate *vitality and freshness*. Darker, richer greens represent *wealth and prestige*. When paired with white or grey it makes for a perfect combination for the living room.



## RED

Red is a physically stimulating color. It increases *appetite, heart rate, respiration*. It also symbolizes *danger* as well as *passion*.



This is well suited in a kitchen and a warmer shade of red works well with a bedroom (said to increase passion!). In offices, red inspires *leadership, willpower, high energy levels, and friendship*. Implementing red in the design plans adds excitement and vigor to the entire room.

## ORANGE





Another prominently vibrant colour is orange. It symbolizes *sunshine and nature*. Orange and all its shades pretty much have a positive effect on the psyche. Distant tones of Orange, such as gold represent *wealth and prosperity*.

Orange, much like red, also inspires *desire, love, sexuality, and appetite*. This colour predominantly has a calming effect on the senses as it reminds people of laying on the beach, drinking tropical beverages.

## YELLOW

Yellow is an emotional one. It's associated with *happiness, positivity, sunshine*, and spring which communicates *friendliness, joy, and energy*.



Yellow may be one of the happiest colours on the palette. In interior design, the colour yellow is recommended for the kitchen, dining areas, hallways, and bathrooms.

## BROWN

With its natural hue and soft, reassuring essence, brown can work wonders in vast spaces to synchronize different elements of modernism and classic. As interior designers, you must ensure that the wall colours, room colours, and the colour of the overall interiors make the inhabitants feel *warm and comfortable*. The colour palette you choose

must also serve to inspire them. Brown tends to *relax the senses*, maybe a little too much, leading to inactivity and lack of goals (Paul, 2020).



## WHITE AND GREY

They are neutral colors that we have across all rooms. Each of these colors also has a symbolic significance and an impact on our mindset.



## 5. CONCLUSION

The colour phenomenon has been studied for ages to come. Even though there are numerous myths about the perception of colours and visual comfort, their impact on our mood and productivity is irrefutable.

Colours play a major role in the world of design and architecture; they are related to various uses of a space and have a huge impact on human life.

Interior Designers must know about various effects of colours. In this report are presented some of the basic characteristics of colours and what role do they play in one's mood and actions. Symbolical and psychological meanings of colour and their implementation in interiors are presented as well. In addition, which colour is suited at what type of space is also discussed. In addition to the psychological effects they cause, physiological changes in people as well as the changes in productivity are explained above.

## References

Ćurčić, A. (2019). Effects of color in interior design. *Research Gate*.

*Impact And Importance Of Colour In Interior Design*. (2019, february 12). Retrieved from colour your blank space:  
<https://cubspaces.com/impact-and-importance-of-colour-in-interior-design/>

Paul, H. (2020). The power of colour. *The Psychology of Colors in Interior Design*. (n.d.). Retrieved from Foyr:  
<https://foyr.com/learn/psychology-of-colors-in-interior-design/>

